

# A Study on Hong Kongers' Pro-environmental Purchase Behaviour in the COVID-19 Period

## INTRODUCTION

In recent decades, there has been a growing consciousness of environmental issues in Hong Kong. However, being stroke by COVID-19, the modified purchase behaviour among Hong Kongers has imposed burdens on the existing domestic waste problem. Given that stopping waste prior to its occurrence is the most preferred waste management strategy, pro-environmental purchase behaviour (PPB) is therefore significant in tackling the waste problem. In light of this, this study aims to examine the factors influencing PPB on six pandemic-related products, with suggestions proposed to facilitate PPB in Hong Kong.

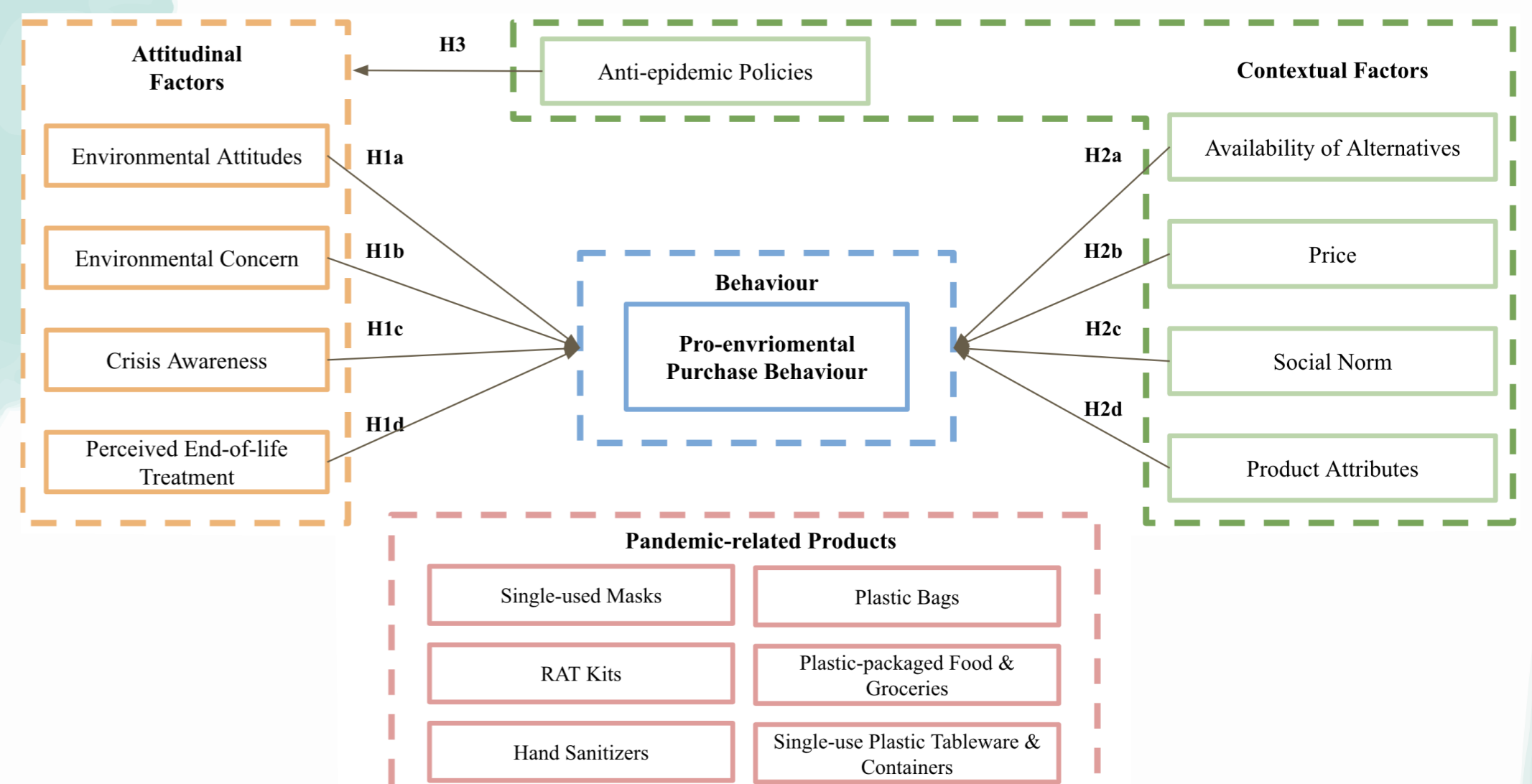
## RESEARCH OBJECTIVES

1. Investigate the current consumption situation of pandemic-related products in Hong Kong.
2. Examine the influence of attitudinal factors and contextual factors on purchase behaviour over pandemic-related products.
3. Ascertain the influence of contextual factors in determining the attitude-behaviour relationship.
4. Suggest possible eco-friendly solutions for pandemic-related products to encourage Hong Kongers' pro-environmental purchase behaviour during COVID-19.

## RESEARCH SIGNIFICANCE

1. Filling the existing gap of dominants on PPB over pandemic-related products
2. Providing insight for promoting PPB in Hong Kong in the pandemic period
3. Offering future directions for the government programme and scheme formulation

## CONCEPTUAL FRAMEWORK



## METHODOLOGY

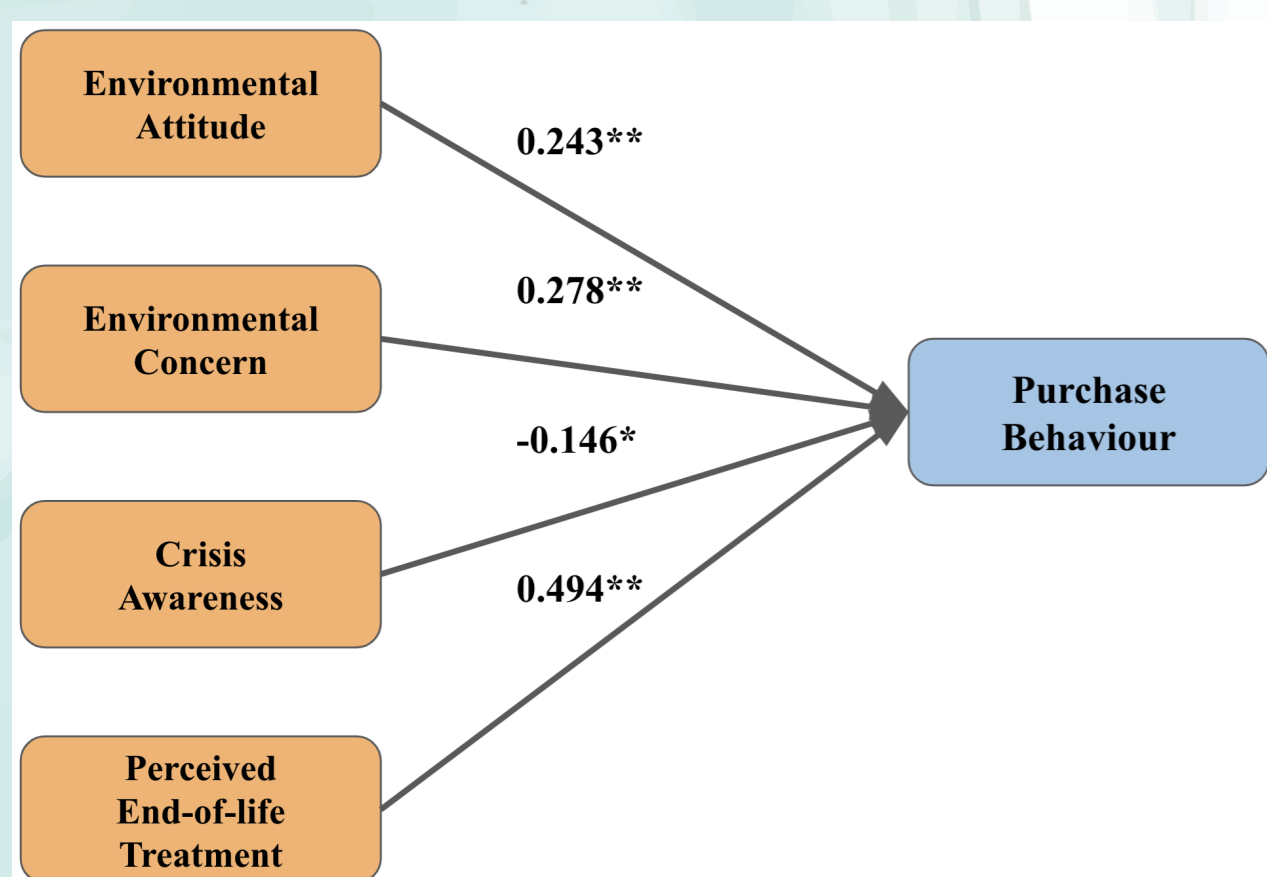
Primary data: (i) Questionnaire (ii) Interviews

- + 208 respondents + 3 interviewees
- + Purchase behaviour on pandemic-related products
- + Perceptions on the attitudinal and contextual factors
- + Spearman rho correlation: (i) attitudinal factors → PPB (ii) contextual factors → PPB (iii) anti-epidemic policies → attitudinal factors
- + One-way ANOVA: among 6 pandemic-related products in terms of (i) PET (ii) ALT (iii) P (iv) SN (v) PA

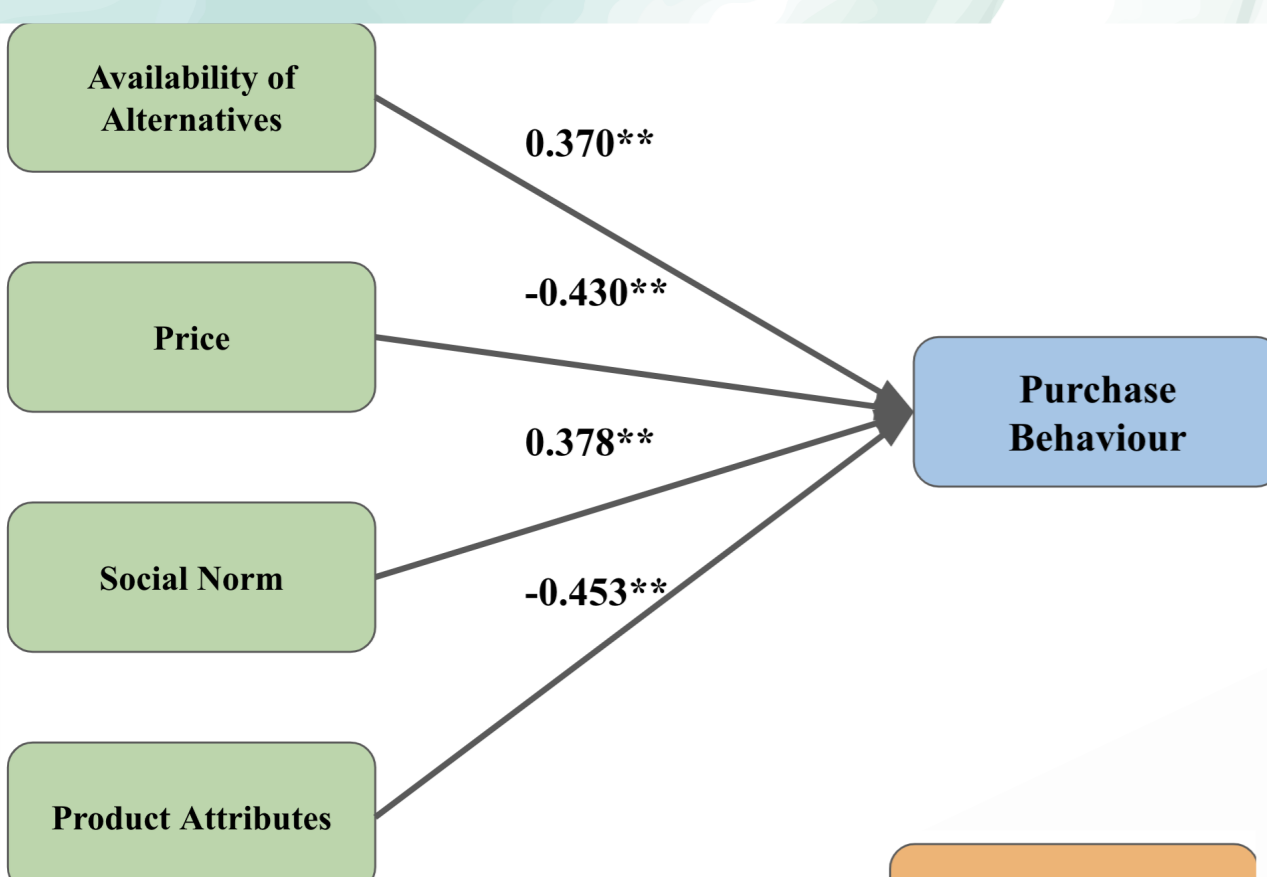
Secondary data source:

- + Governmental publications
- + News articles
- + Journal articles

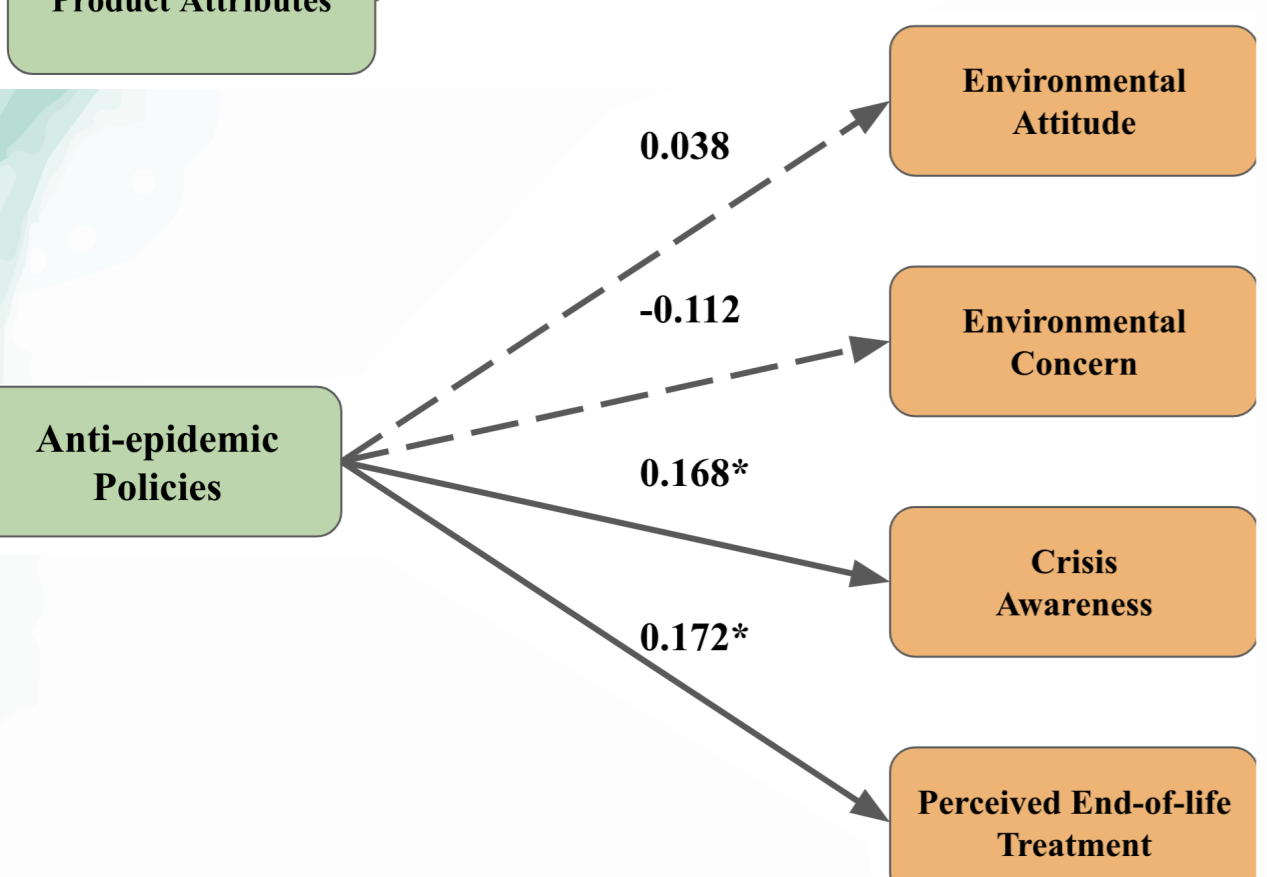
## MAJOR FINDINGS



- + PET = strongest correlation with PPB among attitudinal factors, but the respondents are unlikely to consider PET at the moment of purchase
- + Crisis awareness negatively correlated to PPB, implying the contraction between disease prevention and PPB



- + SN at the time of study = emphasis on disease prevention
- + PA = strongest correlation with PPB among contextual factors
- + contextual factors in general illustrate a greater influence in PPB



- + Anti-epidemic policies can only partially influence an individual's attitudinal factors
- + Yet, the correlations were very weak, indicating the negligible influence on attitude-behaviour relationship

### Pandemic-related Products

- Statistically significant differences
- PET, ALT, P, SN: plastic-made/-packaged products >> face mask & RAT kits
- PA: face masks & RAT kits >> plastic-made/-packaged products
- Purposes of products matter
- Direct disease prevention/detection & mandatory use = emphasis on PA
- PPB of plastic-made/-packaged products = well-promoted; with long-lasting recognition among HKers

### Suggestions

- Realization of PPB on pandemic-related products through education and government promotion
- Clarification of false presumptions of alternatives
- Introduction of PET at the time of purchase among HKers by EPD
- Improvement in product efficiencies of alternatives by innovation & technology by the Innovation, Technology and Industry Bureau and private sectors

