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Abstract

This study aims to investigate the factors affecting purchase intention of green products among households. Green products are segregated from normal products in the market, and it is interesting to know what the society really thinks of those products, and what affects their desire and intention to purchase the green products. This study provides a research on what green products are, how they help the environment, and what affects consumers' in the intention of buying these products. In this study, there are 2 specific objectives, including to examine the relationship between demographic factors and green purchasing intention, and assess factors affecting green purchasing intention. The methodologies which are used in this study includes multiple regression analysis and Pearson correlation test. The results of this study which concluded that demography, perceived value of products, and green branding are significant in affecting the purchase intention of green products serves as a guide for green product manufacturers on what is important to consumers in choosing products to buy.

Keywords: Purchase Intention, Green Products, Demography, Perceived Value of Product, Green Packaging, Green Branding, Green Marketing

Introduction

In the current times, environmental ethics is a significant topic among corporations and consumers alike. The withering of Mother Nature has brought into light the topic of environment conservation and preservation, which later brought about a new form of consumer ethics called green consumerism (Moisander, 2007). Deterioration of the environment and its effects on human life are among the issues of high importance which gained much attention from world organization, governmental bodies, and scholars (Haytko & Matulich, 2008). In the past decades, there is a steep decline of natural resources and serious destruction of the environment, due to the increase of goods and services consumptions by consumers, leading to damaging consequences such as pollution and extinction of animals and plants, as well as global warming (Chen & Chai, 2010). The increased consciousness towards the environment have changed the demand and purchasing patterns of products that are deemed to be beneficial to the environment, and how consumers behave (Medelson & Polonsky, 1995). The interest towards issues pertaining the environment has faced increase due to frequent exposure by the media and increased awareness towards