



AN EMPIRICAL OF STUDY ON CONSUMER
BEHAVIOR IN PURCHASING GREEN LABEL
PRODUCTS

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ABSTRACT

The primary attempt in this study was to explore the factors that influence consumer behavior in purchasing green label products. More specifically, this study examines the three factors such as environmental knowledge, environmental concern, and social influence. The survey was conducted among the consumers in Kota Kinabalu, Sabah. The total 120 questionnaire were distributed and the results of the study showed that there is significant relationship between level of education and the purchasing green label products. On the other hand, it is revealed that most of the respondents were preferred recycle products willing to pay at premium price for green label product in order to protect the environment. In addition, from the results also, it was discovered that 'environmental knowledge' is the top influential factors in determining consumer behavior towards green label products. In this relation, since environmental knowledge is the most influential factors, so the marketers should spread as much as possible the knowledge and information about the label since the consumer still not aware enough about the message behind the certification.