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FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**



**A STUDY ON FACTORS INFLUENCE GREEN PRODUCT PURCHASE AMONG IPT
STUDENTS IN MALAYSIA**

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ABSTRACT

Green products have played an important role in our daily life. Environmental effort will lead to the environmental change for a better future. Young generations are the only hope to ensure that the environment is being preserved and can change the world. The aim of 12th Malaysia Plan has stated that the green technology will be the main focus for the green development. One of the mechanisms is the green products. However, in order to execute this method successfully is through consumers. This study presents the concept and reality of green product purchasing and possible factors for example social influence, government initiative, environmental concern and environmental responsibilities among students of higher education institution in Malaysia. The concept and reality of the green product purchasing in higher learning institutions are based on critical analysis on literature review. Therefore, it can be deduced that the green product purchasing has the potential to be instilled and practised among students in higher learning institutions in Malaysia.

Keywords: Social Influence, Government Initiative, Environmental Concern, Environmental Responsibilities, Green Product Purchase, students

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