

ABSTRACT

Climate change, pollution, and global warming are major issues that are attracting worldwide attention and concern. As a result, many organizations are modifying their behavior and implementing environmentally conscious practices, which has brought about the emergence of green products. Currently, people are becoming increasingly conscious of their environmental impact and taking necessary action to protect it.

Environmental issues have played a crucial influence in determining consumers' decisions to purchase green products. As a result, various companies and organizations have begun manufacturing environmentally friendly products to support these actions. However, young Tanzanian consumers tend to be less responsive to environmentally friendly products, necessitating extensive study in order to identify specific factors influencing their purchase behavior.

The purpose of this study is to investigate what factors influence the buying decision of green product among young Tanzanian consumers. Structured online questionnaires were used to obtain data from a purposive sample of 161 individuals aged 18 to 35. In the SPSS program, the obtained data was analyzed using multiple regression and descriptive analysis.

The study's findings demonstrated that product awareness, price perception, and green advertising were all significant predictors of green product purchasing behavior among Tanzania's young consumers. Surprisingly, neither environmental consciousness nor product availability were significant predictors. These findings provide important insights into the elements that influence young consumers' purchasing of green products in an emerging market like Tanzania.

In conclusion, this study emphasizes the significance of understanding consumer behavior in emerging countries and delivers insight on the factors of green product purchasing behavior among Tanzanian young consumers. Businesses and policymakers may design more effective strategies to promote sustainable behaviors and help the transition to a greener economy by recognizing the factors that influence consumers' decision-making processes.

Keywords; Buying decision, Green product, Young consumers, Consumer purchase decision, Green marketing