ABSTRACT

Due to the increasing awareness and concern of widespread global environmental degradation over the last two decades, the concept of sustainable development has changed people's mind and behaviors. China has been paying a higher ecological price for its rapid economic growth in terms of worsening pollution than many other developed countries. Green products as an eco-friendly concept begin to permeate people's daily life. For this reason, the analysis of consumers' purchase intention of green products has become a subject of the research in attempt to find some differences of consumers who under different context. Previous researches suggested that behaviors are largely influenced by the intention of people. Therefore, this research will concentrate on the purchase intention of collectivistic (Chinese) and individualistic (American) consumers of green products in China.

This research examined the factors influencing Chinese and American consumers' intention to purchase green products. Responses were obtained from 400 consumers in department stores and shopping malls of Shanghai, 200 each of Chinese and American consumers using a self-administered survey of close-ended questions to measure consumers' opinions. And then, using Statistical Product and Service Solutions (SPSS), the results were analyzed using statistical analysis methods based on percentage, mean, standard deviation, Bivariate (Pearson Correlation) and Independent-Samples T Test.

The researcher findings indicated that environmental knowledge, attitudes, and social influence affect Chinese and American consumers' green purchase intention. A better understanding of the relationship between environmental knowledge, environmental concern, attitudes, social influence and green purchase intention of Chinese and American consumers is achieved. Furthermore, findings also indicated there is a significant difference between environmental knowledge and attitudes for the Chinese and the American consumers while there is a significant difference between environmental concern and attitudes for the Chinese and the American consumers.

From these findings, this research has generated some useful implications for the marketers to develop green products market strategies and to promote green products and stimulate the society to advocate and popularized of environmental education. In the further study, the researcher will study other variables, other nationality consumers and other different categories of green products in order to gain deeper insight of research.