

**NSUMERS' ATTITUDE TOWARDS GREEN
MARKETING
OF FMCG PRODUCTS: AN ANALYSIS OF
PAKISTANI MARKET**

By

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ABSTRACT

Global warming and environmental deterioration has become a major concern globally, and is gaining importance with the increasing awareness of environmental problems and their repercussions amongst the consumers. Many research studies have been conducted in the past to analyze the attitude of consumers towards the conservation of environment through changes in their product preferences and lifestyle. However, most of those studies have been conducted in the developed parts of the world. This research study aimed at exploring the consumers' attitude toward green marketing, specifically of FMCG products in Pakistani market. The study entailed 150 respondents, whose responses were analyzed using statistical program SPSS. It appeared that the consumers in Pakistan have positive attitude towards green marketing of FMCG products. Moreover, the study also attempted to identify the relationship between the attitude and the behavior of consumers towards green FMCG products. The results determined that the existence of positive attitude did not fully translate into purchase behavior, however moderate relationship has been observed. With the usage of results concluded by this research study, researchers may obtain baseline to direct further in-depth study, while firms may use the data to predict future consumer behavior to align their business activities to obtain greater market share.

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