

"Factors Affecting the Green Purchase Intention of  
Pakistan Consumers"



**By:**

Aaqib Saeed (01-221171-001)

**MBA**

**Supervisor:**

Mr. Salman Ali Khan

**Department of Management Science**

**Bahria University Islamabad**

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Names of Student:

Name: Aqib Saeed

Enrollment No: 01-221171-001

Class:MBA 1.5

Approved by:

---

Supervisor (Mr. Salman Ali Khan)

---

Examiner-I (Dr. Khalil Ullah)

---

Examiner-II (Tabbasum Iqbal)

---

**Dr. Sarwar Zahid**

Research Coordinator

---

**Dr. Faisal Aftab**

Head of Department - Management Sciences

## Abstract

Today, in the appearance of high reasonable commercial environment, green purchase intention plays a vital role for changing consumer purchase intention. The objectives of this research are to identify the factors influence the green purchase intention and to determine the relationships between the factors and green purchase intention among Pakistani consumers. A quantitative research was conducted to address the research objectives. The survey research was undertaken among the Pakistani consumers who are members directly and indirectly connected with green purchase intentions of Pakistani consumers.

These companies include Usman Limited, ACME International, ARTEX International and IFRAH Associates Pakistan. Sample size is 255. SPSS software is used for data analyzing and processing that lead to set according to green purchase intention of Pakistani consumers.

Five hypotheses were developed for this research and all hypotheses were tested using Pearson Correlation Analysis and Multiple Regression Analysis. The results of the study indicated that Environmental Consciousness has the most significant influence on green purchase intention among Pakistani consumers. In contrast, Green trust and perceived green knowledge failed to show significant relationship to green purchase intention.

**Keywords:** Green Consumer Purchase Intention

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