

# The Effect of Green Marketing and Perceived Innovation on Intent to Buy Customers Net Barg

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**Abstract** The tendency to use refers to the customer's desire to buy a product. Consumers buy a product when they believe that the product offers the quality or features of the actual product. The intention is to purchase a combination of consumer and customer interest in buying a product and the likelihood of buying in the future. Many studies have reported a strong relationship between the attitude and the attitude and priority of a brand or product. The purpose of this study was to investigate the effect of green marketing and perceived innovation on customer buying intent Net Bargh. The statistical population of the research is all customers of the Net Book store, whose number is considered unlimited. The sample size was estimated by using Cochran's formula, 382 people. The randomly ed random sampling method was ed among customers of Nettrade's online store. Data were analyzed using SPSS 22 software. The results of the research indicate the relationship between all the research variables, including green marketing, perceived innovation, perceived quality, perceived risk, perceived value, willingness to use, perceived price. **Keyword:** Green marketing, perceived innovation, perceived quality, perceived risk, perceived value, willingness to use, perceived price

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