

**A STUDY ON CONSUMERS'
GREEN PURCHASING INTENTION**

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UNIVERSITI UTARA MALAYSIA

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**A STUDY ON CONSUMERS'
GREEN PURCHASING INTENTION**

**A thesis submitted to the College of Business, University Utara Malaysia
in partial fulfillment of the requirements for the degree
Master of Business Administration
Universiti Utara Malaysia**

**By
Cheah Ching Mun**

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Abstract

This research explores the factors that influence consumer behavior on buying green products. More specifically, this study examines the four dimensions such as environmental concern, social influence, self-image and man-nature orientation on the green purchasing behavior of students from College of Business, University Utara Malaysia. The total of 700 questionnaires were distributed, 604 questionnaires were returned and usable. Pearson correlation test showed that 'self-image' is the top influential factors in determining consumers' green purchasing intention, followed by 'social influence'. On the other hand, 'environmental concern' and 'man-nature orientation' is the third and fourth influential factors that determine green purchasing intention of consumers respectively. In this relation, marketers should consider these factors in carrying out appropriate promotions to attract customers.

Abstrak

Kajian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi gelagat pengguna terhadap niat pembelian produk hijau. Khususnya, kajian ini mengaji empat dimensi seperti keprihatinan persekitaran, pengaruh sosial, imej diri dan 'man-nature orientation' terhadap niat pembelian produk hijau. Sejumlah 700 borang soal selidik telah diedarkan, hanya 604 borang soal selidik boleh digunapakai. Kajian ini mendapati imej diri merupakan faktor yang paling mempengaruhi niat pembelian produk hijau, dan diikuti oleh dimensi pengaruh sosial, keprihatinan persekitaran dan 'man-nature orientation'. Oleh kerana itu, pemasar boleh mempertimbangkan faktor-faktor seperti ini dalam melaksanakan promosi untuk menarik perhatian konsumen.

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1

Background and Aims

1.0 Background of the Study

The global environmental problem is a growing concern since 1970s. However, numerous environmental disasters and events in the late 1980s have pulled environmentalism into the spotlight once again. Issues like ozone depletion, air pollution, overpopulation, rain forest destruction and hazardous waste were no longer in someone else's backyard faraway, but in our own. Among the problems, most scientist agree that global warming is the most critical issue needing our action today, caused by burning of fossil fuels. Spreading awareness of environmental problems and responding to them without delay is absolutely necessary to deal with the global problem effectively. The responsible for environmental problems are neither falling on government nor industries; but every one of us is of the solution by taking responsibility for our own sustainability issues.

The market place is greener now than ever before and will become even more responsive to products and services promising environmentally responsibility well into the 21st century. Besides, people are concerned about protecting their lives and their livelihoods and are taking action at supermarket shelves, skewing purchases to products perceived as environmentally sound and rejecting those that are not. In

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