

Factors Effecting Green Purchase Behavior In Quetta

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Abstract

Research study aim is to explore those Factors that are environmental concern, environmental attitude, environmental knowledge and social influence which effect Green Purchase Behavior in Quetta. The current study purpose is to identify the factors affecting the consumer purchasing behavior regarding the green items in the developing nations. This study is handy for the researchers who are working or studying green products as it would lead them towards them future studies upon this topic. This study is helpful for green taking steps, campaigns and policies can be taken by the govt in the light of the study of GPB, in term would permit growth of green industries and business directly encouraging growth of green products. This study is helpful for initializing business in developing countries in the green market through investments in green products, as well as giving potential growth for the business ready to switch over the green products and will be helpful for filling green marketing gapes as well. Present exploration is a “descriptive study”. This study is quantitative in nature and cross-sectional. In this study primary data was collected with the help of 5 Likert scale questionnaire which was distributed to 350 respondents in shopping malls in Quetta. The current study findings show that factors affect positive and significantly on consumer purchasing behavior.

Keywords: Environmental concern, Environmental attitude, Environmental knowledge, Green Purchase Behavior , Social Influence,.