



**“Factors of Green Purchase Intention on Green Product among Students at UiTM
Malacca City Campus”**

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Thank you.

ABSTRACT

The title of this research is “Factors of Green Purchase Intention on Green Product among Students at UiTM Malacca City Campus”. First objective are to study the relationship factor of green purchase product intention among students at UiTM Malacca City Campus. Four independent variables is identified, which is Green Brand Positioning, Attitudes toward Green Brand, Green Brand Knowledge, and Brand Trust. The next objectives of this research, is to identify the level of purchase intention on green product among students at UiTM Malacca City Campus. Then, to identify the factors that contribute to purchase intention on green product among students at UiTM Malacca City Campus. Lastly, to determine the main factors that contributes to purchase intention on green product among students at UiTM Malacca City Campus. In order to complete the research, four hypothesis is constructed, focused on the determining the influence of the independent variables towards dependent variables. A total of 317 students have participated, from 1819 total of students, using convenience sampling. The researcher use primary data collection method, by questionnaire to collect data. All of the data obtained is analysed using with frequency distribution, descriptive analysis, reliability test, Pearson Correlation analysis, and multiple regression analysis. For correlation, all variables are significant, and have strong relationship strength towards green purchase intention. For multiple regression analysis, only Green Brand Positioning, and Green Brand Knowledge contributes on green purchase intention and it can be conclude that hypothesis 1 and 3 is supported, while other variables, which are Attitudes toward Green Brand and Brand Trust does not contribute on green purchase intention, thus hypothesis 2 and 4 is rejected.

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