

## TABLE OF CONTENTS

<b>ABSTRACT .....</b>	<b>iv</b>
<b>CHAPTER I .....</b>	<b>1</b>
1.1 INTRODUCTION .....	1
1.2 Research Problem .....	7
1.4. Research Objectives.....	8
1.5. Research Benefits.....	8
<b>CHAPTER II.....</b>	<b>11</b>
<b>LITERATURE REVIEWS .....</b>	<b>11</b>
2.1 Theoretical Framework.....	11
2.1.1. Theory of Planned Behavior .....	11
<b>2.1.2. Green Marketing .....</b>	<b>13</b>
2.1.3. Purchase Intention.....	15
2.1.4. Subjective Norms.....	18
2.1.5. Environmental Attitude.....	20
2.1.6. Perceived Behavioral Control .....	23
2.2. Hypothesis Development .....	24
2.2.1. Subjective Norms Towards Purchase Intention .....	24
2.2.2. Environmental Attitude towards Purchase Intention .....	25
2.2.3. Perceived Behavioral Control towards Purchase Intention.....	27
2.3. Research Framework .....	28
<b>CHAPTER III .....</b>	<b>30</b>
<b>RESEARCH METHOD .....</b>	<b>30</b>
<b>3.1 Research Design .....</b>	<b>30</b>
<b>3.2 Research Paradigm.....</b>	<b>31</b>
3.3 Conceptual and Operational Definition .....	31
3.4 Measurement Scale .....	35
<b>3.5 Data .....</b>	<b>35</b>
<b>3.5.1 Source of Data &amp; Data Collection Method .....</b>	<b>36</b>
3.6 Units of Analysis.....	36
3.7 Population and Sample .....	36
3.8 Sample Size.....	37
3.8.1 Sampling Method.....	38
3.9 Data Analysis Method.....	39

3.9.1 Descriptive Statistics.....	39
3.9.2 Inferential Statistics.....	40
<b>CHAPTER IV.....</b>	<b>49</b>
<b>RESULTS AND DISCUSSION .....</b>	<b>49</b>
4.1. Research Result.....	49
4.2.1 Descriptive Statistics.....	51
4.2.2 Results of the Actual Study Data Goodness Test.....	52
4.4 Discussion .....	61
<b>CHAPTER V .....</b>	<b>65</b>
<b>CONCLUSIONS AND RECOMMENDATIONS .....</b>	<b>65</b>
5.1. Conclusion .....	65
5.2. Managerial Implications .....	65
5.3. Theoretical Implications .....	68
5.4. Research Limitations .....	70
5.5. Future Recomendations .....	71
<b>REFERENCES.....</b>	<b>72</b>