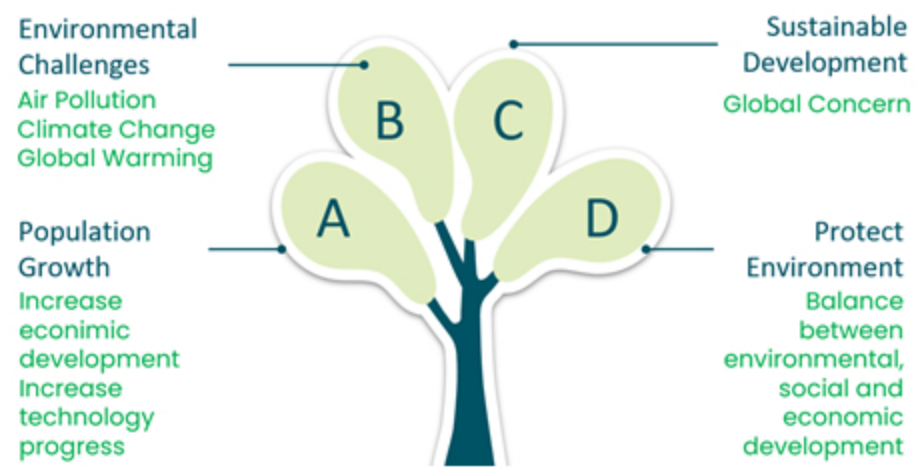


# Extended Theory of Planned Behaviour for Green Purchase Intention



## Study Background



## Problem Statement




Not every consumer is willing to buy green product

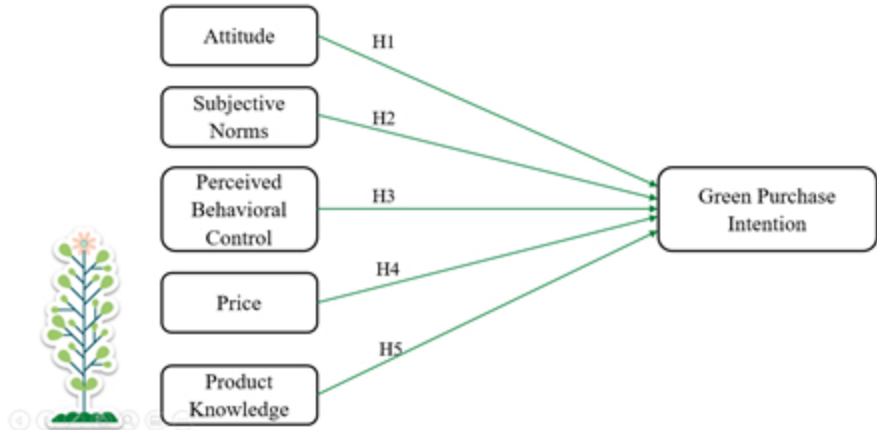
Consumers in developing countries such as Malaysia do not buy them

## Objective

- To extend Theory of Planned Behavior to enhance green purchase intention
- To investigate the relationships between attitudes, subjective norms, perceive behavior control, product knowledge, price and green purchase intention



## Research Framework



## Research Methodology



## Expected Findings

- Improve the factors that increase their customers' purchase intention
- Target the right segmentation for the best response
- Plan marketing strategy in the right direction



## Conclusion

Attract maximum consumers toward the sustainability of the environment and boost the purchase of sustainable goods and services



## Authors



- THOO AI CHIN, UNIVERSITI TEKNOLOGI MALAYSIA
- LOH SHI WEI, UNIVERSITI TEKNOLOGI MALAYSIA

