

## **CONSUMER'S PERCEPTION AND PURCHASE INTENTIONS TOWARDS GREEN PRODUCTS: EXPLORING THE ATTITUDE AMONG PAKISTANI CONSUMERS**

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### **Abstract**

Green consumption creates greener environment therefore it is important to make green behavior as a phenomenon among households. Each sustainability value should come from home. It is important to increase the understanding on critical issues such as climate changes, water and air pollutions, illegal logging that is endangering the forestry and also the needs to get Pakistanis to be more serious in participating in preserving the environment. The changes must be made from home, where recycling should become a daily practice and also by supporting local organic products in food consumption. Therefore, emphasizing the green concept this study highlighted the basic issues relating to the environmental problems which are crucial in effecting consumers' intention towards purchasing greener products. This paper investigated the determinants that effect Pakistani consumers' green purchase intention. 1000 graduate and undergraduate students from Business Administration Department of Iqra University in Pakistan were taken as sample for this study.

Three out of four hypotheses were found significant namely environmental attitude, government role, and peer pressure while perceived environmental responsibility emerged insignificant so it can be concluded over here environmental attitude, government role, peer pressure played a vital role in putting consumers' mind towards environmental responsibilities especially in engaging consumers in recycling activities, perspective towards the importance of reduce, reuse and recycle as a positive manner as well as affecting their personal thoughts of going green through responsible consumption.. Also it is vital for marketers to understand these determinants in order to target such customers which affect their purchase intentions and improve the environment by providing environmentally friendly products.

**Keywords:** Green purchase intention, environmental attitude