

GREEN PURCHASE INTENTIONS OF ROMANIAN CONSUMERS

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ABSTRACT: This study examines the green purchase intentions of Romanian consumers. The purpose of this paper is to identify major factors that affect Romanian consumers' green purchasing behaviour . Variables that influence purchasing decisions considered in the study are: Perceived Product Price, Perceived Product Quality, Organization's Green Image, Environmental Knowledge. We conducted a quantitative research, a self administered questionnaire was preferred as a survey instrument. We made a study about of current situation regarding consumers' attitude about green purchase intentions. The study on a sample of 110 persons led to the identification of key factors influencing the GPI and the dividing population variables under investigation were age, gender and education. Research was conducted at "1 Decembrie 1918" University.

Keywords: Green Purchase Intention, Perceived Product Price, Perceived Product Quality, Organization's Green Image

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