



UNIVERSITI TEKNOLOGI MARA

WHY CONSUMERS BUY GREEN PRODUCT
RATHER THAN NORMAL PRODUCT

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JANUARY 2015

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

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- The work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguished by quotation marks and sources of my information have been specially acknowledged

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ABSTRACT

This study examined why consumers buy green product rather than normal product by investigating what are the important elements that attract consumers to buy green product. The elements or factors identified include acceptable price, company image, actual green product impact, promotion and packaging. The quantitative method was used in the data collection by distributing questionnaires to 120 respondents in the Kota Kinabalu area. The result of this study shows that majority of the consumers buy green product because of the actual green impact.