

Materialism and Green Consumer Behaviour in Hong Kong

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Statement of Originality

This dissertation contains no material which has been accepted for the award of any other degree or diploma in any university or other tertiary institution and, to the best of my knowledge and belief, contains no material previously published or written by another person, except where due reference has been made in the text. I give consent to this copy of my dissertation, when deposited in the University Library, being made available for loan and photocopying subject to the provisions of the Copyright Act 1968.

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Wong See Hoi

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Synopsis

This dissertation examines how materialism affects the green consumer behaviour in Hong Kong. The primary purpose of the study is to understand the green consumer behaviour in a community so that the findings would fill the knowledge gap in green marketing and facilitate marketers to formulate their green marketing strategies. Hopefully, green marketing would become an effective measure for sustainable development.

The study takes a quantitative approach and uses self-completion questionnaire to obtain data from a student sample by convenient sampling. Two hundred and sixteen completed questionnaires were collected for analysis. Besides descriptive statistics, structural equation modelling was used to test the mediator effect of environmental concern, and the moderator effect of materialism on green purchasing behaviour.

The findings support that environmental concern is a mediator of the relation between environmental beliefs and green purchasing behaviour. This may explain why environmentally responsible purchase is much less than the level of environmental awareness. On the other hand, materialism as a whole does not have significant moderator effect on either environmental beliefs or environmental concern and green purchasing behaviour.

However, materialism has recently been identified as a factor negatively

affecting the environmental belief and green consumer behaviour in other studies. Cultural difference may be an explanation. On the materialism scale, the exploratory factor analysis shows that the dimensionality of the items in this study does not match with the dimensionality of the scale used in other studies.

From descriptive statistics, the level of green purchasing behaviour in Hong Kong is not high, but above the average; and there is no gender or age difference on green purchasing behaviour.