



**FACTORS THAT INFLUENCE CUSTOMERS TO PURCHASE
GREEN FOOD PRODUCTS
(A CASE STUDY IN KUCHING, SARAWAK)**

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LETTER OF TRANSMITTAL

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Dear Dr / Madam,

SUBMISSION OF PROJECT PAPER

With reference to the above, I submit herewith a copy of final Project Paper entitled, “**Factors That Influence Customers To Purchase Green Foods Products**” for your kind attention and perusal.

I sincerely hope that this project paper will fulfil the requirement in Bachelor of Business Administration (Hons.) Marketing program.

I would like to take this opportunity to thank you for your full commitment, understanding, guidance and cooperation.

Your kind recognition and acceptance is very much appreciated.

Thank you.

Yours Sincerely,



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CHAPTER 1

1.1 BACKGROUND OF THE STUDY

Early academic treatments of green marketing spoke of the rapid increase in green consumerism at this time as heralding a dramatic and inevitable shift in consumption towards greener products (Prothero, 1990; Vandermerwe & Oliff, 1990). Like any (relatively) new marketing phenomena, it was soon the subject of a great deal of market research. Much survey evidence from reputable research bodies was cited as identifying heightened environmental awareness, a growing consumer interest in green products, and a pronounced willingness to pay for green features (Roper Organization, 1990; Mintel, 1991; Worcester, 1993).

Green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. (Polonsky, 1994b, 2). This definition incorporates much of the traditional components of the marketing definition that is "All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants" (Stanton & Futrell, 1987). Therefore it ensures that the interests of the organization and all its consumers are protected, as voluntary exchange will not take place unless both the buyer and seller mutually benefit. The above definition also includes the protection of the natural environment, by attempting to minimize the detrimental impact this exchange has on the environment. This second point is important, for human consumption by its very nature is destructive to the natural environment. (To be accurate products making green claims should state they are "less environmentally harmful" rather than "Environmentally Friendly.") Thus green marketing