



**FACTOR AFFECTING PURCHASING INTENTION  
TOWARDS GREEN PRODUCTS AMONG GENERATION Y IN MALACCA CITY**

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KAMPUS BANDARAYA MELAKA**

**JULY 2018**

**FACTOR AFFECTING PURCHASE INTENTION  
TOWARDS GREEN PRODUCTS AMONG GENERATION Y IN MALACCA CITY**

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**Submitted in partial fulfilment of the requirement for the  
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS & MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**JULY 2018**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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“DECLARATION OF ORIGINAL WORK”**

I, (NUR ANIS BT NOR AZLAN), I/C NUMBER: (940815-01-6776)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

Date: 2<sup>nd</sup> July 2017

Program Coordinator  
Bachelor of Business Administration (Hons.) International Business  
Faculty of Business & Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER (IBM 672)**

Enclosed here is the research entitled "FACTOR AFFECTING PURCHASE INTENTION TOWARDS GREEN PRODUCT AMONG GENERATION Y IN MALACCA CITY" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

I hope this report will fulfil the requirement of Bachelor of Business Administration with Honors and also achieved the objectives of this study.

Thank you.

Yours faithfully

NUR ANIS BT NOR AZLAN

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## **ABSTRACT**

The aim of this research is to examine factors affecting generation Y towards intention to purchase green product. In today's society whereby technology is rapidly growing day by day, it is one of the main causes towards the changes in the environment. Nevertheless, these changes in the environment may be positively or negatively affected. It is the role of people to have the right mind set in order to keep the environment healthy. Thus, this survey is conducted to find out the factors affecting consumers' attitude in purchasing green products. To zoom in further, this research will be targeted on generation Y, with age ranging from 24 to 40. Therefore, there are four independent variables that had been identified in this research project to understand the factors that could affect generation Y toward intention to purchase green products which are environmental concern, social influences, self-image and man-nature orientation.

Primary data was collected for this research proposes. Primary data were collected through questionnaire in order to investigate our research objective. 382 sets of questionnaire were distributed to the respondents. The collected data were then complied by using the Software Package for Social Sciences (SPSS). The SPSS help to carry out the reliability test, descriptive analysis, multiple linear regression and Pearson correlation analysis to test the hypothesis. Consequently, this study carries out to determine the significance of contributing generation Y toward intention to purchase green products in Malacca City.