

The study aims to examine the consumers' green purchase behavior in Pakistan. The influence of psychological, economic and social factors on green purchase behavior has been empirically corroborated. A conceptual model has been proposed and subjected to empirical verification with the use of a survey. Survey is conducted in Faisalabad, an industrial city of Pakistan. Primary data is collected through the questionnaires from the consumers. Convenience sampling technique has been used and data has been analyzed by using SPSS.22 and AMOS.22.

The findings from path analysis confirm the influence of organizations' green image and perceived product price & quality on green purchase attitude of the consumers. Their attitudes toward green purchases, in turn, are also seen to affect their green purchase behavior via the mediator of green purchase intention. To confirm the mediating role of green purchase intention between green purchase attitude and green purchase behavior, Sobel test and Baron and Kenny is also used. The study reveals that organizations' green Image and perceived product price & quality have significant effect on green purchase attitudes of the consumers. Tests confirm the mediator role of green purchase intention.

The findings provide a better understanding of the process and significant antecedents of green purchasing and green marketing. The study also discusses how the present findings may help the Pakistani government and marketers to fine-tune their environmental programs.