

# AN EXPLORATORY STUDY ON CUSTOMER PERCEIVED VALUE ON PURCHASING BEHAVIOR OF GREEN FOOD AMONG CONSUMERS IN KLANG VALLEY

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## ABSTRACT

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Customer perceived value, continued as fundamental source of growth momentum and an engine of constant development, becomes a focus of research in marketing. However, few researchers have studied on food with the major concentration on the service and consumer durables. On the other hand, with the destruction and the depletion of global resources of ecological environment, there is increasing focus on sustainable development, which enhances consumer awareness of green consumption, and green purchasing has become a new trend.

Green (organic) food consumption for this study that is to explore the impact of customer perceived value on purchase behavior the independent variables are functional value, emotional value, social value, green value and perceived cost. From this research the following conclusions are made:

(1) There are four values have a direct significant positive impact on customer purchasing behavior that are functional value, emotional value, social value and green value based on customer perceived value. Perceived cost has no significant influence on customers purchase behavior on green (organic) food.

(2) Demographic variables on the buying behavior no statistical significance affected.

There are five chapters in this research paper. Chapter one is the introduction of this research, which includes background of this research, problem statement, objectives and significant of this research. Limitations and scope of this research is mentioned in this chapter as well. Chapter two is the literature review, which in terms of both perceived value theory and green purchasing. Chapter three is framework and hypothesis to define the dimensions of perceived

value that influence purchasing behavior of green (organic) food. Chapter four is analysis. All collection data will enter SPSS to analysis. Chapter five is conclusion with recommendations.

**Key words: perceived value; green value; purchasing behavior; green food**