A STUDY OF CONSUMER ATTITUDES, BEHAVIOURS, VALUES AND THEIR WILLINGNESS TO PAY FOR MULTIPLE GREEN PRODUCT LINES IN SARAWAK LAND CONSOLIDATION AND REHABILITATION AUTHORITY (SALCRA) ORGANIZATION

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ABSTRACT

A variety of environmental problems now affect the global citizen. Nowadays, many countries around the world are concerned about the environment protection. Heavy industry, such as industrial sector is also playing an essential role to help and support this protection by producing the green products that are environmentally friendly. The objective of this study is to understand the factors that could affect the consumers to pay more towards the green products in Sarawak Land Consolidation And Rehabilitation Authority (SALCRA) organization, Sarawak. The data were obtained from questionnaires handed out to a 169 staffs in SALCRA organization. The result showed that, consumer values consistent explanatory factors in predicting their willingness to pay more for multiple green products.

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CHAPTER 1

INTRODUCTION

1.0 Background of Study

The ever increasing in population around the world and rapid growth of economy has brought some changes in consumers' buying patterns and also in turn has brought negative impact towards the natural of environment. Due to the increased in population, adversely impacted the environment has created a public concern in developed countries as well as developing countries and a higher level of aware of these countries towards the green marketing. (Tan Booi Chen & Lau Teck Chai 2010). These rapid growth of population and economic has increased the consumer's consumption worldwide. This phenomenon has given an impact to the environment devastation through over consumption pattern and utilization of natural resources as a vital material for making the end – user products. The consequences of environment issues such as pollution of sea, land and river for instance, through lodging, and mining activities have cause of global warming, thinning the ozone layer, noise pollution and acid rain. (Ramlogan, 1997).

Grunert (1993) argues that about 40% of environment deterioration has been brought about because of consumption activity of agriculture activity for food supply and also private household consumption. More and more consumers are aware of their living and consumption pattern will lead to environmental issues. As this pattern grows, and harmful to the environment, it has also awaken the emerging countries to focus more on green marketing programs which is more preserving towards the nature and has also become a persistent public concern.

Delivering customer satisfaction and building long- term profitable customer relationship is a vital point to achieve a sustain as the source business competitive