

**THE ROLE OF GREEN MARKETING TOWARDS PURCHASE
INTENTION OF ORGANIC PRODUCTS AMONG MALAYSIAN'
CONSUMERS**

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ABSTRACT

THE ROLE OF GREEN MARKETING TOWARDS PURCHASE INTENTION OF ORGANIC PRODUCTS AMONG MALAYSIAN' CONSUMERS

This study investigates the relationship between green marketing and purchases intention of organic products among Malaysian consumers. The green marketing refers to marketing products that are categorized as environmentally safe products. Green marketing is a tool used by supplier's to introduce and promote green products to consumers. Organic products are products that are free of any chemical including any fertilizer and pesticides. The objective of the study was to analyses the role of green marketing on purchases intention of organic products among Malaysian consumers and to observe the most dominant role of green marketing of purchasing of organic product. Survey method was used the data collection. The questionnaires have been distributed to 200 respondents that consist of consumers in Malaysia. Statistical Package for Science Computer Software (SPSS) were used to analyze result and interpret based on descriptive analysis and factor analysis. Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was 0.923 indicated that the value was acceptable which means factor analysis was appropriate for the data. Factor analysis result shows that environmental concern was dominant role of green marketing in purchasing the organic product. For the eigenvalues, the value must more than 1 and the factor is environmental concern only. For the second factor (health consciousness) and third factor (knowledge on organic product), the value of eigenvalues less than 1. It was about 71.01 percent of the total variance explained by the dominant factor. Therefore, it can be concluded that there was relationship between environmental concern and the role of green marketing on purchases intention of organic product among Malaysian consumers. As recommendation, producers need to implement effective green marketing practices towards purchase intention of organic products among Malaysian consumers.

Keyword: *Green marketing, organic product and factor analysis.*