

Effects of Consumer green purchasing behavior on organizational performance

(A case study of Bio food Products ltd)

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ABSTRACT

The main purpose of the study was to determine the effect of consumers green purchasing behavior on Bio Food products ltd, organizational performance. The specific objectives were: to find out how income level, attitude and knowledge affect consumer green purchasing behavior. The study will benefit the management of Bio food products ltd, government in policy making and researchers with relevant information on the issues pertaining to green purchasing behavior. On literature review, past data from past researchers was used to address the specific objectives of the study. Consumer choice theory, Theory of reasoned action (TRA) and theory of planned behavior were used to describe effects of income, attitude and knowledge in relation to consumer behavior in green purchasing. The research design which was adopted in the study was descriptive. The target population for the study was 60 employees of Bio food products ltd, and a sample of 28 respondents was selected through stratified random sampling. 23 respondents responded while 5 failed to respond at all. The data was collected through the questionnaire and analyzed both quantitatively and qualitatively. The data was presented in form of tables, pie charts and bar graphs for easy interpretation. It was found out that most of the respondents 86 % indicated that income level has effect on environmental awareness. The majority of the respondents (87%) indicated that attitude affects consumer purchase behavior. Having Positive attitude does not always result to purchase of green products. This is due to income/financial constraints. Most of the respondents (91%) reported that consumer knowledge affect green purchasing behavior. Most respondents indicated that advertisement is the key to creating consumer awareness on green purchasing It was concluded that income level, attitude and knowledge has great effect on consumer green purchasing behavior. Income level hinders consumers from affording green products which tend to expensive as compared to substitutes products. It was recommended that bio food products ltd to review the benefits of effective advertisement, promotion in order to reach more consumers and create awareness on green purchasing. Advertisement is the main key to consumer awareness. Prices of green products need to be lowered in order to allow affordability by people of all social classes.