

Green awareness effects on consumers' purchasing decision: Some insights from Malaysia

Abstract

Consumers' awareness on products marketed in green marketing is important in guiding their purchasing decision of green products. This study aims to examine the influence of consumers' environmental concerns, awareness of green product, price and brand image on their purchasing decision of green products. A total of 200 completed responses were collected in the survey. Responses were randomly drawn from students in a public university in the Federal Territory of Labuan, Malaysia. Their participation was purely voluntary. Results via multiple regressions authenticated that consumers' awareness of price and brand image significantly influences their purchasing decision of green products. A person having some concern for the environment and its brand image would have a stronger preference to buy a green product. Findings could provide fruitful insights for environmental sustainability.