

Title of Thesis	Study of the consumer behaviors on eco-friendly product and green marketing in Malaysia
Name	Tracy Wong Li Sheng
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, KL)
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ABSTRACT

Environmental issues are becoming important business issues in Malaysia. Many corporations are beginning to incorporate 'green values' into their marketing strategies. Therefore, this study is undertaken to find out the level of understanding of the consumer behaviours on eco-friendly products and green marketing in Miri. More specifically, this study examines five dimensions such as the understanding of green marketing, characteristics of green products, respondents' awareness on environmental issues and knowledge on green products, respondents' perception of the assistance given by the department stores in identifying green products, and how to improve green marketing. Data was collected from 55 respondents using a questionnaire method. Tables and statistics are used to analyse the data. The research also evaluates the respondents' understanding of the concepts of green marketing and green products in Miri. This study shows that consumers in Miri generally are concerned about the environment. They are aware of the green issues and they are realizing its importance. There are five major findings from this research. Firstly, consumers in Miri buy green products due mainly because of its green characteristics. Secondly, female consumers are more likely to purchase green products as compared to male consumers. Thirdly, consumers' green purchase behaviour in Miri is greatly influenced by their green product knowledge and specific environmental knowledge. Fourthly, most respondents are unwilling to purchase green products due to the product price, unavailability and quality concerned although they have positive attitudes towards the green products. Finally, the consumers in Miri have a very negative perception in the assistance given by the departmental stores. Furthermore, recommendations have been suggested to enhance the consumer behaviours on green products and green marketing in Miri.