

**GOING GREEN: A STUDY OF CONSUMERS' WILLINGNESS TO PAY FOR GREEN PRODUCTS IN KOTA KINABALU**

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**ABSTRACT**

The quality of life of the present and future generations very much depends on the protection and preservation of ecosystems for humans and the environment to coexist in forming a mutual human-environment system. Marketers have realized the importance of introducing green products in response to environmental degradation. In this study, consumers' attitudes, behaviours and values were manipulated to determine their relative influence on their willingness to pay for green products. The results showed consumer attitude to be the most consistent explanatory factor in predicting their willingness to pay and followed by their behavioural factor. The result also suggested that collectivism value was significant in influencing consumers' willingness to pay for green products.