How Environmental Awareness relates to Green Purchase Intentions can affect Brand Evangelism? Altruism and Environmental Consciousness as Mediators

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Abstract

The idea behind our research model was to analyse environmental awareness impact on green purchase intention and ultimate impact on brand evangelism through indirect role of customers' altruism and environmental consciousness. Green consumers become more conscious to environment as the awareness spreads. Thus, consumers more leaned toward environmentally friendly products. The Theory of Planned Behaviour was employed to portray a clear analytical foundation of our research model. The respondents of green customers were gathered through survey from the online social-media sources particularly e-mails, WhatsApp and Facebook. In focused group, respondents were those which were active buyers of green products and must had past green purchase experience. Our analysis concludes the environmental awareness positively influence green purchase intention moreover the altruism and environmental consciousness partially mediates the indirect relationship. Finally, the brand evangelism has most significant influence on green purchase intention. The governance and managers of developing countries should invest on evangelists to spread the green message to delicate the environmental sustainability. The future researchers can examine a combination can be modelled into the influence of environmental awareness on brand evangelism while considering green purchase intentions as mediator.

Keywords: Environmental Awareness, Green Purchase Intentions, Brand Evangelism, Altruism, Environmental Consciousness, Sustainability

1. Introduction

Companies and consumers are facing serious environmental issues across the globe (Rahnama & Rajabpour, 2017). Natural resources have been been depleted due to tremendous economic expansion which leads to environmental problems (Y.-S. Chen, Huang, Wang, & Chen, 2020; B. Kumar, Manrai, & Manrai, 2017). A colossal rise in economic activities and consumption of natural resources; environment is being damaged

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started using and buying products which are constantly (Haake & Seuring, 2009); (Shao, Taisch, & Mier, 2017). Therefore, consumer's awareness about consumption pattern is increasing and environmental friendly, having less harmful impact on environment (A. Kumar, Mangla, Luthra, Rana, & Dwivedi, 2018). The serious need for eco-friendly products has been increasing worldwide and people are becoming more aware and conscious about using green products for environmental protection (Soyez, 2012); (Thøgersen, de Barcellos, Perin, & Zhou, 2015). Individuals who are aware and more consciousness about buying and using green products are green customers (Suki & Suki, 2015). The Consumer's decision making related to green products are highly influenced by awareness and green customers always prefer to spend their money on purchasing green products (Moura, Cunha, Castro-Cunha, & Lima, 2012) (G. Yadav, Mangla, Luthra, & Rai, 2019). However creating more awareness marketers should portray green products as eco-friendly products (Rettie, Burchell,

& Riley, 2012). The Credibility of organization has a significant impact on consumer's attitude, they tend to buy green environmental products and consumers become more loyal to organization. Marketers should offer products according to preferences of consumers which lead them to become brand evangelists. The brand evangelists are not only buying products of an organization but when they are satisfied they communicate their buying behavior with other friends, colleagues and family members and by this marketer can earn a feasible profit for organization (Smilansky, 2017); (Prakash & Pathak, 2017).

Green purchase intention of consumers has been studied in different context. In previous many researches green purchase intention is studied through green behavior (Gadenne, Sharma, Kerr, & Smith, 2011; Ha & Janda, 2012; Prakash & Pathak, 2017). The investigation of the relationship between consumers behavior and their green purchase intentions basic theory of planned behavior model is used (Ajzen, 1991). The TPB model explained the consumer behavior is predicted by their intentions, while intentions are further studied by three main cognitive factors attitude, subjective norms and perceived control behavior. In particular some studies investigated green purchase intentions linking with environmental consciousness (M. F. Chen, 2009) (S. Kim & Seock, 2009). Still in different studies relationship between consumers behavior and green purchase intentions is under debated. Moreover, these studies related to consumers green purchase intentions in western countries are more focused but limited in Asian countries (Lee, 2014). This study investigated green purchase intentions of consumers in context of a country (Pakistan) who completed the WHO (World Health Organization) green goals 10 years before deadline. Besides, has represented a picture developing nations in relations to the green purchasing behavior and sustainability. In previous researches green purchase intention was studied directly through green consumer behavior by using TBP model, while evaluation of green purchase intention by environmental awareness in consumers and impact of all factors on brand evangelism through mediation of altruism and environmental consciousness is rare case.

2. Literature Review
2.1 Environmental Awareness and Green Purchase Intention

It was predicted earlier for environmental sustainability and protection environmental awareness is fundamental and crucial variable (Hines, Hungerford, & Tomera, 1987). Consumers having greater environmental awareness are more conscious to buy green products by considering it's a responsibility of them to purchase environmentally friendly products (Mainieri, Barnett, Valdero, Unipan, & Oskamp, 1997) In prior researches different scholars argued in their studies that environmental concerns are related to one's beliefs ethics and values about environment (Stern, Dietz, & Guagnano, 1995) (Schultz, 2000)**.** In few studies it was forecasted environmental concern and purchase intentions relationship which is value added hierarchal model and analyze in this way the relationship consequences between environmental concerns and purchasing behavior (Follows & Jobber, 2000). Environmental awareness and concerns related to environment has positive impact on green purchase intention for eco-friendly products. On the individual's behavior for purchasing green products environmental awareness has an indirect impact through other different variables (Fishbein, 1980);(M.-F. Chen & Tung, 2014; Wang, Fan, Zhao, Yang, & Fu, 2016). In preceding researches it was also noticed that consumers show more willingness to buy such echo-friendly products who has environmental awareness as compared to those who have no awareness about environment (Shen, 2012).From this study proposed a hypothesis between environmental awareness and green purchase intention.

H1: There is a significant positive relationship exists between environmental awareness and green purchase intention.

2.2 Environmental Awareness and Altruism

Environmental awareness is understanding about environmental issues and problems as environmental awareness plays a significant impact on individual's behavior for purchasing environmentally friendly products which have no harmful impact on environment (Hu, Parsa, & Self, 2010; Lin, Wang, Marinova, Zhao, & Hong, 2017; Wang, Li, & Zhao, 2018) Its moral responsibility of a human being to protect his environment and (Steg, Bolderdijk, Keizer, & Perlaviciute, 2014) observed that for enhancing personal norms and behavior of consumers for using eco-friendly products different values plays an important role from these values consumer's altruism plays an significant impact on purchase intentions. (Gifford & Nilsson, 2014; Nordlund & Garvill, 2002) also suggested that on consumer's personal norms related to environmental protection altruism has

direct and indirect impact which influences its intentions to purchase echo-friendly products (Steg et al., 2014) Previous researches shows that altruism has positive influence on environmental protection (D. Nath, Banerjee, & Das, 2014);(R. Yadav & Pathak, 2016). Based on past researches recent studies predicted that (Papista & Krystallis, 2013) altruistic values has a positive impact on consumer's perceived values as consumption of green products reveals their satisfaction level (Pickett-Baker & Ozaki, 2008) and consumers get motivated to use echo-friendly products (Hartmann & Ibanez, 2006).According to concept of (Panda et al., 2020) altruism help customers to control their behavior for using environmental friendly products for the sustainable development. Helping others is a source of happiness for the customers and always tend to purchase green products (Panda et al., 2020).

H2: There is a significant positive relationship between environmental awareness and altruism.

2.3 Altruism and Green Purchase Intention

Altruism is considered as an effective motivational factor which motivates the consumers to buy socially sustainable products which have no impact on an environment (Teng, Wu, & Liu, 2015). In antecedent researches it was concluded that altruism has positive impact on the green purchase intention (Guéguen & Stefan, 2016);(R. Yadav & Pathak, 2016). For decision making about environmental friendly products (Ajzen, 1991) predict that behavior has positive impact on consumers purchase intentions and these altruistic values having significant influence on behavior of customers for purchasing green products (Teng et al., 2015). According to results of previous researches altruistic values is related to individual's behavior for buying products for the welfare of others without preferring their own interests (Kaufmann, Panni, & Orphanidou, 2012; Rahman & Reynolds, 2016). (Teng et al., 2015) individual's personal norms predicting his behavior when he makes decisions on the basis of what is right and what is wrong choices for the environment rather than to buy goods according to their own preferences. Hence, altruistic values are doing something for others without getting something in return always prefer to do something for others for their welfare. (Hefner, 2013) defined as altruism is it drives one behavior for purchasing and consuming environmentally friendly products. Altruistic values have a great influence on enhancing environmental consciousness in consumers this shows their behavior of using green

products through environmental awareness (Birch, Memery, & Kanakaratne, 2018; Dunlap & Jones, 2002). Hence it is predicted from previous researchers that altruism has significant influence on consumer's green purchase intentions.

H3: There is a significant positive relationship exists in altruism and green purchase intention.

2.4 Environmental Awareness and Environmental Consciousness

As consumers facing different environmental issues and due to these problems, they are becoming more conscious about their environment and in this factor environmental awareness plays a significant role in it so consumers prefer to purchase eco-friendly products. Environmental concern is consumer's decisions about environmental products and likes, dislikes related to environmental issues (Milfont & Gouveia, 2006; Yeung, 2004). In former studies environmental concerns are studied on the basis of consumption of products of consumers and reveals that consumer having greater environmental awareness more conscious about usage of products having more positive attitude related to consumption of environmental products (Mohd Suki & Mohd Suki, 2015); (Karatu & Mat, 2015). Environmental consciousness helps consumers to build such beneficial behavior which has a significant impact on environment (Abd'Razack, Medayese, Shaibu, & Adeleye, 2017). (Law, Hills, & Hau, 2017) in study reveals that due to environmental consciousness individuals become more loyal and committed to environment and use green products.

More conscious consumers are more willing to purchase green products which have no impact on society. In previous researches it was predicted that for environmental sustainability and protection environmental awareness is fundamental and crucial variable (Hines et al., 1987). This shows that individuals attitude towards its environment and its conscious level about environmental issues and this has significant influence on its purchase intention (Chan, 1996) and (Joshi & Rahman, 2015) This reveals that consumer's having more environmental awareness more conscious to buy eco-friendly products by considering it's a responsibility of them to purchase green products (Mainieri et al., 1997). Based on previous researchers, suggested environmental awareness leads to become consumers more environmental conscious.

H4: There is a significant positive relationship exists between environmental awareness and

environmental consciousness.

2.5 Environmental Consciousness and Green Purchase Intention

Environmental consciousness is individual's beliefs and values related to consumption pattern. (Baudrillard, 1988) defined in his theory as environmentally friendly consumption of products demonstrate ethics in a society which has no harmful impact on environment. Environmental consciousness reveals one's concerns about environmental issues, which has a great influence on choices of purchase intentions (Windrum, Ciarli, & Birchenhall, 2009); (Van den Bergh, Beliën, De Bruecker, Demeulemeester, & De Boeck, 2013). Individuals are becoming more environmental conscious due to environmental awareness and consumers have set their beliefs that having willingness to buy green products having less harmful impact on their society (Peattie, 1995). Due to changing behavior of consumers, organizations should provide green products according to preferences of consumers (T. B. Chen & Chai, 2010);(Rizwan, Mahmood, Siddiqui, & Tahir, 2014). This shows environmental consciousness has significant influence on individual's preferences related to decision making and consuming environmental friendly products (S. Kim & Seock, 2009); (Carrigan & Attalla, 2001); (Caruana, 2007). Previously, it was forecasted that consumers level of consciousness significantly linked with decision making process about green products (Do Paco, Raposo, & Leal Filho, 2009; Laroche et al., 2001); (Straughan & Roberts, 1999). Environmental consciousness has significant impact on environmental attitude which enhances consumer's behavior and they start purchasing and using eco-friendly products (Y.-S. Chen, Lin, & Weng, 2015);(Law et al., 2017). Hence, this shows environmental consciousness has significant influence on consumers purchase intentions.

H5: There is a significant positive relationship exists between environmental consciousness and green purchase intention.

2.6 Green Purchase Intention and Brand Evangelism

Strong connection between brand and customers leads to become a brand evangelist and marketers always prefer to develop such a strong bond between brand and customer and due to these customers become more loyal to an organization. Now a days customer help the marketers for advertisements of brands and it depends on willingness of customers who want to become an evangelist (Riivits-Arkonsuo & Leppiman, 2014). (Collins, Gläbe, Mizerski, & Murphy, 2015) predicted in his research that evangelist customers have more intentions to purchase products of that brand as compared to those who are not brand evangelist of that brand. This shows that sometimes buying behavior depends on personal positive and emotional experiences (Riorini & Widayati, 2016) Decades back only word of mouth was a source of communication between brand and consumers but now a days internet is becoming the easiest way for organizations to communicate with consumers as consumers can easily comment on different links, websites and by using other social media means (Pimentel & Reynolds, 2004) (Badrinarayanan & Laverie, 2011).

Brand evangelist always tend to demonstrate their experiences and relationships about brands with other customers it differs brands from on another who serves same products (Schmitt, 2013). Brand and customer relationship has significant influence on individual's purchasing intentions (Badrinarayanan & Sierra, 2018) concluded that in market now, people prefer to buy green products which add value to brand when consumers prefer to buy environmentally friendly products (Hartmann, Ibáñez, & Sainz, 2005). For brand evangelist marketing trust plays a significant role due to this consumer always prefer to buy those particular brand products and services and communicate with other customers as well and consumers become more loyal to an organization (Iglesias, Singh, & Batista-Foguet, 2011); (Papista, Chrysochou, Krystallis, & Dimitriadis, 2018). Hence, it shows that there is a significant relation between green purchase intention and brand evangelism.

H6: There is a significant positive relationship between green purchase intention and brand evangelism.

2.7 Environmental Awareness Altruism and Green Purchase Intention

Environmental awareness provides knowledge about solving environmental problems as environmental awareness plays a significant impact on individual's behavior for purchasing environmentally friendly products which have no harmful impact on environment (Hu et al., 2010; Lin et al., 2017) (Wang et al., 2018). According to (Schwartz, 1977) concept of consumer's altruism shows that doing for the concern of other human beings happiness. It's related to do something for others without expecting benefits in return (Schwartz, 1977). Hence altruistic values help the

consumer's for taking steps which leads to environmental protection. Its moral responsibility of a human being to protect his environment and (Steg et al., 2014) observed that for enhancing personal norms and behavior of consumers for using eco-friendly products different values plays an important role from these values consumer's altruism plays an significant impact on purchase intentions. (Nordlund & Garvill, 2002) ;(Gifford & Nilsson, 2014) also suggested on consumer's personal norms related to environmental protection altruism has direct and indirect impact which influences its intentions to purchase echo-friendly products (Steg et al., 2014). Previous researches show altruism positively influence environmental protection (D. Nath et al., 2014) (R. Yadav & Pathak, 2016). To conclude people environmental awareness will increase their altruism (Panda et al., 2020);(Schwartz, 1977) towards consumption of environmentally friendly products.

H7: Altruism positively mediates the relationship between environmental awareness and green purchase intention.

2.8 Environmental Awareness, Environmental Consciousness and Green Purchase Intention

Environmental consciousness has significant impact on individual's preferences for decision making and consuming environmental friendly products (S. Kim & Seock, 2009);(Caruana, 2007); (Carrigan & Attalla, 2001). Environmental consciousness reveals that it is related to one's concerns about environmental issues, which has a great influence on choices of purchase intentions (Windrum et al., 2009); (Van den Bergh et al., 2013). Environmental consciousness of consumers has significant influence about using green products who have no impact on environment. And consumers enhance their green consumption pattern as environmental consciousness is not only one's perception and knowledge about environmental problems but also an environmental consistent behavior for using green products. Then, consumer's start using green products which protect their environment (Abd'Razack et al., 2017). Environmental consciousness helps consumers to build such beneficial behavior which has a significant impact on environment (Abd'Razack et al., 2017). (Law et al., 2017) in his study reveals that due to environmental consciousness individuals become more loyal and committed to environment and use green products.

More conscious consumers are willing to purchase green products. In previous researches it was predicted that for environmental sustainability and protection environmental awareness is fundamental and crucial variable (Hines et al., 1987). This shows that individuals attitude towards its environment and its conscious level about environmental issues which has positive impact on its purchase intention (Chan, 1996) (Joshi & Rahman, 2015). This shows that environmental consciousness has significant impact on environmental awareness and green purchase intention.

H8: Environmental consciousness significantly mediates the relationship between environmental awareness and green purchase intention.

2.9 Theoretical Support and Conceptual Framework

In Theory of Planned Behavior (TPB) by (Ajzen, 1991) three are main factors which are attitude towards a specific behavior, subjective norms and perceived control behavior. This TPB model is very helpful for analyzing one's ethical behavior and rational choices (Chang, 1998); (Ramayah, Lee, & Lim, 2012) green purchase intention is related to one's ethical behavior. TPB allows researchers that they can use other variables to analyze behavioral impact with more clarification (Ajzen, 1991) (B. Kumar et al., 2017). So, in recent study TPB framework was used to analyze purchase intentions of customers.

Questionnaire was designed by using 27 items and constructs were designed by using 5-point Likert scale where 1 is indicating strongly disagree and 5 stands for strongly agree. The proposed conceptual model there are five constructs (1) environmental awareness, (2) altruism, (3) environmental consciousness, (4) green purchase intention and (5) brand evangelism. All constructs are measured by using items which have been used in previous research. Environmental awareness was assessed by (Paul, Modi, & Patel, 2016) (M.-F. Chen & Tung, 2014), for measuring altruism we follow (V. Nath, Nayak, & Goel, 2014) Cleveland, Kalamas et al. 2005; Guéguen and Stefan 2016; Yadav and Pathak 2016), while environmental consciousness was evaluated by (Roberts & Bacon, 1997) Straughan and Roberts 1999; Kim and Chung 2011; Roberts 1996), green purchase intention was measured by (Y. Kim & Choi, 2005) (Roberts & Bacon, 1997) lastly brand evangelism was designed by using items of (Riorini & Widayati, 2016) (Papista et al., 2018) Chen, Huang et al. 2020)
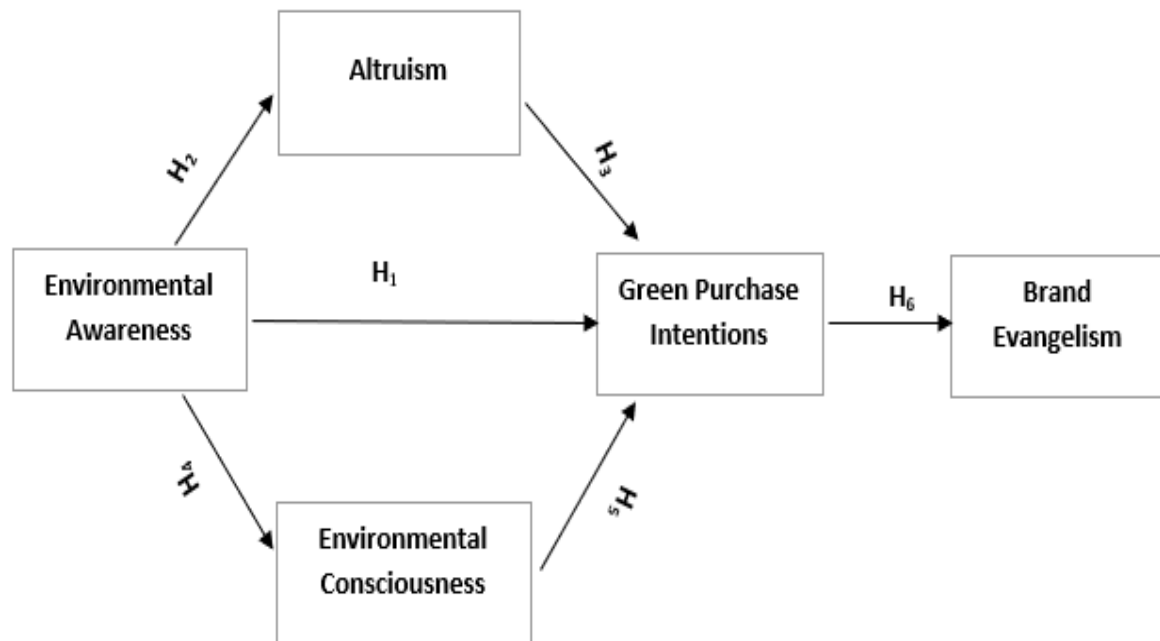
Figure 1. Conceptual Framework

3. Research Methods

3.1. Instruments and Questionnaire Design

Table 1. **Demographics of Respondents**

Characteristics		Frequency	Percentage
Gender	Male	128	36.1%
	Female	227	63.9%
Education	Graduation	197	55.5%
	Masters	137	38.7%
	Others	21	5.8%
Age (years)	21-25	268	75.6%
	26-30	54	15.1%
	31-35	25	7%
	41-45	5	1.5%
	>45	3	0.8%
Occupation	Private sector	143	40.3%
	Public sector	54	15.1%
	None	158	44.5%
Green consumption	I prefer using green products	113	31.9%
	I am yet to learn about green products	57	16%
	I recommend others to buy green products	48	13.4%
	I always try to buy new green products	44	12.6%
	I would like to use green products in future	93	26.1%

3.2. Sampling and Data Collection Procedure

Data was collected through primary resource by using adapted questionnaire and gathered by using online platform through Email, Facebook and WhatsApp. The criteria were used for respondents who were regular, active buyer and must have consumption experience of using green products of at least 3 to 4 years and graduates. This criteria questionnaire was designed 400 responses were collected by using online survey but responses of 355 participants are finalized for analysis.

4. Data analysis and PLS Results

Structural equation modelling-variance based (SEM) model was employed to examine proposed model of this study. Dual stage analytical approach

was applied 1) measurement model assessment which describes measurement of constructs 2) structural model assessment which defines relationship among constructs.(Hair, Black, Babin, Anderson, & Tatham, 1998) (Schumacker & Lomax, 2004) concluded result that two stage analytical approach is superior. Smart PLS 3.0 application was used for analyzing measurement and structural model.

The summary of Respondent's demographics discussed in *Table 1*. In our participant's responses 63.9% are female and 36.1% are male. Out of 355 participants, graduates are 55.5%, 38.7% has master's degree and 5.8% who have other qualification level and 75.6% respondent's age is between 21 to 25 years. And consumer's preferences regarding to consumption pattern indicated that out of 355 respondents 31.9% prefer to use green products rather than normal products and who would like to consume green products in future are 26.1% respondents.

4.1. Descriptive Analysis
    The descriptive analysis brings out the characteristics of the data related to constructs

and their items. In general, descriptive analysis has two categories; means and standard deviation which respectively represents center of data and the dispersion from the central point. The means and standard deviations of all constructs are shown in Table 2. The mean values between 3.89 to 3.65 and dispersion value from 1.02 to 1.1 out of 5 range because of 5-point Likert scale.

4.2. Assessment of Measurement Model
    Constructs validity and reliability (Discriminant and convergent validity) was used for assessment of measurement model as illustrated in Table 2. For determining reliability of constructs Cronbach alpha coefficients were evaluated and α considered to be reliable if it's value is >0.7 (Kannan & Tan, 2005; Nunnally, 1994) and α range in this measurement model was 0.867- 0.933 which all were reliable. According to (Gefen, Straub, & Boudreau, 2000; Kline, 2015; Werts, Linn, & Jöreskog, 1974) values of composite reliability should be > 0.7 and all values of CR in this model were above than 0.7 fell in between 0.910-0.952 which all were valid for assessment.

Table 2. **Measurement Model**

Constructs	Code	Loading	M	SD	A	AVE	CR
Environmental Awareness	EAW1	0.861	3.894	1.103	0.912	0.740	0.934
	EAW2	0.866					
	EAW3	0.857					
	EAW4	0.856					
	EAW5	0.860					
Altruism	ALT1	0.827	3.902	1.039	0.925	0.692	0.940
	ALT2	0.813					
	ALT3	0.743					
	ALT4	0.861					
	ALT5	0.829					
	ALT6	0.853					
	ALT7	0.888					
Environmental Consciousness	EC1	0.840	3.789	1.047	0.928	0.702	0.943
	EC2	0.890					
	EC3	0.837					
	EC4	0.825					
	EC5	0.690					
	EC6	0.880					
	EC7	0.887					
Green Purchase Intention	GPI1	0.829	3.816	1.094	0.893	0.758	0.926
	GPI2	0.887					
	GPI3	0.874					
	GP14	0.890					
Brand Evangelism	BE1	0.913	3.859	1.089	0.933	0.834	0.952
	BE2	0.910					
	BE3	0.915					
	BE4	0.914					

The confirmatory factor analysis (CFA) was also performed. The factor loading of constructs give indicators reliability which is > 0.7 is acceptable (Hair, Black, & Babin, 2010) although if the factor loading is ≥ 0.5 is accepted (Tenenhaus, Vinzi, Chatelin, & Lauro, 2005). Therefore, the factor loading of all constructs items in this model were not beyond the range of 0.7 and 0.5 hence all items of constructs were accepted(Nawaz, Su, Din, et al., 2020). The outcome values of convergent validity of Average variance Extracted (AVE) were evaluated these values indicates correlation between identical constructs and in this model, values of AVE fell in between 0.692-0.834 likewise should be greater than 0.5 (Hair et al., 2010) hence values have fulfilled the threshold(Hao, Shah, Nawaz, Nawazc, & Noman, 2020; Nawaz, Waqar, Shah, Sajid, & Khalid, 2019). Usually, to measure

the discriminant validity Fornell-Larcker, Cross Loadings and Heterotrait-Monotrait (HTMT) ratios were assessed. Additionally, discriminant validity was measured by using Fornell-Larcker criterion(Nawaz, Su, Iqbal, et al., 2020). On diagonals square root values of AVE and these values should be greater than correlation among constructs (Chin, 1998; Fornell & Larcker, 1981) furthermore for more accurate assessment of discriminant validity correlation among constructs should be less than 0.85 (Awang, 2014). In this ratio all values fulfilled the assessment criteria. HTMT ratio considered best assessment ratio for measuring discriminant validity. The 0.85 threshold is for distinct constructs in the model (Kline, 2010) Below in Table 4. values are demonstration of clear discriminant validity and 0.85 threshold has considered due to similar nature of variables.

Table 3. **Fornell-Larcker Ratio**

Factors	ALT	BE	EAW	EC	GPI
ALT	**0.912**				
BE	0.853	**0.913**			
EAW	0.832	0.828	**0.860**		
EC	0.892	0.863	0.830	**0.903**	
GPI	0.855	0.893	0.760	0.838	**0.870**

Table 4. **HTMT Ratio**

Factors	ALT	BE	EAW	EC	GPI
ALT					
BE	0.816				
EAW	0.727	0.798			
EC	0.731	0.791	0.750		
GPI	0.788	0.716	0.721	0.822	

4.3. Assessment of Structural Model

For assessment of structural model results of beta (β), R2, t-values, were computed by using bootstrapping technique in Smart PLS 3.0. Effective sizes (f2) (Gefen, Rigdon, & Straub, 2011) determine impact of exogenous latent variable on endogenous latent variables and this value determined for adjustment of R2 values (Hair, Hult, Ringle, Sarstedt, & Thiele, 2017). While p-values indicate presence of effect not reveal size of effect (Sullivan & Feinn, 2012) moreover Q2 for the predicted relevance of the model.

4.3.1. Hypothesis Testing

All hypotheses were accepted and have significant positive effects further Table 5. and Figure 2. illustrating the results. Firstly, H1, H3 and H5 along with the values (p-value 0.021 and t-value

2.311), (p-value 0.001 and t-value 3.335) and (p-value 0.000 and t-value 9.078) demonstrated the effects of environmental awareness, altruism and environmental consciousness on green purchase intentions. Likewise, H2, and H4 with values (p-value 0.000 and t-value 78.960) and (p-value 0.000 and t-value 36.828) depicted the effects of environmental awareness on altruism and environmental consciousness after one another. Similarly, H6 with (p-value 0.000 and t-value 57.425) showed positive direct effect. The indirect effect of H7 and H8 displayed the mediating role of altruism and environmental consciousness in environmental awareness and green purchase intention. Both results confirmed the partially mediated impact with (p-value 0.001 and t-value 3.349) and (p-value 0.000 and t-value 8.818) respectively.

Table 5. **Direct and Indirect Effects Results**

Hypothesis	Relationships	Std. Beta	Std. Error	t-values	p-values	Results	R^2	f^2	Q^2
H₁	EAW → GPI	-0.178	0.077	2.311	0.021	Accepted	0.830	0.116	0.592
H₂	EAW → ALT	0.613	0.012	78.960	0.000	Accepted	0.827	0.91	0.535
H₃	ALT → GPI	0.390	0.117	3.335	0.001	Accepted		0.331	
H₄	EAW → EC	0.830	0.023	36.828	0.000	Accepted	0.715	0.846	0.469
H₅	EC → GPI	0.701	0.077	9.078	0.000	Accepted		0.707	
H₆	GPI → BE	0.893	0.016	57.425	0.000	Accepted	0.797	0.893	0.625
H₇	EAW → ALT → GPI	0.356	0.106	3.349	0.001	Accepted			
H₈	EAW → EC → GPI	0.582	0.066	8.818	0.000	Accepted			

5. Discussion of Findings

This empirical research demonstrated green purchase intentions of consumers through environmental awareness, altruism and environmental consciousness and the ultimate impact of all these factors on brand evangelism. Antecedent researchers evaluated the green purchase intention through green behavior of consumers. While in this study green purchase intention was studied by consumers environmental awareness. The outcomes of study reveal that environmental awareness has positive impact on individual's green purchase intentions because awareness motivate individuals to purchase green products which protect their environment. Consumers with high level of altruism are more conscious about their environment and use echo-friendly products which have less effect on environment and prefer to use these products on their individual preferences as highlighted by (Steg et al., 2014).
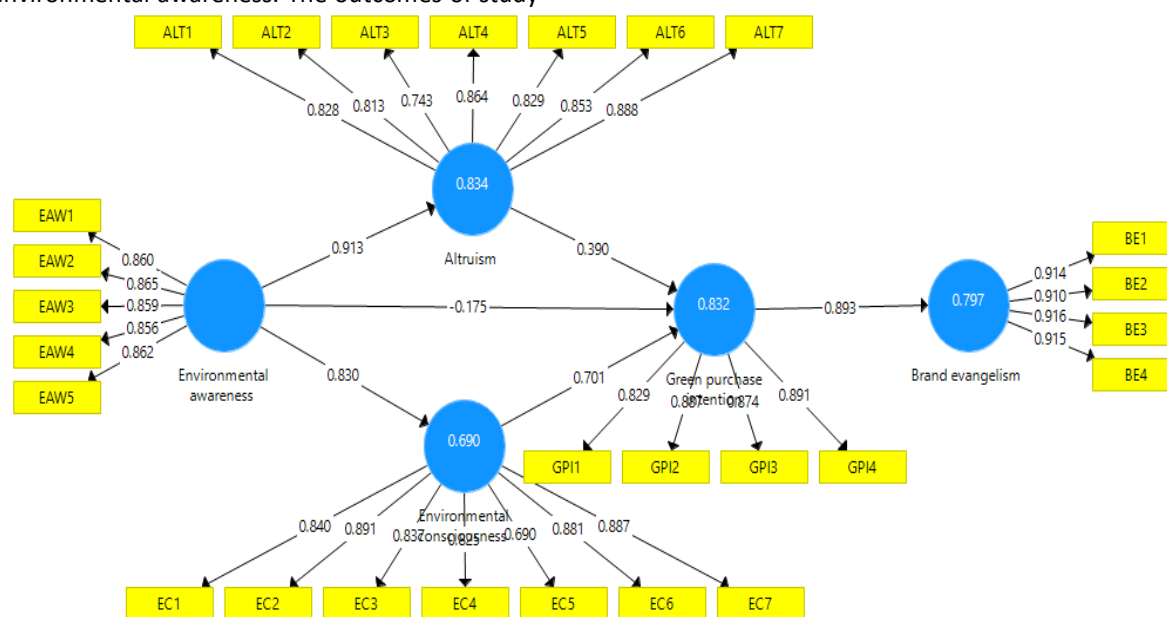

Figure 2. Structural Assessment Model

Distinguishingly, the values of indirect effects approved the force of altruism partially mediates the association among environmental awareness and green purchase intentions. The construct of altruism in social context for protection of environment positively influence consumers purchase intentions. The consequent effect of environmental awareness on consumers leads them to become more consciousness towards environment and consumption pattern are changing. The clear demonstration of consciousness which has positive significant impact on green purchase intentions and consumers prefer to buy environmentally friendly products as environmental consciousness significantly influences one's preferences related to decision making. The prior literature gives a picture of consumers level of consciousness where consumer consciousness significantly related to decision making process related to purchasing green products (Laroche et al., 2001); (Do Paco et al., 2009); (Straughan & Roberts, 1999). Moreover, our

research established environmental consciousness partially mediating the relationship between environmental awareness and green purchase intention consumers who have more environmental awareness are more conscious and willing to purchase green products.

In this model the ultimate impact of green purchase intention on green brand evangelism was examined and verdict of this study reveals a significant relationship exists between green purchase intention and green brand evangelism. Besides it, (Collins et al., 2015) and (Riorini & Widayati, 2016) were analyzed the green purchase intention has a significant positive impact on green brand evangelism. The results of our research are well-aligned with (Collins et al., 2015) and (Panda et al., 2020) where evangelists have a stronger impact on green purchase intentions therefore marketers should offer those environmental friendly products according to the dynamically apprising customer's preferences.

6. Social and Managerial Implications

Our research model advised the green consumptions are mandatory to protect the environment and preserve the sustainability. Natural resources are depleting due to expansion in economic activities and wastages of industries are not dumping properly. Due to these actions environmental issues are rising and individuals are facing many difficulties so they are changing their consumptions patterns for environmental protection as awareness related to green consumption make consumers more conscious and they always prefer to consume eco-friendly products. Interestingly, such types of situation are an opportunity for the marketers, by offering products according to preferences of consumer's brands can build a strong relationship with their customers which leads them to become more loyal towards an organization. This attitude of organizations towards society helps them to gain competitive edge in market. Marketers should offer their products as green products which will create awareness related to brands products how consumers can protect their environment by using them. Similarly, marketers should organize different marketing campaigns and promotional activities through social media, words of mouth and brand evangelists. Such type of activities of organizations will motivate consumers to consume green products and they will become loyal consumers. Because loyalty of consumers leads to become brand evangelists, have positive impact on purchase intentions of customers and always

prefer to buy products and communicate shopping experience and services of that particular brand with other customers. As a result, brand evangelists are very helpful for the marketers and organizations can attain feasible profits by satisfying needs of consumers.

In gist, the awareness to protect the environment and boost green purchase intentions lead toward a sustainable environment for the people consequently balanced eco-system. Companies can advertise their green performance toward environment to attract potential and existing customers however the model holds higher significance for government to focus to broaden the green behavior and sustainable environment through evangelists.

7. Conclusion and Future Research

This study related to evaluating impact of consumers environmental awareness on green purchase intentions through mediating role of environmental consciousness and altruism its entire impact of on brand evangelism. The direct and indirect effect of hypotheses which were constructed by adopting structural model were supported back by literature respectively moreover all of them stood correct. Particularly, this study determined environmental awareness has significant positive impact on green purchase intention and it has stronger influence when environmental awareness and green purchase intention measured through mediators of altruism and environmental consciousness. Customers who are more consciousness and having more altruistic values prefer to buy green products as altruistic values leads to do something for others without preferring his own interests. Consumers who have more environmental awareness and consciousness level; always prefer to buy environmentally friendly products and all of these has ultimate significant positive impact on brand evangelism.

The limitations of this study provide ample opportunities for further research to replicate the model in other developing nations or update the model. This impact of environmental awareness and influence on green purchase intention and brand evangelism can be taken into consideration by using other mediating variables. Besides this, the current model can be extended by analyzing dimensional impact of environmental awareness on green purchase intentions using evangelism as mediator. Another interesting combination can be modeled into the influence of environmental awareness on brand evangelism while considering green purchase intentions as mediator.

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