

“ANTECEDENTS TO GREEN BUYING BEHAVIOR: A STUDY ON PAKISTANI CONSUMERS”

By

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Approval Statement

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Acknowledgement

IN THE NAME OF *ALLAH*, THE *MOST GRACIOUS* & THE *MOST MERCIFUL*

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ABSTRACT

Purpose: The fundamental purpose of this research is to explore and evaluate the antecedents that are influencing the consumers' green buying intentions in the Pakistani market.

Methodology & Design: In this research, the researcher has selected to utilize the primary data sources. The data was accumulated by distributing survey questionnaires to the study participants at the entrance of malls and grocery stores. Moreover, some of the university students have also been targeted. Simple random sampling technique is being used by the investigator for the purpose of data collection. 430 questionnaires were being circulated. Among these 430 questionnaires, 380 were being returned as usable and completed questionnaires. Hence, a total of 380 questionnaires were distributed successfully in practice. SPSS software was utilized to assess the gathered data.

Findings: The findings of the study revealed that habits, norms, beliefs, and values impact consumers' willingness and curtailment behaviour to embrace green innovations. Moreover, people also look for group conformance as it assists in demonstrating group affiliation. Moreover, the outcomes assert that purchasing green goods could grant pro-environmental prestige on customers, allowing them, to project their dedication towards environment, and distinguish them from others. Ultimately, the study maintains that a rise in comprehension of environmental concerns might conclude in more positive environmental approaches.

Limitations: The study is executed in Karachi which cannot represent the attributes of entire green products market in Pakistan. The sample size is also limited. The researcher has restricted the study to assess merely four variables because of the time limitations.

Recommendations: The study recommends that organizations can employ advertising appeals demonstrating "peer influence" and green self-identity to advocate green products. Green self-identity can scheme benefits of trailing green attitudes, environmental awareness, and behaviours which are environmental friendly. Firms, social organizations, and government must evolve ecological/green promotional campaigns that emphasize upon environmental awareness, green identity, and social image of individuals related with the behaviour that is environmental friendly. The study suggests that merits of utilizing green products must also be highlighted.C