

**YOUNG CONSUMERS' INTENTION TOWARDS FUTURE GREEN  
PURCHASING IN MALAYSIA**

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**By**

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## **ABSTRACT**

Green marketing is all about marketing products that are considered environmentally safe. It involves practicing a lot of activities related to product modification, product packaging, and even advertising. Green marketing also refers to holistic marketing concept in which it involves production, marketing, consumption and product disposal in a way that is less harmful to the environment. The purpose of this study is to examine the influence of price, time, knowledge, satisfaction, eco-label, and social influence on the intention of future green product purchasing among young Malaysian. The measurement of the factors is adopted from past studies for the following variables: price, time, knowledge, satisfaction, eco-label and social influence. The sample size of this study is 250 samples. This study used SPSS 15.0 to analyze the data. The results of this study showed that price, time, and social influence have a relationship with young consumers' intention to purchase green products, however knowledge, satisfaction, and eco-label had no influence, discussions of the analysis are provided in the study.

**Keywords: Green purchasing, young consumer's intention, Malaysia**

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.0 Introduction**

This chapter presents an introduction to this study to give a picture of the study. The discussion is on the factors that influence the young Malaysian consumers' intention on future green products purchasing. This chapter contains (1) Background of the Study, (2) Problem Statement, (3) Research Objectives, (4) Research Questions, (5) Significance of the Study, (6) Definition of key terms, and (7) Organization of the remaining chapters.

### **1.1 Background of the Study**

#### **1.1.1 Green Marketing**

Green marketing refers to marketing products that are categorized as environmentally safe products. Green marketing involves several activities that are associated with products modification, their packaging process, as well as advertising these products (Mishra & Sharma, 2010). The concept of green marketing has a relation with the holistic marketing concept, where several activities are included such as producing, marketing, and consuming the products, as well as disposing the product in an environmentally safe way. Over the years, more and more consumers have started to recognize how their behavior is affecting the environment. Many evidences in recent studies are showing how consumers avoid some

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