

Factors Affecting Consumer Attitudes Towards Green Products

“A Case Study for Consumers Shopping Centres In Amman”

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Abstract

The adoption of green marketing is a starting point to ensure the application of environmental specifications in manufacturing green products, in addition the organizations and consumers need to adapt and not to fear to try new things ,and increase their awareness of environmental concern to comply the requirements of preserving the natural environment for future generations and taking into account the social responsibility, consumers are the first and last target of any marketing activity so this study highlight some factors that affecting the attitude of consumers towards green products which helps to know the emotions and the way consumers think about a product with desire or not.

This study collected the necessary data and designed a questionnaire consisting of (5) dimensions and (35) vertebrae and use (Convenience Sample) of (203) from (250) consumers from the main shopping centers in Amman and was analyzed using the SPSS program.

The study found that there is a significant statistical effect on the factors influencing the attitude of consumers towards the green products. The(Second) green product characteristics got, and psychological factors on the (Third) rank,the (Fourth) environment got ranked,(The First)social responsibility diminution ranked.

The study recommended that: Give importance to the environmental when setting up and start any project no matter how it was, provide information about green products and their importance for the environment and humans, and The contribution of universities and scientific colleges to their responsibility to protect the environment within their departments and develop study subjects and training courses to increase environmental awareness, and Conduct future studies in which other topics that weren't discussed in this study, and expand the study population include governorates non Amman.

key words: Green marketing, Green products , Social responsibility , Attitudes , Environment.