



**DETERMINANTS OF GREEN PURCHASING AMONG ELECTRICAL & ELECTRONICS
COMPANIES IN MALAYSIA**

FATIN FIRZANA BINTI ANWAR

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SITI NURLIYANA NABILAH BINTI CHE ROZELA

2014233702

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

(INTERNATIONAL BUSINESS)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JUNE 2016

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**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

We, Fatin Firzana Binti Anwar, (I/C Number: 930511-66-5022) and Siti Nurliyana Nabilah Binti
Che Rozela, (I/C Number: 931017-06-5480)

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 our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature: _____

Date: _____

Signature: _____

Date: _____

LETTER OF SUBMISSION

Date: 22 June 2016

Project Advisor

Assoc. Prof. Dr. Roaimah Binti Omar

Bachelor of Business Administration (Hons.) International Business

Faculty of Business Management

Universiti Teknologi MARA Kampus Bandaraya Melaka

Dear Dr. Roaimah,

SUBMISSION OF PROJECT PAPER (IBM663)

Enclosed herewith is a report of our project paper titled Determinants of Green Purchasing among Electrical & Electronics Companies in Malaysia. It is with our very high hopes that this project paper has accomplished the requirements and expectations of the faculty and the desired objective of the course undertaken. Lastly, we would like to express our most sincere gratitude for the time, advice and guidance that you have rendered during the entire preparation right up to the completion of this project paper.

Thank You.

Yours Sincerely,

FATIN FIRZANA BINTI ANWAR

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BBA (HONS.)

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ABSTRACT

To date, the deteriorating environment has become a great concern for governments, societies, as well as business organizations all over the world. In addition, businesses are being seen as the biggest contributors to the deterioration of the environment. Hence companies and organizations are beginning to take into consideration the environment and the impact it would cause stemming from their business activities. As such, more companies are adopting sustainable management in their business operations with green purchasing being one of the methods. Malaysia has long depended on the electrical and electronics (E&E) industry as the biggest contributor to the country's GDP in international trade. Thus this research aims to study the adoption of green purchasing practice among companies in the E&E industry in particular. The drivers of the adoption of green purchasing are environmental regulations, consumer pressures, corporate social responsibility and expected business benefits. There are four hypotheses constructed in this research. 150 electronic questionnaires were distributed via email to the unit of analysis which is the E&E companies in Malaysia. The data collected were analysed using the Statistical Package for Social Science (SPSS). Results from this study shows that environmental regulations and consumer pressures have significant impact on green purchasing. Recommendations for future research has also been included.