GREEN PRODUCTS BUYING BEHAVIOUR AND GENERAL ENVIRONMENTAL BELIEFS

LIM LI CHEN

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*(College of Business)*  
Universiti Utara Malaysia

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Name Penyelia  
*(Name of Supervisor)*  

Dr. Norazuwa binti Mat

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ABSTRAK

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 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.
The contents of the thesis is for internal user only
References


