

ABSTRACT

This research focuses on consumers' actual purchases of green products in Shanghai, China. The research used a questionnaire to survey 402 respondents who have bought green products from HiQuality Organic Food Chain Store in Shanghai. The questionnaires were distributed to shoppers at five HiQuality branches in Shanghai. The data were analyzed and summarized by using the Statistical Package for Social Science (SPSS). Pearson Correlation Coefficient Analysis was applied to predict whether or not there is a relationship between each independent variable and dependent variable.

The results of this study indicate that all independent variables have significant relationships with dependent variable. Firstly, the strongest significant relationship was found between environmental attitude and actual green purchase behavior (.831). Secondly, there was a significant relationship between subjective norm and actual green purchase behavior (.687). In addition, a positive correlation between consumers' perception towards product availability and their actual green purchase behavior was found (.633), followed by a positive correlation between consumers' attitudes towards buying and actual green purchase behavior (.630), consumers' perception towards price and their actual green purchase behavior (.532), and ecological affect and consumers' actual green purchase behavior (.425).

The results intend to be expressed to the enterprises and marketers of green product, through which the enterprises and marketers will have a better understanding about Chinese consumers' attitudes, perceptions towards environmental issues, ecological issues and green consumption. Therefore, the producers and marketers of green products are able to find a suitable path to cultivate or attract more customers and to extend their market sizes.