

## ABSTRACT

During the increasing flow of environmental degradation and resource exhaustion in recent decades, organizations have been forced to pay more attention to their ecological footprint by changing their strategic viewpoints and adapting to green initiatives in their production. With increasing competition in today's business environment, organization has to focus more to their strategic manner, to gain sustainable organization and competitive advantage. Thus, green purchasing demand can be used as a strategic weapon by enterprises to gain competitiveness. Besides, it may be used to promote firms environmental and financial performance simultaneously. Furthermore, this study formulated five research objectives which were to investigate the influences of external pressure of stakeholders, social influence, self image, green purchasing behavior and environment regulations towards green purchasing awareness. Data was collected using quantitative approach. The questionnaire was designed based on 6 point Likert scale. The study includes a total of 107 respondents from private higher education institution by sending them questionnaires which consists of the five independent variables which are (a) environment regulation, (b) external stakeholder's pressure, (c) social influence, and (d) environment concern (e) self image and green purchasing awareness as the dependent variable. The study revealed that the hypotheses for external stakeholders, environment concern, social influence and environmental regulation as the driving factors are supported towards the green purchasing while self image is not supported in this study. Overall, the study shows that consumers displayed a quite positive intention of purchasing green products. Green marketers can consider this group of consumers as one of their potential target markets.