

# **Green Brand Dimensions and Green Perceived Value on Green Purchasing Intention of the Personal Care Products**

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This article aims to analyze how green brand dimensions of green personal care products ultimately influences green purchase intention, and this research has been conducted with a particular focus on the green personal care products. The data were collected from 384 respondents who have knowledge regarding the green personal care products. All the responses were collected through an online survey. The non-probability sampling technique was used to select the respondents. Hypotheses were tested using the SPSS version 22.0 for this research study. The findings demonstrated a positive significant impact of independent variables to the purchasing intention. The study findings suggest companies to take initiatives to improve the awareness among the consumers about their personal care green products, which create green brand trust among purchasers and boost green perceived value for purchasers to increase their intention to use personal care green products.

***Keywords:*** *Green Brand Awareness, Green Brand Image, Green Brand Trust, Green Purchase Intention*