

IMPACT OF GREEN COSMETICS CONCERN ON
REPURCHASE INTENTION IN PAKISTAN



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ABSTRACT

In today's world, the interest for chemical free cosmetics is expanding at a quicker rate than previously and organizations have started to make green cosmetics to take into account the requirements of clients. The purpose of this paper is to investigate the influence of environmental consciousness, health consciousness, self-image consciousness, and subjective norms, perceived behavioral control impact on consumers' attitude toward green cosmetics in Pakistan. The relationship between attitude and repurchase intention towards purchasing green cosmetics is also investigated. Using a cross-sectional survey with the sample size of 278 responses collected from consumers of green cosmetics. The analysis was done through Smart-PLS and the demographics were analyzed through Descriptive Analysis in SPSS. The measurement model displays reliability and validity testing, convergent and discriminant validity. The algorithm was run on PLS which advocate out-of-the simple predictive validity of the structural model. Hypothesis were tested through bootstrapping. The results shows that environmental consciousness and self-image consciousness are important indicator of attitude towards green cosmetics. Health Consciousness, furthermore, appear to have an insignificant impact on attitude. Attitude emerged as a positive and important indicator of intention to repurchase green cosmetics. This study gives valuable understanding into Pakistani consumer behavior with regard to green cosmetics by examining the factors that impact consumer' attitude toward green cosmetics, Limitations, implications, future studies were also discussed in the end of thesis.

Key Words: *Green Cosmetics, Theory of Planned Behavior; Health Consciousness; Self-Image Consciousness; Environmental Consciousness; Subjective Norms; Perceived Behavioral Control; Purchase Intention; Attitude.*

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