



**A STUDY ON PURCHASE INTENTION OF GREEN PRODUCT AMONG STUDENTS
IN UiTM KAMPUS BANDARAYA MELAKA**

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ABSTRACT

The purpose of this research is to investigate the relationship between independent variables (environmental concern, perceives consumer effectiveness, and social influence) and dependent variable (purchase intention of green products). This study will be done at UiTM Kampus Bandaraya Melaka with a sample of 279 respondents. The respondents that will use in this study is students in UiTM Kampus Bandaraya Melaka. The objective of this study is to identifying the most important factors that impact purchase intention on green products among students. The researcher is using questionnaire to collect data all data from the sample respondents to accomplish this research. Then the results are analyze by using SPSS to find the relationship between independent variables and the dependent variables. This study will contribute to better understanding of factors impacts purchase intention of green products among students UiTM Kampus Bandaraya Melaka.

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