

ANALYSIS OF GREEN PURCHASE BEHAVIOUR OF HOUSEHOLDS PRODUCTS: A STUDY USING MALAYSIAN SAMPLE AND EVIDENCE

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Abstract

The green consumer market in Malaysia has grown due to changing values of lifestyle towards health. Although there is increasing awareness on green consumption but little is known about what drives households to patronise green products or what the negative perception of green products is. This study explores the factors that influence green purchase of household products. The methodology for this paper utilized survey questionnaire approach on selected sample of 200 households at Kuala Lumpur. Green and non-green users were identified. Three factors namely pro-environmental concern, reference group influence and green knowledge through green ads influence green purchase. Pro-environmental behaviour and reference groups were significant predictors of green purchase while green knowledge through green ads were not significant. Conversely, non-users were of the opinion that green advertisements were poorly developed and unattractive. They perceived price of green products as expensive and the properties of green products similar to non-green products resulting in unwillingness to pay.

Introduction

Green marketing is not a new thing but green issues with regards to green consumers' awareness, purchase intention and action to protect the environment are still constantly being discussed. Additionally, green issues which could affect the firms' market place success, their ability to protect environment and enhancing profitability should be addressed globally. Numerous governments have realised their responsibility towards green issues. Emerging countries like China and India being late comers in the green economy have embraced green transformation programmes putting emphasis on green governance and initiating solutions on environmental issues. According to the United Nations Environment Program, more and more companies are embracing environmentally-friendly policies and investors are spending huge dollars into cleaner and renewable energies.

There has been much hype and focus of attention on green marketing issues and environmentally friendly products in Malaysia. Many firms have begun to adopt green business strategies through the development of products and

