

**EXPLORING THE PURCHASE INTENTION  
OF ENERGY- EFFICIENT  
HOMEAPPLIANCES: THE INFLUENCE OF  
KNOWLEDGE OF ECO-  
LABELS, ENVIRONMENTAL KNOWLEDGE  
AND ENVIRONMENTAL CONCERN**

**BY**

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**Supervisor – Student Meeting Record**

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
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**APPROVAL FOR EXAMINATION**

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**Declaration of Authentication**

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

**Student's Signature:** Mairou

### **Dedication**

I dedicate my dissertation work to my family and friends. A special feeling of gratitude to my loving parents, whose words of encouragement and push for tenacity ring in my ears.

I also dedicate this dissertation to my many friends who have supported me throughout the process. I will always appreciate all they have done.

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**ABSTRACT:**

**Purpose** - Energy efficient home appliances are sustainable and Eco-logical initiative in today's world. As Pakistan is suffering major energy crises due to the excessive amount of energy consumption in the country. This problem acted as the motivation for this study, which aimed to analyse the elements that influence consumers' purchasing intentions with regard to energy-efficient home appliances. In this research we have created conceptual model to assess major factors of energy efficient products buying intentions taking into account different variables and testing its relationship with consumer's attitude towards consumer's purchase intention respectively.

**Methodology & Design** - A questionnaire survey has been used to collect data from targeted audiences. To evaluate the model, data was collected from 214 consumer who has tendency and interest in purchasing energy efficient home appliances. Subsequently, Structural Equation Modeling (SEM), a method for analyzing data was used.

**Findings** - The data provided support for the hypothesis that consumer attitudes regarding energy-efficient home appliances are related to consumers' intentions to purchase those appliances. It also supported the influence of consumer's attitude with purchase intention for the determinants (Eco-labels, Environmental concern, Environmental knowledge). In addition, consumer attitudes regarding energy saving appliances were the primary factor to purchase intention. This was followed by environmental knowledge and Eco-labels as secondary factors.

**Limitations** - Limited time to conduct the research and gather data from the consumers. One of the major limitations of this study was the fact that it was conducted in only a few selected cities like Karachi and Islamabad. Because of this, the findings of the study cannot be generalized to the entire country. This research only uses an online questionnaire to collect data, neglecting interviews, observations and surveys. Limited variables used in this study, some important variables are not included, risk perception or trust which would be more helpful in providing an in-depth understanding of impulsive behavior.

**Recommendations** - Marketers are advised to focus on aspects that have been proved to have a significant impact on customer attitudes regarding energy-efficient appliances in order to influence their purchase intention. The brands are recommended to focus on factors like create environmental knowledge through their marketing actions and advertisement, use of Eco-labels in their packaging and work on influencing consumer's attitude towards energy efficient products so that people are more aware about the product which is environmental friendly and promote sustainable environment.

**Keywords** - *Environmental concern, knowledge of Eco-labels, environmental knowledge, purchase intention, consumers attitude.*

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