WA consumers’ level of eco-literacy, environmental attitudes and willingness to buy
A Case Study with Alliancz International Pte Ltd

Ian Phau, Michael Lwin, Min Teah
Project undertaken on behalf of Alliancz International Pte Ltd

Project Overview

Environmentally and eco-friendly products are of increasing interest amongst consumers. However, not much is known about consumer’s attitudes towards eco-friendly products such as composite wood decking. Hence, this study focuses on developing an understanding of WA consumer’s level of eco-literacy, environmental attitudes and their willingness to purchase such products.

The study has yielded interesting results which show what consumers look for when purchasing eco-friendly products and where consumers look to source such information. It also provides strategies for targeting experienced and inexperienced consumers in Australia, where eco-friendly products are growing, yet little understood.

The study will enable industry partner Alliancz to explore entry options into the eco decking market in Australia. It also paves the way for further eco-friendly products within WA in other industry sectors.

Outcomes

The collaboration with Alliancz International Pte Ltd resulted in many unprecedented outcomes, including:
- Better understanding of WA consumers’ level of eco-literacy
- Exploration on how attitudes affect WA consumers willingness to purchase eco-friendly composite wood products
- Providing a start for further eco-friendly products in WA, and specific entry strategies
- Greater interest and engagement with International companies to collaborate in further research with Curtin University

Make tomorrow better. curtin.edu.au