



CONSUMER AWARENESS TOWARDS ECO LABEL PRODUCTS IN MALAYSIA

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Abstract

The recent years mark the appearance of many Eco-label schemes in the attempt of helping consumer to recognize the products with less harm to the environment. However, there is still lacking awareness towards the eco label products in Malaysia. Researcher takes this challenge as an opportunity to conduct this study of investigating about the level of awareness towards the eco label products among the Malaysian consumers. Researcher distributed the questionnaire to 100 respondents to collect the data for this study. Consumer awareness towards eco label products is the dependent variable for this research and measured by three independent variables which are attitude towards environmental protection, environment knowledge and social influence. This study using sampling method to reveals the relationship between the dependent variable and independent variables. After run the data, the most influence factors of the consumer awareness towards eco label product is attitudes toward the environment protection.