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## AN EMPIRICAL STUDY ON TAIWANESE AND CANADIAN CONSUMERS' PURCHASE INTENTION OF GREEN PRODUCT

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### ABSTRACT

*Consumers are showing the desire and willingness to purchase eco-friendly products in place of their traditional counterparts. This has resulted in an increase in business opportunities for the producers of green products and an increase in opportunity for policy makers hoping to capitalize on this trend towards “eco-friendliness”. This study examines the green purchase behavior in Taiwanese and Canadian cultural settings through the application of the Theory of Planned Behavior. To accomplish this, consumers in Hsinchu, Taiwan and Ottawa, Canada were surveyed and the relevant data was analyzed and showed the overall usefulness of the model to explain eco-friendly purchases. The analysis also showed that attitudes exert the strongest influence on behavioral intention in Canadian and Taiwanese consumers. The findings suggest the both Taiwanese and Canadian consumers perceive themselves as having a high degree of control over purchasing green products, suggesting the existence of internal locus of control in both samples.*

**KEYWORDS:** *Green products, green purchase behavior, cultural differences.*