



A STUDY ON CONSUMER BEHAVIOR:
CONSUMERS PURCHASING BEHAVIOR TOWARD
GREEN PRODUCTS

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TABLE OF CONTENTS

	Pages
Acknowledgements	iv
List of Tables	v - vii
List of Figures	viii - ix
Abstract	x
CHAPTER 1 – INTRODUCTION	
1.0 Introduction	1
1.1 Background of Study	2
1.2 Scope of Study	3
1.3 Problem Statement	4
1.4 Objective of Study	5
1.5 Research Question	5
1.6 Limitation of the Study	6
1.7 Significant of the Study	7
CHAPTER 2 – LITERATURE REVIEW	
2.0 Introduction	8
2.1 Belief and Attitude	8 – 9
2.2 Advertisement	9
2.3 Information	9 – 10
2.4 Theoretical Framework	11 – 12

CHAPTER 3 – RESEARCH METHODOLOGY

	Pages
3.0 Introduction	13
3.1 Research Design	13
3.2 Target population, Sample Size, and Sampling Technique	13 – 14
3.2.1 Target Population	13
3.2.2 Sample Size	14
3.2.3 Sampling Technique	14
3.3 Data Collection Method	15
3.3.1 Primary Data	15
3.3.1.1 Questionnaires	15
3.3.1.2 Personal Interview	15
3.3.2 Secondary Data	15
3.3.2.1 External Data	16
3.4 Data Analysis Procedure	16
3.4.1 Preliminary Analysis	16
3.4.2 Details Analysis	17
3.4.3 Cross Tabulation and Pearson Chi-Square Tests Analysis.	17

CHAPTER 4 -FINDINGS AND ANALYSIS

4.0 Introduction	18
4.1 Demographic Profile of Respondents	19 – 27
4.1.1 Age	19 – 20
4.1.2 Gender	21
4.1.3 Marital Status	22
4.1.4 Income Per Month	23

ABSTRACT

This study being conducted is to find out the consumers purchasing behavior toward green products. This research is focusing on the consumers in Kota Kinabalu City knowledge, awareness, their perceptions, and the factors that influencing them toward green products and either consumer able to identify the green products in term its information such as packaging and label.

Moreover, this study also provides several recommendations or suggestions that can be use by other researcher or any responsible party as information to help and assist them. This research study also, will improve the other researcher or any responsible party knowledge and performance in order to know more about green products and the consumer behavior in purchasing green products.

Furthermore, this research study sustain its originality is by obtaining and gather any related information through hand either in form of primary data finding or secondary data finding.