



**GREEN AWARENESS EFFECTS ON CUSTOMERS' PURCHASING
DECISION**

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ABSTRACT

Consumers' awareness of products marketed in green marketing is essential to facilitate their green product purchasing decision. This study aims at examining the impact of environmental concerns of consumers, awareness of a green product, price, and brand image on their decision to purchase green products. The survey gathered a total of 152 completed responses. The respondents are mostly randomly sampled all over Malaysia. Results through use of multiple regressions have checked that consumer' environmental concern, awareness of price, and brand image significantly affects their green product purchase decision. A person with some concern for the environment, price, and also the brand image of the company would have a high tendency for purchasing a green product. The results of the study could provide the best estimation for a sustainable environment.

Keywords: Customers' purchasing decision, consumers' environmental concern, awareness of green product, awareness of price, awareness of brand image, green marketing,

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