

Factors influence sustainable consumption
Case study on refillable bottles
Elisifa Swai
Master of Business Administration
University of Dar es Salaam, University of Dar es salaam Business School, 2019

The study assessed factors that influence on sustainable consumption a case of refillable bottles .The study had the following specific objectives to examine influence of social norms on sustainable consumption and of a product to examine impacts of convenience of a product on sustainable consumption and to examine influence of sustainable consumption of a product .Data for the study were collected from 150 respondents in Dar es salaam in selecting respondents simple random sampling technique was used .Data for the study were collected through questionnaires with five –point Likert scale. Results from the study were processed using Statistical Package for Social Science (SPSS) and summarised in tables. Multiple regression was also used in data analysis At 95 percent confidence interval, findings from the study disclosed that majority of respondents agreed that social norms convenience and sustainable perception have a positive influence and were significant in explaining their relationship with sustainable consumption. The study recommends that knowledge should be provided to community on usefulness of sustainable consumption of product so as to eliminate negative environmental impacts for future penetrations .In addition there should b be production of goods or products that do not cause negative effects on the environment so as not to affect health of existing population a large.