

LIM LI CHEN

GREEN PRODUCTS BUYING BEHAVIOUR AND GENERAL
ENVIRONMENTAL BELIEFS

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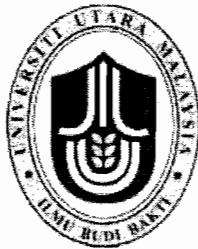
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GREEN PRODUCTS BUYING BEHAVIOUR AND GENERAL
ENVIRONMENTAL BELIEFS

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in Fulfilment of the Requirement for the Master of Science (Management)



Kolej Perniagaan
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ABSTRAK

Kertas kerja ini bertujuan untuk menganalisis faktor yang mempengaruhi kelakuan untuk membeli produk yang bercirikan mesra alam sekitar. Pelbagai teori dalam kajian lepas cuba mengenali golongan pengguna mesra alam, tetapi jarang menjelaskan hubung-kait antara golongan pengguna mesra alam dengan keputusan membeli produk bercirikan mesra alam sekitar. Tujuan utama kertas kerja ini ialah mengkaji hubungan antara faktor demografik dan kepercayaan pengguna dengan keputusan membeli produk mesra alam. Antara pembolehubah demografik yang dikaji dalam kajian ini ialah umur pengguna dan tahap pengajian sebagai perbandingan dengan keputusan kajian lepas. Kepercayaan pengguna dalam kajian ini dikaji dengan menggunakan instrumen soal-selidik yang diperoleh daripada HEP-NEP General Environmental Beliefs. Akhir sekali, untuk mengkaji tahap pembelian produk mesra alam pengguna, instrument soal-selidik yang diperoleh daripada Ecological Conscious Consumer Behaviours. Keputusan dalam kajian ini hanya menunjukkan terdapat hubungan yang signifikan antara pembolehubah kepercayaan dengan keputusan pembelian produk mesra alam, manakala amalan membeli produk mesra alam adalah berbeza mengikut kumpulan umur. Keputusan kajian ini diharap dapat membantu agen pemasaran untuk mengatur strategi pemasaran berkonsep mesra alam dan meningkatkan tahap kesedaran mesra alam.

ABSTRACT

This paper is intended to study on the influential factors in encouraging buying green products behaviours. Variety of explanatory theories on green consumer behaviour have been put forward in identifying the green consumer however, they do not explain how such relationship is translated into buying decision. The main purpose of this study is to investigate the relationship on demographics factors and environmental beliefs in determining consumer's buying green products behaviours. The demographics factors identified in this study would be the age and level of study as to make comparison with previous study. While, the environmental beliefs in each individual subject was measured using the HEP-NEP General Environmental Beliefs questionnaires and the green product buying behaviours were measured using the Ecological Conscious Consumer Behaviours questionnaire. Results have showed that only consumers who have green beliefs would have significant positive relationship toward buying green product behaviours, while age group would have difference of means in the green products buying behaviour. The rests of the demographics factors (gender and level of education) showed insignificant differences. It is hoped that with this study, the marketer would be able to customise their marketing strategies and to create a greater environmental awareness by initiating greener believer.

Keywords: consumer behaviour, demographic, environmental beliefs, green buying behaviour

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

In the past few decades, concerns about the environment have increased. Peoples are interested to discover and identify the main causes of environmental problems such as global warming and pollution. Every year, there are campaigns for being environmental conscious such as recycling and reducing waste of energy and water. Since the emergence of global warming issues becoming more apparent, more and more people are more educated on the effects of global warming which will subsequently affecting the overall nature deterioration. Thus, the issues of environmental products become significance. People are aware that environmental protection is not only the task of firms and institutions, but inclusive their responsibility as consumers (Elena & Eva, 2006).

In fact the environmental issues have received attention not only from the governments but also from private companies. The usage of green products has become one of the responses to increase our concern for the environments.

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