FACTORS INFLUENCING CONSUMERS' GREEN PURCHASING INTENTION TOWARDS ECO-FRIENDLY SHOPPING BAGS IN KOTA KINABALU, SABAH.

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ABSTRACT

As the development of technology arises throughout the years, it has seemed to be causing both positive and negative effects and changed the environment greatly. Although technology has provided the convenience and efficiency, people should have the right mindset in making sure to protect the environment as well as maintaining its sustainability. Hence, the aim of this study is to examine the factors which influence the consumers' green purchase intention towards eco-friendly shopping bags in Kota Kinabalu, Sabah. There are three independent variables were used in this research project to identify the factors that influence working consumers' green purchase intention towards eco-friendly shopping bags; environmental concern, environmental knowledge and social influence.

One hundred and twenty working consumers are the sole targeted respondents in this study. It is found that all independent variables have a significant relationship with dependent variables. This research finding have seemed to provide some insight and feedback to marketers who has been facing numerous obstacles and challenges in closing sales with consumers to purchase eco-friendly products, especially biodegradable plastic bags because of the price itself to be more expensive than the conventional plastic bags. In order to successfully refine and redefine a new target market, marketers need to fully understand how these environmental factors have affected consumers' green purchase intention. If they are able to gather as much necessary information, marketers would then be able to develop their new strategy in making sure that attracting consumers to purchase eco-friendly products to be more effective.