

FACTORS AFFECTING ADOPTION OF GREEN PRODUCTS IN PAKISTAN

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A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



FALL, 2017

Bahria University Karachi Campus

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Acknowledgement

First of all we would like to thank All Mighty Allah for giving us strength to work hard with full dedication and bringing us through all the hurdles we faced while conducting our research. Secondly a big thanks to our advisor Sir Mansoor Zakir without his guidance nothing seems possible in this regard, he has been our motivating force from the very first day of the semester till the last day of submission of report, he has been always our support structure and showed us way towards the possibilities.

ABSTRACT

Purpose: The main aim of this research to determine the factors which affects the adoption of green products in Pakistan. The identification of these factors will help in changing the customer attitudes and behaviour towards purchase of green products. Among all, the literature has identified that, there are four major factors that effects the purchase decision of green products these are: Awareness, customer attitudes, product marketing. Customers are first required to be aware of the product, then accordingly marketing should be planned in order to increase use of green products in Pakistan

Methodology: The research methodology for this study is quantitative research. The method used for the analysis includes SPSS regression and the sample population is 200 respondents. All the data from the respondents are gathered with the help if questionnaire distrusted among the people in shopping malls like hyper star and Dolmen Mall.

Findings: The findings from the research shows that, the usage of green products can be increased through the variables Awareness, Attitude & product marketing. All these variables shows a significant positive relationship with the usage of green products. This means that, when awareness among people have increased usage of green products also increased similarly, the case with marketing and attitudes of customers.

Keywords: *Green Product Marketing, Eco-Literacy, Attitude, Behaviour, Perception, Awareness.*