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Driving Sustainable Consumption: The Impact of Green Product Attributes and Consumer Trust on Green Purchase Intention

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ABSTRACT:

The research aims to study the effects of being aware of green products and developing trust on green purchasing intention among post-millennial customers in Pakistan. It further investigates how green purchasing is affected by how sensitive people are to prices, their influence on the social environment and their perceptions of green value. Data was collected by distributing a closed ended questionnaire online to 179 customers in Karachi. For this study, a purposive sample was used to include respondents who had already expressed interest in green products. To profile the demographics, IBM SPSS Statistics Version 21 was used. Evaluation of the model's validity, reliability and expected structure among the constructs was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.1.1.2. Green purchase intention increased whenever green perceived value also increased which in turn benefited from both green product awareness and green trust. It is also found that green perceived value affects the ability of awareness and trust to reach purchase intention. It was also found that the link between green buying intentions and green value is strengthened by social influence but weakened by how sensitive people are to prices. These findings suggest that marketers and sustainability focused groups should increase customer trust, green product education, and harness the power of societal norms to increase sustainable consumption. Policymakers can incentivize the wider adoption of green products to remove price barriers. This research contributes to the growing literature on sustainable consumer behavior in developing countries by bringing together cognitive, emotive, and contextual factors under a single framework. It provides practical recommendations for promoting mindful consumption as per Sustainable Development Goals (SDG).

Keywords: Green purchase intention, Green trust, Awareness of green product, Green perceived value, Price sensitivity, Social influence

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1. Introduction

The global interest to sustainable consumption is increasingly growing due to the fact that people are more informed about environmental issues and corporate social responsibility concerns. It has been demonstrated that the preferences of the customers towards green products are determined by the following three factors: their environmental awareness and perception of the quality of products, and the behavior of other people around them (Gleim et al., 2013). Pakistani millennial individuals have started to gain environmental awareness and are more interested in green products. Women are particularly interested in the ecological brands with green marketing strategies (Salam et al., 2021). Nevertheless, the purchase rates are still low because of the price concerns and the low availability even with the positive purchase intentions, which are dependent on environmental concern, green brand positioning, and the concern with eco-commonly sense (Farooqi and Frooghi, 2024). Digital media is cultivating the sustainable consumer behavior of post millennials, whereas social values and electronic word-of-mouth have a significant impact on their purchasing behaviour (Saeed, Shafique, 2021; Fatima et al., 2024).

According to recent researches, there is no specific research on Pakistani post-millennials since they must consider individual cultural, economic, and social variables influencing their buying behavior in the context of sustainability. Fatima et al. (2024) established that the digital media application among Pakistani post-millennials is an outcome of their response to social values and electronic word-of-mouth feedbacks, both of which ultimately define their behavior in green purchasing. The growing digital connectivity is not always converted into the reality of shopping that post-millennials do, thus further behavioral studies are needed on the topic. Sustainable products among Pakistani consumers are accepted depending on their awareness of the environment and their responsibility; nevertheless, they cannot act upon them because of the cost and worry about the performance of the product (Anwar et al., 2024). The attitude of the Pakistani young consumer on adoption of green products and behavior is also lacking compared to other consumers in other developing countries (Akram, 2020). Research indicates that dedicated research is necessary to identify what motivates Pakistani millennials to adopt sustainable consumption patterns.

Research about the effectiveness of green marketing plans and sustainability practices within Pakistan needs further examination particularly related to consumer purchase behavior changes. Previous research proves that young people in Pakistan tend to value eco-friendly brands, but their choice is usually slowed by limited income and suspicious views of green marketing messages (Salam et al., 2021). According to research, environmental care, marketing and green branding affect buying habits in an environmentally friendly way. Yet, they do not ensure sustainable consumption, because of ongoing issues with price and accessibility (Farooqi & Frooghi, 2024). As showed by Ghaffar & Islam (2023), Pakistani buyers are strongly affected by social pressure, environmental worries and their health care, but the higher cost and small sustainable product availability make it hard for them to buy them all the time.

In addition, it is not clear how consumers in Pakistan make decisions about buying green products based on awareness and trust plus their perceived value. Butt et al. (2022) examine the connections between the greenwashing actions of companies and both consumer green trust and green brand attachment in Pakistan. It is clear from the study that making false sustainability claims leads to fewer positive emotions and less trust in green companies among consumers. Although Butt et al, (2022) explore green trust and brand

attachment, they do not look closely at the impact of how much Pakistani consumers know on green purchase intention. The use of greenwashing by businesses and the acts of unethical companies causes customers to doubt what they claim about being environmentally friendly (Anwar et al., 2024). Because of these incidents, people are now reluctant to choose sustainable products, even though they may really be eco-friendly.

This study analyses the subject of environmental consciousness, in relation to purchasing behaviour and sustainable purchase challenges. The research brings in some sustainable aspects that lead to the achievement of SDG 12.5 by designing waste management systems through prevention and recycling methods (Fatima et al., 2024). The analysis examines how customers are strategies of measuring green perceived value and how they all relate to green purchase intentions. Green value assessment is basically important in creating connection between green awareness and brand trust as customers make decisions to buy the products. The perceived green value gives rise to variations in perceived green purchase intentions which are driven by two factors. The former is the consumer price sensitivity and the latter is the influence of other people.

The work analyzes green trust behaviors and green product knowledge towards generating green perceived value influencing consumer purchase behaviors. The study examines price sensitive consumers in terms of green purchasing and social factors that inform buying in the context of sustainable consumption. The study describes the perception of Pakistani customers in the real data, which shows the control and influencing factors of sustainable purchasing behavior among the residents. The findings of this study will inform enterprises and decision makers towards devising effective approaches of promoting sustainable consumption by adjusting the challenge of affordability and building a credible relationship with the consumers. This research can improve waste management strategies through SDG 12.5 by providing viable green marketing information regarding consumer preferences on how to achieve responsible consumption practices.

2. Literature Review

The study literature review is supported into three sections. The theoretical definitions of variables; awareness of green products, green trust, perceived value, price sensitivity, social influence, and intention to make a green purchase are briefly outlined in section 2.1. The conceptual framework for empirical analysis is developed once the theoretical foundations of the investigation are explained in section 2.2. Empirical reasons supporting the study's hypotheses are presented in section 2.2.1.

2.1. Definitions

2.1.1. Awareness of Green Products (AGP)

Awareness among customers about environmentally friendly products plays a fundamental role in determining how they purchase and what they think about such products. The knowledge which consumers have about environment-friendly items including their advantages as well as sustainability effects forms part of this concept. The consumer perspective on green awareness means choosing environmentally friendly products instead of continuing to use traditional items (Ricci et al., 2018). Joshi & Rahman (2015) found that product awareness increases consumer willingness to invest extra money in green products. Environmental advantages of such products including pollution reduction and resource preservation drive consumers to make these choices. People growing more aware about the environmental impact of buying choose products that adhere to their sustainable and responsible values. Individuals

perceive more value in green products because they believe these products possess better quality in addition to excellent environmental benefits. Product quality evaluation together with sustainability features cause consumers to choose green products over conventional products as indicated by (Chen and Chang, 2012). The consumers' awareness of the green product influences their shifting preference towards environmentally friendly products whose quality is intact hence creating sustainable purchase patterns.

2.1.2. Green Trust (GRT)

Chen (2009) defines green trust as the consumer dependency toward products or brands, which generates from their belief in how credible and beneficial the services or brands are within their environmental performance domain. Consumers exercise green trust through accepting the available environmental information that businesses present about their operations in sustainable ways alongside their sustainability activities. The aspect constitutes an important determinant of the buying decision-making of consumers more so when the prospects are associated with green products. When consumers are convinced that the brand or the products are fulfilling their clean promises to the environment, they will be more willing to create sustainable products. The issue of green trust is under greater stress by people due to the growing concern regarding environmental matters. People value additional brands when they believe that they understand their environmental data since the open and comparatively genuine sustainable practices of the brand draw their regard (Chen and Chang, 2013). Consumers will choose the businesses which carry out open and proved activities in the protection of the environment. Moreover, customer confidence is further boosted by trust in eco-friendly certificates such as organic and fair-trade ones and application of ethical business practices. The confidence is increased and it results in positive green purchase behavior, as well as brand loyalty to sustainable brands (Akehurst et al., 2012). The more the green trust one has, the more is the demand on environmentally responsible products thereby promoting the shift towards sustainable pattern of consumption.

2.1.3. Green Perceived Value (GPV)

Green perceived value is the overall evaluation that determines the benefits accrued by the consumer concerned on a green product against the cost of the same. This concept is a combination of the functional features of a product as well as emotional and environmental advantages that add to the value perception of the consumer. The functional benefits refer to the crucial performance attributes and features of the product and employability, whereas the emotional benefits come because of the satisfaction about the environmental sustainability. The way a product impacts the environment positively qualifies as an environmental benefit as described in Zeithaml (1988). Research reveals that consumers tend to buy products with increased value assessments related to greenness. When consumers perceive the advantages of choosing green products as greater than their expenses then they will choose green products. Consumer assessments often solidify because the products demonstrate enhanced quality with extended durability along with detailed environmental advantages that increase product value recognition (Chen & Chang, 2012).

2.1.4. Price Sensitivity (PRS)

The extent to which customers base their buying choices on product price modifications represents the price sensitivity. In other words, it is the extent to which consumers are willing to adjust their buying behavior in response to price fluctuations. Marian et al. (2014) shows that price differences

between organic and conventional foods serve as a primary reason why consumers avoid purchasing organic products because organic items typically sell for higher prices compared to conventional products. The higher price of green products leads some consumers, particularly budget-conscious individuals, to skip purchasing them. Consumer decisions regarding green products heavily depend on their sensitivity to prices during purchasing decisions. Green product prices are seen as higher compared to ordinary options by numerous consumers, so their buying intentions diminish (Gleim et al., 2013). People view green products as costlier than regular alternatives which triggers pause time because consumers make choices between environmental choices and their available funds. A decrease in price sensitivity occurs after consumers discover both long-term advantages and cost-efficiency in green products. The understanding that environmentally friendly items lead to longevity and power efficiency and decreased ecological impact usually makes consumers less concerned about product prices at the start (Rahbar & Wahid, 2011). The altered understanding of green product value helps decrease price anxieties which increases the probability of purchases for sustainable products, thereby driving more sustainable consumer behavior.

2.1.5. Social Influence (SCI)

People expose themselves to external social factors originating from their social network which changes their mental perspective and consciousness and conducts (Yang et al., 2021). The fundamental understanding of human responses emerges from this social phenomenon which applies to marketing stimuli and societal demands. Social influences function as the key factor that influences how consumers act regarding green products. Consumer purchasing choices regarding environmentally friendly products get strongly influenced by the recommendations, opinions and behavior of family members as well as peers and social groups. Social norms which represent informal behavioral guidelines have strong influence on how people conduct themselves (Ajzen 1991). People usually adopt sustainable practices when they see others from their social network groups practicing them. Additionally, the power of positive word-of-mouth, where individuals share their experiences with green products, further encourages others to adopt sustainable consumption habits. Paul et al. (2015) have discovered that social company makes people more knowledgeable about sustainability, as they are compelled to acquire environmentally friendly products because it is accepted by their close friends. It shows how collective responsibility and the growing adoption of sustainable practices can be created through social influence. The strategies that encourage the use of green products should contain social influence elements since this approach is able to result in sustainable consumption in vast parts of the population.

2.1.6. Green Purchase Intention (GPI)

Purchase intention is through which customers develop and design their future buying activities. The consumer is the one who will buy a specific product or service given the ways, in which they compare the possibilities of making a purchase through their assessment process (Ansu-Mensah, 2021). Green purchase intention in the contexts of green products represents the inclination of purchasing environmentally friendly products as opposed to non- environmentally friendly goods. It is a significant step which demonstrates the buyer behavior and simultaneously it can be applied to predict the real buying actions. Some aspects that define the green purchase intention are the consumer awareness besides what is perceived as valuable, trust, price sensitivity, and social influence (Chan, 2001). The higher level of

awareness that consumers possess about the benefits of eco-friendly products makes them strategize to acquire green products in future. A consumer's purchase intention strength depends on their perception of green products offering superior quality together with longer duration and environmental advantages. Customers need to trust what brands declare about the environment because environmental claims directly influence their intentions toward green purchasing. When they believe a company stays faithful to sustainability principles consumers will probably select environmentally friendly items. Consumer sensitivity toward price stands as a determining factor because expensive green products generate less attraction for buyers. However, strong green purchase intentions often translate into actual buying behavior when consumers perceive high product value and trust in the claims made by green brands (Yadav & Pathak, 2017). These factors combined influence whether consumers follow through on their initial purchase intention.

2.2. Theoretical Expositions

In this research, to explain the relationships between price sensitivity, social influence, perceived value, green products awareness, green trust, and green purchase intention, there are three theories being used: the Theory of Planned Behavior (TPB), the Value Belief Norm (VBN) Theory, and the Stimulus Organism Response (SOR) Model. It is important to note that all three theories have a close association with understanding how customers act in their environment and make choices.

According to the principles of TPB, the behavior performance is based on three factors, which are attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). Due to the increased awareness about green products, it generates better environmental perception, and thus consumer attitude positively shifts towards green products. Greater understanding about good environmental outcomes from their purchasing decisions makes consumers develop more positive feelings towards eco-friendly products. Whether the consumers get willing or not towards green consumption practices depends on the social influence within the framework of subjective norms (Paul et al., 2016). In purchasing decisions for green products, the opinions expressed by peer members along with friends and members from social communities are heavily relied on. Buyers who feel competent of buying green products despite the consequences of price sensitivity belong to a group determined by perceived behavioral control (Yadav & Pathak, 2017). Price sensitivity works against purchase intentions because extremely price-conscious customers view green products as costlier than standard choices therefore restricting their will power to environmentally safe behavior. According to the Value-Belief-Norm (VBN) Theory, consumer behavior toward green products depends on their personal values in addition to their environmental beliefs and moral expectations (Stern, 2000). Under this framework people who value environmental protection spend their actions to help sustain the ecosystem.

Green product sustainability gets stronger perception from consumers who trust the brand's environmental claims which ultimately improves purchase intention. The evaluation a customer makes about functional alongside environmental benefits constitutes green perceived value and helps build ethical purchase norms (H. Wang et al., 2019). The combination of useful performance along with sustainable environmental value in a product enhances internal motivations for consumers to purchase environmentally friendly goods.

The SOR model stipulates that consumer behavior arises from external stimuli-interacting internal cognitive and emotional processes, where product awareness and social influence green are the external stimuli and green perceived value and trust are the internal processes (Mehrabian & Russell, 1974). It is the external influences linked with green products that cause assessments of mental processes that lead to ultimate changes in the perceived sustainable value of customers as well as their belief in sustainable products. To the value and trust of the consumers in the green products, both emotional and cognitive responses are developed as a response, increasing their purchase intentions toward the green products (Wang et al., 2021). The connection between the Stimuli-Response happen directly under the moderation of the sensitivity of the consumer to the price that dictate the entire strength of the stimuli-response association. To provide an example, price-sensitive customers will ultimately be triggered by the price consideration irrespective of their awareness or recognition of the value of the product just because it is the financial aspect that will determine their buying choices (Gleim et al., 2012).

All in all, they are hypothesized that the awareness of the person towards green products and green trust (the independent variables), and their price sentiment and social influence (the moderating variables) and mediated by the green perceived value (the mediating variable), profoundly determine his or her green purchase intention as a dependent variable.

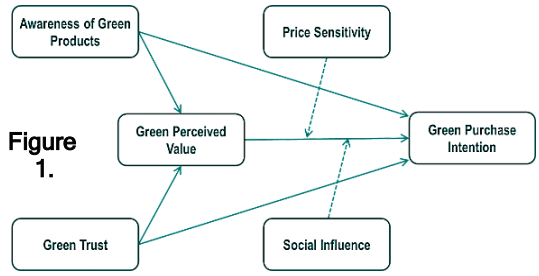

Figure 1.

Conceptual Framework

2.2.1. Hypotheses Development

Green product awareness becomes a decisive factor of purchase intention which is green as one is more likely to make sustainable decisions in order to achieve his needs when he has an understanding of green product. They have also discovered that environmental benefits to products boost the purchasing behaviour of the customers (Sharifzadeh et al., 2025). Better knowledge of green products enables customers to perceive more functional value along with emotional value, thus fortifying buying intention (Judijanto et al., 2024). Previous studies have indicated that the more informed consumers are about green products, the more they are likely to believe and perceive those products as credible and useful, thus increasing the intention to buy (Yadav & Pathak, 2017). So, we hypothesize:

H1: *AGP has positive relationship with GPI.*

Green trust refers to the belief system of consumers concerning the reliability and legitimacy of eco-friendly products and manufacturing companies (Chen & Chang, 2012). People who believe in a company regarding its environmental claims can be seen to have heightened curiosity concerning environmentally friendly purchasing behaviors (Luo & Zhu, 2024). While increasing customer belief in the sustainability of their purchases, green trust lessens doubts or suspicion concerning environmental fraud (Tan et al., 2024). Similarly, businesses with reputations for responsible handling and transparency over

environmental issues also tend to enjoy higher customer loyalty and purchase frequency (Judijanto et al., 2024). Thereby, Taufique et al. (2017) show that, with an increase in the levels of green trust among consumers, they are more likely to opt for greener products. Thus, we propose:

H2: *GRT has a positive relationship with GPI.*

Green perceived value can be a leading factor for green purchase intention since customers reveal whether the environmental benefits of products justify their financial expenses (Tai, 2025). According to Luo & Zhu (2024), the recognition of high perceived value leads consumers to select green products even though they may differ in price. Green perceived value serves as a proven medium that supports sustainable consumer conduct according to Ghazali et al., 2017. Thus, we postulate:

H3: *GPV has a positive relationship with GPI.*

When consumers are aware of the sustainability benefits, the perceived value of the product goes up, eventually leading to strengthened purchase intentions. Similarly, green trust is linked with perceived value, which denotes that the consumers have full confidence in the product's effectiveness and authenticity. It simply means that GPV changes trust and consumer knowledge into action, which is an integrant factor in sustainable consumption behavior. Therefore, we propose:

H4a: *GPV mediates the relationship between AGP and GPI.*

H4b: *GPV mediates the relationship between GRT and GPI.*

Price sensitivity is the degree to which purchasing decisions of consumers vary depending on changes in prices (Lichtenstein et al., 1993). Consumers' unwillingness to pay more for sustainable options controlling green products is present even when they appreciate the values linked with environmental concerns because these consumers always find substitute non-environmentally friendly options at cheaper prices (Luo & Zhu, 2024). Individuals who base their actions on prices perceive green products as too expensive to purchase, thus reducing their purchasing intention even when they are appreciated for their value (Chaudhary & Bisai, 2018). Therefore, we propose:

H5*: PRS negatively moderates the relationship between GPV and GPI such that, given a high level of PRS, the relationship is weaker.*

It is expected that consumers will buy green or sustainable products when they perceive that others are doing the same, especially within socially responsible communities. Furthermore, influencer recommendations, as well as those from family and eco-conscious peers, will enhance the relation between perceived value and purchase intention. Social influence may also exaggerate how green perceived value influences purchase intention as consumers might feel that there is external encouragement to act in a manner consistent with ecological norms. Therefore, we hypothesize:

H6: *SCI positively moderates the relationship between GPV and GPI, such that the relationship is stronger when SCI is high.*

3. Methodology

The research area for this study is Karachi, Pakistan, the biggest metropolis and commercial center, which holds more than 20.38 million people (as reported by the Pakistan Bureau of Statistics in 2023). The city of Karachi, which is both populated and economically active, gives us a solid setting to look at people's opinions on choosing environmentally friendly products. Residents in the city have different levels of knowledge about the environment, faith in various brands, and awareness when it comes to green marketing. Even though many Pakistani consumers now worry about climate change and environmental quality,

most have not switched to sustainable products because of cost and uncertainty about claims made regarding such products.

Table 1. Constructs and their Sources

Construct	Items	Sources
Awareness of Green Products	5	Ansu-Mensah (2021)
Green Perceived Value	5	Patterson and Spreng (1997)
Green Trust	5	Chen (2009)
Green Purchase Intention	5	Ansu-Mensah (2021)
Price Sensitivity	6	Ghali-Zinoubi and Toukabri (2019)
Social Influence	7	Yang et al. (2021)

People living in Karachi who either had knowledge of green products or were interested in environmentally friendly behavior were selected for the survey. Using a non-probability purposive sampling method, the researcher was able to select people who were thought to have a strong understanding of green purchasing habits. Studies focusing on behavioral perceptions and certain segments of the population led to the use of this protocol (Etikan et al., 2016). The survey was done completely online with Google Forms, and the collection of data lasted from 26 March 2025 to 13 May 2025. A total of 179 valid responses were obtained. To describe the sample demographically, IBM SPSS Statistics Version 21 was utilized for analyzing data associated with gender, age, education level, employment status, and monthly income. The demographic analysis helped in identifying the diversity of the sample population and validating its importance to the urban consumer segment directed in this study.

The research used adapted survey items from recognized scales from previous studies to obtain reliable and valid results. Ansu-Mensah (2021) used a five-item green awareness measurement scale that evaluates how familiar consumers are with green products. Green perceived value is measured using the scale of Patterson and Spreng (1997). The study measured trust in eco-friendly brands using five items by Chen (2009) and intention to purchase such products relied on items modified from Ansu-Mensah (2021). Ghali-Zinoubi and Toukabri (2019) measured price sensitivity by introducing a six-item scale for studying consumer reactions to price changes on green products. Using Yang et al. (2021) seven-item scale, the study considered the way the opinions of other people and cultural traditions affect what people decide to purchase. Survey questions were evaluated on a five-point scale going from strongly disagree to strongly agree.

The PLS-SEM was used to examine the relationships included in the hypotheses. Three key reasons drove us to use this approach. First, the data shows that PLS-SEM leads to more useful results, especially in terms of statistical power compared to covariance-based SEM (Hair et al., 2011). Similarly, it excels with unusual data obtained from consumer perception surveys, as mentioned by Hair et al. (2017). Next, applying PLS-SEM results in findings that are easy to rely on, since it still does well with limited data and simple models. The analysis was done with SmartPLS.

We applied the PLS-SEM method in SmartPLS Version 4.1.1.2 to test the proposed model. This style was chosen as it can handle hidden relationships and works with any kind of data. To assess the measurement model, SmartPLS was used to perform reliability and validity tests, and structural model analysis was carried out to examine the connections assumed among the constructs. In addition, R-square values helped measure how much the model can describe the variation in data.

4. Results

A total of 179 respondents completed the survey. All respondents were questioned about their knowledge of green products. 72.1% of the people

had heard about and bought green products, 19.6% knew about them without buying, and 8.4% did not recognize them. Of all the participants, 62.2% were men and 37.8% were women. Most participants were in the age group of 18 to 25 percent, accounting for 59.1% of responses. The second biggest age group was between 26 and 35 years, with 29.9% of the votes. Out of all respondents, 47.6% had an undergraduate degree, and 40.2% held a postgraduate degree. About half of the participants were working, while the other half were attending school. There was a mixture of earnings, with 23.2% getting paid between PKR 100,000 and 149,999, and 22.6% earning more than PKR 200,000 each year. These demographic details provide essential context to the behavioral patterns of green purchase intention among participants (see Table 2).

Table 2. Respondents' Demographic (n=164)

Demographic Variable	Categories	Frequency	Percentage
Gender	Male	102	62.2
	Female	62	37.8
Age	18-25	97	59.1
	26-35	49	29.9
	36-45	10	6.1
	Above 45	8	4.9
Education	Matric/Intermediate/Diploma/Secondary	20	12.2
	Undergraduate (Bachelor's)	78	47.6
	Postgraduate (Master's)	66	40.2
Employment	Employed	83	50.6
	Self-employed	11	6.7
	Student	70	42.7
Monthly Income	PKR 25,000-74,999	21	12.8
	PKR 75,000-99,999	32	19.5
	PKR 100,000-149,999	38	23.2
	PKR 150,000-199,999	36	22.0
	PKR 200,000 and above	37	22.6

In the first part of PLS-SEM analysis, the measurement model was analyzed to confirm the reliability, consistency, and validity of the variables as shown in Table 3. The reliability was checked with Cronbach's alpha and composite reliability (CR). CR values were found to be between 0.906 and 0.958, while Cronbach's alpha ranged from 0.871 to 0.947. Because both reliability coefficients exceeded the 0.70 limit proposed by Nunnally and Bernstein (1994), all the constructs proved to be internally consistent and reliable. To test convergent validity, the Average Variance Extracted (AVE) was used. All AVE values were between 0.658 and 0.791, making them higher than what the 0.50 threshold recommends (Hair et al., 2018). All the constructs were shown to have adequate convergent validity as a result.

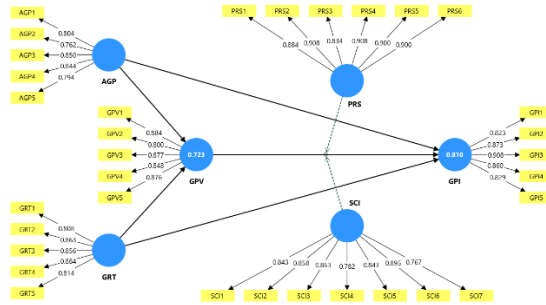

Figure 2. Graphical Output of PLS-SEM with outer loadings and R-square values

Fornell-Larcker criterion and the Heterotrait-Monotrait ratio were used to assess discriminant validity. For discriminant validity to be met with the Fornell-Larcker criterion, each construct's square root AVE must exceed its correlation with all other constructs (Fornell & Larcker, 1981). This condition was met by all constructs in the model (see Table 4). Additionally, the HTMT ratios for all construct pairs were below the recommended threshold of 0.90, further validating discriminant validity as shown in Table 5 (Henseler et al., 2014). Together, the measurement model results demonstrated that the constructs used in the model were both reliable and valid for further structural modeling.

In the following stage, the structural model was examined to spot the connections between the various constructs. Bootstrapping was done using

5,000 samples to get the path coefficients (β-values), t-values, and p-values (see Table 6). The results show that all direct hypotheses were supported. It was found that having awareness of green products had a positive influence on a desire to buy green items, supporting H1 (β = 0.221, t = 3.090, p < 0.05). Green trust also had a strong and a positive effect on green purchase intention (β = 0.377, t = 4.698, p = 0.000), as predicted by H2. Also, a positive and significant relationship was found between green perceived value and green purchase intention (β = 0.277, t = 2.408, p = 0.016), reaching the expectation set in H3. It is indicated by the results that for people to want green products, they must be aware of them, trust the brand, and feel that they are worth the investment.

Table 3. Measurement Model: Reliability, Consistency, and Convergent Validity

Constructs	Items	Loadings	Cronbach's Alpha	CR	AVE
Awareness of Green Products (AGP)	AGP1	0.804	0.871	0.882	0.658
	AGP2	0.762			
	AGP3	0.850			
	AGP4	0.844			
	AGP5	0.794			
Green Purchase Intention (GPI)	GPI1	0.823	0.911	0.912	0.738
	GPI2	0.873			
	GPI3	0.908			
	GPI4	0.860			
	GPI5	0.829			
Green Perceived Value (GPV)	GPV1	0.884	0.910	0.914	0.735
	GPV2	0.800			
	GPV3	0.877			
	GPV4	0.848			
	GPV5	0.876			
Green Trust (GRT)	GRT1	0.808	0.900	0.902	0.715
	GRT2	0.863			
	GRT3	0.856			
	GRT4	0.884			
	GRT5	0.814			
Price Sensitivity (PRS)	PRS1	0.884	0.947	0.962	0.791
	PRS2	0.908			
	PRS3	0.834			
	PRS4	0.908			
	PRS5	0.900			
	PRS6	0.900			
Social Influence (SCI)	SCI1	0.843	0.928	0.930	0.701
	SCI2	0.858			
	SCI3	0.863			
	SCI4	0.782			
	SCI5	0.843			
	SCI6	0.895			
	SCI7	0.767			

Table 4. Measurement Model: Fornell-Larcker Criteria for Discriminant Validity

Constructs	AGP	GPI	GPV	GRT	PRS	SCI
AGP	0.811					
GPI	0.776	0.859				
GPV	0.764	0.842	0.857			
GRT	0.770	0.819	0.826	0.846		
PRS	0.279	-0.210	0.154	0.175	0.889	
SCI	0.672	0.780	0.750	0.740	0.127	0.837

Mediation analysis was conducted to test the role of green perceived value as a mediator. Two mediation paths were examined. The findings suggest that the green perceived value played a significant role in linking awareness of green products to green purchase intention (β = 0.087, t = 2.059, p = 0.040), as expected in H4a. Furthermore, green trust affected green purchase intention through green perceived value (β = 0.162, t = 2.364, p = 0.018). This suggests that when people both know about and trust a product, the green value it offers is what helps them make a buying decision. This means that people are more willing to buy green when they trust the products and see the benefits they provide.

Table 5. Measurement Model: Hetrotrait-Monotrait Ratio of Correlations for Discriminant Validity

Constructs	AGP	GPI	GPV	GRT	PRS	SCI
AGP						
GPI	0.854					

GPV	0.830	0.899			
GRT	0.854	0.890	0.900		
PRS	0.294	0.220	0.159	0.187	
SCI	0.742	0.846	0.813	0.806	0.133

A moderation analysis was done to find out if the link between green perceived value and green purchase intention changes based on price sensitivity and social influence. A high level of price sensitivity in green-label products was linked to lower intention to buy sustainable goods (β = -0.119, t = 3.114, p = 0.002). It means that the positive effect of green perceived value on purchase intention can be reduced when the consumer is very concerned about price. However, we found that interactions between social influence and green value have a significant positive effect on green purchase intention (β = 0.105, t = 2.330, p = 0.020), achieving the hypothesized result H6. The result suggests that the impact of green perceived value on purchase intention becomes stronger as individuals are more affected by what their peers, the media, or wider society says.

Table 6. Structural Model: Hypotheses Testing Results (at 5% significance level)

Hypothesis	Path	β-value	t-value	p-value	2.50%	97.50%
H1	AGP → GPI	0.221	3.090	0.002	0.088	0.372
H2	GRT → GPI	0.377	4.698	0.000	0.216	0.527
H3	GPV → GPI	0.277	2.408	0.016	0.042	0.494
H4a	AGP → GPV → GPI	0.087	2.059	0.040	0.012	0.177
H4b	GRT → GPV → GPI	0.162	2.364	0.018	0.024	0.297
H5	PRS × GPV → GPI	-0.119	3.114	0.002	-0.192	-0.042
H6	SCI × GPV → GPI	0.105	2.330	0.020	0.018	0.193

Finally, the accuracy of the model's predictions was checked using R-square values (see Figure 2). It was found that 81% of changes in purchase intention could be understood by examining the levels of awareness, trust, perceived value, and the way these were linked to each other. Based on the R-square value for green perceived value, 72.3% of its change was explained by the model. They indicate that the model predicts well and explains a lot about the data. All the studies added evidence to the proposed theory and gave deeper understanding of why some situations encourage or limit the purchasing of green products.

5. Discussions

By applying theories from environmental psychology, perceived value theory, and social influence theory, a model was developed to explain how green product awareness, trust in green choices, and the perceived value of going green influence someone's willingness to purchase green products. To represent the unique variables in Pakistan, the model included how sensitive the consumers are to prices and how influence from others can change their behavior. The model was tested using real data from 179 people in Pakistan, and it has given us a strong basis for learning about their intentions towards sustainable consumption. It was found that awareness, trust and the feeling of value all influence a person to participate in green purchasing. It is learned that aspects of the environment such as how easily people are affected by price changes and the positive influence of social groups play a big role in sustainable consumption.

Research suggests that recognizing eco-friendly products and having faith in them both boosts a person's desire to shop for green products. Results indicate that raising awareness leads people to be more likely to pick eco-friendly items. The results of the study agree with those by Judijanto et al. (2024), as well as Sharifzadeh et al. (2025) which show that environmental benefits encourage consumers to vote for sustainability. This finding adds to the idea that when consumers trust, they feel safer about choosing green options. A lack of trust in Pakistan is noticeable because of several examples of greenwashing (Butt et al., 2022; Anwar et al., 2024) and people will not seriously consider

buying a product unless they trust the company.

Moreover, the findings involved add to current research by proving that green perceived value strongly impacts both green purchase intention and how awareness and trust lead to it. The results suggest that trust and awareness are changed into action by the intervening influence of perceived value. This finding agrees with previous works by Ghazali et al. (2017) and Luo and Zhu (2024) that highlight how seeing environmental worth in a product helps consumers decide to buy it. In this situation, green perceived value is a major reason why sustainable living has become important to the educated youth in the Pakistani post-millennial market.

Results from mediation indicate that green perceived value is important in transmitting the outcomes of both awareness and trust on purchase intention. As a result, simply being aware and having trust is not enough; an important perception of value needs to develop to initiate green purchasing. This agrees with both Judijanto et al. (2024) and Tai (2025), who stated that value assessment is important for making sustainable decisions. In addition to perceived value theory, the study emphasizes that caring about the environment is unrelated to sustainable behaviors, except for those who have strong pro-environment belief systems.

In addition, the boundary analysis of the moderation model tells us when the link between perceived value and purchase intention is strongest. Price sensitivity was shown to noticeably weaken this relationship which corresponds to Chaudhary and Bisai (2018) that high expense may make green consumers give up their environmentally friendly preferences. This is especially significant in countries like Pakistan, where people are very price conscious and tend to save money quickly instead of worrying about the environment (Saeed & Shafique, 2021). That's why, even though green value is clear, it has less effect when the price seems too expensive, so businesses should try lowering this mental barrier through their pricing.

Similarly, results showed that social influence strongly supports perceived value and boosts the likelihood of acting green. Evidence from this study confirms the values and ideas of Fatima et al. (2024) and Sharifzadeh et al. (2025), who believe that childhood peer actions, family attitudes and digital effects can impact how children consume. In Pakistan's current environment, social influence encourages post-millennials to act in ways that help protect the environment. A good social interaction suggests that green perceived value could be even more important in leading someone to want to purchase.

6. Implications

This research suggests several helpful implications for motivating post-millennial consumers in Pakistan to buy environmentally friendly goods. Green product awareness, green trust, and green perceived value turned out to be the main predictors of someone buying a green product. Both knowing about and trusting the product benefit consumers' perception of its value, which motivates them to make a purchase. Customers with a weaker connection and understanding to green brands tend to purchase less sustainably and do not link buying behavior to value. This finding is in line with earlier studies that have identified perceived value as a central mechanism translating awareness and trust into action (Judijanto et al., 2024; Yadav & Pathak, 2017).

Firms should strategically strengthen their green marketing capabilities in raising credible awareness and building trust. It is thus suggested that marketing managers shift the focus from promotional visibility to transparent sustainability

practices and honest green claims. In fact, studies have revealed that trust amongst consumers depletes in an instant the moment superficial or deceptive environmental messages are communicated by companies (Butt et al., 2022; Chen & Chang, 2012). A lack of credibility restricts consumer engagement in buying even when the facilitation of other marketing efforts may be present. In sum, this implies that, to maintain green purchase motivation, long-term investment by companies in trust-building is a must through certification, product traceability, and verifiable eco-labeling.

Another crucial learning of this research is that green perceived value acts as a bridge that connects both awareness and trust to the intention of consumers. In fact, Tai (2025) echoed that the perceived benefit-to-cost ratio of green products is critical in consumer choice behavior, since in several markets such products are considered more expensive alternatives. What it means, particularly in the price-sensitive market of Pakistan, is that the communication of value needs to be product-specific, reflecting environmental virtue but also performance efficiency and economic benefit. These results further strengthen the framing of green products as high-value offerings rather than as luxury or niche alternatives. Besides, it appears that the intentions of consumers to purchase are based on the level at which they perceive the price would dent their wallets, regardless of the importance of value to them. People in emerging economies, for instance, have been found to be less able to buy green products because of cost by (Chaudhary and Bisai, 2018). In this regard, tiered pricing, issuing green discounts, and offering package deals remain excellent ways through which people can be aided in making purchases of environmentally friendly options. Collaboration with private entities can also provide cash incentives or attractive rewards to new participants.

Fatima et al. (2024) and Ghazali et al. (2017) found that consumer encouragement to go green often starts with others in society. Because of this, marketing should include digital influencers, show social support and seek community approval to help create a positive culture about buying sustainably.

Companies can thus profit from properly placed message campaigns that motivate consumers, as Pakistani people are still faced with a deficit of trust in business and health services. Through using digital tools to prove their worth and to inspire more social learning about eco-awareness, retailers and green organizations can establish rapport with the youth. They can help bring green products to more people in less time.

The findings of this study lead to a suggestion that the awareness-trust-value triad be made a central framework in designing sustainable consumption interventions. It positively affects the green product purchase intention and, at the same time, aligns the psychological, social, and economic aspects of consumer decision-making. Besides, organizations and Government institutions need to collaborate in order to integrate these measures into their respective national programs, aligning them with SDG 12.5, which advocates for appropriate resource utilization. Indeed, educating, pricing, social reinforcement, and building trust will all have to be done in concert if green consumption is to be taken to scale not just in Pakistan but in other developing markets as well.

7. Conclusion, Limitation and Future Directions

This study investigates the impact of green product awareness, green trust, and green perceived value on green purchase intention, focusing on post-millennial consumers residing in Karachi, Pakistan. It also investigates the moderating role of price sensitivity and social influence on the relationship

between green perceived value and purchase intention. Based on partial least squares structural equation modeling and responses from 179 purposively sampled individuals with exposure or interest in sustainable products, this study shows that green product awareness and trust are both significant antecedents of green perceived value, which in turn drives purchase intention.

This research proves that green perceived value is an important component of buying green and acts as a bridge, which connects awareness and trust with intention. These effects did not change through the process of fitting the structural model. Evidence was further found that as price sensitivity decreased, there was a greater social effect on a person's intention to act. This has been consistent with previous findings where value and social expectations are found to predict green buying choices (Ghazali et al., 2017; Yadav & Pathak, 2017). By exploring these mechanisms in Asian cities, this study is able to provide valuable information for sustainable marketing and behavioral research. While this study adds important information to the field of green consumer research, it does have some limitations that others can explore. Using a non-probability purposive sampling technique, which targets sustainability-aware consumers, means the study's results cannot be applied to the whole population in Pakistan. In addition, the small sample of 179 observations and focus only on Karachi, the largest city in Pakistan, mean that the results might not be representative for other cities. Third, because the study used a cross-sectional design, the attitudes of consumers were studied at only a single moment and do not include changes related to sustainability.

It would also be valuable to carry out more research in several Pakistani cities or provinces, alongside the use of probability-based sampling to increase the study's usefulness. It is also important to study consumer attitudes and behaviors over the years with longitudinal research. It is important for researchers to investigate other possible predictors, for instance eco-literacy, environmental concern, green skepticism, as well as corporate transparency, as they might affect trust and perceived value in distinct ways. Comparative studies across developing and developed countries might help us notice how culture and economics affect people's choices when it comes to buying green products. Finally, using both numbers from PLS-SEM and talking to people through interviews or focus groups can help us understand why Pakistani consumers might or might not want to live in more environmentally friendly ways.

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