



**Faculty of Administrative Science & Policy Studies  
Universiti Teknologi MARA**

**Bachelor of Environmental Administration (Honours)**

**A STUDY ON THE RELATIONSHIP OF GREEN AWARENESS AND  
PURCHASING DECISION AMONG UNDERGRADUATE STUDENTS IN NEGERI  
SEMBILAN**

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## **ABSTRACT**

The rise of environmental problems has become a critical issue for everyone and indirectly increases green awareness among everyone. Green awareness refers to being conscious of the natural environment and making decisions that preserve the world rather than harm it. Green awareness is worth studying in order to figure out how consumers use environmentally friendly items and it was believed that green awareness typically influences consumer behavior. This study aims to examine the relationship between green awareness which consists of environmental concern, awareness of green products and awareness of price towards purchasing decisions of green products among undergraduate students in Negeri Sembilan. The survey received 300 fully completed replies in total. Multiple regression results indicated that consumers' awareness of price significantly influences their purchasing decision of green products. The relevant parties such as government, non-governmental organizations, and media should play their roles wisely to boost green awareness among the citizens, specifically undergraduate students. The research limitations stated in this study are drawbacks from method and technique used. Therefore, future suggestions are also mentioned to enhance future research about this related study.

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