



UNIVERSITI TEKNOLOGI MARA

GREEN MARKETING: CONSUMER'S PURCHASE INTENTION OF  
ENVIRONMENTAL FRIENDLY PRODUCT

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Lastly, I hope this research become a reference for other people in future and I am also hoping that this research would benefits and give bit contribution to green marketers, future researcher and so on.

Thank you.

## **ABSTACT**

This study examined purchase intention of environment-friendly product by investigating the interrelationships between the consumers' environment responsibility feeling, values, knowledge toward environment-friendly product. The results showed that, consumers' environment responsibility feeling, values and knowledge have significant influence on consumer's purchasing environmentally product. Therefore, it will affect purchase intention. We have used a quantitative approach in our collection data. This study managed to send out the questionnaire to all consumers especially in Sepanggar area. The results of the findings are concluding in the end of the research paper.

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