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# Examination of factors influencing customers intention to purchase sustainable products in Tanzania: a case Study of the Usage of Timber and Energy in Kinondoni District, Dar es Salaam Region

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**Examination of factors influencing customers intention to purchase sustainable products in Tanzania: a case Study of the Usage of Timber and Energy in Kinondoni District, Dar es Salaam Region**

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**Master of Business Administration**

**University of Dar es Salaam, Business School, 2016**

The study investigated the factors influencing customers' intention to purchase sustainable products in Tanzania. Five specific objectives that guided the study first examined how perceived value, social norms, environmental awareness, controlling factors and how non-forest households' appliances are influencing the customers' intentions to purchase sustainable products. Data were collected through questionnaires where 311 respondents assisted in providing the needed data used for analysis in this study. Descriptive analysis and multiple regression models have been used to analyze data of this study through SPSS software. The result shows that environmental awareness factor, control factor and non-forest households' appliances have significant influence on customers to purchase sustainable products while perceived value and social norm have no significant influence on customers to purchase sustainable products. The result of the study shows that environmental awareness factor, control factor and non-forest households' appliances have significant influence on customers' intention to purchase sustainable products while perceived value and social norms have no significant influence on customers' intention to purchase sustainable products. the study provide enough information on the application of knowledge to each Tanzanian on how to protect their environment without destroying the forests since the forest reserves have high advantages to the human beings like getting oxygen, beautifying the environment, providing shelter among others