



Acceptability of Leasing In Culture of Pakistan

Saira Naeem and Rana Muhammad Ayyub

Faculty of life Sciences and Business Management

University of Veterinary and Animal sciences Lahore

Uvas business school, Lahore

Abstract

This research describes the acceptability of leasing in the culture of Pakistan. primary data were collected from different offices, customers and common people that using lease or not .this research consist of 250 people to check out the acceptability of leasing .AMOS software have been used to find the relevant results. SEM technique was used for determining the relationship between dependent variable (behavior) and independent variable (attitude, subjective norms, intention). The findings from result suggest that there is a significant relationship between this three-independent variable with independent variable. Furthermore, this study will be contribute to the existing literature and will help the policy makers to design policy according to the demands of individual leasing sector.

Keywords: Attitude, Subjective Norms, Intention, Behavior