

# **Correlations between awareness of green marketing, corporate social responsibility, product image, corporate reputation, and consumer purchase intention**

## **Abstract**

This research aims to assess the correlations between awareness of green marketing, corporate social responsibility (CSR), product image, corporate reputation and consumer purchase intentions toward green products. A self-administered questionnaire was utilized for data collection among a set of 250 respondents located at the Federal Territory of Labuan, Malaysia, who had purchased green products over the last six months. Pearson correlation values revealed that awareness of green marketing, corporate social responsibility, product image, and corporate reputation are significantly associated with consumer purchase intentions of green products. Indeed, CSR has the strongest linkage with significant positive correlation coefficients for consumer purchase intentions of green products, followed by product image and awareness of green marketing, respectively. Furthermore, consumer purchase intentions of green products are minimally associated with corporate reputation. Directions for further work are also presented.