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**Impact of Strategic Green
Marketing Orientation and Green
Supply Chain Management on
Green Consumption Intention: A
Mediated-Moderation Analysis**

by

Shahbaz Khalid

A thesis submitted in partial fulfillment for the
degree of Master of Science

in the

Faculty of Management & Social Sciences

Department of Management Sciences

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*I want to dedicate this achievement my parents, teachers and friends who always
encourage and support me in every crucial time*



CERTIFICATE OF APPROVAL

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Abstract

This study was aimed at examining the impact of strategic green marketing orientation and green supply chain management on green consumption intention with the mediating role of green image and the moderating role of brand social responsibility in the relationship between green image and green consumption intention. The present researches on the factors influencing green consumption have greatly advanced in the past few years. However, limited efforts have been made to investigate the influence of strategic green marketing orientation and green supply chain management on green consumption intention and the manner in which this relationship is explained through the lens of green image and brand social responsibility especially when the consumers are becoming more environmentally aware and are depicting an increased willingness to develop green consumption behaviors. For this purpose, a questionnaire method was used to obtain data from 317 Pakistani consumers of various textile apparel brands. A PLS-SEM technique was applied to assess the validity of the research hypotheses. The results indicate that strategic green marketing orientation has a positive effect on green image and green consumption intention. Green supply chain management also has a significant impact on green consumption intention. Green supply chain management has a positive effect on green image and green image mediates the relationship between strategic green marketing orientation, green supply chain management and green consumption intention. Moreover, it was observed that brand social responsibility does not moderate the relationship between green image and green consumption intention. The theoretical and managerial implications along with limitations and future research directions have also been discussed towards the end of the study.

Keywords: Strategic Green Marketing Orientation, Green Supply Chain Management, Green Image, Brand Social Responsibility, Green Consumption Intention.

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Abbreviations

AVE	Average Variance Extracted
BSR	Brand Social Responsibility
CR	Composite Reliability
CSR	Corporate Social Responsibility
GCI	Green Consumption Intention
GI	Green Image
GSCM	Green Supply Chain Management
PLS	Partial Least Squares
SEM	Structured Equation Modelling
SGMO	Strategic Green Marketing Orientation
STDEV	Standard Deviation

Chapter 1

Introduction

1.1 Background of the Study

The rapid increase in the pace of industrialization due to increased consumer demand for products and services has caused an adverse impact on the environment as a whole. Consequently, the interest of the consumers with regards to the protection of their surrounding environment has been rejuvenated (Kilic & Ozdemir, 2018). The increased governmental pressures, competitive pressures, cost issues, and increased social responsibility have driven the businesses to inculcate green marketing and supply chain practices into their core business processes (Sarkis & Zhu, 2018).

Various environmental regulations have been implemented by the regulators such as recycling of waste material, waste disposal, and environmental performance measures. This has led the organizations and managers to inculcate green practices into their long-term strategies and hence the term strategic green marketing orientation (SGMO) was coined (Kilic & Ozdemir, 2018).

On the consumer end, it has been widely acknowledged that the consumers now prefer to purchase products and services from those organizations that follow green marketing practices and hold a green corporate presence (Ali & Ahmad, 2012). The consumers now develop purchase intentions towards those products that exhibit a tendency of complying with the established environmental standards and procedures (Dehghanan & Bakshandeh, 2014).

Hence it can be deduced that green consumption has now become a direct function of the organization's strategic green marketing orientation practices (Sarkis & Zhu, 2018). Therefore, in order to keep up with sustainable development standards, the industries and businesses are now undertaking radical measures with regards to their green marketing and supply chain processes in order to achieve a green corporate status in the eyes of the consumers (Rimal et al., 2018).

There are some empirical studies that have suggested that the businesses can significantly increase their profits by adopting and implementing green marketing and supply chain strategies (Taylor et al., 2013). Taylor et al. (2013) posits that if the firms want to achieve sustainable growth, then they must undertake efforts to align their business processes with green marketing principles. This includes adopting a green supply chain management (GSCM) strategy, and the development of a comprehensive strategic green marketing framework (Taylor et al., 2013). Sanidewi and Paramita (2018) further suggested that the businesses and policy makers should constantly look towards improving their business practices in order to enhance their green corporate image. This will in turn induce the consumers to develop purchase intentions towards that organization.

Ghosh (2010) also advocated that the increased public attention and awareness has caused the manufacturers to shoulder environmental responsibilities. This includes the adoption of green supply chain practices and increased attention towards corporate social responsibility (CSR). The author further argued that increased social responsibility in the presence of a comprehensive green marketing framework can significantly boost the purchase intentions of the consumers because they will start to perceive the organization as environmentally friendly.

This suggests the critical role played by green marketing initiatives and strategies in fostering green consumption behavior. Researchers and academicians have tried to establish a comprehensive framework in order to explain the antecedents of green consumption intention (Sanidewi and Paramita, 2018). The researchers have mainly viewed this framework through the lens of the signaling theory (Pappu & Quester, 2016). This theory provides the necessary framework to explain the impact of strategic green marketing orientation and green supply chain management

on green consumption intention.

According to this theory the firms convey information to their customers in the form of signals (i.e., in this case strategic green marketing orientation and green supply chain management) which are then received and analyzed by the consumers and on the basis of those signals, the consumers undertake certain actions such as purchase behavior (Mavlanova et al., 2016).

The aforementioned framework can significantly aid in advancing the scarce research that has been carried out in developing a green marketing framework in the context of developing nations such as Pakistan (Ali & Ahmad, 2012). The Pakistani textile industry has been chosen as a case for the present study because the textile and clothing sector is one of the largest industrial sectors of the country and is directly related with consumer purchases. The policy makers in this industry have been struggling for long with regards to the development of a comprehensive green and environmentally friendly policy framework (Ali & Ahmad, 2012). Being the largest industrial sector in Pakistan, the development of a detailed and comprehensive framework in this regard can significantly advance the understanding of the consumer perceptions towards organizational green marketing principles and ideologies.

1.2 Gap Analysis

Despite the omnipresence of green/environmental narratives in the literature of marketing there is little empirical evidence that can guide organizations to integrate and implement strategic and internal green marketing initiatives into their core business processes (Sarkis & Zhu, 2018). The researchers and academicians acknowledge the fact that green marketing remains a nascent issue with regards to its application in industrial practice (Sugandini et al., 2020). Although the previous studies have provided useful theoretical and conceptual frameworks into the antecedents affecting consumer green consumption intention but little advances have been made to explore the impact of organizational strategic and internal green marketing orientation onto consumer green consumption behavior (Sugandini et al., 2020). There have been considerable efforts to address the manner in

which an organization can develop a green marketing orientation strategy but very few inquiries have been initiated to provide the practical implications of strategic and internal green marketing orientation especially with regards to their impact on the consumption behavior of the consumers (Labafi et al., 2019).

Furthermore, Labafi et al. (2019) in their study examined the impact of a facet of internal green marketing orientation i.e., green supply chain management (GSCM) onto green consumption intention through the mediating role of green brand equity. Labafi et al. (2019) suggested to inculcate strategic green marketing orientation and other variables within the existing conceptual framework in order to get a broader understanding regarding the antecedents and pre cursors of green consumption intention. Therefore, this study intends to fill this gap by analyzing the impact of strategic green marketing orientation and green supply chain management onto green consumption intention through the mediating and moderating roles of green image and brand social responsibility. By analyzing the aforementioned relationships this study intends to add value to the current literature pertaining to the antecedents of green consumption intention.

1.3 Problem Statement

The increased consumer demand has resulted in the proliferation of products and services. In order to meet the increasing consumer demands the organizations have ramped up their production efforts which have in turn, has led to an adverse impact on the surrounding environment. The technological disruptions have made the flow of information smooth and easily and accessible. Therefore, the consumers now demonstrate increased willingness to buy products and services from those companies that regard the importance of environmental protection and resource preservation (Sanidewi & Paramita, 2018). In addition to this, the increased monitoring and regulations from the governmental bodies have driven the organization to revamp their current business processes and inculcate green marketing strategies into their core business practices (Kilic & Ozdemir, 2018). This involves the development of a strategic green marketing policy and the adoption of a green supply chain management strategy. The application of these strategies lead to the

development of a corporate green image which in turn induces the consumers to engage in green consumption behavior.

However, despite large-scale efforts to integrate green marketing into business practices, it has failed to achieve its potential with regards to the improvement in consumer buying and consumption behavior. The researchers have consistently urged the organizations to adhere to their social responsibilities but this can only be accomplished via the integration of green business practices into the overall organizational strategy (Papadas et al., 2017).

Past efforts to integrate eco-innovativeness and environmental add-ons into the marketing strategy have failed to deliver the intended societal change. This can mainly be attributed to the lack of empirical evidence for the organizations with regards to the importance of green marketing strategies and their effect on consumer purchase intentions (Sugandini et al., 2020). Therefore, this study intends to address this problem by focusing on developing a more holistic analysis on strategic and internal green marketing orientation especially with regards to the manner in which they influence consumer's green consumption intention. This study intends to develop a comprehensive framework through the lens of the signaling theory which will aid in getting a deeper understanding regarding the antecedents and precursors of green consumption intention.

1.4 Research Objectives

This study intends to accomplish the following research objectives:

- To investigate the relationship between strategic green marketing orientation and green consumption intention.
- To investigate the relationship between green supply chain management and green consumption intention.
- To examine the impact of strategic green marketing orientation on green image.
- To examine the impact of green supply chain management on green image.

- To assess the relationship between green image and green consumption intention.
- To examine whether or not green image mediates the relationship between strategic green marketing orientation and green consumption intention.
- To examine whether or not green image mediates the relationship between green supply chain management and green consumption intention.
- To assess whether or not brand social responsibility moderates the relationship between green image and green consumption intention.

1.5 Research Questions

The presents study aims to seek answers to the following research questions:

- How does strategic green marketing orientation affect green consumption intention?
- How does green supply chain management affect green consumption intention?
- What is the relationship between strategic green marketing orientation and green image?
- What is the relationship between green supply chain management and green image?
- What is the relationship between green image and green consumption intention?
- Does green image mediate the relationship between strategic green marketing orientation and green consumption intention?
- Does green image mediate the relationship between green supply chain management and green consumption intention?
- Does brand social responsibility moderate the relationship between green image and green consumption intention?

1.6 Significance of the Study

The current study encompasses key significance both in terms of its theoretical and practical implications. The present study attempts to make some valuable contributions to the present body of green marketing literature that is currently available. The present study aims to advance the current literature in a two-pronged manner.

Firstly, this study will advance the literature pertaining to the nature of association between strategic green marketing orientation and green consumption intention. This study will provide empirical evidence on the basis of which the linkages between the aforementioned constructs can be determined. Moreover, this study will also advance the knowledge pertaining to the influence of organizational green supply chain management strategies on consumer buying and purchasing patterns. The current studies linking strategic and internal green marketing practices with consumption intention are scarce within the Pakistani context and hence beg further examination. Therefore, the present study will significantly enhance the knowledge on the antecedents and precursors of green consumption intention with regards to the Pakistani consumers.

Secondly, this study will advance the current literature by investigating the mediating and moderating role of green image and brand social responsibility in the relationship between strategic green marketing orientation (SGMO), green supply chain management (GSCM) and green consumption intention. This study attempts to devise and present a comprehensive theoretical framework through the lens of the signaling theory which shall explain the manner in which SGMO and GSCM influence green consumption intention.

The present study also encompasses some key managerial implications. The current study intends to produce staunch empirical evidence for the managers and policy makers with regards to the antecedents and precursors of green consumption behavior. The policy makers, on the basis of the empirical evidence provided through this study can devise and implement policies and strategies aimed at incorporating green ideologies and practices into their core business processes. Moreover, this study will aid the managers in understanding the factors that induce

the consumers to engage in purchase and consumption behavior.

1.7 Definitions of the Key Constructs

1.7.1 Strategic Green Marketing Orientation

Strategic green marketing orientation (SGMO) can be referred to as the long-term actions and policies of the top management that are focused on proactive environmental strategies, corporate environmental strategy, and external environmental stakeholders.

1.7.2 Green Supply Chain Management

Green supply chain management can be termed as the adoption and implementation of environmental thinking processes into the organization's supply chain function. Green supply chain management (GSCM) involves a combination of various facets that include product development and design, procurements of raw materials and their selection criterion, manufacturing procedures, product transportation, and disposal of products after their shelf life has expired.

1.7.3 Green Consumption Intention

Green consumption intention is a consumption behavior which includes the efforts made by the consumers to eliminate the negative effects of consumption on the surrounding environment during the process of purchasing, usage and disposal of products and services.

1.7.4 Green Image

Green image usually involves the combination of an organization's concern with regards to the image of its business activities as being environmentally friendly. Moreover, a green image is established when the customers of the organization are actively aware of the organization's environmentally friendly actions and products.

1.7.5 Brand Social Responsibility

Brand social responsibility encompasses various business practices that aid an organization to become more socially accountable and responsible to itself, the public, and its stakeholders. This involves actions that exceed the sole aim of profit making by undertaking efforts that are beneficial for the society.

Chapter 2

Literature Review

2.1 Strategic Green Marketing Orientation (SGMO)

Bannerjee (2002) defines strategic green marketing orientation (SGMO) as the strategic long-term initiatives and endeavors of the top management that are aimed at focusing on organizational environmental strategy, external environmental factors (Polonsky,1995); and proactive environmental efforts (Aragon-Correa, 1998). Papadas et al. (2017) conceptualized strategic green marketing orientation and referred to it as the degree to which an organization integrates environmentally sustainable activities into its strategic decision-making processes. For instance, a strategic green marketing effort would encompass collaboration with firms that pursue and adopt key environmental policies. Moreover, the term enviropreneurial marketing was coined by Menon and Menon (1997) which encompasses the integration of key social performance indicators and marketing with the environmental domains. Papadas et al. (2017) further classifies the green marketing strategies discussed in the green marketing literature into three main facets. These include greening the techniques and processes, green innovation, and green alliances.

The greening of techniques and processes refers to the steps taken by an organization to improve its existing business processes by eliminating wasteful activities and reducing the consumption of additional resources (Sugandini et al., 2020).

Green innovation involves the adoption and implementation of technologies and practices that aid in minimizing environmental harm and promoting environmental sustainability. Moreover, green alliances are the collaborative efforts made by an organization with other environmental stakeholders and relevant groups with a sole aim of promoting environmental awareness and sustainability (Labafi et al., 2019).

The current literature on strategic orientation views the concept from a general, market-focused, and green innovation perspective Labafi et al., (2019). Slater et al. (2006) classifies strategic orientation into two main dimensions. The first-dimension views strategic orientation from the lens of six major facets namely; aggressiveness, analysis, riskiness, defensiveness, futurity, and proactiveness (Lau & Burton, 2011). On the other hand, the second-dimension dives into the description of organizational behavior involving strategy making, structure, and processes. According to Avci et al. (2011), this dimension focuses on three major aspects that include customer orientation, product/technology orientation, and competitor orientation.

As far as strategic green marketing orientation (SGMO) is concerned, it has been argued that firms that exhibit minimal to no interest in green marketing are prone to face difficult strategic choices (Crane, 2011). Crane (2011) classified the green marketing-oriented firms into four major categories. These include passive, muted, niche, and collaborative green oriented firms.

In passive greening strategy, the organization is not involved green marketing and enhancing environmental sustainability but it caters to the environmental issues through the aid of its key stakeholders such as regulators, customers etc. Under a muted greening strategy makes gradual improvements to its processes and products in order to make them more environmentally-friendly. In a niche green marketing strategy, the organization positions itself and its products as green alternatives as compared to that being offered by its competitors (Lau & Burton, 2011). Collaborative greening involves an integrated approach that includes muted, passive and niche green marketing and is focused on innovation, newness, creativity, product orientation, and market orientation (Sugandini et al., 2020). The strategic

green marketing initiatives (SGMO) usually inculcate a factor of social responsibility and an aim to integrate the marketing initiatives with the expectations of the present and potential stakeholders of the organization (Sugandini et al., 2020). According to Charter and Polonsky (1999) the SGMO decisions stimulate strategic organization-wide activities that are aimed at ensuring environmental sustainability. This drives the organizations to align their environmental objectives and goals with the strategic aim of maximizing competitive advantage within the industry within which the organization operates (Shrivastava, 1995). According to Bannerjee (2002) the alignment of green values with the organization's long-term strategy is a response to those who oppose the conventional marketing orientation that was solely focused on boosting sales and maximizing profits (Dolan, 2002).

The current researches debate the traditional marketing perspective of boosting sales and consumption by questioning the manner in which it adversely impacts overall environmental sustainability (Stoeckl & Luedicke, 2015). The contemporary studies on this subject suggest that the organizations need to expand their current scope of marketing in order to cater to the protection of the environmental stakeholders by addressing them in their strategic marketing policies (Kilic & Ozdemir, 2018). This is also commonly referred to as the triple bottom line (TBL) of environmental, economic, and social performance (Aguinis, 2011). Moreover, strategic green marketing orientation (SGMO) can be labeled as a facet of environmental proactivity that includes going beyond the legal obligations to protect and ensure environmental sustainability (Labafi et al., 2019). Hence the main focus of SGMO encompasses voluntariness, and pollution prevention instead of pollution minimization (Sugandini et al., 2020).

One of the most crucial aspects of strategic green marketing orientation is the integration of external and internal stakeholders into the organizational green marketing policies. For instance, firms require from their supply chain stakeholders to implement green environmental practices in order to enhance their overall level of environmental performance (Zhu & Sarkis, 2004). According to Delmas and Montiel (2007) many corporation require from their supply chain partners to comply with the pre-established environmental rules and regulations.

2.2 Green Supply Chain Management (GSCM)

Garcia et al. (2020) describes green supply chain management as the adoption and implementation of environmental thinking processes into the organization's supply chain function. Green supply chain management (GSCM) involves a combination of various facets that include product development and design, procurements of raw materials and their selection criterion, manufacturing procedures, product transportation, and disposal of products after their shelf life has expired (Garcia et al., 2020). Moreover, according to Lee and Klassen (2008) GSCM can be termed as an organization's plan to acknowledge and adopt environmental planning across the supply chain process in order to significantly boost its environmental footprint.

Over the last few decades GSCM and environmental planning and management have gotten increased attention from all stakeholders and the firms are now aiming to gain a competitive advantage by integrating GSCM into their long-term strategic planning processes (Fahimnia et al., 2015). In a review undertaken by Ahi and Searcy (2013), a total of 22 definitions of Green Supply Chain Management (GSCM) were explored with respect to environmental concerns.

Hsu and Hu (2009) have defined green supply chain management as the evaluation process of the suppliers that is focused around the degree of their environmental performance and their efforts in accomplishing and adhering to environmental standards. At the supplier's end GSCM can be referred to as the capacity and ability of the supplier to effectively address the environmental concerns attached to their operations. Furthermore, green supply chain management (GSCM) has been acknowledged as a vital business management strategy in order to improve overall environmental sustainability, increase firm profits, and accomplishing market share objectives successfully and effectively assimilating the associated environmental threats and impacts (Micheli et al., 2020).

Klassen and Vachon (2003) further examine the supplier end of GSCM and posit that the suppliers should acknowledge and adapt to the prescribed environmental standards (e.g.: ISO standards) and formulate an action plan that is aimed at assimilating the detrimental environmental effects from their operations. They further put light on the three crucial strategies that need to be adopted in order to

effectively implement green supply chain management practices. These strategies are: selection of supplier, supplier monitoring, and termination of partnership. Supplier selection mainly revolves around evaluation process before selecting a supplier that is based upon the supplier's environmental performance. Supplier monitoring is concerned with the screening of the supplier that is carried out by purchasers to examine and analyze the degree to which the supplier complies with and adheres to the prescribed environmental standards such as: ISO certification, environmental enhancement measures, eco-labeling, CSR, environmental audits, on-site inspections and social impact assessments etc. (Winter & Lasch, 2016). As far as partnership termination is concerned, it is concerned with the action that is taken by the firms in case the supplier fails to meet the prescribed environmental regulations and procedures (Morali & Searcy, 2013).

Environmental supply chain selection has been regarded as an aspect that holds immense importance with regards to the implementation of a GSCM strategy (Garg, 2017). Green supplier selection does not only help in the procurement of right materials and solutions at a low cost but these green suppliers can play an integral role in enhancing the environmental performance of the purchaser (Igarashi, De Boer, & Fet, 2013). Luthra et al., (2017) also supported the fact that supply chain selection is one of the most important factors that contributes to the development of a positive public image of the buying firm. On the other hand, purchasers also need to make a considerable investment in the monitoring methods to evaluate the performance of their suppliers in order to assimilate the risk of supplier sustainability throughout the supply chain (Hsu & Hu, 2009). According to Lee and Klassen (2008), the implementation of monitoring systems will induce the suppliers to take corrective measures and strictly follow the environmental guidelines and develop environmental management competencies. As posited by Hashemi et al. (2015) the monitoring activities lead to a significant improvement in environmental sustainability and performance.

Furthermore, environmental partnership management between the supplier and purchaser is also important as it provides an opportunity to both entities to learn about each other's environmental goals and ambitions (Bendixen & Abratt, 2007). Supplier partnership and relationship management can directly contribute towards

the overall corporate image of the purchasing firm (Money et al., 2010). According to Porteous et al. (2015), supplier partnership management creates a sense of accountability as the purchaser can terminate the agreement in case the supplier fails to comply with the agreed environmental standards. Kumar et al. (2019) also posits that the termination of supplier partnership agreement in view non-compliance can significantly increase a firm's overall corporate reputation.

Moreover, the inculcation of green supply chain management (GSCM) practices into the business process enables them to develop green competencies that are aimed at developing and producing green products in order to satisfy and cater to the needs of the customers (Bu et al., 2020). Through the process of screening, monitoring, evaluating and collaboration with the respective suppliers, a firm is able to procure green materials and accessories from its suppliers. The company can also undertake R&D activities in collaboration with its suppliers to produce goods that are eco-friendly and also meet the customer's demands. This practice can considerably enhance the overall performance of the firm (Ahi & Searcy, 2013).

The theory of collective reputations developed by Tirole (1996) entails that overall reputation of an organization is directly affected by the actions of other firms that form a part of its business process of function. On the basis of this theory, Kumar et al. (2019) posited that the supplier's inability to effectively tackle the associated environmental management problems can have a serious negative impact on the overall corporate image and performance of an organization. Likewise, the firm's overall image can be positively shaped due to the positive and constructive measures taken by its supplier to adhere and comply with the environmental standards (Hashemi et al., 2015).

Reuter et al., (2012) in their study established that greening of the various facets of the supply chain function causes a significant and noticeable improvement in environmental performance. GSCM leads to a decrease in air emissions, reduction in effluent waste, and a decrease in the consumption of toxic materials. Furthermore, it was also posited that supply chain greening can significantly enhance the overall organizational reputation and financial performance due to the reduction in costs that are linked with energy consumption, treatment of waste material, and fines imposed as a result of environmental accidents (Wong et al., 2012).

Lienland et al. (2013) analyzed the impact of green supply chain management practices in large scale manufacturing industries and observed that the adoption of green supply chain practices leads towards an enhancement of the overall corporate image of the firm and also positively affects the customer's perception of the firm. In an empirical study undertaken by Reuter et al. (2012) in Germany it was established that the firms that did not implement effective environmental sustainability and green supply chain practices were negatively perceived by the customers and associated stakeholders. Furthermore, in a study undertaken by Garcia et al. (2020) a panel data of European companies was analyzed and it was established that the implementation of GSCM practices significantly improved the overall corporate reputation of a firm. It was also found out that that supplier selection, supplier monitoring, and partnership management were all positively linked with the enhancement in the firm's reputation.

In another study conducted by Han and Huo (2020) on Chinese firms, it was observed that the integration of green supply chain had a positive relationship with the sustainable performance of the firm. In yet another similar study by Bu et al. (2020) amongst small and medium sized Chinese firms it was established that the environmental orientation of the supplier and the adoption and implementation of green supply chain processes was positively associated with the overall performance of the firm. Wong et al. (2012) in his study conducted on automobile companies posited that the irresponsible behavior exhibited by the supplier over the compliance of environmental standards led to an adverse impact on the reputation and brand image of the purchasing firm.

2.3 Green Consumption Intention

According to Pagiaslis and Krontalis (2014) green consumption intention can be referred to as a consumption behavior which involves the efforts and actions undertaken by the consumers to minimize the adverse effects of consumption onto the surrounding environment. This involves an environmentally sustainable approach by the consumers during the phases of purchasing, using and disposal of eco-friendly products. Many studies have indicated that green consumption

intentions are a direct antecedent and predictor of green consumption behavior amongst individuals (Ghali-Zinoubi & Toukabri, 2019). Furthermore, there are a plethora of inquired initiated by academicians that are focused at determining the role of green consumption intention in fostering green behavioral outcome (Tung et al., 2017). Researchers have classified this influencing role into three different dimensions.

According to Diamantopoulos et al. (2003) the first dimension encompasses the identification of the various characteristics possessed by green product consumers with the help of various market segmentation tools and techniques. Chekima et al. (2016) observed that the various demographic factors like age, education, family, sex, income play a major role in fostering green consumption behavior amongst green consumers. However, many researches hold a contrary opinion and posit that these demographic factors are insufficient in exclusively determining the green consumption behavior amongst consumers (Zhang et al., 2019).

The psychological factors are the main facets of the second dimension and advocates of this dimension posit that psychological factors play an influencing role in shaping the green consumption behavior of consumers (Choi et al., 2015). These psychological factors involve various factors such as perceived green value, environmental knowledge, and self-identification all of which facilitate in the effective comprehension of green consumption behavior. However, on the downside, this dimension does not inculcate the role played by external environmental factors in stimulating consumers to develop green consumption behavior.

As far as the third dimension is concerned, it focuses on the decision-making process that leads an individual to develop green consumption behavior. This dimension aims to identify the underlying reasons that lead the consumers to a decision involving the purchase of environmentally-friendly products and services (Maniatis, 2016). There are three main schools of thought that aid in explaining the mechanism behind the decision-making process of consumers that lead them to buy and use environmentally-friendly and green products. These include behaviorist, rationalist and, the empiricist school of thought. The rationalist school of thought argues that the consumers involve themselves in extensive information search and collection during the process of purchasing green products. This

process aids them in making decisions that are completely rational (Martinez et al., 2020). However, it has also been noted that the consumers might not get themselves involved in such extensive information gathering processes every time and thus they might not make rational purchase decisions in reality. Contrary to this, the behaviorist point of view suggests that the consumers encompass certain competencies that aid them in making certain purchase decisions and on the basis of these competencies, the consumers develop a suitable purchase strategy (Xu et al., 2020). Many researchers oppose the behaviorist view by arguing that it does not possess the explanatory power that is required to predict green consumption behavior of consumers.

On the other hand, the empiricist school of thought suggests that consumers green product buying decisions on the basis of their emotions rather than rationality and it is in fact the emotions of the consumers that lead them to engage in green consumption behavior (Cerri et al., 2018). In essence, the current body of knowledge on green consumption merely views it as a behavior and fails to acknowledge it as a pro-environmental behavior. Moreover, there is still a dearth of research when it comes to examining the role of organizational green marketing orientation practices in fostering individual green consumption behavior.

The contemporary environmental problems like climatic change, pollution etc. have played a key part in fostering the development of environmental awareness amongst the individuals (Xu et al., 2020). These problems have induced the consumers to act in an environmentally responsible manner by engaging themselves in certain pro-environmental behaviors. Green consumption is one such pro-environmental behavior that is commonly exhibited by the consumers (Sarkis, 2011). Green consumption intentions are developed due to enhanced levels of environmental responsiveness that in turn drives the consumers to depict certain environmentally-friendly attitudes. According to Maniatis (2016), these attitudes in turn, play a significant role in stimulating the consumers to actively display green consumption behavior by involving themselves in the buying of green products.

Researchers have recently noted an upwards trend amongst the consumers when it comes to the purchase and use of green products. It has been noted that in the

wake of enhanced levels of environmental regulations and awareness, the consumers are now exhibiting increased willingness to buy and consumer environmentally-friendly goods and services. Moreover, many organizations are now also involved in developing strategies that are focused at inculcating green practices into their business processes in order to project a green corporate image (Xu et al., 2020). This green image then induces the masses to engage in green buying from that particular organization. Moreover, the organizations are also taking initiatives that are focused on altering the belief systems of the consumers in order to induce them to develop eco-friendly attitudes.

Various inquiries have been initiated in order to determine the various antecedents and predictors of green consumption behavior amongst consumers. A research by Xu et al. (2020) suggested that organizational green marketing practices and green image were major drivers of green consumption behavior amongst the consumers. Green consumption intentions arise as a result of eco-friendly attitudes resulting from enhanced levels of environmental awareness (Attaran & Celik, 2015). Wu and Yang (2018) also noted a positive association between organizational strategic and internal marketing orientation and green consumption intention. Chuang and Huang (2018) in their study on Chinese consumers noted that increased environmental awareness amongst the consumers led them to project certain behavioral outcomes such as purchasing and consumption of eco-friendly products.

2.4 Green Image

Green image usually involves the combination of an organization's concern with regards to the image of its business activities as being environmentally friendly. Moreover, a green image is established when the customers of the organization are actively aware of the organization's environmentally friendly actions and products (Sarkis & Zhu, 2018). According to Ahmed et al. (2018) green image postulates the overall perception and impression of the organization in the eyes of its existing and potential customers. Kumar et al. (2018) argues that green corporate image is the combination of the perceptions, beliefs, thoughts and experiences of the customers towards a particular organization. Furthermore, Testa and Iraldo (2010)

posit that corporate green image involves a combination of the perceptions of the customers, employees, media and key stakeholders towards the organization.

It has been noted that the efforts undertaken to maintain a positive green image can significantly enhance customer satisfaction and can lead to the generation of a positive word-of-mouth (Mathivathanan et al., 2018). Many researchers have consistently noted that corporate image is a direct function of the decisions of the organizational stakeholders. Therefore, the pursuance of green strategies can yield positive results such as the development of a positive reputation, profit maximization and enhancement in overall brand image (Kumar et al., 2018). The main underlying reason behind the inculcation of green strategies is to improve green corporate image and to gain a competitive edge (Testa & Iraldo, 2010).

The term corporate image has been well established in the management sciences literature. A more recent definition of corporate image embodies the perceptions of the key stakeholders of towards the environmental actions and practices of an organization (Sarkis & Zhu, 2018). Albeit, there are many researches present when it comes to corporate image, but the term green corporate image and its impact on organizational and consumer behavioral outcomes has been neglected in the current body of literature. Sarkis and Zhu (2018) contest that rigorous inquiries are needed to establish and determine the manner in which firms can adopt green strategies to enhance their green image and customer satisfaction.

In the contemporary and dynamic business environment, the organizational identity has now become a direct function of its environmental policies and strategies. Now that the organization's environmental acceptance is based upon the perceptions of its stakeholders, the management can undertake efforts that are focused on improving the organization's environmental performance by designing and adopting green practices into the core business processes (Bansal, 2005). It has been noted that green corporate image is a crucial element for organizations that are operating in the industrial settings. This is because a positive green corporate image will aid in highlighting the organization's commitment towards the environmental issues and it will also help in projecting a positive perception in front of the organization's key stakeholders (Weng et al., 2015). The comprehension of green corporate image has led the researchers to focus on examining the outcomes

associated with the development of green corporate image (Jeong et al., 2014). For instance, green image was found to have a positive and significant relationship with customer attitudes and behavioral outcomes (Lee et al., 2010). According to Chen (2010) green image has been observed to play an influential role in fostering green satisfaction, green trust and green loyalty. Lee et al. (2010) further posited that green image significantly influences positive word-of-mouth, intention to re-purchase and willingness to pay a premium price for a product.

Green image has garnered increased attention in the current business environment where consumers tend to exhibit skepticism towards green products and services mainly because of corporate greenwashing and the resulting negative corporate image (Parguel et al., 2011). Previous studies posit that a combination of functional and emotional benefits play a constructive role in the development of green positioning which in turn stimulates that consumer to develop pro-environmental attitudes (Lee et al., 2010). The functional benefits mainly comprise of the utilitarian benefits and the emotional benefits include warm glow of giving, nature experience, and other self-expressive benefits. These brand attributes drive the consumers to develop a positive attitude and judgement about the brand (Parguel et al., 2011).

In the context of green marketing literature, the organizations, in order to gain a competitive edge, exert significant resources by implementing green strategies in order to cater to the environmental demands of the consumers (Chan, 2013). According to Huang et al. (2014), green positioning of the organization enhances the green knowledge of the consumers which ultimately leads to the development of green consumption intentions. Moreover, Han et al. (2009) argues green corporate image plays a critical role in fostering key behavioral outcomes such as brand loyalty, satisfaction, and trust. However, there is still a need to thoroughly examine the association and linkage between green image and green purchase and consumption behavior (Martinez, 2015).

The current researches on green brand image have also argued that green image can only be developed through a combination of utilitarian and emotional brand benefits (Sarkis & Zhu, 2018). Moreover, recent studies have also unearthed that utilitarian and emotional brand benefits are a direct predictor of several positive

consumer behavioral outcomes such as repurchase decisions and positive word-of-mouth (Yeh et al., 2016). Similarly, Chen (2013) also observed that brands having a combination of utilitarian and emotional benefits drive the consumers to develop more positive perceptions towards the brand.

Hence, in light of the above-mentioned studies and findings, it can be ascertained that green brand image is a product of an organization's environmental policies and initiatives and the development of a green image can play a major role in fostering the perceptions of existing and potential consumers of a brand. Moreover, green brand image has also been observed to be a major antecedent and predictor of certain positive consumer behavioral outcomes such as green brand loyalty, green satisfaction, trust, positive word-of-mouth, and green purchase intentions. Therefore, it becomes imperative to undertake a study aimed at explaining the impact of organizational strategic green marketing orientation and green supply chain management practices onto green consumption intention through the mediating role of green corporate image.

2.5 Brand Social Responsibility

Brand social responsibility or CSR is not a new concept; it has its ancestries back in 1960s, when industrial revolution took place. Although its formulation was started in 1950s when different scholars started working on this thought, since then this notion started to dig down it's ways to enter the modern world. Though during its earlier phase, the literature available was not satisfactory for study purpose but with the passage of time more and more research came forward and this theme began to get mature. Thus, the concept of CSR entered into its transformational phase and still it is used as an essential construct in a number of studies (Carroll, 2016).

Brand social responsibility is basically a mix of four dimensions i.e., economical, ethical, legal and philanthropic. Economic responsibility emphasizes on how an organization is going to generate its profits. These proceeds must be generated while remaining under the legal boundaries. All business operations should abide

the regulations that the government has imposed. A company's profit should not be generated through illegal means (Carroll, 2016).

The second aspect is the ethical one which fundamentally is a dimension which focuses on what society is getting back from a business. It emphasizes on doing thing that does not harm the society. Ethics is always associated with the values, customs and also norms of any particular society or the culture. Furthermore, it is also argued by Carroll that the Ethical dimension is equivocal and more thought provoking than the Legal ones (Carroll, 2016).

The next dimension of CSR is the legal responsibility which concentrates on that all businesses which are in game should always play by the rules. Because anything that is in the "do not" list of the government can damage the image of business and ultimately the business too, the literature indicates that the history is full of such instances. Hence, the organization is free to generate profit but while doing so are expected and supposed to stay under the umbrella of laws to get them-selves protected from any sort of harm (Carroll 2016). Consumer confidence builds up when company fulfills its legal requirements and procedures while maintaining and complying with the established legal and economic standards and policies (Maignan & Ferrell, 2004).

Finally comes the philanthropic aspect of Corporate Social Responsibility. It includes the voluntary activities of a firm which reflects that an organization is involved in community welfare work through providing sponsorships and donations. Difference between the Ethical responsibility and the philanthropic one is that philanthropic is more flexible one and if not performed cannot be titled as unethical or irresponsible one (Carroll 2016).

Brand social responsibility is an important marketing technique implemented now days. Brand social responsibility is considered to be very much effective to be used because of its psychological effect on behavior of consumers. As market of today, is becoming more and more competitive than the previous ones that are why CSR is seen as a technique of making consumers more tempted towards you. Kotler and Lee (2005) explain the concept of CSR as a way of improving society where we are living by using these types of corporate practices. Financial performance,

community, environment, welfare of employees and last the corporate governance are considered the five foremost facets of Corporate Social Responsibility. But due to the broadness of this area we are not able to study it properly through looking at a single side.

Jiang et al. (2015) performed an in-depth work on CSR in which they linked CSR with sustainable development which is a foremost role that CSR is playing now a days when there is a cut throat competition in market and sustainability is very much required. Therefore, the gap in which executives of the firm or business do not fully understand the importance of corporate social responsibility needs to be fulfilled by apprehending them about this vital concept of CSR and sustainable development. It has acknowledged by Sarkis and Zhu (2018) with the passage of time CSR has become more important than previous time and this incredible has affected customers in a very positive way. Now customers are becoming more contented and satisfied with the businesses. However Corporate Social Responsibility is becoming a hot issue of today as neither it is a drift nor a fad. It has grown its roots into minds of new generations and the millennials are becoming more particular about such activities of businesses.

As discussed before, CSR consists of four basic dimensions i.e., legal, ethical, economic and philanthropic one (Carroll, 2010). Although economic dimension encompasses the profit and proceeds of the business and legal one says to abide laws set by the government. Ethical aspect tells us to do the right things by staying in the value set of the society and lastly the philanthropic dimension which digs into the voluntary activities of an organization for the sake of community welfare (Chapple & Moon 2005). Out of all these dimensions economic and legal are the ones that are the ultimate goals and interests of an organization while the ethical ones are considered as important because society presumes this from the firm and the philanthropic dimension is the last one that is only desired by few (Eshra & Beshir, 2017).

In light of the above-mentioned findings, it can be deduced that brand social responsibility or CSR as it is more commonly known, is a multidimensional construct having ethical, economic, legal and philanthropic dimensions that play a significant and constructive role in shaping certain key consumer related behavioral

outcomes such as brand reputation, brand equity, customer satisfaction, customer trust, customer brand loyalty, and customer purchase intentions. Moreover, by extensively indulging in CSR activities, an organization can effectively generate positive customer perceptions towards the brand which can translate in certain positive organizational outcomes such as enhanced reputation, competitive advantage and increased business and financial performance. Hence, it becomes imperative for the organizations to appropriate significant resources for effectively planning and executing CSR related activities in order to strengthen their brand image and at the same time drive the consumers to develop consumption intentions for the products and services of the firm.

2.6 Strategic Green Marketing Orientation and Green Consumption Intention

Strategic green marketing orientation is a comprehensive management mechanism that involves the process of identifying, analyzing, and catering to the needs of the consumers in a sustainable manner. Sugandini et al. (2018) posits that green marketing orientation is a tool that is used by the organizations to innovate in order to attain business growth and success by orienting themselves as sustainable, environmentally friendly, and by educating the consumers to depict environmental concern by consuming environmentally friendly products and services. Green marketing orientation is a strategic mechanism that inculcates environmental concern into the core business processes and organizational practices (Maheshwari, 2014).

According to Oyewole (2001), the green initiatives undertaken by the organizations will send a signal to the consumers to actively engage themselves in the consumption of green products. Empirical studies by Sugandini et al. (2018) point towards the fact that there is a positive and significant relationship that exists between green marketing orientation and consumer purchase intentions. Moreover, Maheshwari (2014) in his study on the Indian consumers observed that the organizational green marketing efforts and initiatives will drive the consumers to become more environmentally aware and as a result they will actively engage themselves

in purchasing and consuming green products and services. Hence, in light of these findings, the present study hypothesizes the following relationship:

H1: Strategic green marketing orientation has a positive relationship with green consumption intention.

2.7 Strategic Green Marketing Orientation and Green Image

Researchers have examined that the organizations that are engaged in proactive environmental marketing strategies tend to have a competitive edge over their competitors (Sugandini et al., 2018). According to Menguc et al. (2010) the organizations that adopt and implement sustainable marketing strategies are more innovative, consumer oriented, and socially responsible than those that do not adopt such strategies.

Maheshwari (2014) observed that by enhancing environmental efficiency, the organizations can achieve certain positive outcomes such as reduced costs, increased business performance, increased loyalty, and improved corporate image.

Similarly, Leonidou et al. (2013) also posited that green marketing strategies can aid the organizations to bring about a significant enhancement in their overall corporate reputation. Menguc et al. (2010) argued that by adopting green marketing strategies, the organizations can send a positive signal to the consumers and hence they can project themselves as environmentally responsible.

Once a positive image is established from the perspective of the consumers, they will be more likely to engage in buying and consuming the products of the organization. Therefore, it can be ascertained that strategic green marketing orientation is a major precursor and antecedent of green corporate image. Hence, the present study deduces the following relationship:

H2: Strategic green marketing orientation has a positive relationship with green image.

2.8 Green Supply Chain Management and Green Consumption Intention

It is an established fact that the underlying reason behind the adoption and implementation of green concepts is to achieve environmental sustainability. Hence the organizations are now actively investing in the development of green practices. Green supply chain management (GSCM) is an important management approach that can aid the organizations to achieve sustainability by reducing pollution and production costs.

As a result, of adopting a green supply chain management, the customers will perceive the organization as more environmentally responsible. This will lead to the development of a positive and strong brand image amongst the masses. According to Sugandini et al. (2018), the customers recognize and perceive the green initiatives of the firm as a part of its CSR activities and green manufacturing. This leads them to develop a positive perception of the brand.

According to Aslam et al. (2019), GSCM constitutes an important part of the organizational decision-making process and therefore, its link with strategic marketing planning cannot be neglected. Moreover, Aslam et al. (2019) undertook a study to examine the impact of organizational GSCM practices onto corporate reputation in the Pakistani context. The results revealed that green supply chain management activities of the firm play a significant role in shaping its overall corporate image.

The integration of green supply chain management practices was found to positively shape the perception of the consumers towards the organization. Hence, in light of the above-mentioned findings, this study hypothesizes the following relationship:

H3: Green supply chain management has a positive relationship with green consumption intention.

2.9 Green Supply Chain Management and Green Image

Many researchers have advanced the fact that green supply chain management (GSCM) is a major factor that plays a critical role towards the development of corporate reputation (Aslam et al., 2019). According to Sugandini et al. (2018), the adoption of green supply chain practices such as eco-friendly product design, eco-manufacturing, and eco-friendly transportation significantly aid the organization in enhancing its overall green image. Environmentally-friendly business practices help in shaping positive consumer perceptions about the brand and the consumers start to perceive the organization as being more responsible towards the natural environment (Maheshwari, 2014).

Moreover, Ahmed et al. (2018) on their study on the Bangladeshi textile industry observed the impact of green supply chain management practices on the overall corporate reputation and business performance of the firm. The results of the study indicated that green supply chain management (GSCM) practices positively influence the brand image of the organization which in turn translates to an increase in the overall business performance. Furthermore, Aslam et al. (2019) also undertook a study to investigate the impact of GSCM practices on the corporate image of Pakistani textile firms. It was observed that GSCM practices had a positive and significant relationship with corporate image and the GSCM practices were a major antecedent of overall corporate reputation. Hence, in light of this evidence, the current study hypothesizes the following relationship:

H4: Green supply chain management has a positive relationship with green image.

2.10 Green Image and Green Consumption Intention

Green image usually involves the combination of an organization's concern with regards to the image of its business activities as being environmentally friendly.

Moreover, a green image is established when the customers of the organization are actively aware of the organization's environmentally friendly actions and products (Sarkis & Zhu, 2018). Corporate green image has received increased attention recently, due to the increase in environmental issues that have driven the organizations to adopt more environmentally sustainable business practices (Sarkis & Zhu, 2018).

According to Kumar et al. (2018), the organizations that actively engage and invest in making their business practices more eco-friendly are perceived by the consumers as more environmentally-friendly and responsible. As a result, the consumers tend to associate themselves with such firm by depicting certain behavioral outcomes. These behavioral outcomes include trust, loyalty, and purchase behavior. Moreover, Han and Huo (2020) in their study on Chinese manufacturing firms examined the impact of green brand image on purchase intentions of Chinese consumers. The results suggested that corporate image played a positive role in shaping overall consumer behavior. Hence, it can be ascertained that green image is a major precursor of consumer purchase intention. Therefore, it is hypothesized that:

H5: Green image has a positive relationship with green consumption intention.

2.11 Green Image as a Mediator

In the dynamic and continuously evolving business environment, organizations are adopting and implementing new strategies that can aid them in achieving competitive advantage, and accelerating business growth, performance. In the present business world, where the consumers are more aware and conscious about their surrounding environment, the organizations are taking steps that are aimed at maintaining a more environmentally responsible corporate image. The adoption and implementation of sustainable business practices aid in shaping positive consumer perceptions towards the brand. This includes the development of a green image in the eyes of the masses. The development of this green image then induces

the consumers to engage with the organization in certain ways such as buying behavior. Hence, it can be deduced that green image acts as a bridge between sustainable business practices and green consumption behavior.

Many studies have also indicated that green image aids in fostering positive consumer behavioral outcomes (Han & Huo, 2020; Sarkis & Zhu, 2018; Sugandini et al., 2020). For instance, Sugandini et al. (2020) in their study analyzed the impact of sustainable business practices on purchase intention through the mediating role of green image. The results indicated that green image plays a mediating role between sustainable business practices and customer purchase intentions. Moreover, Han and Huo (2020) in their study on the Chinese consumers also observed that green image is a major antecedent of customer green purchase behavior. Furthermore, Sarkis and Zhu (2018) in their study examine the impact of green supply chain management (GSCM) practices on green customer satisfaction through the mediating role of green corporate image. It was observed that green corporate image mediated that relationship between GSCM practices and green customer satisfaction. Therefore, the present study intends to examine the following hypotheses:

H6: Green image mediates the relationship between strategic green marketing orientation and green consumption intention.

H7: Green Image mediates the relationship between green supply chain management and green consumption intention.

2.12 Brand Social Responsibility as a Moderator

According to Burke and Logsdon (1996) brand social responsibility is a value creation tool that encompasses the offering of products and services by integrating them with societal issues. Little (2006) posits that CSR initiatives can lead to the generation of innovative work processes that aid in effectively responding to various social, economic, and environmental needs. Moreover, Sugandini et al. (2020) posited that CSR-driven organizations are more likely to drive consumers to engage with the firm in a constructive manner. According to Kilic and Ozdemir (2018)

brand social responsibility is a major precursor that aids in fostering customer buying behavior.

Similarly, Little (2006) also suggested that the fulfillment of CSR related activities leads to the development of positive consumer evaluations of the brand. Moreover, Attaran and Celik (2015) also observed that CSR has a positive and direct effect on the buying behavior of the consumers. Fatma and Rahman (2016) in their study on Pakistani consumers also emphasized on the fact that brand social responsibility acts as a catalyst in fostering consumer buying behavior. Hence, in light of the findings mentioned in the literature, this study posits that brand social responsibility will strengthen the relationship between green image and green consumption intention. Therefore, the following hypothesis has been presented:

H8: Brand social responsibility moderates the relationship between green image and green consumption intention.

2.13 Underpinning Theory

The current study intends to examine the aforementioned hypotheses through the lens of the signaling theory. The signaling theory has been widely acknowledged and used in the green marketing literature (Mavlanova et al., 2016). The signaling theory presents a valuable framework that significantly aids in understanding the various antecedents and precursors that drive the green consumption behavior of the consumers.

According to the signaling theory the market is characterized by having unequal or imperfect knowledge and information (Stigler, 1961). It means that the consumers do not have the adequate information to evaluate the quality of a product or service. Therefore, in order to ensure the adequate availability of information, the firms attempt to convey information to the consumers with the aid of certain signals. It means there are two exchanging parties. One is the firm which is the sender of signals and the other are the consumers who are the receivers of the signals (Mavlanova et al., 2016). The signals sent by the firms play a major role in driving the consumers (receivers) to engage in certain behavioral outcomes such

as trust, loyalty, and purchase behavior. The behavioral outcomes of the receivers are a direct function of the nature of the signals. It means that positive signals tend to yield positive results and vice versa (Sarkis & Zhu, 2018).

The researchers tend to agree over the fact that the environmentally sustainable practices of the organization are a major signal that is received by the consumers and upon the basis of these signals, the consumers tend to form certain perception about the firm. These perception in turn, drive the consumers to depict certain behaviors such as green purchase and consumption behavior (Sugandini et al., 2020). Furthermore, Fatma and Rahman (2016) also observed that brand social responsibility also acts as a signal that sends crucial information to the relevant stakeholders of the firm such as its consumers. Therefore, in the context of the current study, the signaling theory can be applied in a manner that the green initiatives of organizations such as strategic green marketing orientation and green supply chain management will send a positive signal to the consumers and upon the basis of those signals, the consumers will view that organization as more environmentally responsible and hence, they will engage with that organization by adopting green consumption intention towards its products.

2.14 Conceptual Framework

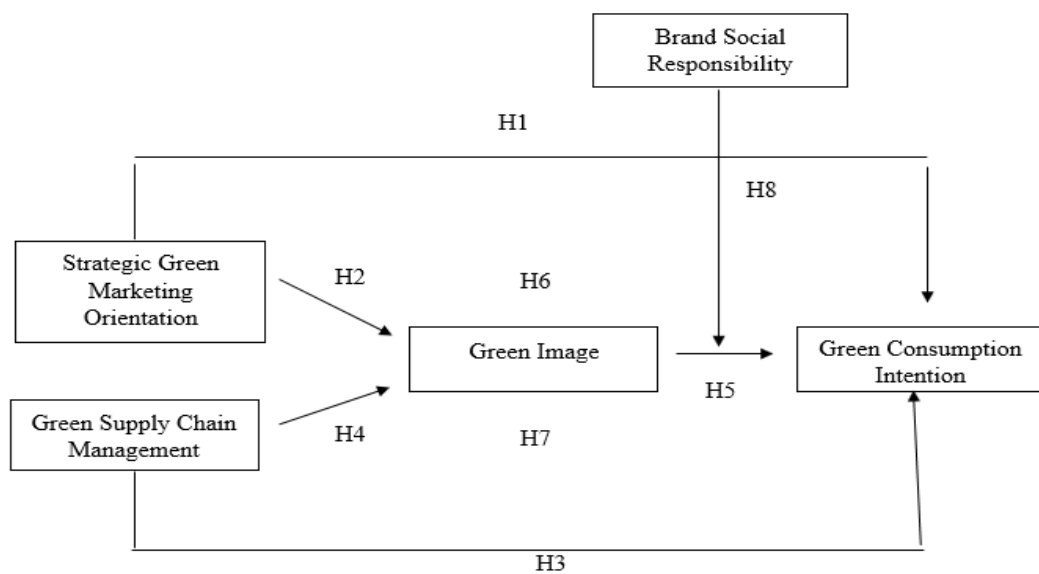


FIGURE 2.1: Conceptual Framework

Chapter 3

Research Methodology

This section explains the various research approaches and methods that were used to assess and examine the underlying hypotheses of the study. This involves investigating the impact of strategic green marketing orientation (SGMO) and green supply chain management (GSCM) on green consumption intention with the mediating and moderating role of green image and brand social responsibility. A researcher methodology is pivotal in terms of aiding the researcher in evaluating the validity of the proposed hypotheses. A clear description of the methodology is crucial because it ensures the overall credibility and reliability of the research. The research methods elucidated in this section include: research philosophy and design, population, sampling procedure and determination of suitable sample size, unit of analysis, time horizon of the study, selection and development of measures, data collection, and data analysis procedures that were adopted to seek answers to the underlying research questions. The present study has utilized the research onion technique proposed by Saunders et al. (2007). A diagrammatic representation of the research onion is given below:

3.1 Research Philosophy/Design

A research philosophy or research design can be termed as the approach utilized by a researcher to assess an underlying problem in an efficient and effective manner. Hence, it becomes imperative for the researcher to carefully select an appropriate

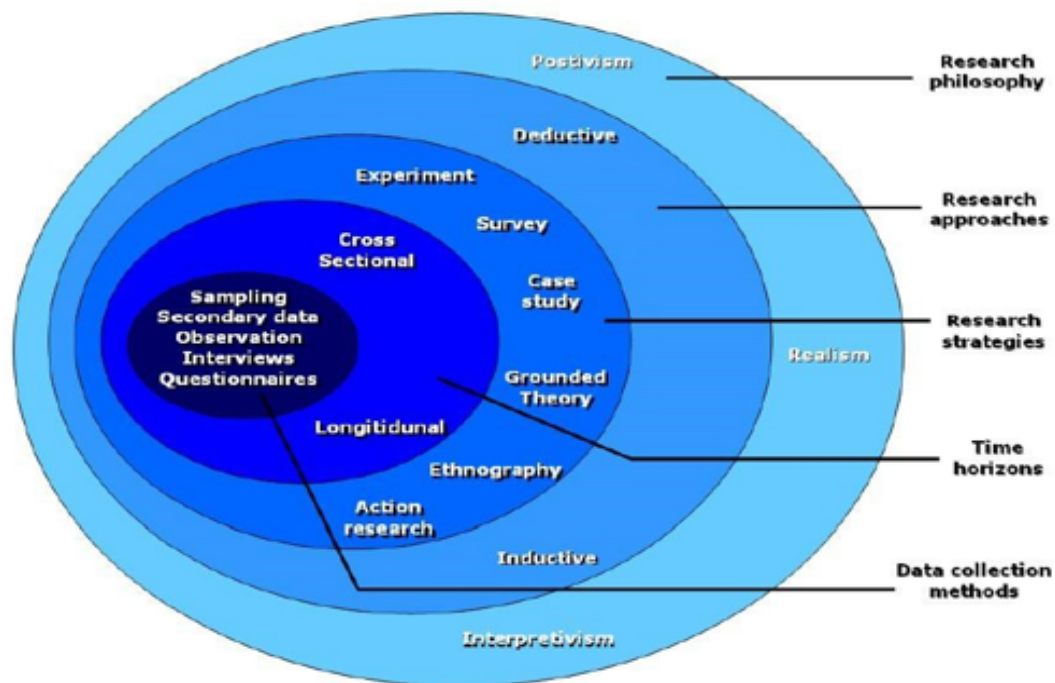


FIGURE 3.1: Research Onion

research design for study purposes. According to Bordens and Abbott (2002), a research design should be the one that integrates all the components of the research study in a manner that is harmonious, coherent, and logical.

Currently, in the domain of management and social sciences, there are a plethora of research designs and philosophies that are being used by researchers all over the world. Amongst these research philosophies are the interpretivist, positivist, realist, pragmatic and empiricist schools of thought. Out of these schools of thought, the positivist and interpretivist schools of thought are the most widely acknowledged ones (Hovorka & Lee, 2010).

The interpretivist view elucidates that it is impossible to examine a particular phenomenon or reality without a certain degree of researcher's interference. On the other hand, according to Sobh and Perry (2006) the positivist school of thought posits that the reality can only be truly examined in its natural form without any sort of intervention from the researcher. The interpretivist school supports the use and adoption of various qualitative methods and techniques for the purpose of examination and analysis of data. These methods consist of naturalistic observations, interviews, etc. On the other hand, the positivist view advocates the

utilization of various quantitative tools for the purpose of data analysis. These tools and techniques consist of surveys, questionnaires, and other mathematical, computational and statistical procedures.

One of the most important underlying aim of the present study is to present a comprehensive framework backed by strong empirical evidence which not only makes a valuable contribution to the existing literature but also enables a thorough understanding of the various precursors of the green consumption behavior of the consumers. Hence, a positivist research philosophy was adopted because it enabled the researcher to undertake a rigorous analysis that was supported by numerical facts and figures. Under this philosophy, a quantitative approach was used which encompassed the utilization of various statistical tools and procedures that aided in obtaining empirical evidence.

3.2 Identification of Research Population

A research population which is sometimes also referred to as universe can be described as the center area of attention or interest for the researcher. A population can be anything depending upon the nature of the study. It may consist of a particular group, community or even individual people. Therefore, it is of utmost importance for the researcher to carry out a correct identification of the study population because an incorrect identification of the population can impede the credibility of the results of the study.

The present study was aimed at assessing the various precursors that drive the consumers to develop green consumption intentions. Strategi green marketing orientation (SGMO) and green supply chain management (GSCM) are the predictors in this study. Similar researches in different contexts have opted to seek data from the customers of various textile and apparel brands for the purpose of analysis. This includes consumers who possess adequate knowledge pertaining to sustainable business practices (Yue et al., 2020).

The universe identified for the present study consisted of the customers of various textile apparel brands that are currently operating in Pakistan. The demographic

characteristics of the consumers included age, gender, qualification and income levels. As far as the age is concerned, data was sought from consumer who are aged above 18 years. The gender comprised of both male and female consumers of textile apparel brands. The qualification included those who possessed a minimum high school education and the income levels were also considered for the purpose of identification of the universe. In addition to this, the universe included only the consumers that are currently the residents of the twin cities of Islamabad and Rawalpindi. The population included white collared individuals, house wives, students etc.

3.3 Calculation of Sample Size and Sampling Technique

The researchers are often faced with the issue of very large study population sizes. It becomes impossible for the researchers to inculcate the responses of the entire population into the research study. Hence, the researchers usually extract a sample from the universe. This sample then acts as a representative of the entire universe.

There have been continuous debates pertaining to the effective calculation and determination of an effective sample size. According to Hair et al. (2006) there is still not pre-established procedure that could be utilized to ascertain a suitable sample size for a study. However, many researchers have come up with certain procedures that can be adopted to ascertain a suitable study sample.

The Roscoe's rule of thumb is one such methods of determining a suitable sample size for a research. The Roscoe's rule of thumb was developed by Albert Roscoe in 1975. This rule of thumb elucidates that a sample size of more than 30 and less than 500 respondents is sufficient and appropriate enough for carrying out a majority of management and social sciences researches. However, one of the major drawbacks of this rule is that it does not tell regarding the exact number required for an effective sample.

On the other hand, Tanaka (1987) proposed the item response theory which posited that a sample size could be determined based upon the number of items present in

the study's measurement scales. The item response theory posits that at least 10 responses are required against each item (10:1) in the study's measurement scale. If the item response theory is utilized in the context of the current study, then the exact sample size will be 300 because there are 30 items in the measurement scales of this study. However, Arrindell and Van der Ende (1985) oppose this theory and argue that 10 responses are not sufficient enough and might yield erroneous results. According to Arrindell and Van der Ende (1985), at least 20 responses are to be required against each item (20:1) present in the measurement scale of a particular study. The authors contest that by adopting this approach, the results of the study will be less likely to yield erroneous results. If this approach is applied in the context of the present study, then the overall sample size will become 600 because there are 30 items present in the measurement scales of the study. However, some researches still contest the reliability of this approach by arguing that it is still prone to errors.

According to Ryan (2013), the Slovin's power formula is most widely acknowledged and used by researchers all over the world. A majority of the researchers have developed a consensus regarding the efficacy of the Slovin's power formula. A diagrammatic representation of the Slovin's power formula is shown below:

Formula to calculate Sample size if population Size is finite and known (Slovin's Formula)

$$n = \frac{N}{(1 + Ne^2)}$$

- n = Sample Size
- N = Population Size
- e = Margin of error

Formulated by Slovin (1960)

$$n = N / 1+Ne^2$$

where; n denotes = sample size, N denotes = population, e = margin of error (taken as 5%)

The application of the Slovin's power formula aids in determining the exact sample size that is required for the purpose of undertaking a rigorous inquiry. Therefore, the present study utilized the Slovin's power formula in order to reach a suitable sample size. The population for the current study has been estimated at 4 million individual consumers. After assuming this population, the sample size has been determined as follows:

$$n = 4000000 / 1 + 4000000 \times (0.05)^2 \quad n = 400$$

Once, an appropriate sample size has been determined, it is imperative to determine a suitable sampling technique that would be utilized to collect the responses of the participants. There are two main general categories of sampling techniques. These consists of the probability and non-probability sampling techniques. In probability sampling every member of the population has an equal chance of selection whereas in a non-probability sampling, every member does not have an equal chance of selection.

As depicted above, the current study only has estimates of the population and the exact number cannot be ascertained. Therefore, this study utilized a non-probability convenience sampling and snowball sampling approach for the purpose of obtaining responses from the respondents. In a convenience sampling approach, the data is obtained from the most easily, conveniently and readily available respondents. On the other hand, in a snowball sampling approach, the data is obtained through referrals generated by sample members. Both of these approaches were utilized because they aid in obtaining data in a swift, convenient, timely, and cost-effective way.

3.4 Unit of Analysis

The unit of analysis of this study was individual because the study was centered on the individual consumers of textile apparel brands that are currently the residents of the twin cities of Islamabad and Rawalpindi.

3.5 Time Horizon

The time horizon of this study was cross-sectional because the data was collected from the respondents at single point of time.

3.6 Development of Measurement Scales

The measurement scales for the present study were adopted from prior studies that have been conducted in similar contexts. A pilot test was undertaken in order to ascertain the internal consistency reliability of the items in the measurement scales. For the purpose of measuring and recording the responses of the participants, a 5-point Likert scale (i.e., 1= strongly disagree, 5=strongly agree) was used. The measurement scale comprised of two sections. The first section included the demographic information such as age, gender, qualification, income levels. The second section consisted of the statements that were used to measure the constructs. The table given below demonstrates the constructs, items, and the sources from where the scales were adopted.

TABLE 3.1: Measurement Scales

Variable	Items	Source
Strategic Green Marketing Orientation	6	Papadas et al., (2017)
Green Supply Chain Management	8	Cankaya & Sezen (2019)
Green Consumption Intention	4	Sheng et al., (2019)
Green Image	5	Chen (2009)
Brand Social Responsibility	7	Carroll (2016)

It can be seen from the table given above that SGMO was measured using 06 items adopted from Papadas et al. (2017). GSCM had 08 items and its scale was adopted from Cankaya and Sezen (2019). There were 04 Items of green consumption intention and its scale was adopted from Sheng et al. (2019). Moreover, green image was measured using 05 items adopted from Chen (2009) and the scale of brand social responsibility consisted of 07 items adopted from Carroll (2016). The measurement scales can be viewed in the Appendix section of the study.

3.7 Data Collection

The data was collected from the participants with the help of a questionnaire. The survey forms were floated to the respondents and they were requested to return it back in a specified time period. The ethical research standards prescribed by the APA were adhered to during the phase of data collection. These ethical standards include the right to informed consent, voluntary participation, and right to the privacy of information that was provided.

3.8 Data Analysis Techniques

The current study used the SMART PLS statistical software for the purpose of arranging, organizing, and analyzing the data that was obtained from the participants. Numerous statistical procedures were undertaken in order to assess and examine the relationships between the constructs of the study. These tests consisted of reliability, construct validity, descriptive statistics, factor loading, structured equation modelling (SEM) and a mediated-moderation test. Upon the basis of these tests, the researcher was able to draw some key and valuable conclusions.

3.8.1 Correlation

A correlation analysis is a procedure that is utilized to ascertain the nature, direction, and intensity of association between multiple constructs. The Pearson coefficient is used to determine the degree of correlation between two constructs. Since, this study consisted of multiple constructs, a correlation analysis proved to be of crucial significance.

3.8.2 Regression

Researchers use regression analysis in order to ascertain the effect of one-unit change in the independent construct onto the dependent construct. This analysis enables the researcher to draw key conclusions regarding the relationship between two constructs.

3.8.3 Mediated-Moderation

A mediated-moderation test is usually undertaken when there is a mediating and moderating variable present in a study. A mediating variable is a variable that explains the relationship between two variables through a third variable i.e., the mediator itself. On the other hand, a moderating variable is a variable that either strengthens or weakens the relationship between two constructs. Since, the present study consists of one mediating variable (i.e., green image) and one moderating variable (i.e., brand social responsibility), a mediated-moderation analysis will aid in understanding the role played by these variables in explaining the association between the predictor and outcome variables.

Chapter 4

Data Analysis and Discussion

This section encompasses an in-depth analysis of the data that was collected from the respondents in order to investigate the impact of strategic green marketing orientation (SGMO) and green supply chain management (GSCM) on green consumption intention through the mediating and moderating roles of green image and brand social responsibility. This chapter sheds light on the results that were obtained after a rigorous analysis using various quantitative and statistical procedures. Firstly, a demographic analysis was undertaken in order to ascertain the various demographic characteristics of the participants. After this, a thorough examination of the outer and model was carried out using a structured equation modelling (SEM) technique through the aid of SmartPLS software. The statistical tests included construct reliabilities, factor loading, correlation, regression, path analysis for mediation and a moderation test. The results of the analysis have been summarized at the end of this section. On the basis of the results, some key conclusions and recommendations have been formulated and presented in the succeeding chapter.

4.1 Response Rate

The sample size for this study was determined to be 400. The study sample was determined using the Slovin's power formula. The present study used a survey technique to obtain data from the respondents. Moreover, a non-probability

convenience sampling approach was utilized in order to obtain data from the consumers of textile apparel brands residing in the metropolitan cities of Islamabad and Rawalpindi. Frequent follow ups and reminders were sent to the respondents in order to boost the data collection process. A total of 400 survey forms were distributed amongst the participants. Out of these 400 forms, 336 were returned. Amongst these 336 forms, 317 were considered as usable for the purpose of this study. Hence, the overall response ratio was 84% and the usable response ration stood at 79.25%. The table given below depicts the total and usable response ratios.

TABLE 4.1: Response Rate

Questionnaires Circulated	Questionnaires Returned	Questionnaires Usable	Response Rate %	Usable Response Rate %
400	336	317	84%	79.25%

4.2 Demographic Analysis

The survey forms that were distributed to the participants comprised of two sections. The first section consisted of the information pertaining to the demographic characteristics of the participants. These traits included: gender, age, education, and income levels. The second section of the survey form included questions pertaining to the constructs of the study. The responses were gauged using a 5-point Likert scale. These responses were then utilized to ascertain the relationships between the constructs of the study.

4.2.1 Gender Distribution

The table given above demonstrates the distribution of the respective genders of the participants of the study. The figure 3 depicts the visual distribution of the genders through a histogram and a trendline. It can be seen that a total of 196 males participated in this study which comprises 61.8% of the entire sample.

TABLE 4.2: Gender Distribution

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	196	61.8	61.8	61.8
Female	121	38.2	38.2	100
Total	317	100	100	

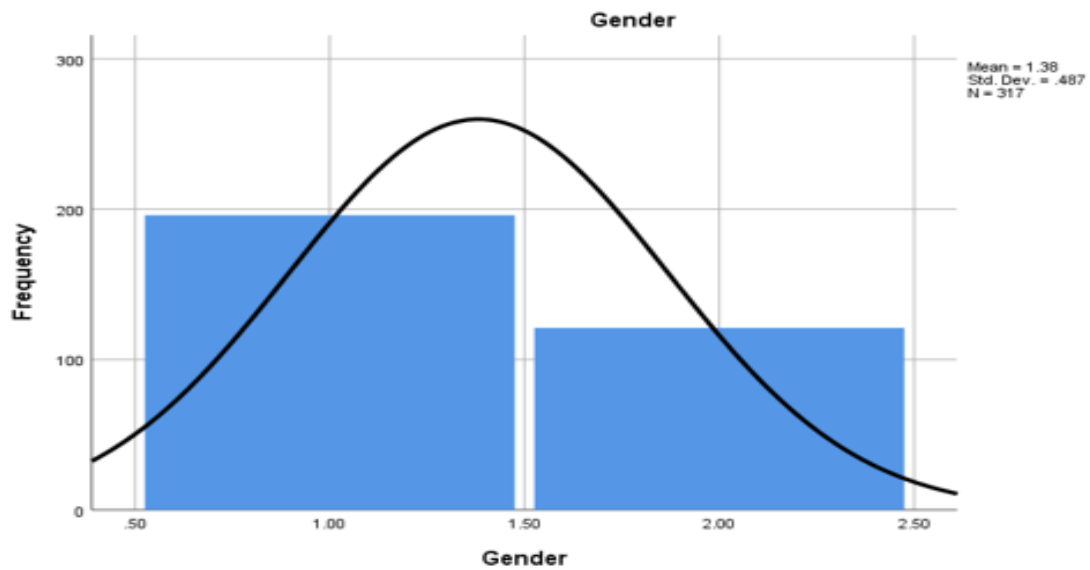


FIGURE 4.1: Gender Distribution

Moreover, it can also be observed that 121 females also took part in this study which constitutes around 38% of the entire study sample. A majority of the respondents were males although a significant and observable participation was witnessed from the females as well.

4.2.2 Age Distribution

TABLE 4.3: Age Distribution

Age	Frequency	Percent	Valid Percent	Cumulative Percent
20-30 years	139	43.8	43.8	43.8
31-40 years	150	47.3	47.3	91.2
41-50 years	20	6.3	6.3	97.5
51-60 years	8	2.5	2.5	100
Total	317	100	100	

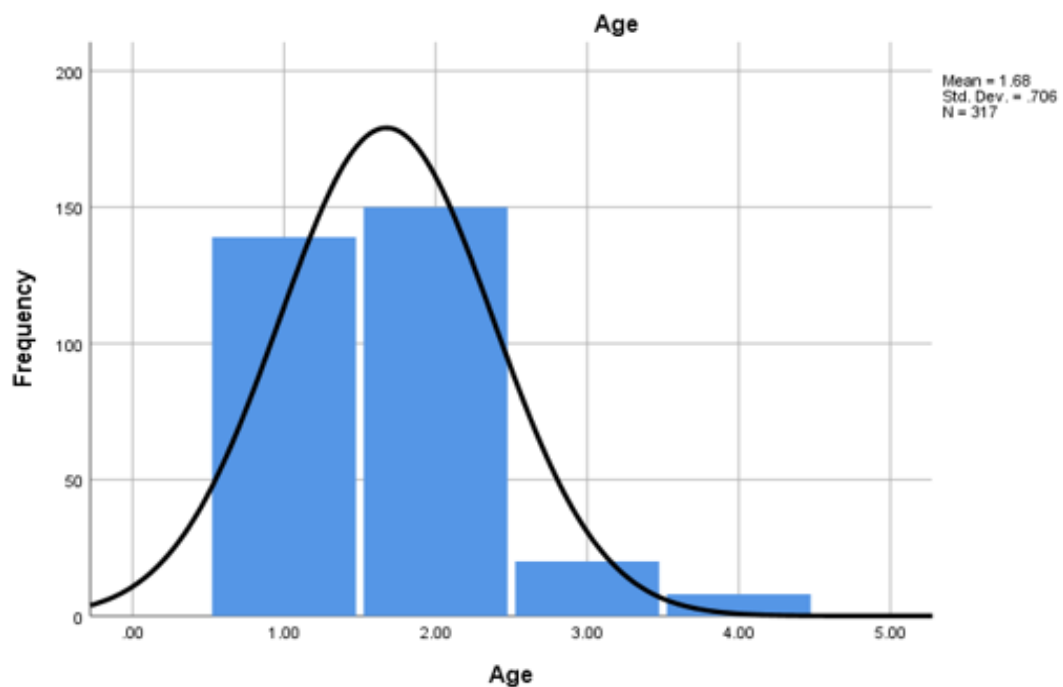


FIGURE 4.2: Age Distribution

The table 4 given above demonstrates the respective age distributions of the participants of the study. These distributions have also been presented in the form of a histogram shown in the figure given above. It can be observed that 139 respondents fell within the age bracket of 20-30 years and constituted 43.8% of the total representative sample. 150 respondents were aged between 31-40 years and made up a majority of the study sample i.e., 47%. 20 respondents belonged to the age group of 41-50 years and constituted around 6% of the total sample. Moreover, only 8 participants were aged between 51-60 years and they comprised 2.5% of the entire sample.

TABLE 4.4: Education Distribution

Education	Frequency	Percent	Valid cent	Per-	Cumulative Percent
High School/College	129	40.7	40.7		40.7
Undergraduate	118	37.2	37.2		77.9
Post-Graduate	70	22.1	22.1		100
Total	317	100	100		

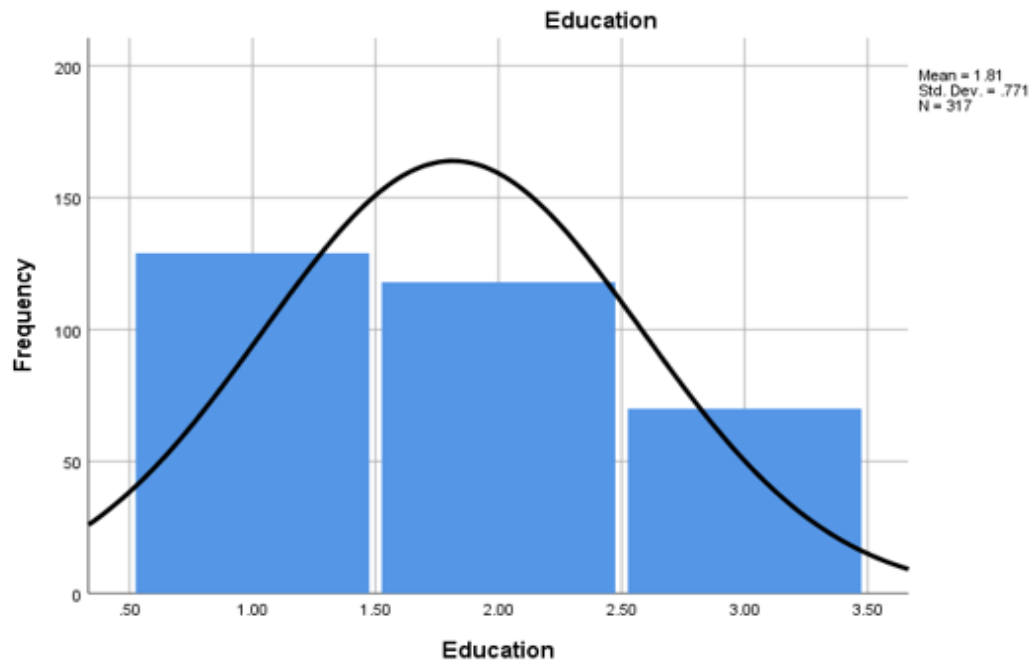


FIGURE 4.3: Education Distribution

The distribution of the education levels of the participants is shown in the table given above along with a normal distribution depicted via histogram in figure 5. It can be witnessed that 129 respondents possessed a high school education and they constituted 40.7% of the total representative sample. 118 participants had an undergraduate education and comprised 37.2% of the total sample size. Moreover, 70 respondents had a post graduate degree and they constituted 22.1% of the entire sample.

4.2.3 Income Distribution

TABLE 4.5: Income Distribution

Income	Frequency	Percent	Valid Percent	Cumulative Percent
Below Rs.50,000	168	53	53	53
Rs.50,000 to Rs.100,000	94	29.7	29.7	82.6
Rs.100,000 to Rs.200,000	34	10.7	10.7	93.4
Above Rs.200,000	21	6.6	6.6	100
Total	317	100	100	

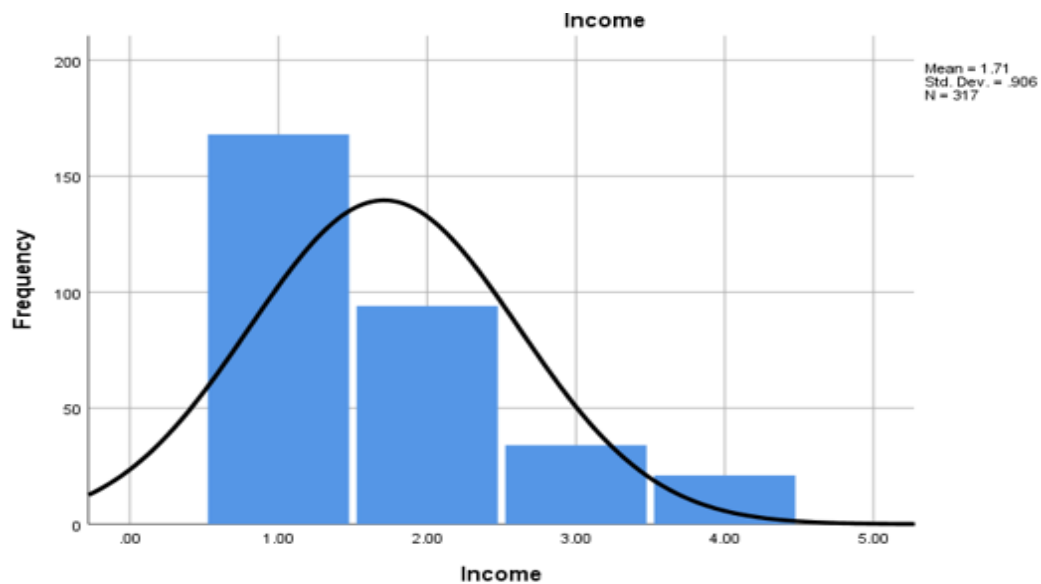


FIGURE 4.4: Income Distribution

The table and figure given above demonstrate the distribution of the respective income levels of the study participants. It can be observed that 168 participants had an income of less than Rs.50,000 and they made up 53% of the representative sample. 94 participants had an income of Rs.50,000 to Rs.100,000 and they comprised 29.7% of the study sample. 34 respondents had an income that ranged between Rs.100,000 to Rs.200,000 and they constituted 10% of the study sample. Whereas, only 21 participants had an income of more than Rs.200,000 and they comprised of only 6.6% of the entire representative sample.

4.2.4 Descriptive Statistics

TABLE 4.6: Descriptive Statistics

	N	Mean	Std. Deviation	Skewness	Std. Error	Kurtosis	Std. Error
ER	317	3.1951	0.67223	-0.463	0.137	-0.402	0.273
EK	317	3.483	0.42069	-0.24	0.137	-0.435	0.273
EC	317	3.5902	0.84107	0.232	0.137	-0.174	0.273
AGP	317	3.2438	0.67895	-0.403	0.137	-0.284	0.273
GCI	317	3.2248	0.69707	-0.447	0.137	-0.871	0.273

The table 7 depicted above demonstrates the descriptive statistics of the constructs under study. These include the mean or average values along with their standard deviations. The values for skewness and kurtosis can also be witnessed. It can be seen that all the mean values of the constructs are greater than 3.00 which means that the average responses against these constructs were inclined towards the 4.00 on the Likert scale (i.e., agree). The standard deviation is a measure of the degree or extent of dispersion around the mean values. It can be observed that all values of standard deviation fall within the acceptable threshold limit of -1 to +1. It means that the data is normally dispersed around the mean.

Skewness and Kurtosis are the measurements of data normality. These measurements depicts whether the data is normally distributed or not. It can be observed from the table given above that all the values of skewness and kurtosis are well within the threshold limits of -1 to +1 and -3 to +3 respectively. Hence, it can be ascertained that the data is normally distributed and therefore fit for undertaking of further statistical analysis.

4.3 PLS-SEM Results

This section of the chapter addresses the evaluation of the results that were obtained using the PLS-SEM technique. This section consists of the evaluation of the outer and inner model using a structured equation modelling technique. The statistical analysis was performed through the aid of the SmartPLS software.

4.3.1 Measurement Model

The first step in the evaluation of the measurement model includes the assessment and evaluation of the outer PLS model. It consists of the analysis of the main facets that constitute the main model. There are two main dimensions of the outer PLS model. These dimensions are reliability and validity respectively. The guidelines pertaining to the assessment of the measurement model include internal consistency reliability in between the items of the constructs through the aid of Cronbach's Alpha and composite reliability (CR), average variance extracted

(AVE), convergent validity and discriminant validity. The validities are measured using the Fornell-Larcker method.

4.3.2 Cronbach's Alpha

The Cronbach's Alpha is a measurement that is used to gauge the degree of internal consistency in between the items of the study constructs. According to Santos (1999), the acceptable threshold value for the Cronbach's Alpha is 0.70.

TABLE 4.7: Cronbach's Alpha Values

Variables	Cronbach's Alpha Values
Strategic Green Marketing Orientation	0.793
Green Supply Chain Management	0.721
Green Image	0.868
Brand Social Responsibility	0.82
Green Consumption Intention	0.713

The Cronbach Alpha values for each of the constructs have been depicted in the table given above. It can be observed that all the internal consistency reliability values are greater than 0.70. Hence, it can be said that the measures adopted for this study are highly reliable.

4.3.3 Composite Reliability (CR)

Unlike Cronbach's Alpha, composite reliability (CR) does not account for an equal loading of a particular construct. The range values of composite reliability lie between 0 and 1. The acceptable and satisfactory CR value should be greater than 0.60. A composite reliability score ranging between 0.60 and 0.70 is considered to be satisfactory whereas a CR score ranging between 0.70 and 0.90 is regarded as highly acceptable and desirable. The table below depicts the CR scores against each of the constructs of the study.

TABLE 4.8: Composite Reliability

Variables	Composite Reliability (CR)
Strategic Green Marketing Orientation	0.795
Green Supply Chain Management	0.726
Green Image	0.905
Brand Social Responsibility	0.868
Green Consumption Intention	0.821

It can be observed from the table given above that all the CR scores against each of the constructs are greater than 0.70. Hence it can be ascertained that the measurement model of this study is highly reliable for conducting further statistical analysis.

4.3.4 Average Variance Extracted (AVE)

After the assessment of internal consistency reliability and composite reliability, the next procedure is to assess the presence of convergent validity. Convergent validity is the extent to which the constructs of the study have a certain theoretical relation with each other. AVE is the measure of the degree of convergence between the under-study. The minimum acceptable and desirable value for AVE should be more than 0.50.

TABLE 4.9: Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
Strategic Green Marketing Orientation	0.562
Green Supply Chain Management	0.659
Green Image	0.712
Brand Social Responsibility	0.614
Green Consumption Intention	0.746

The table shown above sheds light on the AVE values that have been obtained against each of the constructs. The range of the AVE values lies between 0.562 and 0.746. Therefore, it can be ascertained that convergent validity is present within the constructs.

4.3.5 Discriminant Validity

Discriminant validity can be termed as the extent to which one particular construct is unique and different from the other. The Fornell-Larcker method is the most widely acknowledged approach used to measure discriminant validity.

TABLE 4.10: Discriminant Validity

Variables	BSR	GCI	GI	GSCM	SGMO
BSR	0.706				
GCI	0.396	0.737			
GI	0.579	0.46	0.812		
GSCM	0.465	0.288	0.314	0.807	
SGMO	0.456	0.305	0.551	0.258	0.635

Note: SGMO = Strategic Green Marketing Orientation; GSCM = Green Supply Chain Management; GI = Green Image; BSR = Brand Social Responsibility; GCI = Green Consumption Intention.

The criterion for the presence of discriminant validity is such that the square root of the AVE scores calculated against each construct should be greater than a construct's highest correlation with another latent variable. The table 11 shown above demonstrates the discriminant validity scores obtained using the Fornell-Larcker approach. It can be observed that the square root of the AVE scores of a construct are greater than the construct highest correlation with another latent variable. Therefore, it can be deduced that the discriminant validity is present between the constructs of the study.

TABLE 4.11: Factor Loadings

ITEMS	SGMO	GSCM	GI	BSR	GCI
SGMO1	0.651				
SGMO2	0.726				
SGMO3	0.587				
SGMO4	0.614				
SGMO5	0.792				
SGMO6	0.773				
GSCM1		0.615			
GSCM2		0.721			
GSCM3		0.768			
GSCM4		0.643			
GSCM5		0.804			
GSCM6		0.691			
GSCM7		0.561			
GSCM8		0.595			
GI1			0.836		
GI2			0.866		
GI3			0.868		
GI4			0.844		
GI5			0.618		
BSR1				0.918	
BSR2				0.797	
BSR3				0.743	
BSR4				0.724	
BSR5				0.753	
BSR6				0.668	
BSR7				0.691	
GCI1					0.787
GCI2					0.826
GCI3					0.796
GCI4					0.69

The table 12 shown above demonstrates the factor loadings of the items that were used to gauge the responses from the participants. LamberWildt and Durand (1991) posited that multiple items should be used to measure a particular construct and the factor loadings are a reflection of contributions made by each item. Shevlin and Miles (1998) have categorized the values of factor loadings into three major classes. Factor loadings of less than 0.30 are unsatisfactory whereas those above 0.50 are considered to be desirable. Loadings of higher than 0.70 are considered to be highly desirable. For the purpose of this study, loadings of greater than 0.50 were considered.

It can be observed from the table given above that all the factor loadings surpass the minimum threshold value 0.50. Hence it can be ascertained that each item has made valuable and significant contribution. It can be observed that all factor loading were more than 0.50 and therefore, it can be assumed that discriminant validity was not a matter of concern in this particular study (Urbach & Ahlemann, 2010).

4.4 Evaluation of the Structural Model

After a thorough examination of the measurement model, the next phase involves the assessment of the structural model. This study undertook a detailed examination of the structural model. The bootstrapping resampling procedure involved the use of 95% bias-corrected bootstrap intervals that included 317 sub samples. This was done in order to assess the impact of two predictor variables (SGMO and GSCM) onto the outcome variable (GCI). Moreover, the standard errors, path coefficients and t-statistics were also analyzed in order to ascertain the validity of the proposed hypotheses. The diagrams below are a depiction of the PLS-SEM algorithm and the bootstrapping direct relationship models that were used to determine the relationship between the constructs of the study.

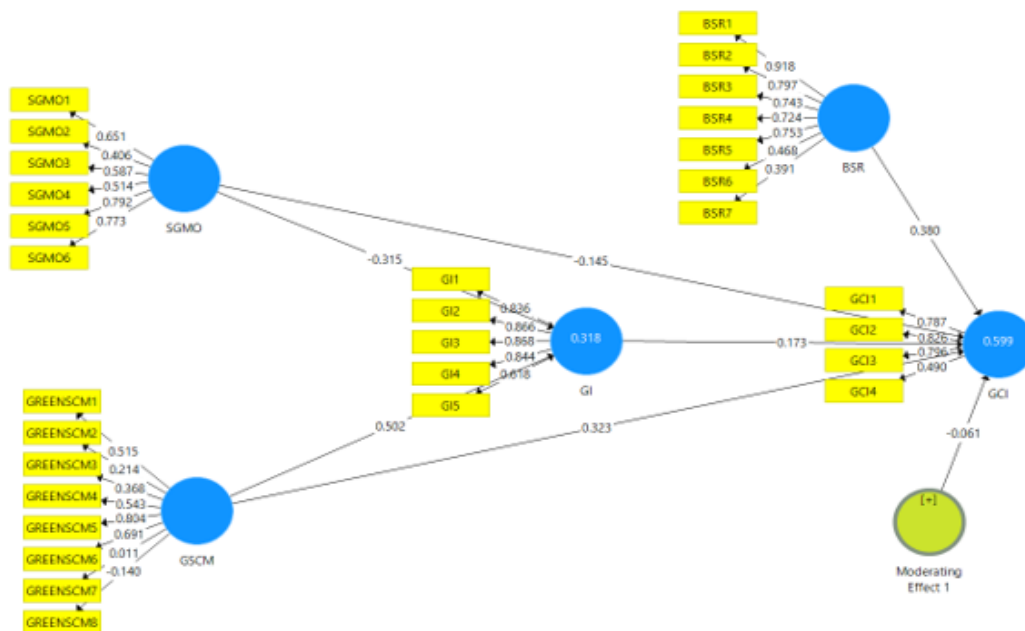


FIGURE 4.5: PLS-SEM Algorithms Direct Relationships

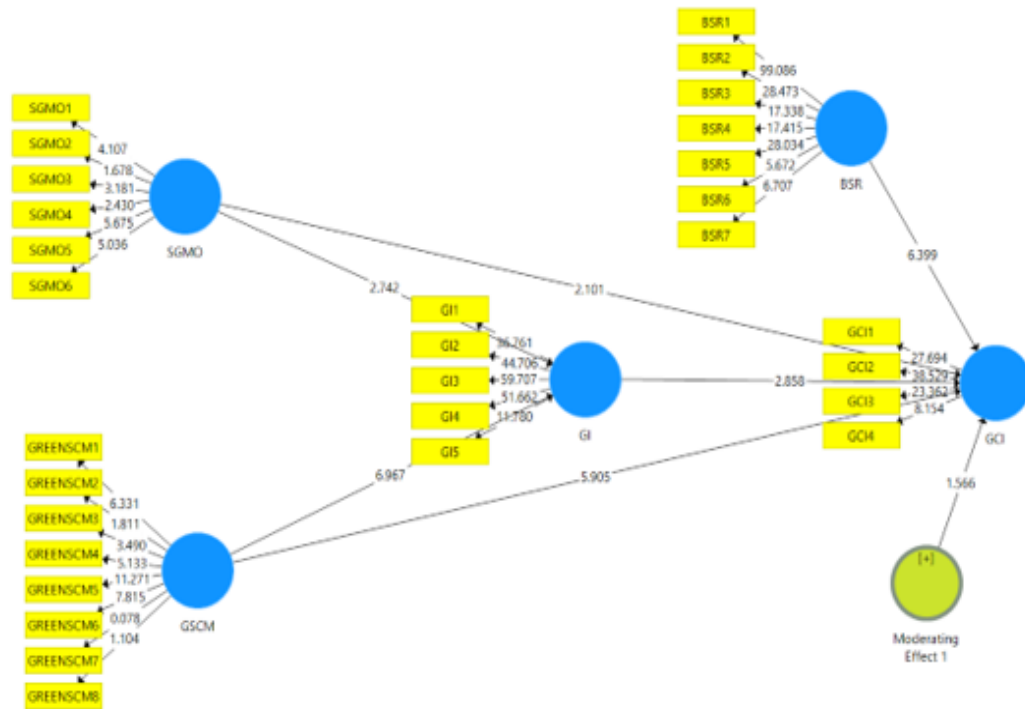


FIGURE 4.6: PLS-SEM Bootstrapping Direct Relationships

TABLE 4.12: Direct Relationships

Hypothesis/Path	Original Sample (O)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P- values	Decision
H1 SGMO → GCI	0.199	0.073	2.739	0.006	Accepted
H2 SGMO → GI	0.315	0.115	2.742	0.006	Accepted
H3 GSCM → GCI	0.41	0.052	7.961	0	Accepted
H4 GSCM → GI	0.502	0.072	6.967	0	Accepted
H5 GI → GCI	0.173	0.061	2.858	0.004	Accepted

The table given above depicts the results that were obtained after using a PLS-SEM algorithm and bootstrapping direct relationship technique. A thorough analysis of the inner model can be viewed in the table given above. The analysis includes key measures such as: original sample means, standard deviation, t-statistics and p-values. It can be observed that all values of the t-statistics surpass the minimum acceptable limit of 1.96. Therefore, it can be ascertained that

all the outer model loadings are significant. The result reveal that the first hypothesis **H1** has been accepted as indicated by (t value=1.96 and p-value= 0.006). It means that there is a positive link between strategic green marketing orientation (SGMO) and green consumption intention (GCI). The second hypothesis **H2** has also been accepted as shown by (t= 2.742; p= 0.006). It can be deduced that a positive association exists between SGMO and green image (GI). The **H3** is also accepted as suggested by (t= 7.961; p= 0.000). It means that a positive relationship exists between GSCM and GCI. The fourth hypothesis **H4** that proposed a positive relationship between GSCM and GI has also been accepted as indicated by (t=6.967; p= 0.000). The fifth hypothesis **H5** proposed a positive relationship between GI and GCI. This hypothesis has also been accepted as depicted by (t= 2.858; p= 0.004). It means that there is a positive linkage between GI and GCI.

4.5 Mediation Analysis (Indirect Model)

A mediation analysis is undertaken when there is a mediator present within a proposed conceptual model. A mediator is a variable that aids in explaining the relationship between two constructs. In the context of this study, the mediating role of green image (GI) in the relationship between two predictors (SGMO and GSCM) and an outcome variable (GCI) has been investigated. For this purpose, a bootstrapping technique has been adopted in order to ascertain the indirect effects GI in the relationship between SGMO, GSCM, and GCI. According to Santos (1999), the bootstrapping technique is the most effective and preferred procedure for the purpose of undertaking a mediation analysis.

TABLE 4.13: Mediation Analysis

Hypothesis/Path	Original Sample	Standard Deviation	T-Statistics	P-values	Decision
	(O)	(STDEV)	(O/STDEV)		
H6 SGMO → GI → GCI	0.054	0.023	2.342	0.02	Accepted
H7 GSCM → GI → GCI	0.032	0.018	2.717	0.007	Accepted

The results of the mediation analysis have been presented in table 14 which has been shown above. It can be observed that the sixth hypothesis H6 stands accepted as indicated by ($t= 2.342$; $p= 0.020$). This reveals that GI partially mediates the relationship between SGMO and GCI. In addition to this the seventh hypothesis H7 has also been accepted as suggested by ($t= 2.717$; $p= 0.007$). Therefore, it can be ascertained that GI mediates the relationship between GSCM and GCI.

4.6 Moderation Analysis

A moderation technique is applied in case where a moderator is present between two particular constructs. A moderating variable is the one that either strengthens or weakens the relationship between two constructs with its presence. In the context of this study brand social responsibility (BSR) was taken as a moderator between GI and GCI. The table below depicts the moderating effect of BSR in the relationship between GI and GCI.

TABLE 4.14: Moderation Analysis

Hypothesis/Path	Original Sample (O)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-values	Decision
H8 BSR*GI → GCI	0.061	0.039	1.566	0.118	Rejected

The table shown above demonstrates the moderating role of BSR in the relationship between GI and GCI. The eight hypothesis H8 has been rejected as indicated by ($t= 1.566$; $p= 0.118$). Hence, it can be ascertained that BSR does not moderate between GI and GCI.

4.7 Summary of the Results

This chapter elucidates the analysis of the data that was gathered from the consumers of textile apparel brands. A PLS-SEM technique was adopted in order to

performs a statistical and quantitative analysis of the data. Using this approach, the analysis of both the outer and inner model was thoroughly performed. The results generated after data analysis indicate that strategic green marketing orientation has a positive relationship with green consumption intention. Green supply chain management also positively affects green consumption intention. Both strategic green marketing orientation and green supply chain management positively influence green image. Furthermore, green image mediates the relationship between strategic green marketing orientation, green supply chain management, and green consumption intention. However, it was observed that brand social responsibility does not moderate the relationship between green image and green consumption intention.

Chapter 5

Discussion and Conclusion

5.1 Discussion

This study was intended to examine and analyze the impact of strategic green marketing orientation and green supply chain management on green consumption intention with the mediating role of green image and the moderating role of brand social responsibility. A total of hypotheses was proposed and data was obtained from 317 consumers of textile apparel brands. The data was analyzed using the SmartPLS software in order to ascertain the validity of the proposed hypotheses. This study analyzed the proposed hypotheses through the lens of the signaling theory. This chapter encompasses a detailed discussion of the results along with theoretical and managerial implication and directions for further research.

The first hypothesis **H1** envisages that there was a positive relationship between strategic green marketing orientation (SGMO) and green consumption intention. The results indicated that a positive relationship did exist between the two constructs. Hence, it can be ascertained that an increase in the strategic green marketing orientation activities of the organization will lead to an increase in the development of green consumption intentions amongst the consumers. This finding supports the prior studies conducted in similar contexts. This finding is in complete harmony with the findings of Sugandini et al. (2018) who also examined the impact of SGMO on the purchase intentions of consumers. The results suggested that the SGMO activities of the organizations drive the consumers to

develop positive perceptions towards the firm which in turn led them to engage in the development of green consumption intentions. Similarly, Maheshwari (2014) also analyzed the impact of green marketing orientation on the purchase behavior of Indian consumers. The results depicted that an increase in SGMO led to a significant and noticeable increase in the green consumption intentions of the consumers.

The second hypothesis **H2** proposed a positive relationship between strategic green marketing orientation (SGMO) and green image (GI). The results of the study indicated that presence of a significant positive relationship between these two constructs. Therefore, it can be ascertained that an increase in the SGMO activities of the organizations will led to a significant enhancement in the development of an organization's green image. This finding reinforces the findings of prior studies. For instance, Zhang et al. (2019) in their study on Chinese manufacturing firms analyzed the impact of green marketing activities on green brand image. The results suggested that the green marketing initiatives taken by the firms led the development of a green corporate image. Moreover, Bu et al. (2020) also analyzed the impact of environmental orientation on firm performance and concluded by saying that the green environmental initiatives undertaken by a firm positively influence its overall performance and solidify its brand presence in the market. Therefore, it can be concluded that the green marketing orientation activities of the firm play a critical role in the development of a green corporate image.

The third hypothesis H3 stated that there was a positive relationship between green supply chain management (GSCM) and green consumption intention (GCI). This hypothesis was accepted as the results suggested presence of a positive association between GSCM and GCI. This means that an increase in the green supply chain management initiatives will lead to a significant increase in the development of green consumption intentions of the consumers. These findings are homogeneous with the findings of prior researches. For instance, Ahmed et al. (2018) undertook a study on Bangladeshi manufacturing firms to investigate the impact of GSCM activities on green consumption intentions of the consumers. The results of the study revealed that green supply chain management activities of the organization led to the development of positive customer perceptions and this results in the

development of purchase intentions. Similarly, Garcia et al. (2020) in their study also observed a positive linkage between GSCM and customer purchase intentions. Therefore, it can be concluded that green supply chain management is a major antecedent and precursor of green consumption intention.

The fourth hypothesis **H4** proposed that there was a positive relationship between green supply chain management (GSCM) and green image (GI). This hypothesis was also accepted as the results revealed that these two constructs were positively linked with each other. It means that an increase in the green supply chain management activities of the firm will lead to the development of a positive green corporate image. This finding is completely homogeneous with the findings of prior studies. For instance, Aslam (2019) undertook a study on Pakistan firms to examine the impact of green supply chain management activities of the firms on the corporate image. The results of the study indicated that GSCM initiatives positively influenced the development of a strong and positive corporate image. These findings were also supported by the findings of Bu et al. (2020) who also observed a positive linkage between the two constructs. Hence, it can be concluded that green supply chain management is an important factor that is a key predictor of green corporate image.

The fifth hypothesis **H5** suggested a positive relationship between green image (GI) and green consumption intention (GCI). This hypothesis was also accepted as the results indicated the presence of a strong positive association between GI and GCI. These findings are consistent with the findings of previous studies carried out in similar contexts. For instance, Sarkis and Zhu (2018) carried out a study to determine whether green brand image influences the customers to develop green purchase intentions. The results revealed that green brand image led to the generation of positive customer perceptions which in turn drive them to engage in purchase behavior. Similarly, Han and Huo (2020) in their study on the Chinese apparel consumers revealed that green image (GI) played a major role in inducing the consumers to develop purchase intentions towards a particular brand. Hence, it can be ascertained that green image is also a major precursor of green consumption intention. The sixth and seventh hypothesis **H6** and **H7** proposed that green

image (GI) mediates the relationship between strategic green marketing orientation (SGMO), green supply chain management (GSCM) and green consumption intention (GCI). The results confirmed the mediating role played by green image in the relationship between SGMO, GSCM and GCI. The results are consistent with the previous studies that also confirm the mediating role of green image. For instance, Sugandini et al. (2020) examined the impact of sustainable business practices on customer purchase intentions through the mediating role of green corporate image. The results of the study confirmed that green image mediated the relationship between sustainable business practices and customer purchase intentions. Therefore, it can be concluded that green image is an important construct that can aid in explaining the relationship between green organizational initiatives and consumer behavioral outcomes.

The eight hypothesis **H8** proposed that brand social responsibility (BSR) moderates the relationship between green image (GI) and green consumption intention (GCI). The results rejected this hypothesis and it was observed that BSR does not moderate the relationship between green image and green consumption intention. These results are in contrast with the findings of Fatma and Rahman (2016) who indicated that social responsibility plays the role of a catalyst in fostering green behavioral outcomes. The reasons behind the rejection of this hypothesis can be associated with the fact that the Pakistani organizations display a complacent attitude towards the undertaking of their social responsibilities (Ali & Ahmad, 2012). Moreover, consumers tend to view brand social responsibility as just another publicity stunt or a marketing gimmick undertaken by firms to promote themselves. This leads to the development of negative perception and as a result the consumers tend to disengage themselves from depicting certain behaviors towards the firm's offerings (Ali & Ahmad, 2012).

5.2 Theoretical Implications

The findings of the current study have aided in extending the current literature on green consumption intention in certain key dimensions. Firstly, the current study has played a crucial role in solidifying the current literature on the relationship

between strategic green marketing orientation, green supply chain management and green consumption intention from the perspective of an individual consumer. The current study also makes a crucial attempt in making a key contribution to an evolving area of research examining the aforementioned relationships in the Pakistani societal context. Albeit, vast literature is present which examines the various antecedents of green consumption intention but a majority of it is focused on investigating the relationships from the organizational perspective. This study is one of the few that attempts to understand the antecedents of green consumption from the perspective of Pakistani consumers.

Moreover, this study put forward an important framework that can be adopted to assess and explain the impact of strategic green marketing orientation and green supply chain management on green consumption intention. Moreover, the findings of this study suggest that green image is a major construct that aids in explaining the relationship between SGMO, GSCM and green consumption intention. Moreover, green image has also been observed to be a major antecedent of green consumption intention. Hence, it can be ascertained that green image drives the consumers to engage in certain pro-environmental behaviors and outcomes such as green consumption intentions.

Lastly, the present study reinforces the present literature by analyzing the moderating role of brand social responsibility in the relationship between green image and green consumption intention. The results reveal that BSR does not moderate the development of green consumption intentions. This finding supports prior findings of prior studies that suggest that social responsibility if not done in the right manner can prove to be counterproductive and can yield certain negative consumer behavioral outcomes such as disengagement, lack of trust and dissatisfaction. On the other hand, a lot of studies also indicate that social responsibility is an important factor that influences the development of purchase intentions.

5.3 Managerial Implications

The current study also extends some key implications for managers, marketing professionals and policy makers. The results of the study indicate the presence

of a positive linkage between strategic green marketing orientation, green supply chain management and green consumption intention. In order to promote the development of green consumption intentions, it becomes necessary for the managers and policy drafters to devise certain mechanisms and policies that are aimed at adopting green business practices and approaches in order to mitigate the overall organizational carbon footprint. This can be done in certain ways such as: streamlining of the manufacturing processes, adopting green packaging and product designing methods and green transportation methods. Moreover, the organizations should establish R&D cells that would aid the firms in streamlining their business activities in order to create a perception of a green brand in the eyes of their consumers. The development of positive consumer perceptions will greatly enhance the development of green consumption behaviors.

The findings of this study are hold immense importance for the organizations and marketing managers. It becomes imperative for the marketing managers to exert efforts to develop a strategic green marketing strategy that is focused on projecting a green image of the organization. One way in which this can be done is by highlighting the green initiatives undertaken by the organization through various digital and electronic mediums. By doing, this the organizations can convey their green initiatives to the consumers in an effective manner. In response, the consumers will view the organization as a responsible company and this will generate a positive green corporate image which will in turn induce the consumers to develop consumption intention towards the firm's products and services.

5.4 Limitations and Future Study Directions

The present study encompasses a set of limitations. Firstly, the scope of the present study was limited to the consumers of textile apparel brands residing in the cities of Islamabad and Rawalpindi only. Therefore, the results of the study may not be generalizable over the entire population. Hence, it becomes necessary to expand the scope of this study by increasing the sample size in order to improve generalizability. The time horizon of the present study was cross-sectional. Future studies can adopt longitudinal research designs in order to yield more reliable

results. Moreover, this study only examined the mediating and moderating roles of green image and brand social responsibility. Future studies can introduce other mediating and moderating mechanisms in order to get a deeper insight into the factors that influence green consumption intention. These variables might include: gender, income levels, and stakeholder pressures. Moreover, tactical and external green marketing orientation can be used as independent constructs in order to analyze their influence on green consumption intention. This will significantly aid in understanding the various antecedents and predictors of green consumption behavior.

5.5 Conclusion

The surrounding environment is facing serious challenges due to the increase in the process of globalization and consumerism. Cut throat competition, industrialization and an increase in products and services has had an adverse impact on the surrounding environment. This increased degradation has resulted in an alteration of consumer behavioral patterns. The consumers are now more informed than ever and they tend to develop perceptions and make judgements on the basis of the information conveyed to them through various signals received from the organizations.

Recent studies point towards the fact that the consumers show an increased willingness towards the offerings of those organizations that adhere to the fulfillment of their environmental obligations. On the contrary, the consumers tend to disassociate themselves from those organizations that do not undertake any sort of green marketing initiatives. Hence, it becomes a matter of great importance for the organization to undertake measure that are focused on developing green marketing and supply chain strategies in order to drive the consumers to engage in green consumption behavior.

The present study examined and tested the aforementioned analysis and the results completely supported the fact that strategic green marketing orientation and green supply chain management are both major predictors of green consumption

intention. Hence, it becomes binding upon the marketing professionals and policy makers to develop a integrated mechanism to adopt green and sustainable business practices in order to promote green consumption behavior amongst the consumers.

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Appendix-A

Questionnaire

Dear Respondent

You are being requested to participate in a research study on the topic “**Impact of Strategic Green Marketing Orientation and Green Supply Chain Management on Green Consumption Intention: A Mediated-Moderation Analysis**”. If you agree to be in this study, I request you to complete this survey to the best of your knowledge. You can be rest assured that the answers provided by you will be kept confidential and will not be used for any other purpose.

Sincerely,

Shahbaz Khalid,

MS (Marketing) Research Scholar,

Faculty of Management and Social Sciences,

Capital University Science and Technology, Islamabad.

Section 1: Demographics

Gender	1- Male 2- Female
Age(years)	1 (20-30), 2 (31-40), 3 (41-50), 4 (51-60), 5 (Above 60)
Qualification	1 (High School and College), 2 (Undergraduate), 3 (Post Graduate)
Income	1 (Below Rs. 50000), 2 (Rs50000-Rs100000), 3 (Rs100000-Rs200000), 4 (Above Rs. 200000)

Section: 2 Strategic Green Marketing Orientation

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

	Items	1	2	3	4	5
1	The organization invests in low-carbon technologies for our production processes.	1	2	3	4	5
2	The organization uses specific environmental policy for selecting our partners.	1	2	3	4	5
3	The organization invests in R&D programs in order to create environmentally friendly products/services and to detect green needs in the marketplace.	1	2	3	4	5
4	The organization makes efforts to use renewable energy sources for our products/services.	1	2	3	4	5
5	The organization has created a separate department/unit specializing in environmental issues for our organization.	1	2	3	4	5
6	The organization participates in environmental business networks.	1	2	3	4	5

Section: 3 Green Supply Chain Management

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

	Items	1	2	3	4	5
1	The organization provides design specification to suppliers that includes environmental requirements for purchased items	1	2	3	4	5
2	The organization cooperates with suppliers for environmental objectives	1	2	3	4	5
3	Supplier choice is made according to the environmental criteria	1	2	3	4	5
4	The manufacturing processes reduce the noise pollution to the minimum	1	2	3	4	5
5	The organization undertakes production planning and control focused on reducing waste and optimizing materials exploitation	1	2	3	4	5
6	Ecological materials are used for primary packaging	1	2	3	4	5
7	Recyclable or reusable packaging is used in logistics	1	2	3	4	5
8	The organization adopts cleaner transportation methods	1	2	3	4	5

Section: 4 Green Image

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

	Items	1	2	3	4	5
1	This organization is regarded as the best benchmark of environmental commitments.	1	2	3	4	5
2	This organization is professional about environmental reputation	1	2	3	4	5

3	This organization has a successful record of environmental performance.	1	2	3	4	5
4	This organization is well established about environmental concern.	1	2	3	4	5
5	This organization is trustworthy about environmental promises	1	2	3	4	5

Section: 5 Brand Social Responsibility

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

	Items	1	2	3	4	5
1	It is important for the organization to perform in a manner consistent with maximizing profits	1	2	3	4	5
2	It is important for the organization to maintain a strong, competitive position in the marketplace.	1	2	3	4	5
3	It is important for the organization to comply with various international, governmental, and local regulations	1	2	3	4	5
4	It is important for the organization to provide goods and services that meet the minimal legal requirements	1	2	3	4	5
5	It is important for the organization to perform in a manner consistent with the societal and ethical norms	1	2	3	4	5
6	It is important for the organization to prevent ethical norms from being compromised	1	2	3	4	5
7	It is important for the organization to voluntarily assist in projects that enhance a community's quality of life.	1	2	3	4	5

Section: 6 Green Consumption Intention

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

	Items	1	2	3	4	5
1	I intend to collect and learn more about environmentally friendly products	1	2	3	4	5
2	I intend to recommend environmentally friendly products to my relatives and friends	1	2	3	4	5
3	I intend to introduce and recommend environmentally friendly Products to my family	1	2	3	4	5
4	I will buy environmentally friendly products if I need them	1	2	3	4	5