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EVENT ORGANIZERS’ PERCEPTION OF GREEN CONVENTION IMAGE: THE RELATIONSHIP BETWEEN GREEN IMAGE AND BEHAVIOURAL INTENTIONS

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ABSTRACT
As public awareness on environmental issues is gradually increasing nowadays, green elements seem as a crucial modern marketing tool that can induce people’s perception and behavioural intentions. Throughout tourism industry, most organizations believe destination image can be enhanced by implementing green practices and obtaining green recognition. To be precise, organizations of convention centre have started to promote themselves as a green convention in order to be sustained in convention industry as well as important for image positioning among the stakeholders. From the above notion, this study attempted to investigate how the perception of green convention centre image (cognitive and overall image) can affect future behavioural intentions (word of mouth and revisit intention). A self-administrated questionnaire was distributed to the selected 49 event organizers by conducting a face to face interview. A series of analyses using descriptive and inferential were used to analyze the data. The results indicate cognitive green convention image has a positive impact on the event organizers’ behavioural intentions. The overall green convention image also found positively related with both favourable behavioural intentions constructs. The role of the overall image as a moderator has been proved as this image component mediates the relationship between cognitive image and behavioural intentions. Theoretically, the results of this study contribute to the convention tourism literatures by providing additional insights into cognitive image, overall image as a mediating variable, word of mouth and revisit intention. The findings will also assist management of convention centre in discovering which cognitive attributes and behavioural intentions constructs that least or most influence their customers’ perception. A range of practical and theoretical implications are discussed.

Key words: Green Convention, Cognitive Image, Overall Image, Behavioural Intentions,
# TABLE OF CONTENTS

| TITLE PAGE | i |
| CANDIDATE’S DECLARATION | ii |
| ABSTRACT | iii |
| ACKNOWLEDGEMENTS | iv |
| TABLE OF CONTENTS | vi |
| LIST OF TABLES | ix |
| LIST OF FIGURES | x |

## CHAPTER ONE: INTRODUCTION

1.0 Chapter Overview 1
1.1 Background of the Study 1
1.1.1 Scope of the Study 5
1.2 Problem Statement 9
1.3 Purpose of the Study 10
1.4 Research Objectives 11
1.5 Research Question 12
1.6 Conceptual Framework of the Study 13
1.7 Hypotheses of the Study 14
1.8 Significance of the Study 15
1.9 Definition of the Terms 17
1.10 Structure of the Thesis 18

## CHAPTER TWO: LITERATURE REVIEW

2.0 Chapter Overview 20
2.1 Behavioural Intentions 20
2.1.1 Environmental Concern 24
2.1.2 Altruism 24
2.1.3 Perceived Consumer Effectiveness 24
2.1.4 Status Enhancing Benefits 25
2.1.5 Perceived Knowledge 25
2.2 Perception of Green Convention Image 26
2.3 The Relationship between Perception of Green Image and Behavioural Intentions 31

## CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Chapter Overview 36
3.1 Research Design 36
3.2 Sample Size and Population of the Study 37
3.3 Research Instrument 39
3.4 Format of Questionnaire 40
3.5 Validity of Survey Instrument 45
3.6 Data Collection 45
CHAPTER FOUR: DATA ANALYSIS AND RESULTS

4.0 Chapter Overview 47
4.1 Reliability Test 47
4.2 Respondent’s Response Rate 49
4.3 Procedures of Analyses 50
4.4 Event organizers’ perception towards green convention image (cognitive and overall) and behavioural intentions 52
4.4.1 Analysis of the event organizers’ perception of green convention image (cognitive image) 52
4.4.2 Analysis of the event organizers’ perception of overall green convention image 55
4.4.3 Analysis of the event organizers’ perception of behavioural intentions towards green convention 56
4.5 Pearson of Correlation Analysis 59
4.5.1 Preliminarily Analyses for Correlation 59
4.5.2 Pearson Product Moment of Correlation 61
4.6 Conceptual Framework and Hypotheses Testing 64
4.6.1 The Relationship between Event Organizers’ Perception of Green Convention Image (Cognitive) and Behavioural Intentions 64
4.6.2 The Relationship between Event organizers’ Perception of Green Convention image (cognitive) and Overall Green Convention Image 66
4.6.3 The Relationship between the Overall Green Convention Image and Behavioural Intentions (Word of Mouth and Revisit Intention) 68
4.6.4 The Mediating Effect of Overall Green Convention Image on the Relationship between Perception of Green Convention Image (Cognitive) and Behavioural Intention 71
4.7 Summary of the Conceptual Framework and Hypotheses Testing 74

CHAPTER FIVE: DISCUSSIONS AND CONCLUSIONS

5.0 Chapter Overview 75
5.1 Recapitulation of the Study Findings 75
5.2 Discussion on the Findings of Perception Green Convention Image Attributes and Event Organizers’ Behavioural Intentions 79
5.3 Discussion of the Hypotheses Testing 83
5.3.1 Discussion on the Relationship between Perception of Green Convention image (Cognitive Image), Overall Green Convention Image and Behavioural Intentions 83
5.4 Limitations of the Study and Possible Future Research (Recommendation) 86
5.5 Practical Implications 88
5.6 Theoretical Implications 89
5.7 Conclusion 91

REFERENCES 93

APPENDICES 98