



**CUSTOMER AWARENESS OF BUYING GREEN PRODUCT: A
STUDY AT KOMTAR JBCC**

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ABSTRACT

The main purpose of this study is to determine the level of customer awareness about buying green product. There are four factors that lead to buying green product which are consumers' environmental concerns, awareness of green product, awareness of price and awareness of brand image. The researchers want to identify the most influential factor of purchasing green product. To examine the factors affecting the purchasing green product, a questionnaire was distributed to a random size using convenient sampling technique of 150 customers out of 5000 customers per month that comes to Komtar Jbcc. The SPSS software package system was used to analyze the data and then proceed with regression analysis and Pearson's correlation to test the hypotheses. The findings show that brand image and price significantly influences customers from purchasing the green products. Finally, the researcher had provides some recommendations for the marketers or entrepreneurs aspects and customers aspects in term of increase the awareness of buying green product in future.

CHAPTER 1: INTRODUCTION

1.1 Background of study

Nowadays, in the new modern era consumers are less aware of the green buying behavior. Customers should have a better informed and more aware of the green buying behavior. Consumers green concerns are became a worldwide subject that will continuously change the consumers' lifestyle into becoming more environmentally responsible. This research takes place at Johor Bahru because Johor Bahru is the second largest population other than Kuala Lumpur city with population 916409. Johor Bahru is now become one of the attraction city for tourists from Singapore to come and visit Johor Bahru. Johor Bahru is leading towards the green environment buildings alongside the Dangabay roads. All the land property such as country garden, Greenland, and other land property implement the green environment buildings where they believe in eco-friendly environment can lead to better society. Here we can see that Johor Bahru is leading to green environment concept.

Next, Malaysia had followed the world awareness green campaign called the 'earth hour'. Earth hour is designated event that is one hour duration to reduce the environmental impact by switching off lights. This program has smothered the progress of attaining a sustainable lifestyle for customers worldwide and Johor is one of the states in Malaysia that organized the Earth hour event. This is the fifth year Earth Hour is held in Johor. This time around, other than switching off non-essential lights for one hour as a symbolic gesture to mark Earth Hour, participants are also encouraged to take part in the night walk and night bicycle ride. All proceeds from the 15-km night bicycle ride will be channeled to buying trees to be planted in the city Centre of Johor Bahru, a green initiative spearheaded by the Johor State Government (Farisha Zainol Abidin, Communications Officer, WWF-Malaysia, 2014). A consumer whose purchasing behavior is persuaded by environmental concerns is known as a green consumer (Shrum, 1995).