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FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES



FACTORS INFLUENCE GREEN PRODUCT PURCHASING
AMONG MALAYSIA CONSUMERS

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Peace and blessings of Allah be upon Prophet Muhammad

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ABSTRACT

In this study, it investigates the factors that influence green product purchasing among Malaysian consumers which are environmental protection, drive for environmental responsibility, social appeal and green product experience. The convenience sample method was utilized in this study, which included 313 Malaysian consumers. The goal of this study is to figure out how important the relationship between independent and dependent variables is. This study also found that environmental protection, environmental responsibility, social appeal, and green product experience all had a significant impact on green product purchases. The survey method which included a questionnaire was utilized in this study to give the researcher with a thorough understanding of the problem. Perhaps the findings of this study show that there is a good relationship between environmental protection, environmental responsibility, social appeal and green product experience on green products purchasing.

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