

## FACTORS OF GREEN PURCHASING BEHAVIOUR

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### **Abstract:**

People in developed societies are increasingly aware of threats modern consumerism might represent to the natural environment. As a result, consumers understand the importance of more responsible attitudes towards environment as well, which is reflected in their purchasing decisions. Today's consumers more often decide to buy so-called green products.

In addition to the environmental values that prevail in most modern societies, the consumers' attitudes are largely formed by marketing communication which happens mostly at the enterprise level. Providers of green products implement marketing communication to inform consumers about their products as well as promote or encourage the purchase. Marketing approaches affect consumers' attitudes towards degradation of the environment, and by demonstrating environmentally friendly production and use of green products they directly affect their buying behaviour as well.

Consumers' attitudes towards the use of green high technology might also have an influence on their decisions about the possible purchase of such products as well as the demand for green products. Green high technology allows for manufacturing of green products on one side and the reduction of environmentally harmful waste on the other due to reuse of waste materials when a product is discarded by the consumers.

In our study we investigate the extent (i) consumers' attitudes towards environment, (ii) their environmentally related behaviour reflecting the values in a society in which they live, (iii) marketing support provided by the green manufacturers, and (iv) consumers' attitudes towards the use of high green technology, affect purchase decisions of a modern consumer.

*Keywords: green high technology, green purchase behaviour, green marketing, buying decision process*