



FACTORS INFLUENCING OF GREEN PURCHASE INTENTION ON GREEN  
PRODUCT AMONG MALAYSIAN CONSUMERS

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## ABSTRACT

The purpose of this study was to investigate the relationship of the selected independent variables: environmental knowledge, environmental attitude, government initiative and eco-label with dependent variable which is green purchase intention on green products. In order to provide a guide in the study, four hypotheses were formulated. Data were collected from 145 respondents that willing to answer the questionnaire through Google Form. This study was conducted by Malaysian consumers by using convenience sampling which the way of getting information quickly and efficiently. Then the results were analysed by using SPSS to find the significant relationship with the dependent variable. At the end of the study, based from findings, several recommendations have been made for the organization and also for future research purpose. Through this study, it will help other researcher or manufacturer to identify the new strategy that can be used to encourage consumers to purchase green product to save environment.