

**“THE IMPACT OF GREEN MARKETING ON CONSUMER BUYING
BEHAVIOUR”**



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**A research project submitted in partial fulfillment of the requirement
for the degree of MBA**

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2014

Executive Summary

This study focuses on the significance of green marketing impact on consumer buying behavior. Four variables which are perception, understanding, preference and trust are found to be vital in forming consumer buying behavior. The sample size for this research was 80 respondents; data was collected in Bahria University of Islamabad where the respondents were both students and faculty. Data was collected through survey method, Questionnaire was developed which contained 17 questions and likert scale of point 1-5, 1 being strongly disagree and 5 being strongly agree. The results of this study were positive and were also positively contrast with the previous studies.

Acknowledgement

Above all, thanks to **Allah** Almighty for being my all in all. Words are inadequate to express my appreciation for my Parents especially my **mother** whose support, encouragement and lots of prayers helped me to complete this research.

Special gratitude goes to my supervisor **Mr. Shehryar Khan** who tirelessly through his effort and initiative guided me through the whole process to see to it that this project attained professionalism and high academic standards.

I would like to acknowledge all of my MBA class fellows, colleagues, friends, family and everyone who stood by me, encouraging me and availing their support whenever I needed it. Last but not the least special thanks to **Sir Kashir Asghar**.

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