



**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA**

BACHELOR OF ENVIRONMENTAL ADMINISTRATION (AM226)

Title:

Factors Affecting Green Purchasing Behavior among UiTM Seremban 3 students

Name of Student:

Asfaridun a/p Midun (2019643404)

Esteriana Santih anak Nicholas (2019804934)

Supervisor:

Madam Nurul Akma Binti Kamarudin

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Abstract

The objective of this study is to examine the factors that affect the green purchasing behavior among UiTM Seremban 3 students. The variables measured are social influence, price sensitivity, environmental attitude and concern, and environmental knowledge. The rise of environmental issues and a growing interest have prompted numerous reactions among consumers, corporations, and government agencies around the world in environmentally friendly purchasing practices. The findings revealed that the green purchasing behavior is significantly driven by social influence, price sensitivity, environmental attitude and concern, and environmental knowledge. This research showed most consumers are aware of green purchasing behavior and implying the principle in their daily life. This finding is extremely important for marketers and businesses in the country that are providing or plan to promote sustainable goods.

Keywords: Green purchasing, Environmental knowledge, Social influence, Students

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