



**FACTORS THAT INFLUENCE THE PURCHASE INTENTION
OF GREEN PRODUCTS AMONG CONSUMERS IN KOLEJ
KOMUNITI LEDANG, JOHOR (KKLJ)**

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ABSTRACT

The purpose of this study is to investigate factors that influence the purchase intention of green products in Kolej Komuniti Ledang, Johor (KKLJ). The factors influence which consists of price, knowledge, eco label and peer pressure become the independent variable. Meanwhile green purchase intention of green products becomes the dependent variable. The independent variables will be tested to know whether it has a significant impact on the purchase intention of green products and which factor is the most significant towards the purchase intention. The human activities since century ago has made the environment become worsen. Hence it awakes the sense of humanity of the peoples and organization to implement green practices to save the world. The research will be carried out with sample size of minimum 181 consumers from total population of 390 consumers of KKLJ. The data gain from a set of questionnaires answered by the respondent by using close ended questionnaires. In addition, the researchers' also will use non probability sampling which is convenience sampling method in order to choose a sample. The data gained will be analyzed using SPSS in order to generate the data. The result from the data analysis shows that all the independent variable were significant to green purchase intention except for knowledge.

Keywords: Green Purchase Intention, Price, Knowledge, Eco-label, Peer Pressure