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Date	Thursday, February 04, 2021
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The 3rd Malaysian International Conference on Economic and Business Copyright © 2018, MCEB, 30th Floor, 1907-3011 - 3008 Oxford, 3008-1127 145 Adjoining green that view price product through perceived value and risk factor Zulfahri, Latifah, Nurfitri, "Agar Mahasiswa U.S.S. Management Department Faculty of Economics, Islamic University of Sultan Muhammad Ali Sarjan & Banjarmasin, Indonesia, Postal Code 70124 Email: isabulfiha@gmail.com Abstract Some study had done research about the role of green perceived value, risk and trust but unfortunately mostly the perceived value on green double product after lower its premium price product and not many done to low price product.

This research was undertaken to examining the role of green perceived value, risk in improving green trust on low price product such as Fast Moving Consumer Goods (FMCG). The researcher a survey research using an online questionnaire as an instrument. Population and sample used in this research were the community of South S.

Sources Found:

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