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FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**



**A STUDY ON FACTORS INFLUENCE GREEN PRODUCT PURCHASED AMONG
RESIDENT AT KLANG, SELANGOR AND PASIR MAS, KELANTAN**

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ABSTRACT

Environmental problem has become prominent issues around the world and causing a significant change on the consumer behavior towards the environment in order to become more sustainable. This interest of environment issues has led to the opportunities of green product purchasing among the consumers. The green product using the natural ingredients promotes the sustainable of the product while reducing the environmental pollution. Thus, in order to promote the mass consumption of green product in Malaysia, this study presents the concept and reality of green product purchasing among the resident in Malaysia in urban area at Klang, Selangor and in rural area at Pasir Mas, Kelantan. This study also discusses the possible factors which influence the green product purchasing for example social influence, environmental concern, environmental knowledge and environmental attitude. In this study, a questionnaire was used to provide the researcher with a successful insight into this study. Therefore, this study has used a convenience sampling which in the final data collection, a total of 268 valid responses were received. The outcomes of this study has revealed there is a positively significant effect of social influence; environmental concern; environmental knowledge and environmental attitude on green product purchase among residents at Klang, Selangor and Pasir Mas, Kelantan. Therefore, it can be deduced that the practice of green product purchasing has the potential to be expanded in Malaysia context.

Keywords: Green product purchase, Social influence, Environmental concern, Environmental knowledge, Environmental attitude

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