

Due to massive pollution in environment and its dangerous effects on health, consumers are becoming very much conscious in product selection. They prefer those products which are environment friendly. Green products not only increase the environmental friendly image of the products but also enhance corporate image seemingly contributing towards environmental cause as a volunteer social care. The activities of the green products not only satisfy physiological needs and wants of the customers but also the psychological ones. Similarly, green products process like research, production and promotion also serve environmental cause.

Organizations adopt green marketing for many reasons. It helps in survival, creates soft brand image in the market as not only the user friendly but also the environment friendly product and helps to create value in the minds of the customers. Green purchase intentions literature advocates that customers consider greener products more important than other types of non greener products available in the market. However, the factors that influence green purchase intentions have been underemphasized in the literature. Current study strives to investigate the impact of green trust, green satisfaction, green corporate image and green product image on green purchase intentions. Data was collected from a sample of 250 customers of electronics and information products. The proposed model was then tested using regression analysis.

Analysis of the proposed model revealed that green trust, green satisfaction and green corporate image positively predict green purchase intentions. On the other hand, green product image doesn't influence green purchase intentions. Academic and managerial implications carry deep insights both for academicians and practitioners.