

Factors Influencing Green Purchase Intention Among Consumers of Green Household Appliances in China

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ABSTRACT

The various communities including government, business world and consumers have greatly realized that they have to pay much more ecological price for its fast-growing economy in terms of worsening pollution and accelerating depletion of many natural resources. Both China government and marketers have involved in promoting green consumerism along with the fast rising of green purchase intention among consumers in China. This research aims to explore to factors influence green purchase intention of Chinese consumer, then could provide some practical implications which are able to help government and marketers to promote green consumerism and develop market offerings to meet consumers' green needs. A descriptive research was conducted to address the research objective.

There are five independent variables identified as factors that have influence on green purchase intention of Chinese consumers. The factors are personal value, environmental knowledge, environmental attitude, green corporate image and government initiative. This research adopted online questionnaire survey and collected 250 validate questionnaires which provided usable data to conducted data analysis by using Statistical Package for Social Science Software version 19. There are five hypotheses were developed in this research and all hypotheses were tested using Pearson Correlation Analysis and Multiple Regression Analysis. The results of this research showed that all the five factors have positively influence on green purchase intention among consumer of green household appliances in China.

Keywords: Environment deterioration, Green products, Green marketing, Green purchase intention.