

Exploring the influence of Consumer Information Capability and Green Thinking on Green Consumption Intention: Mediated by perceived Ease of Use

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Abstract

Now a day as environmental concerns have gained prominence, understanding the factors that drive consumer decisions to purchase green products has become crucial for promoting sustainable consumption. While positive consumer information can encourage eco-friendly purchasing behavior, negative information may lead to skepticism and reduce the likelihood of green consumption. Additionally, the role of green thinking, which reflects an individual's environmental consciousness and attitude towards sustainability, plays a vital role in shaping consumption intentions. This research also investigates the perceived ease of use of green products or services as a mediator that may enhance or hinder the consumer's decision-making process. The study employs a survey-based methodology to collect data from consumers with varying degrees of exposure to green product information. To collect participants for the study, the study adopted the non-probability sampling technique to collect the data of 476 consumers. Findings contribute to a deeper understanding of how consumer capabilities in processing information, environmental attitudes, and product usability perceptions interact to shape sustainable consumption behaviors. Results provided valuable insights for businesses and policymakers looking to promote green consumption by offering a more informed, user-friendly, and sustainable product experience. By understanding these dynamics, marketers can more effectively design interventions that encourage consumers to adopt eco-friendly consumption practices.

Key Words: Green Thinking, Perceived ease of usefulness, Green Products, Technology, Accepted Model, Theory of Planned Behavior, Consumer Information Capabilities

Introduction

In recent years, environmental sustainability has emerged as one of the most pressing concerns globally. With the growing recognition of climate change, environmental degradation, and resource depletion, consumers are increasingly prioritizing eco-friendly products and services in their purchase decisions. This shift in consumer behavior has led to the rise of “green consumption” the practice of purchasing products that are perceived to have a lower environmental impact. However, despite this positive trend, a significant gap remains between the awareness of environmental issues and the actual adoption of green consumption behaviors. In this context, understanding the factors that influence green consumption intention is crucial for both businesses and policymakers striving to promote sustainability.

A key element in shaping consumer behavior is the information available to them. As consumers navigate a marketplace increasingly flooded with green claims, the ability to process and evaluate consumer information becomes paramount. The influence of positive and negative information on consumers’ attitudes and behaviors has been well-documented in various fields of consumer research. In the context of green products, positive consumer information such as claims of environmental benefits, eco-labels, and certifications is often used by companies to promote their products. On the other hand, negative information, such as greenwashing allegations or the lack of transparency regarding product sustainability, can undermine consumer trust and deter purchase intentions. Therefore, it is important to understand how both positive and negative consumer information capability impacts green consumption intention.

In addition to the information consumers receive, their mindset or “green thinking” plays a critical role in determining whether they will engage in green consumption behaviors. Green thinking refers to an individual’s environmental consciousness and commitment to sustainability. It reflects a consumer’s awareness of environmental issues and their alignment with pro-environmental behaviors. For many consumers, green thinking is not only an attitude but a guiding principle that influences all aspects of their purchasing decisions. Those with strong green thinking are more likely to choose products that are environmentally friendly, even if these products come at a premium price. However, while green thinking is a strong predictor of green consumption, it is not always enough on its own to drive sustainable behavior. Other factors, such as ease of use and convenience, may play an equally important role in the decision-making process. One such factor that has been increasingly recognized in consumer behavior research is the perceived ease of use of a product or service.

The Theory of Planned Behavior (TPB) (Ajzen, 1991) suggests that consumers’ attitudes toward a product are a significant predictor of their intention to purchase

it. When consumers encounter positive information about the environmental benefits of a product, it enhances their attitude towards that product, thus increasing the likelihood of purchase. Positive information, such as eco-labels, certifications (e.g., Fair Trade or Energy Star), or claims of reduced carbon footprints, reinforces the product's alignment with the consumer's values of sustainability.

Problem statement

It is critical to encourage consumers to embrace more sustainable purchasing patterns in order to counteract the mounting threats that global challenges like pollution, temperature rise, and loss of resources pose to the environment. Even yet, there is still a lot to learn about the complex interactions connecting a variety of variables and customers' inclination to purchase sustainably.

A key element of this calculation is consumer information capability (CIC), or the extent that consumers can find, analyze, and understand information about the consequences of their purchasing decisions on the environment. Although information can have both beneficial and negative effects, it plays a major role in shaping consumer behavior. Positive CIC largely depends on consumers' access to relevant, reliable, and easily comprehensible information that encourages them to act in an eco-friendly manner. On the other hand negative CIC takes place where one is over exposed to the message that is dissonant, incongruous or conflicting in nature. This could create confusion and probably discourage people from embracing environmentally friendly products. Despite its importance, the influence of both positive and negative CIC on intentions for green purchase is underreported, particularly when it comes to how both

Research Objective

To determine how both positive and negative information about environmental impacts, accessed and understood by consumers, affects their intentions to engage in green consumption.

To analyze the extent to which a consumer's environmental attitudes, awareness, and values (green thinking) influence their predisposition towards purchasing or utilizing green products and services.

To examine whether the perceived ease of use of green products and services mediates the relationship between consumer information capability, green thinking, and green consumption intentions. This includes assessing the ease with which consumers feel they can switch to or maintain usage of green products.

To compare how positive information (benefits and advantages of green consumption) versus negative information (detrimental impacts of non-green practices) uniquely influences consumer behavior, and how these effects are mediated by perceived ease of use.

To identify if and how demographic factors (such as age, education level, and income) influence the relationships between information capability, green thinking, and green consumption intentions.

Research Question:

Here are some possible study questions based on the problem statement you provided regarding the impact of consumer knowledge competence, green thinking, and perceived ease of use on intentions to engage in green consumption: How do positive and negative consumer information capabilities influence green consumption intentions?

What is the impact of green thinking on the green consumption intentions of consumers?

Does perceived ease of use mediate the relationship between consumer information capability and green consumption intentions?

How does perceived ease of use mediate the effect of green thinking on green consumption intentions?

Are there differences in how positive versus negative consumer information impacts green consumption intentions through perceived ease of use?

Significance of the Study

This study provides valuable insights into the factors influencing green consumption, particularly how consumer information capability, green thinking, and the perceived ease of use of green products impact consumers' purchase intentions. By exploring these relationships, the study contributes to the development of more effective green marketing strategies. It emphasizes the importance of not only promoting the environmental benefits of products but also ensuring that these products are perceived as easy to use and accessible. Understanding how positive and negative information influences consumer decision-making can help marketers craft messages that enhance consumer trust and motivate green purchases. Additionally, by examining the mediating role of perceived ease of use, businesses can focus on simplifying product adoption to foster a more environmentally conscious consumer base.

Literature Review

Green Consumption Intentions

Sustainable consumption can be defined as the consumption of products and services that causes lower impacts on earth's well-being. Becoming aware of the adverse effects of the environment has led to an increased consumer demand in green consumption. Perceived ease of use, customer competency information, and green thinking have effects on consumers' purchase intentions of sustainability. This present study review further elaborates on these components and how they interact towards influencing the customers' interest in consuming green products. eco consumption is customer's actions to obtain goods or services that are conscious of the impact that they have on the environment. It stimulates commodity saving and environmental protection for reduction in using up of resources and emissions of pollutants within the whole consumption cycle.

Consumer Information Capability

The customer's ability is the capacity of a consumer to get, process, and apply information about products and services that they purchase. This ability to influence consumer behavior is crucial, particularly with regard to purchasing ecologically friendly products. Knowledge of when and how to access, evaluate, incorporate and apply information is a component of information literacy, according to the US Department of Education's Information Literacy The framework for Higher Education. A person possessing an exceptional level of information capability, according to McClure, should be able to perform the following functions: comprehend information systems; access, analyze, organize, and rank news; recognize the significance, function, and role of data; in other words and apply insights to solve problems.

Therefore, knowledge competency includes not only the capacity to get data but also the capacity to assess, comprehend, and utilize it. Thus, expanding on earlier research, this work characterizes knowledge capability along all three levels: communication, acquisition, and cognition. Clients' level of knowledge on the characteristics and advantages of eco-friendly products is gauged by their information cognitive competency. Information acquisition capabilities are the customers' capacity to precisely define their information demands and effectively gather and obtain data across several channels. The capacity individuals have to use information successfully and communicate information with others is the last measure of transferring knowledge competency.

Positive Consumer Information Capability

The term "positive consumer information capability" means the ability of a consumer to possess the knowledge and register positive information regarding environment friendly products. From the works of other authors, it is significantly observed that those customers who receive more information regarding the benefits of using environmentally friendly products are also likely to develop more favourable attitudes towards them and have more intentions of using the products. Customers' willingness to engage in sustainable behaviours is further enhanced when consumers have positive information capability which can help them make correct decisions (for instance, Zhao et al. , 2018).

Negative Consumer Information Capability

On the other hand, negative consumer information capability deals with the consumer's ability to search and evaluate negative information relating to environmentally friendly products. If there is information that a certain product is green but the product contains hazardous substances, for instance, then only those consumers with weak positive information processing capacity will purchase the product. Either it encourages or discourages the green consumption depending upon the overall outlook towards a particular product. The complexity of consumer decision-making in the context of green consumption is highlighted by

the duality of positive and negative information capacities (Chen & Chang, 2013).

Green Thinking

Green thinking is an approach of thinking that involves considering the environment while coming to conclusions. It shows an individual's commitment to longevity and willingness to take on environmentally beneficial behaviors. Creating an appropriate and competent strategy for rapid development that allows for management system flexibility should be the primary objective of digital enterprises operating in an ecologically conscious and environmentally sustainable environment. This, of course, ensures that the organization's potential is completely realized and expedites the process of adapting to the outside world. Not only is it crucial to have in mind, but it is also a truth that must be recalled that this is the present situation. It is important to have in mind these two criteria. Thinking in a green way is a mindset.

By creating a strategy to hasten the expansion of digital businesses within an ecologically conscious economy, this objective has been accomplished. In order to choose a growth- acceleration strategy that is suitable for digital firms that operate in a green economy and are concerned with environmental sustainability, it has been built as a model and its mechanism has been studied. This was done to find the most effective growth-accelerating technique. A matrix made up of many strategies has been created to accelerate the development of digital businesses while upholding the values of environmental preservation and a green economy (Tripathi et al., 2023).

Perceived Ease of Use

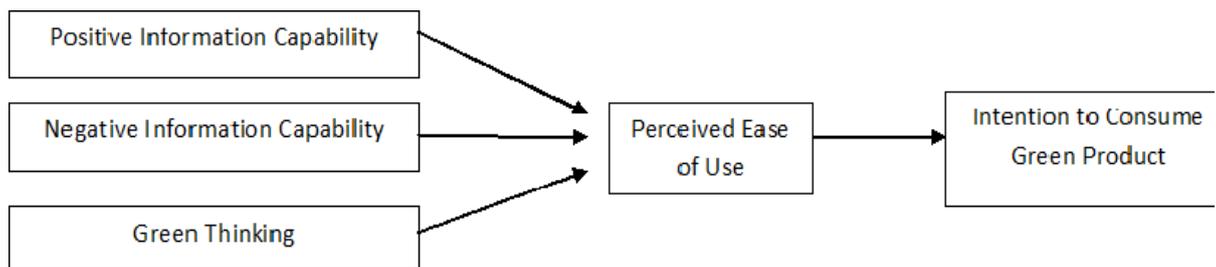
The Technology Acceptance Model (TAM) which has it that user-friendliness bears a direct relationship to the level of acceptance of innovation is where the idea of perceived ease of use originated from. When it comes to green intake, perceived simplicity of use is understood as consumers' impression of how easy it is to embrace products with a green image. When innovating new methods or adapting technologies, the behavior of the customers has to be understood. In this regard PEOU stands for perceived ease of use. PEOU stands for perceived ease of use in line with the larger Technology Acceptance Model (TAM) that explains the degree of difficulty that a certain product or service offers to its users. It can also be employed to explicate the ways through which green consumerism defines consumer relations with sustainable products. PEOU as a mediator between the consumer knowledge and skills, green thinking, and the consumer's environmentally friendly purchase goals.

The perceived ease of use has a significant moderation effect on the relationship between consumer information competency, green thinking and attitudes towards green consumption. Therefore, PEOU determines how easy customers are able to accept and use green products hence acting as mediator between various effects such as positive and negative information and linkage between green attitudes and behaviour. Recognition and subsequent increase in PEOU may therefore

encourage more environmentally friendly product choice, and better sustainable customer behavior.

Theoretical models:

Figure 2.1



Research Methodology

This systematic study employed the cross-sectional quantitative research design in an effort to determine the structural relation between the forecasted latent variables. By using Smart PLS (Partial least Square) path modeling under the surface of Smart PLS 4. Of specifically the 06 hypotheses drawn from social exchange theory, moral utilitarian perspective and social identity theory, all were supported. Besides this, cross-sectional research approach was used in this study whereby all the data relating to the entire study was collected simultaneously as pointed by Robinson et al. (2005). This was followed by data analysis and statistical analysis although, conclusions and inference making in relation to the selected population was done at a given time. Cross-sectional research design is chosen over the longitudinal research design in this study due to some limitations which include money and time constraint (Sekaran&Bougie, 2010). Selecting correct matching type of research for successful research is very crucial. However, Davis (1996) goes further to say that there are no any final or arbitration ways of determining and choosing the most appropriate research design. The use of these surveys are essentially meaningful to contribute in hypothesis, narrating study populations, constructing useful scales of measurements, evaluating programmes, creating human behaviour related models and other methodological perfections in field of business (Davis, 1996). Nature of this study is quantitative because the results of the findings are derived from the respondents by employing the use of questionnaires. The accumulated information is assessed with the help of various methods of statistic analysis, such as, for example, SPSS and Smart PLS.

According to Zikmund, (2003), the target population is defined as the entire groups of the specific population pertinent to the research group. Population of this study includes all the consumer of hotel industry of Pakistan that fall under the spectrum Hotel industry of Pakistan. It focused on those consumers who are either directly or indirectly involved in the decision- making process of the consumes green products as the shift toward sustainable consumption.

Hypotheses were tested by data collected from the hotel industry of Pakistan. The respondents involved in the survey have regional, branch and head office exposure and they have sufficient experience background. The initial screening comprised a total of 600 respondents from various hotels located in Punjab like Lahore, Multan and Islamabad. The survey was done between May and July of the year 2024. To ensure a high response rate we used the following techniques; explaining the reason why the study was being conducted and the purpose it would serve. we assure the respondents and stakeholders that the data collected, the results report and the managerial implications will be only shared after the completion of the study and that anonymity and confidentiality of the collected information will be maintained at all times.

In total 525 questionnaires were retrieved and with this 70% response rate but 49 of them could not be used due to large number of missing data and missing information. The useful sample size is 476 herein below they are included as the final usable sample. Thus producing a usable response rate of 63.64% percent.

Self-complete questionnaires were adopted and distributed to the participants in form of a web link through their email and many other social media accounts. This online strategy was chosen because it can easily target all the stakeholders, and at the same time, it's easier for the collection and organization of data. The research objective of the study was to obtain systematic information of several related aspects such as positive and negative consumer knowledge, ecological attitude, perceived ease of use and green purchasing intentions.

Results & Discussions

Descriptive Statistics

The Smart-PLS version 4.0 was used for the data analysis, first step in this was to test the normality of the data with help of basic statistical measures and these measures include max value, min value, data mean, standard deviation of the data, skewness, and kurtosis from the collected data. Table displays the descriptive statistics of all the variables and also for each item of the variables these measures are given in the table and also data normality measures are also given in the table.

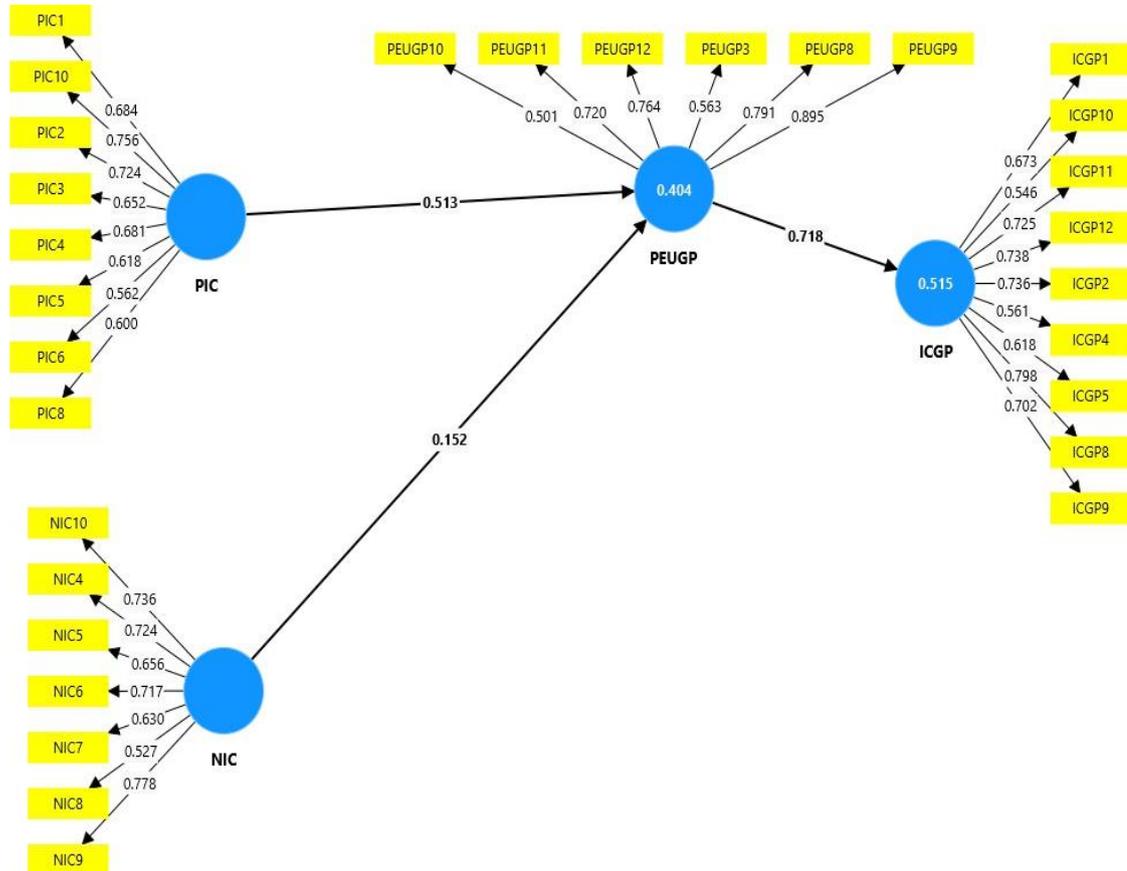
We computed the skewness and kurtosis values to see if the data was normally distributed. Based on the skewness and kurtosis values, which fall within the required range of 2.58, the results show that the data follows a normal distribution. This is the reasoning that proves the data distribution assumptions are normal.

Descriptive Statistics of Variables

MV descriptives

	Mean	Observed min	Observed max	Standard deviation	kurtosis	Skewness
ICGP1	3.765	1.000	5.000	0.972	1.798	-1.303
ICGP2	3.751	1.000	5.000	0.794	1.156	-0.779
ICGP3	3.698	1.000	5.000	0.935	1.371	-1.099
ICGP4	3.658	1.000	5.000	0.945	1.427	-1.176
ICGP5	3.636	1.000	5.000	0.987	1.019	-0.961
ICGP6	3.529	1.000	5.000	0.935	0.496	-0.765
ICGP7	3.575	1.000	5.000	0.933	0.683	-0.864
ICGP8	3.594	1.000	5.000	0.881	1.622	-0.970
ICGP9	3.639	1.000	5.000	0.905	0.928	-0.680
NIC1	3.898	1.000	5.000	0.847	2.884	-1.291
NIC2	3.682	1.000	5.000	0.755	0.803	-0.858
NIC3	3.909	1.000	5.000	0.912	-0.211	-0.478
NIC4	3.813	1.000	5.000	0.876	0.253	-0.681
NIC5	3.925	1.000	5.000	0.850	0.628	-0.776
NIC6	3.925	1.000	5.000	0.865	1.379	-0.974
NIC7	3.816	1.000	5.000	0.937	1.278	-1.054
PEUGP1	3.690	1.000	5.000	0.690	2.292	-1.023
PEUGP2	3.759	1.000	5.000	0.728	2.679	-1.054
PEUGP3	3.703	1.000	5.000	0.928	2.086	-1.312
PEUGP4	3.281	1.000	5.000	1.181	-0.292	-0.823
PEUGP5	3.634	1.000	5.000	1.040	1.261	-1.382
PEUGP6	3.553	1.000	5.000	0.923	1.408	-1.193
PIC1	3.824	1.000	5.000	0.717	3.632	-1.340
PIC2	3.602	1.000	5.000	0.972	1.065	-1.147
PIC3	3.626	1.000	5.000	0.794	0.678	-0.547
PIC4	3.840	1.000	5.000	0.841	1.506	-0.828
PIC5	3.797	1.000	5.000	0.809	1.470	-0.710
PIC6	3.789	1.000	5.000	0.805	1.369	-0.834
PIC7	3.711	1.000	5.000	0.863	0.140	-0.256
PIC8	3.610	1.000	5.000	0.858	0.427	-0.739

As the above data analysis, it is descriptive statistics of the variables. The above data is analyzed by Smart-PLS 4.0. However, the normality test shows us that the data is in the normal range.



Multicollinearity Test

As stated by Hair et al., (2011) when an independent variable shows low correlation with other independent variables, the multicollinearity test infers a link between two or more exogenous factors. In line with the multicollinearity issue, Tabachnick & Fidell, (n.d.) argued that when independent variables have a high degree of correlation and are interdependent, a problem will arise. Additionally, the identification of variance inflation factor (VIF) with a conventional threshold of VIF less than 5 is the most reliable statistical test for multicollinearity when multicollinearity among the independent variables is strong (Tabachnick & Fidell, n.d.).

The values of VIF for factors of variables

Collinearity statistics (VIF)

Outer model – List

Variables' Factors	VIF
ICGP1	1.556
ICGP2	1.370
ICGP3	1.889
ICGP4	1.681
ICGP5	1.758
ICGP6	1.678
ICGP7	1.605
ICGP8	2.288
CGP9	1.832
NIC1	2.002
NIC2	1.440
NIC3	1.741
NIC4	1.828
NIC5	1.471
NIC6	1.443
NIC7	2.037
PEUGP1	1.248
PEUGP2	1.620
PEUGP3	1.706
PEUGP4	1.329
PEUGP5	2.003
PEUGP6	2.750
PIC1	1.555
PIC2	1.556
PIC3	1.706
PIC3	1.512
PIC4	1.813
PIC5	1.667
PIC6	1.475
PIC7	1.297

The above table shows the values of VIF of each indicator of the variables. In this study all the values are within the range less than of 5 hence, the multicollinearity achieved and data is suitable to apply further required tests.

Assessment of Path Model (PLS-SEM)

To achieve the research objectives in the 2nd step of this analysis, PLS-SEM is used to analyze the theoretical postulations, and these results are placed in the 2nd part of this chapter. As Henseler et al. (2009) postulated that PLS-SEM is employed to assess the hypothesized association between endogenous and

exogenous latent constructs, which are visualized through path diagrams, since the goodness of fit index is not the right tool to validate a research model. (Henseler and Sarstedt 2013). There are two main components to the PLS-SEM path model that are used for data analysis: the measurement model and the structural model, as suggested by (Henseler, Ringle, and Sinkovics 2009).

Individual Item Reliability

Prior to evaluating the outer model for convergent validity, the variables' loading and cross-loadings are checked. In line with the criteria suggested by Hair et al., (2014), for an item to be considered valid for convergent validity, its factor loading must be greater than 0.7, very few must be less than 0.6, and no item's loading from any other construct must be greater than the construct being measured. Table shows that all 36 elements are included in the instrument since no individual item has an outer loading value less than

Variables Name	Items	Factors Loadings	Cronbachs' Alpha	Composite Reliability	Average Variance Extracted (AVE)
Intention to consume Green Products (ICGP)	ICGP 1	0.773	0.858	0.878	0.885
	ICGP 2	0.746			
	ICGP 3	0.725			
	ICGP 4	0.738			
	ICGP 5	0.736			
	ICGP 6	0.761			
	ICGP 7	0.718			
	ICGP 8	0.798			
Negative information capability (NIC)	NIC1	0.736	0.814	0.838	0.860
	NIC2	0.724			
	NIC3	0.656			
	NIC4	0.717			
	NIC5	0.630			
	NIC6	0.727			

	NIC7	0.778			
Perceived Ease of Usefulness of Green Products (PEUGP)	PEUGP 1	0.701	0.806	0.858	0.861
	PEUGP 2	0.720			
	PEUGP 3	0.764			
	PEUGP 4	0.763			

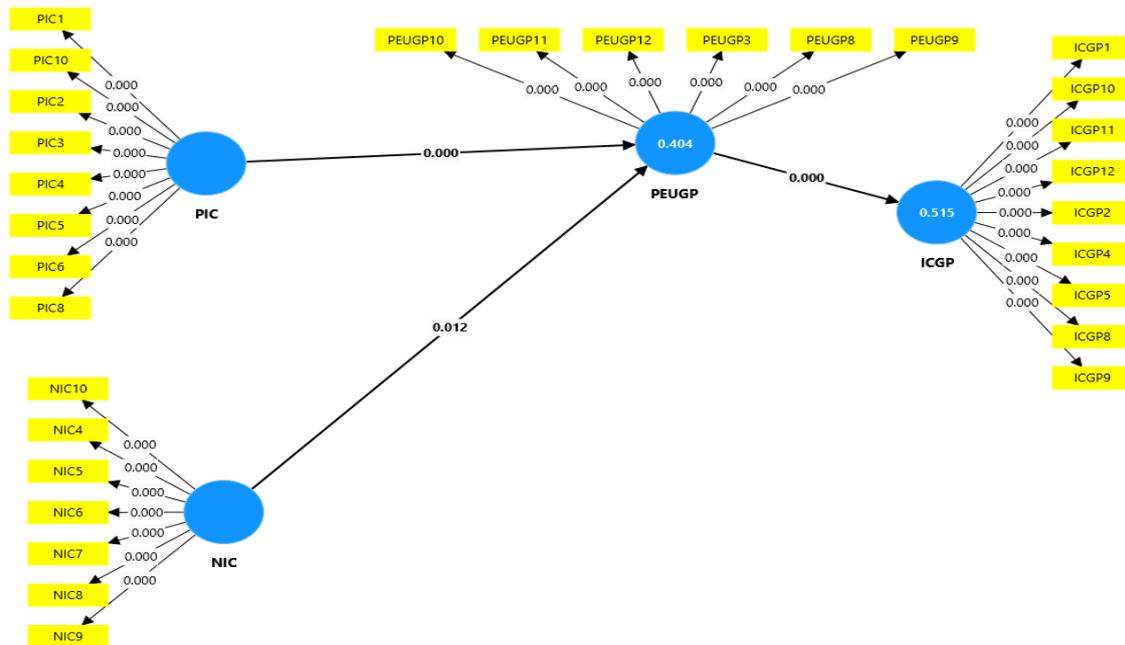
0.6.

Internal Consistency Reliability

The degree to which each item on a specific subscale measures the same notion is known as its internal consistency reliability (Ishtiaq 2019). The literature-defined acceptable range for composite dependability Hair et al., (2011) should be greater than or equal to 0.6, and an acceptable result for average variance extracted (AVE) is 0.5 or higher. The measurement model is devoted to additional studies, as shown in Table 4.12, as all of the variables are very reliable and their AVE values are more than the cutoff criterion of 0.50. The internal consistency of the constructs is further validated by calculating Cronbach's Alpha. As per the rule of thumb given by George & Malley, (2019), excellent, good, and acceptable are defined as values above 0.9, 0.8, and 0.7, correspondingly. Presented in Table below are the scores for composite reliability, Cronbach's Alpha, and AVE for each variable.

Construct Reliability, Cronbach's Alpha, Composite Reliability and AVE of all the Latent Variables	PEUGP 5	0.791			
	PEUGP 6	0.895			
Positive information capability (PIC)	PIC 1	0.784	0.819	0.836	0.861
	PIC2	0.756			
	PIC3	0.724			
	PIC4	0.752			
	PIC5	0.681			
	PIC6	0.718			
	PIC7	0.762			

	PIC8	0.600			
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The above table shows the factors loadings, values of Cronbach's Alpha, composite reliability, and average variance extracted. All the values are above the threshold values and hence meet the criteria of reliability of each individual construct of the variables and also each variable as well by the values of Cronbach's Alpha, composite reliability, and average variance extracted.

Discriminant Validity

As stated by Farrell & Kennedy, (2019), The degree to which one latent variable differs from another latent variable is known as discriminant validity. The AVE values are used to predict discriminant validity in this investigation, the criteria proposed by Fornell & Larcker, (1981). To determine discriminant validity, we look at how the latent variables correlate with the square root of AVE Fornell & Larcker, (1981), as recommended using an AVE of 0.50 or greater to assess discriminant validity. They further proposed that the latent variable values should be greater than the square root of AVE. This research took a look at discriminant validity by comparing the AVE values of all latent variables and examining the model's external consistency. If the square root of AVE is higher than the correlation among the latent variables, as shown in Table 4.11, then there is sufficient discriminant validity (Fornell & Larcker, 1981). After performing CFA, none of the variables are dropped, even deleting some items. However, Hair et al., (2011) argued that a variable with two items should not be subject to removal.

Discriminant Validity Matrix (Fornell-Larcker Criterion)

<u>Fornell-Larcker Criterion</u>				
Variables	ICGP	NIC	PEUGP	PIC
ICGP	0.682			
NIC	0.651	0.686		
PEUGP	0.718	0.540	0.718	
PIC	0.712	0.757	0.628	0.662

The above table shows the values of discriminant validity as the bolded values are higher than the below given values and this is clear that this meets the criterion of discriminant validity.

To further quantify the factors' association, the Heterotrait-Monotrait ratio of correlations (HTMT) was employed (Main 2013). A relatively recent tool for PLS-SEM discriminant validity evaluation is the HTMT. When it comes to determining discriminant validity, for example, the HTMT criteria method is light years ahead of its predecessors, Fornell & Larcker, (1981) criterion and also (partial) cross-loadings, which often fail to detect when discriminant validity is lacking. As can be seen in Table 4.12, the discriminating between the latent constructs and the HTMT values is less than one. As a result, all variables became discriminately valid according to the HTMT standards.

The HTMT values are evaluated using the PLS algorithm technique in addition to the HTMT ratio evaluation. All of the latent constructs achieved discriminant validity, since the findings are much lower than 1 (Henseler, Ringle, and Sarstedt 2015). There was no value in the confidence intervals greater than 1.0, and the inter-construct ratio was less than 0.90, suggesting that discriminant validity is established at HTMT 0.90 (Henseler, Ringle, and Sarstedt 2015).

Discriminant Validity Heterotrait-Monotrait ratio (HTMT)

The above table shows the values of HTMT for the confirmation of the discriminant validity which is the second criteria for measuring the discriminant validity after Fornell-Larcker Criterion.

values of R-square and adjusted R-square for dependent variables

R-square

Dependent Variables

	R-square	R-square adjusted
ICGP	0.515	0.514
PEUGP	0.404	0.401

The table shows the values of R-square for Intention to consume Green Products are 0.515 and Perceived ease of usefulness, 0.404 respectively which shows that the NIC and PIC can change the 51% Intention to consume Green, 51% change Positive information capability is due, 40% change in is due to Negative information capability.

coefficients of correlations

Co-relations	Coefficient of correlation
PIC->PEUGP	0.598
NIC->PEUGP	0.975
PEUGP->ICGP	0.733

As shown, the above table contains the relations of variables and correlation values for each relation. From the above correlation values, it is decided that all the relations are strongly correlated except the relationship between gender and subjective norms.

Bootstrapping with a resample of 5000 was used to acquire the t-value, which is used to assess the existence of direct correlations, before testing the moderating and mediating effects. As Hair et al., (2014) state that pathways that are statistically significant lend support to the model's hypothesized relationships, whereas pathways that are either non-significant or show signs that go against the hypothesized relationships reject the hypotheses.

Discussion, Conclusion and Recommendations

The subsequent segment provides a discussion of the findings of the study. The discussion proceeds by investigating the effect of Exploring the Influence of Positive and negative Consumer Information Capability and Green thinking on Green Consumption Intentions: Examining the Effects of Perceived ease of use as mediator. The relationship result between Positive information capability (PIC) and Perceived ease of usefulness green products (PEUGP) shows that the beta value is 0.60, the t-value is 2.528, and the p-value is 0.012 This value shows that there is a positive and significant relationship between these two variables. There

is no research culture in this region, which may be the reason for the rejection of this hypothesis. Negative information capability towards Intention to Consume Green Products (ICGP) where the beta value is 0.044, the t-value is 2.492, and the p-value is 0.013. This value shows that there is a positive and significant relationship between these two variables. With a beta of 0.023, a t-value of 3.780, and a p-value of 0.000, the results demonstrate a clear association between Perceived ease of usefulness green products (PEUGP) and intention to consume green products (ICGP).

Both the p-value and the t-value indicate a positive and statistically significant correlation between the two variables. With a beta of 0.048, a t-value of 7.619, and a p-value of 0.000, the results demonstrate a clear link between Positive information Capability (PIC) and Intention to consume green products (ICGP). Both the p-value and the t-value indicate a positive and statistically significant correlation between the two variables. Positive information Capability (PIC) and Perceived ease of usefulness green products (PEUGP) are positively correlated with one another, according to the data (beta = 0.062, t= 8.325, p= 0.000). Mediation effect of Positive information Capability (PIC) between Perceived ease of usefulness green products (PEUGP) and Intention to consume green products (ICGP) is significant, as Perceived ease of usefulness green products (PEUGP) towards agripreneurship mediates the relationship between Positive information Capability (PIC) and Intention to consume green products (ICGP) as the beta value is 0.048, t-value 7.619, and p-value is 0.000, which means that there is a full mediation. The second mediation is the mediating effect of Negative information capability (NIC) between Perceived ease of usefulness green products (PEUGP) and Intention to consume green products (ICGP), as Perceived ease of usefulness green products (PEUGP) fully mediates the relationship between Negative information capability (NIC) and Intention to consume green products (ICGP), as the beta value is 0.044, t-value 2.492, and p-value is 0.000, which is insignificant, which means that this mediating effect is fully mediating. The second mediation is the mediating effect of Perceived ease of usefulness green products (PEUGP) between Green thinking (GT) and Intention to consume green products (ICGP), as Perceived ease of usefulness green products (PEUGP) fully mediates the relationship between Green thinking (GT) and Intention to consume green products (ICGP), as the beta value is 0.044, t-value 2.492, and p-value is 0.000, which is insignificant, which means that this mediating effect is fully mediating.

Limitation & Future Research Direction

This research has few limitations. This study was specifically conducted on Hotel Industries which a service providing sector in Pakistan. The second limitation was financial barrier to conduct this research because it need country wide travelling. The third limitation of the study that this was purely a quantitative study. The fourth limitation was the data analysis tool. Smart PLS4 has been used to validate the data. The fifth limitation was that only south Punjab banking sector was

including in this research.

Several recommendations should be made in considering the findings and discussions from the previous chapters. It is recommended to take into consideration the suggestions follow in regard to this research. Other service sectors may include in the future research, because the Hotel industries in Punjab is only involved in this research. Provide some financial support to travel across the country for data collection. Other data analysis tools like SPSS, ANOVA should be opted because only Smart PLS has been used in this research. The research can be wide thorough out the country because only South Punjab Banks were involved in this research.

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