

The current situation for the execution of green purchasing and analysis of the influencing factors

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ABSTRACT

This study is to explore current status and factors that affect the green purchasing policy implemented by the purchasers of elementary schools in Changhua. Questionnaires were sent to elementary school purchasers in Changhua County. Effective recovery ratio of questionnaires is 87.2 % ; valid questionnaires are 252. These valid data was analyzed with frequency, percentage, arithmetic mean, standard deviation, independent T-test, one-way ANOVA and Pearson product-moment correlation analysis. Results are summarized as follows: 1. 60.7 % of purchasers have participated in green purchasing workshops. 2. The recycled paper or paper products are mostly purchased in elementary schools. 3. Only 54.4 % of purchasers reach the government goal that green products must be above 88 % . 4. More than 50 % purchasers obtain information about green purchasing through the government green purchasing websites, common supply contract system, and green product promotional activities. 5. More than 50 % of purchasers encounter difficult problems while buying green products because of the high price, the limited selections and inconvenience. 6. The perception to the influencing factors associated with green purchasing policy among purchasers is ranked between medium to high. 7. The elementary school purchasers' individual background variables such as educational background, time of being purchaser and taking green purchasing courses show significant differences in purchasing green products. 8. There is a positive correlation between the factors and the percentage of reaching the green purchasing goal.

Keywords : Words : purchasers, green products, green purchasing, questionnaire

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