Green Purchase Behaviour among Students in Higher Learning Institutions

Anushia Chelvarayan a, S. Thayalan Sandrasegaran b, Yeo Sook Fern c

abc Multimedia University, Melaka and Malaysia

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ABSTRACT

For the past few decades, because of the environmental hazards, green purchase has been subject to wide ranges of studies. Subsequently, understanding the intellectual structure of the green purchase behaviour is increasingly becoming important. As we progress towards globalisation, environmental issue in the form of climate change such as increasing temperature, increasing sea level and decreasing land ice sheets continues to create apprehensions among the global communities. One of the primary reasons contributing to such situation is the purchase of high carbon products and services by the consumers. However, in recent years, global consumers have been placing greater focus on the United Nation’s Sustainable Development Goals (SDGs) which are associated with responsible consumption and production as well as climate action. As such, producers and suppliers are motivated to accentuate on the production of goods and services that are environmentally friendly to cater to the increasing green purchase behaviour. Green purchase behaviour refers to the acquisition of products and services that are environmentally friendly, causing minimal damage to the ecosystem (Ritter et al., 2015).

Keywords: Green Purchase Behaviour, Green Marketing, Green Products and Services, Students