FACTORS INFLUENCING GREEN PURCHASE DECISIONS IN NILAI, NEGERI SEMBILAN

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Environmental concerns such as global warming are growing and decreasing of resources has become an important issue. This is because the increasing in number and pressures from government and the consumer itself that is concern about surrounding environment. There are too many industries that contribute to pollution. According to World Trade Organization in 2014 report, Asia countries contribute lot of pollution because most of the manufacturing company was open in Asian country.

As an overview, the product that is ecological, has ability to protect the environment and natural product is a definition of green product. According to Shamdasami et al., (1993), the product that will not harm the earth and reduce the natural resources is a green product. It also should can be reused or recycle to produce other product. According to Elkington (1998), green product also need to have high consideration in reducing the impact to the environment. Thus, green product also refers to products that is free from chemical substances, no toxic include in the manufacturing process of the product and also environmental friendly that is recognized by the organizations (Gurau & Ranchhod, 2005). Krause (1993), state the finding in his survey that consumers are worried about their daily habit that it might give negative impact to the environment.