



The Impact of Environmental Concern and Awareness on Consumer Behaviour

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Abstract: Emerging countries like Macedonia felt the environmental problems later than developed countries. As soon as people felt the material comforts of the market oriented welfare and the consumption of these products increased, they were faced with the environmental problems. As the environment continues to worsen, it has become a persistent public concern in Macedonia at the end of 90's and beginning of the new millennium. This pioneer research for Macedonia is intended to make contributions explaining the importance of enhancement of environmental concern and awareness in emerging countries as a key for consumer behaviour towards environmentally friendly products. The household consumption in Macedonia represents more than half of the GDP, so consumers are the essential engine for promoting less environmentally hazardous products or practicing ecologically responsible consumption. The object of the study is behavior of Macedonian consumer towards environmentally friendly products. The study suggests that pro-environmental concern is a likely predictor of eco-friendly buying behavior. This creates an opportunity for developing eco-friendly market focusing on more educated consumers—the same proposition that has worked in the West. The rotated factor matrix validated the underlying dimensions of environmental attitudes and concern into four major dimensions named environmental protectionist, disposers, recyclers and personally interested about consequences of the use of the products. Demographics characteristics of consumer awareness and concern were examined and it was found that female and older are more aware and conscious about the environment while sufficient income is not factor for environmental awareness and concern.

Key words: *Education, Consumer Behavior, Environmental Consumer Behavior, Pro-environmental concern, Environmentally-Eco friendly products, Macedonia.*

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