

ABSTRACT

China now faces the dilemma of maintaining high economic growth and environmental deteriorations. Chinese government has been seeking for a way to promote sustainable development, and green market offers them the best solution. What consumer can do to help implement this green revolution is to purchase green products. Considering more and more people begun to raise environmental awareness, especially undergraduate students, the study of the underlying factors that account for their intention to green purchase and their attitude toward green purchase is significantly important. This study aims to look into the insight of how green purchase could obtain more popularity and more consumers throughout the universities in Kunming, China.

The results of the study suggest that the undergraduate students' green purchasing intentions are affected by factors referring to attitude toward green purchase, subjective norm, ecological affect, and ecological knowledge. The findings also imply that the undergraduate students' attitude toward green purchase can be affected by perceived environmental knowledge, environmental concern, and natural environmental orientation. Each variable is used in verifying its final impact on the undergraduate students' purchasing intention. Pearson Correlation Coefficient was the statistical tool adopted for interpreting and analyzing the significant relationships. Non-probability sampling was the main technique used on a quota and a convenience basis.

The survey results obtained by collecting 501 questionnaires collected from three major universities in Kunming, China. The finding from the modified conceptual framework argued that the cultural influence is minor in terms of changing undergraduate students' attitude toward green purchase. The other finding points out that the priority should be given to employing emotional rather than cognitive appeals to facilitate the change of the undergraduate students' attitude toward green products. The undergraduate students' ecological knowledge and ecological affect are experimented to affect their intention to green purchase. And the subjective norms also account for their intention to green purchase in big extent. Hence, Chinese

government and green marketer should work together to increase the popularity of ecological knowledge, and they should cooperate with different organizations to enhance the social influences by introducing the conception of green purchase throughout the whole society.

