

**THE EFFECT OF GREEN MARKETING TOOLS ON
MILLENNIAL INTENTION TO PURCHASE GREEN
PRODUCTS**

WAN NURUL ADILAH WAN YUSOFF

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PRODUCTS**

WAN NURUL ADILAH WAN YUSOFF

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Graduate School of Business

Universiti Utara Malaysia

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ABSTRACT

The objective of this research is to examine the effect of green marketing tools (eco-label, eco-brand, environmental advertising and trust) on millennial intentions to purchase green products. The sample size of this study is 374 samples represent of UUM local students. Multistage non probability sampling technique which is the combination of convenience and quota technique was used in this study. The questionnaires were analyzed with the Statistical Packaged for Social Science (SPSS) using descriptive, correlation and multiple regression analysis. The findings of this study indicated that eco-brand, environmental advertisement and trust have significant relationship with the millennial intention to purchase green product, however, eco-label had no influence. The discussion of analysis is provided in this study.

Keywords: Green marketing strategies concept, perception of eco-labeling, perception of eco-brand, environmental advertising, trust, customers' intention.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

Chapter one covers (1) background of the study, (2) the statement of the problem, (3) the question of research, (4) the objective of the research, (5) the significance of the study, (6) the scope and limitation of the study and lastly (7) organizational of the remaining chapter.

1.1 Background of the Study

According to Jacquelyn A. Ottman (2011), a decade ago to bring green products into people shopping was a very fringe trend. But, times have changed and everyone is worried about today's environmental issues, since among the nation in the world reflected that the earth are getting old from time to time and numerous people react the environmental issues positively. Hence, positive change awareness increasingly every year since two decade ago that causes the communities now aware the effects of the environmental issue has been a part of lives.

In addition, Kam and Wong (2012) mention that, there are two causes the corporate business towards on the environmental phenomenon. Firstly, environmental problem such as global problem, global warming, pollution, climate change, ozone depletion, green house effect and nuclear condense respect no border. Due to that, several international multilateral or bilateral agreement and national law have enforced to legalize and control environmental acts. Secondly, people now are aware that human activities also contributed for environmental issues. Thus, most people nowadays are

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