

**THE INFLUENCE OF ENVIRONMENTAL
KNOWLEDGE AND CONCERN ON GREEN
PURCHASE INTENTION. THE ROLE OF
ATTITUDE AS MEDIATING VARIABLE**

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ABSTRACT

THE INFLUENCE OF ENVIRONMENTAL KNOWLEDGE AND CONCERN ON GREEN PURCHASE INTENTION. THE ROLE OF ATTITUDE AS MEDIATING VARIABLE

Inadequate information regarding "green purchase intention" and green behavior of Malaysian consumers have become major problems which make it difficult to local and international marketers as well as other relevant agencies to develop their business and marketing strategies. Thus, this study is aimed to investigate the influence of "environmental knowledge" and "concern" on green purchase intention among Malaysian consumers, and the "role of attitude as a mediator". The "Theory of Reasoned Action" was used to gauge consumer's green purchase intention. Data collections through questionnaires were obtained from 384 Sabahan consumers. A convenience sampling was used in the selection of respondents in this study. Due to limited time horizon, this study only involved in cross-sectional study and the data collected were tested by using correlational approach. The findings of this study suggested that environmental knowledge and environmental concern significantly influenced green purchase intention among Sabahan consumers. Furthermore, attitude partially mediated the relationship between environmental concern and green purchase intention. On the other hand, environmental knowledge did not predicts attitude, thus attitude did not have mediating effects on the relationship between environmental knowledge and green purchase intention.