ABSTRACT

Consumers’ attitudes and concerns for the environment are determinants of behaviour and will manifest itself in their lifestyles and green purchasing decisions. The objective of the present study was to explore whether variables, specific to environmental consciousness, were more suitable for characterizing consumers’ purchasing decisions. Specifically, consumers’ knowledge and attitudes towards recycling behavior and energy efficient products were studied. One way ANOVA Chi Square test and percentage analysis were the statistical tools used. The study in addition divided the total sample population into 5 categories on the basis of consumer’s environmental concern. Results indicated that the consumers’ overall environmental consciousness had a positive impact on green purchasing decisions. It was found that the recycling behavior aimed at reducing solid waste at landfill sites and conserving natural resources. Results indicated that the sample’s overall environmental consciousness has a positive impact on green purchasing decisions. Such research is beneficial to marketers and retailers aiming to incorporate green concerns into their marketing mix. Simply claiming to be ‘green’ is no longer enough. Instead, marketers must show how consumers choosing green products are helpful in the struggle to preserve the environment and how others are better off as a result of it

Key Words: Green marketing, Consumers’ behavior, Consumers’ attitudes