ETHICAL CONSUMERISM AND ITS EFFECT ON PURCHASE DECISION: EVIDENCE FROM FASHION INDUSTRY OF PAKISTAN

Syed Asad Hussain¹ and Faizan Dar²

ABSTRACT

In recent years, customer’s increasing awareness of ethical consumption has become increasingly important for the business environment and one’s lifestyle. Although it is observed that consumers are influenced by their ethical concerns but ethical consumptions lack from a consumer perspective. The theoretical framework of the paper portrays the multifaceted and complex ratio of the concepts of ethical consumption and the complexities that exist in the relationship between purchase influence and consumption in general. The study took a quantitative approach to find out how consumer purchase decision is affected by four antecedents namely, Ethical Knowledge, Environmental Concern, Personal Values, and Price Factor. Data was collected through a self-developed questionnaire and distributed among 200 respondents in Karachi, Pakistan. Multiple regression was applied through SPSS in the data. The results of the study show that all other variables show a significant effect on purchase decision except Ethical Knowledge. Therefore, it implies consumers are uncertain about which products and firms follow ethical rules and which do not. This study has theoretical and practical contributions in the fashion industry context. This research might encourage fashion brands to willfully take on green exercises and give strategic guidelines to advertisers and retailers about their sustainable retail practices.

Keywords: Ethical Knowledge; Environmental Concerns; Personal Values; Consumer Purchase Decision; Sustainability; Ethical Consumption.

INTRODUCTION

Due to global warming and environmental concerns, the awareness among consumer for green, ethical, and sustainable products has increased (Bhutto, Zeng & Soomro, 2019). The ethical

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consumerism of society has been transformed due to societal and economic glitches throughout the past eras. Ethical consumption is one kind of purchasing behavior for consumers to express their feelings toward society (Pinto et al., 2020). Ethical consumerism has to do with the purchase of products and services that consumers view as ethical. Consumption of such goods and services is intentional as most consumers are interested in purchasing goods that has an ethical brand, and one of the definitions of what makes an ethical brand to a consumer are products of companies that promotes the environment. For the betterment of society as well as the world, the consumers started to observe ethical consumption, it leads the shoppers to see moral utilization as an apparatus to lead society to better, and more beneficial world therefore has changed individual’s propensities while choosing their desirable products. Due to the changing consumer’s partialities, the companies started to bid the numerous ethical goods that produced by using the natural means of methods in human friendly environment and animal welfare administrations. As the significance of ethical items expansion, it is vital to decide the reasons of moral buyer conduct and factors affecting it.

By the commercialization of ethical products, now it is necessary to regulate the reasons behind the ethical consumer behavior and the elements that are persuading it. The consumers have to bring all products information into an invoice even though, if they endorse the idea of purchasing the ethical goods or not, that will not change their purchasing intention. This is what is being acknowledged as attitude-behavior gap with the complex purchase behavior. Although the consumers have socially accountable attitudes, but while purchasing, still there is a huge space between the consumer’s act of thinking and what they actually do. It is supposed that although the customers show their eagerness to make purchases accompanying to good reputation, but the truth is that in their decision the social responsibility will not be the foremost condition. Certainly, for the selection of products, the concerns regarding price and good’s benefits listed more significant than the environmental concerns (Boulstridge & Carrigan, 2000).

For companies providing products, the ethical consumerism is an extensive sticky tag to fascinate the public’s best selves. Nowadays, consumers are more likely to think about shopping ethically as the idea of combining the shopping and ethics has become an emerging perception. All this can be due to the increased awareness about the impact of buying habits on the surroundings. In this social dilemma, the consumers are getting more conscious about the manufacturing content of the product which they are going to purchase, as some are researching the material supplies while the others focus on the production network to be more ethical and
crystal clear (Carrington & Neville, 2010). Forced by these consumer’s interests, companies are becoming more cognizant of the necessity to be environment friendly and society conscious. Hence, this emerging movement is thought provoking for retailers or venders to become tangled and take actions to tackle this growing demand. For instance, now eco-friendly synthetic materials and organic cotton shopping bags are usually accessible, both from small stores to large chains. Another example we can take of firms collaborating with social campaigns and more toward CSR activities (Shen, Wang, Lo & Shum, 2012).

About ethical awareness, these concerns and beliefs help an individual to be responsible towards giving back to earth. The more customers recognize the ethical dimension of goods the more they are expected to provision and reward ethical business via their consumptions. As every buying decision is a vote that demonstrate the support or absence of support for how firms operate their line of work (Brosdahl, 2007).

In this social era, decision-making process depends a lot on consumer’s values and consequently these standards become vital determining factors of ethical purchasing. These standards are well defined as necessary transitional goals, fluctuating in reputation, and serving as controlling moralities in someone’s life. Due to the customer’s fluctuation in their values urgencies, the personal norms can be notified us in the development of interventions. For instance, some people base their values that benefits for others and see the community or the environment as a whole, while the others consider costs and benefits for their own selves (Schuitema & Groot, 2015).

These norms can be sub classified into ecological, political, and religious values. It is evident that ecological or environmental value echoes an interest or awareness in environmental and animal safety; political apprehensions can be human rights and country’s origin (Takahashi, 2021), while on the other hand, religious concerns are the most appropriate according to consumer’s beliefs and religion (Kavaliauske & Ubartaite, 2014). As mentioned above consumer’s perceptions and attitudes influence their behaviors, but in contrast, in this social marketing era these attributes alone are poor factors for purchasing behavior. Soomro (2019) examined individual-level collectivist values and other variables such as promotion and perceived brand quality factors have impact on brand loyalty and purchase decision in fashion industry of Pakistan. As examined, there may be people who refuse to buy unethical background products, but some may evaluate product’s attributes (De Pelsmacker, Driesen, & Ray, 2005).
However, in spite of this vibe, the great factor of our ethical compass beseeching us generally, concerning customer is picking between moral brands and the mass market, the choice can regularly be influenced in view of the cost factor. However, for different circumstances, there are different schools of thoughts. Some argue that for purchases and frequency of buying, price is an essential component as people lean towards to buy those products which prices are relatively low, on the other hand, some contend that the price can have an important influence on customer’s purchasing process. As explained that the association between buying intention and price is not always negative. Cost level can be associated with buying intention, for instance, a highly priced product is linked with better image and an advanced quality of the product (Kavaliauske & Ubartaite, 2014). Thus, to study the impact of ethical consumerism on product purchase decision. This study discusses the level of ethical consumption perceived in Pakistan and the reasons that make ethical consumption, or if not, the factors that makes consumer to avoid purchasing moral products.

SIGNIFICANCE OF THE STUDY
The past decades show an emerging growth in ethical consumerism. This statement explains the phenomenon that people are now aware of what they buy and how they buy based on the company’s ethical considerations, which includes social, economic, and environmental concerns that have to do with the world or the cost of good or its quality. Moral thoughtfulness can be also personal, but what has been observed in the past years is that the determinant such as impact a product is having on the environment, immoderate usage of scarce resources, panorama of nature, animal welfare, etc. have tendency to influence the consumer for their choice of products they buy. The lead toward Ethical consumption can be seen as an initiative towards preserving the earth land and other environmental issues. This increasing development is due to more awareness for sustainable products and its benefits to earth which on contrarily is reducing demand for non-sustainable ones in market, due to which the companies are been more focused of including ethical product in their product lines.

LITERATURE REVIEW
Ethical consumption is an integral component for sustainable development in the world (Li et al., 2021). Our living standards are very different from the lives of the old generations decades back, their lifestyle was more connected to organic substances and dependent on nature. These old living patterns are now all broken due to emergence of modernization and urbanization. Modernism has brought many conveniences and easiness in our lives but simultaneously has
some negative exposure too; from some have unfavorable and significant aftereffects on the social, economic and environment as completely. For bringing social change to the world, humanity needs to find novel ways out of the present vicious circle. This implies shifting production and consumption patterns as well (Kossmann, Veloso & Suárez, 2021). This increasingly concerns have provoked consumers to move more toward the products that are less harmful to the environment, and thus calling it as Ethical products. The products compressed from organic to recycled, sustainable to go-green products all are categorized as ethical (Tezer & Bodur, 2020). It has become imperative for marketers to find which factors influence consumers’ attention, decision, and choices (Mondol, Salman, Rahid, & Karim, 2021).

Consumer awareness for material content of the apparel they buy has been increased. A few are even looking into the material suppliers, asking that the supply chain of fashion can be ethical and transparent. Fashion and Textile manufacturers are regularly blamed of releasing toxic chemicals such as carbon monoxide and volatile organic compounds into the environment. Certainly, these chemicals are being discharged at a growing rate due to the increasing demand for the synthetic fibers used in the production process of apparel. Moreover, pesticides and chemical fertilizers used in planting cotton pollute the ecosystem, which becomes harmful to humans also. Since the 1980s, increasing consumer awareness of this situation and criticisms of the sweatshop labor employed by companies such as Nike, Gap and Levi Strauss have led to the emergence of “ethical fashion.”

Driven by such factors, companies are becoming more cognizant that there is an intensive need to be socially responsible and to produce or include eco-friendly element in their product lines (Pahlevi, & Suhartanto, 2020; Delcea et al., 2019). Thus, trend is also revitalizing retailers to become more aware and take action toward ethical fashion. International fashion firms such as H&M and MUJI have introduced organic collections and fair-trade goods. Globally trading companies including Li & Fung have inveterate corporate sustainability approach for their supply chains so that earth resources can be prevented and managed responsibly (Shen, Wang, Lo & Shum, 2012).

**Ethical Decision Making of Consumers**

Most of the purchasers have this understanding that firms do have some moral accountability to society in which they live and produce and thus when the ethical vote power is concerned; customers consider moral norms and directions accordance to the different righteous ideology
and suppositions (Yoganathan et al., 2019). The environment in which the business operates and the awareness, insights and understanding about an organization a customer has includes in it. In addition, the previous experience, and the overall performance a company has in past also impact on purchase decision on individual assessment. All these criteria’s combines to form a decision of whether to buy or to boycott product/services from any firm (Kiker, Fugate, Kiker & Callahan, 2015).

The purchasing behavior of the consumer is being enhanced by the study and the research studies, which are conducted in favor of ethical consumers. These researches indicates that the organization have set two objectives in order to achieve that what is socially right (Dickson, 2000), and what are the possibilities which will affect the environment in a better way and it will make the positive impact on the consumer purchasing behavior (Cetindamar & Husoy, 2007).

Most importantly, consumers believe and show concerns towards those products which are being made not in the extensive environment and society, for instance, labor working conditions and working hours in the working place and how much labor is involved in making of the product or what is the maximum wage a labor is getting to produce that particular product; this concept is called fair trade. Fair trades help in to accommodate the wages and an appreciation to the actual people behind the product raw material. Keeping all these things in mind makes the consumer purchasing power strong; if positive the consumer is ready to purchase otherwise consumer tends to make choices otherwise (Shaw & Tomolillo, 2004).

The purchase and expenditure of ethical products require that a large amount of effort be invested in information acquisition and decision-making. In addition, consumers have to be willing to pay higher prices for these products. Some of the obstacles to making ethical choices may lie in the consumer decision-making process (Uusitalo & Oksanen, 2004).

**Ethical Products**

This world could be a better place if consumers understand the true meaning of ethical buying. Products that are being produced by different designers, manufactures, if organizations or multi firms they tend to have those products, which have most benefits and could, create revenue for their firms. Eco-friendly and sustainable products are high in demand for consumers, but it depends on the consumer buying behavior that how they react. The environment and society are highly affected on the product is being produced, it depends upon the people how they are reacting on the advert (Oke, Ladas & Bailey, 2020).
Some international brands have taken charge of producing ethical products like in apparel industry as many designers and manufacturers uses the heavy chemicals diluted to make a particular product but now the firms are revamping their ideas and putting it in a different way as by using organic substances for making clothes. Not neglecting any detail in creating the eco-environmentally friendly product because it is necessary to create something does justice to the environment and as well as the society (Bezençon & Blili, 2010).

**Ethical Awareness**

Consumer awareness of both social and environmental criteria when buying clothes is an essential factor to increase the overall sustainability of the textile sector. Thus, raising consumer awareness of corresponding product qualities seems to be an important challenge for sustainability in politics, education and of companies (Oelze, Khvatova & Bühler, 2019). Consumers of today era are more conscious of what they are purchasing, they have now become smart buyers thus they need adequate information about the purchases they are doing, they are more educated, informed, and aware of what is the actual need as well as their role of been a responsible citizen. This phenomenon is there somewhere in the consumers conscious mind, but this not always apply for purchase decisions or buying more ethically. Reason behind is a huge crowd is actually unaware of ethical background of the firms or are uncertain if the companies are implanting the ethical practices within. If they get sure about the company’s background, they are still uncertain about the goods that whether they are ethical produced or not. Thus, customer tends to refer to follow particular than completely moral path of consumerism. Most of the ethical shoppers focus conflicting at certain ethical inequalities, such as child employment, environmental pollution or harming of animals by any mode of testing and experiments. Consumers may find it difficult to consider several ethical aspects at the same time. Interest develops in ethical buying more when consumers can connect to that act, or they influence their and others lives by their choice of products and in order to make such choices buyer need appropriate knowledge and awareness of the goods they buy and must be sure they are getting it ethically. However, apparently the actual picture of the righteous conduct of the organization is difficult to observe by the consumers because of brand philosophy, brand, and the way it is positioned in one’s mind (Uusitalo & Oksanen, 2004).

People are now more cautious and aware of environmental issues, many customers use the environment-ideally, and they are more likely to be after this eco-friendly product, which provides more non-hazardous environmental impact (Peattie & Peattie, 1995). Contractors and manufacturers are forced to restructure their production and commerce, business, and fashion
precisely to meet the client's environmental goals and objectives (Chen & Ho, 2019). It may decide that there may be a growing fashion in people to make use of such gadgets which might be much less risky for the surroundings. Indeed, even they may pay greater for such gadgets that have much less effect at the surroundings. This willingness of the human beings to buy environments pleasant merchandise referred to as Green Purchase intention. Organizations ought to exercise such advertising and marketing that could affect purchaser’s disposition and make their expectation to buy green gadgets with the aid of using consumer’s assessment. It thoroughly can be completed with the aid of using that specialize in regularizing convictions and with the aid of using including new ideals. People’s purpose to shop for green gadgets relies upon on different factors which might be inspected and validated to have implication on the Green Product purchase intuition.

Carrigan and Attalla (2001) research says when it was surveyed by the consumers about the components that strongly influences their buying decisions, they concluded information, price, value, brand image and product aesthetics were the utmost important factors. However, with the progressed discussion, they also stated that if they were will education and informed about any unethical deed or careless corporate behavior through any channel exposure, this would affect their purchase decision negatively. This research justifies that consumers who have immense knowledge about the ethical products are more likely to purchase them; the awareness makes the consumer associated with the product that is profitable and a great advantage to the environment and society (Shim, 1995). Consumer behavior session was conducted in which it was said that consumers are self-centered, and they feel that if an organization or a firm is responsible for the environmental and human right than they are likely to pay for an ethical product. For some consumers it is necessary to know that particular product is affecting in what ways whether positive or negative (Shen, Wang, Lo & Shum, 2012). As a result, following hypothesis has been proposed:

**H1**: Ethical awareness/knowledge has a significant influence on product purchase decision.

**Environmental Concerns**

Purchasing decisions that are based on personal interest along with favorable interest for environment and society is termed as ethical consumption. The product that claims to be environment protected, less pollutant and sustainable promise to give long life to earth and the other elements interlinked to it. Ethical consumption and sustainability are inevitably directly related philosophies and these both terms are frequently used homogenously. The typical fashion industry’s production and practice through its supply chains and product
lifecycles harmfully affects the environment via waste production, water pollution and resource exhaustion (Musa & Gopalakrishna, 2021). It is emphasized that the importance of moral conduct, suggests that ethical consumers can play an intensive ploy in changing the world in a better place (Goworek, Fisher, Copper, Woodward & Hiller, 2012). Consumers are interested to buy those products which are chemical free, eco-friendly, and due to which no or less harm is done to the society. There are many products which consumer consumes in everyday lives without thinking that whether it is ethically made or not but they just buy it and consume it without even thinking about the inside story, but due to awareness these things could be highlighted as then consumers before buying product will think that whether to make this product how much energy of the labor is being consumed or what were the pros and cons of the chemicals which are being used, whether the child labor is being involved in these practices to make this particular product or if it’s pure animal skin it’s should be boycotted as its harming animal species and if this practice continues sooner the animal species will be left with few or at the verge of getting extinct. These are the factors that should be in consideration of the consumer which buying purchasing of the product which will automatically make their perception to buy or purchase the ethical products which will benefit the environment and society as completely (Morel & Kwakye, 2012). Therefore, authors have proposed following hypothesis:

**H2: Environmental concerns have a significant influence on product purchase decision.**

**Personal Norms and Values**

Khurshid and Siddiqui (2019) stated that personal (ethical) norm is based on internal norm and values adhered to by others and that it reflects one’s own opinion regarding moral judgments that are acquired over the course of life. Some consumers believe that helping the world in making it less harmful and less pollutant they are morally and emotionally involved in purchasing the ethical products, some just believe their buying intentions are just effective and beneficial to them (Cherry et al., 2019), so there are different approaches of values associated while buying products. According to the research, there are many consumers who believe that it’s their responsibility to bring change in the environment and to be involved in such positive act, for examples were also demonstrated to allocate that how consumers are acting emotionally while making the purchase decision. However, in this scenario also it was clearly indicated that being morally and emotionally involved. Still, consumers tend to agree that they were not completely following this act somehow, they were compromising over the product and saying to support the world by eco-friendly products and on the other side making purchase decisions
depending upon their ease (Harmon-Jones & Mills, 1999).

The concept of Go Green and sustainable products is making its way in consumer behavioral activities. This concept is fast forwardly taking its grip in the market, this different esthetics are being awakened in minds of the consumer in order of how the products are being made (Longo et al. 2019). How much labor is being incurred, the products are tested on animals which could be harmful too so in that case such products should not gain the market profit and it should get banned whether it’s the high-end brand or a local brand, but it depends upon how ethically the brand has made and distributed it to the different shops or vendors. For some people it’s their social value to create an ideology to make the environment pollution free and to restrain from the factors that are affecting the society as paying low to the labor and they don’t have equal rights, they are working in bad inadequate places which may result in manufacturing a product in an unethical way (Moisander, 2001). Authors have devised following hypothesis for Personal Norms/values:

\[ H_3: \text{Personal Norms/values have a significant influence on product purchase decision.} \]

**Price Factor**

Price is the common factor while buying any product, but it also depends on when it is an ethical product because in ethical manufacturing products, the prices are quite high because every product that is being created, the elements that are being used in making the product is costly due to which ethical products are high in price. Ampountolas et al. (2019) revealed that pricing strategies have effect on buying decision and demand of products. Because of that consumer think before purchasing the product as they can make alternative choices by comparing the ethical product by the normal product in the market which could cause an adverse effect in the market of ethical products. Also, sometimes consumer who tends to think about the environment and other safety factors tends to make purchase decision for ethical products, so the pricing factor remains the same depending upon the consumer behavior (Kavaliaske & Ubartaite, 2014). Authors have devised following hypothesis for Price factor:

\[ H_4: \text{Price factor has a significant influence on product purchase decision.} \]

**CONCEPTUAL FRAMEWORK**

The main objective of the study was to analyze the relationship between the dependent and independent variables. The study aimed to analyze the impact of ethical consumerism on consumer’s purchase decision. The dependent variable of the study is product purchase decision, while the independent variables include ethical knowledge, environmental concerns,
values, and price factor. The empirical research model presented below presents the relationship between the dependent and independent variables.

**Figure 1. Conceptual Framework**

![Conceptual Framework Diagram](image)

*Source: Author*

**THEORETICAL BACKGROUND**

To predict human behaviour, one of the most important theories of social psychological theory is Theory of Planned Behaviour (TPB) (Yazdanpanah, & Forouzani, 2015). TPB indicates that attitudes, subjective norms, and perceived behavioral controls are key factors that shape the consumers' intentions and, in turn, influence consumer purchasing behaviour (Cheung & Lee., 2012; Ramayah et al., 2012). TPB affirmed that the chances of practicing a certain behaviour augment when an individual has a positive attitude about any particular behaviour, social endorsement, and support related with that specific behaviour, and the greater control needed to carry out that behaviour (Ajzen, 1991). TPB is recognized in different research areas of consumerism, including ethical consumption, sustainable and green consumption (Auger & Devinney, 2007; Carrington et al., 2010; Yadav & Pathak, 2016). In this paper, the authors have proposed the theoretical model to study the effects of attitude, subjective norms, values, and knowledge. Moreover, role of price is also highlighted, and significant contribution will be investigated in relation purchase decision.

**METHODOLOGY**

*Method, Sampling, Sample Size and Participants*

The study applied quantitative approach and data gathered through both primary and secondary data sources. The data is collection to analyze the impact of ethical consumerism on product
purchase decision. It is a one-time exploratory study, which tends to analyze the impact of ethical consumerism on consumers' mind and the perception they have on which they evaluate different product attributes. The study sampling as done by convenient sampling, which is a non-probability sampling technique. The questionnaires were distributed to people randomly belonging to different age groups, level of education, gender, and nationality. People were randomly chosen at different places, and they were asked to fill the developed questionnaires. 200 questionnaires were distributed among the people who can conveniently fill out the questions. The people were asked to fill the questionnaires on the basis of their personal views and experience. Their identity was kept confidential and ethical considerations were valued. The respondents include students, employees, and shoppers in malls. The instrument of data collection used in this study is questionnaires. The primary data was collected by developing a questionnaire comprising on various questions. For this research study, author has developed a questionnaire based on various past studies conducted in the field of Marketing. Questionnaire has been designed for specifically to measure the research objectives set forward and question items were borrowed from many studies. The questions were designed on Likert Scale to easily gather data from the respondents.

**Table 1.** Constructs/ Variables used in Previous Literature

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal norms and values</td>
<td>Haws, Winterich, and Naylor (2014)</td>
</tr>
<tr>
<td>Price</td>
<td>Hossain and Khan (2018); Ferreira, Avila and Faria (2010)</td>
</tr>
<tr>
<td>Purchase Decision</td>
<td>Haws, Winterich, and Naylor (2014)</td>
</tr>
</tbody>
</table>

*Source: Author’s Compilation*

Around two hundred (200) questionnaires were completely filled and were utilized for analysis. Demographic analysis of the respondent is given below in Table 2.

**Table 2.** Demographic Analysis

<table>
<thead>
<tr>
<th>Demographic Variable</th>
<th>Sub variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>male</td>
<td>107</td>
<td>53.5</td>
</tr>
<tr>
<td></td>
<td>female</td>
<td>92</td>
<td>46.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
<tr>
<td>Age-group</td>
<td>18-25</td>
<td>148</td>
<td>74.0</td>
</tr>
<tr>
<td></td>
<td>26-35</td>
<td>48</td>
<td>24.0</td>
</tr>
<tr>
<td></td>
<td>36-45</td>
<td>2</td>
<td>1.0</td>
</tr>
</tbody>
</table>
**RESULTS**

**Reliability Analysis**

The collected data and information were analyzed on SPSS software, which is. Regression analysis was applied on the data to analyze and evaluate the relationship between the dependent and independent variables. The test helped in concluding the acceptance and rejection of the proposed hypothesis statement. First the validity & reliability of data was analyzed (see table 2). According to the reliability test, the Cronbach’s Alpha value is 0.743. According to the analysis, it concluded that the data is 74.3% reliable, which means that it is acceptable to analyze the data based on this survey. The responses were recorded in SPSS, which was first analyzed for validity & reliability. The table 2 shows that 200 responses were gathered through the distribution of questionnaires. The respondents helped by filling the questionnaires using their ideas, views, and perceptions. According to the reliability test, each factors had Cronbach’s Alpha value above 0.6 and overall, 0.743. According to the analysis, it has been seen that the data is 74.3% reliable, which means that it is fairly acceptable to analyse the data based on this survey.

<table>
<thead>
<tr>
<th>Education level</th>
<th>46-above</th>
<th>2</th>
<th>1.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>matriculation/o levels</td>
<td>1</td>
<td>.5</td>
<td></td>
</tr>
<tr>
<td>intermediate/a-levels</td>
<td>13</td>
<td>6.5</td>
<td></td>
</tr>
<tr>
<td>undergraduate</td>
<td>77</td>
<td>38.5</td>
<td></td>
</tr>
<tr>
<td>graduate</td>
<td>83</td>
<td>41.5</td>
<td></td>
</tr>
<tr>
<td>postgraduate</td>
<td>22</td>
<td>11.0</td>
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</tr>
<tr>
<td>doctorate</td>
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<td></td>
</tr>
<tr>
<td>33.00</td>
<td>2</td>
<td>1.0</td>
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<table>
<thead>
<tr>
<th>Occupation</th>
<th>200</th>
<th>100.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>student</td>
<td>121</td>
<td>60.5</td>
</tr>
<tr>
<td>employed</td>
<td>61</td>
<td>30.5</td>
</tr>
<tr>
<td>unemployed</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>own business</td>
<td>14</td>
<td>7.0</td>
</tr>
<tr>
<td>freelancer</td>
<td>2</td>
<td>1.0</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Income level</th>
<th>200</th>
<th>100.0</th>
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</thead>
<tbody>
<tr>
<td>under 30,000</td>
<td>30</td>
<td>15.0</td>
</tr>
<tr>
<td>31,000-70,000</td>
<td>54</td>
<td>27.0</td>
</tr>
<tr>
<td>71,000-100,000</td>
<td>41</td>
<td>20.5</td>
</tr>
<tr>
<td>100,000 above</td>
<td>75</td>
<td>37.5</td>
</tr>
</tbody>
</table>

**Source:** Data Analysis
Table 3. Reliability Statistics

<table>
<thead>
<tr>
<th>Factors</th>
<th>95.0% Confidence Interval</th>
<th>Collinearity Statistics</th>
<th>Cronbach Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lower Bound</td>
<td>Upper Bound</td>
<td>Tolerance</td>
</tr>
<tr>
<td>Ethical Knowledge</td>
<td>-.121</td>
<td>.106</td>
<td>.765</td>
</tr>
<tr>
<td>Environmental Concerns</td>
<td>.031</td>
<td>.297</td>
<td>.717</td>
</tr>
<tr>
<td>Personal Values</td>
<td>.091</td>
<td>.376</td>
<td>.631</td>
</tr>
<tr>
<td>Price Factor</td>
<td>.256</td>
<td>.555</td>
<td>.711</td>
</tr>
</tbody>
</table>

Sources: Study Analysis

Hypotheses Testing and Analysis

Regression analysis was employed in this research study. The results of regression analysis are presented in Table 4.

Table 4. Model and Relationship Analysis

<table>
<thead>
<tr>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>.605</td>
<td>.366</td>
<td>.55131</td>
<td>28.149</td>
<td>.000</td>
<td></td>
</tr>
</tbody>
</table>

Factors Mean Std. Deviation Beta T-value P value
Ethical Knowledge 3.3813 .68543 -.008 -.130 .897
Environmental Concerns 3.2325 .77513 .164 2.432 .016
Personal Values 3.2000 .68500 .232 3.235 .001
Price Factor 3.3813 .68129 .361 5.345 .000

According to the table 4, the sig value of ethical knowledge is 0.0897 that is more than 0.05, so and T-value is negative. Therefore, the hypothesis 1 Ethical Knowledge/Awareness has significant influence on product purchase decision is not supported. For H2 that Environmental Concerns have significant impact on product purchase decision was supported as it can be seen in table 3, sig value is 0.016 that is less than 0.05, so hereby the hypotheses were accepted and supported. Likewise, H3 and H4 were both supported. Which reveals that Personal Norms/Values and Price factor do a have significant impact on product purchase decision.

Table 5. Hypotheses Assessment Summary Table

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Hypothesis</th>
<th>Beta</th>
<th>T-value</th>
<th>P-value</th>
<th>Empirical Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₁</td>
<td>Ethical Knowledge/Awareness has significant influence on product purchase decision.</td>
<td>-.008</td>
<td>-.130</td>
<td>.897</td>
<td>Not supported</td>
</tr>
<tr>
<td>H₂</td>
<td>Environmental Concern has significant influence on product purchase decision.</td>
<td>.164</td>
<td>2.432</td>
<td>.016</td>
<td>Supported</td>
</tr>
<tr>
<td>H₃</td>
<td>Personal Norms/Values has significant influence on product purchase decision.</td>
<td>.232</td>
<td>3.235</td>
<td>.001</td>
<td>Supported</td>
</tr>
<tr>
<td>H₄</td>
<td>Price Factor has significant influence on product purchase decision</td>
<td>.361</td>
<td>5.345</td>
<td>.000</td>
<td>Supported</td>
</tr>
</tbody>
</table>
DISCUSSION AND CONCLUSION

Ethical consumerism has become a bandwagon, which is pursued by groups of consumers more in the Western countries. Both firms and consumers have a significant role in promoting ethics in production and trade. The most important barrier to ethical consumerism appears to be difficulties in obtaining information, the availability of ethical products and the high prices of these products. The reasons behind the adequate knowledge about ethical goods and the other factors impeding the purchase decision altogether are discussed in this paper and the result show all the factors knowledge, social influence, environmental concerns, and price plays a significant role in purchasing power.

Consumers’ consciousness about ethics should be enhanced by educating and providing them with reliable information. Ethics in consumption should become a norm in society, which is followed in the same way as other moral principles, or invisible rules. Consumers may find it difficult to make a trade-off between convenience or low prices and ethics, even when they regard ethics as important. However, if neglecting ethics was to become unacceptable and immoral behavior, positive attitudes towards ethics might be realized in purchasing decisions. The interpretation of the study shows the ethical issues that are raised inside the industry has drawn intensive public attention among consumers, retailers, designers, and manufacturers. The relationship between personal norms/values and environmental concerns has been proved to be the most important aspect of developing sustainable businesses.

IMPLICATIONS AND FUTURE RESEARCH

An important implication is that consumer education is essential to reduce the prevailing throwaway culture and raise consumer awareness of ethical issues that the industry is facing. Thus, retailers should take initiatives to educate consumers, so the market is aware of the ethical ground and the attributes of the product, which also ensure the success of their newly launched ethical products. Marketers or companies can promote their brands to their target consumers indirectly by marketing to family, friends and neighbors, who form the bridging social network among target consumers (Jummani et al., 2019). Findings also highlight that whether brands set high or low price for green products, it does affect their buying intention. Government can also play its vital role by sponsoring environmental campaigns and promoting an environmental culture and these campaigns may include broadcasting promotional messages, printing advertisements, speeches in shopping centers and educational institutes (such as in schools and colleges) and distributing leaflets with magazines, newspapers and utility bills.
Further research should be conducted to explore the other factors that hold impression on the perception of consumer’s minds, such as the impacts of ethical supply chains on consumer behavior and more intensive study on attitude behavioral gap consequences on buying pattern. In addition, this study has a limited sample size. Further, researchers may consider other factors into the proposed model of this study such as attitudinal and behavioral loyalty, brand trust and demographic variables to get deeper understanding of consumer purchase intention and decision (Zeng, Bhutto & Soomro, 2019). Future research studies may be conducted on a larger scale, which will help the researcher to have findings that are more appropriate and generalizable.
REFERENCES


Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don’t walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of Business Ethics, 97*(1), 139-158.


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