



**FACTORS INFLUENCING INTERNATIONAL BUSINESS STUDENT'S
PURCHASE INTENTION ON GREEN PRODUCTS**

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ABSTRACT

The main purpose of this study was to investigate the relationship of the selected independent variables: environmental concern, attitude, subjective norms and perceived behavioral control with dependent variable which is purchase intention. Four hypotheses were constructed in order to provide the guidelines in the study. Data were collected with 200 respondents by using the questionnaire. This study was conducted among International Business students in UiTM Cawangan Melaka Kampus Bandaraya Melaka with age ranging 19 years old to 30 years old. The results were then be analyzed by using Statistical Package for the Social Sciences (SPSS) to find the significant relationship between dependent variable and independent variables. A multiple regression analysis was used to test the relationship among the variables. The result indicates that environmental concern, attitude and perceived behavioral control have significant relationship with purchase intention towards green product. The most significant predictor variable of International Business student's purchase intention is perceived behavioral control which found that those who see themselves as capable of purchasing green product in the future will be have more tendency to be influenced for green purchase intention. At the end of the study, based from the research findings, several recommendations were provided for the government, producer, marketers, retailer, consumer and also for the future research purpose. Through this study, it will help them to identify and formulate various effective strategies to attract the consumers to purchase green products. Consumers who purchase green product will eventually help to save nature and environment.

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