

UNIVERSITI TEKNOLOGI MARA

**CUSTOMERS' AWARENESS AND
INTENTION TO PURCHASE
TOWARDS GREEN MARKETING
PROGRAMS IN RESTAURANTS**

TAJUL FITRI BIN MOHD DIAH

**MASTER IN HOSPITALITY
MANAGEMENT**

November 2010

UNIVERSITI TEKNOLOGI MARA

**CUSTOMERS' AWARENESS AND
INTENTION TO PURCHASE
TOWARDS GREEN MARKETING
PROGRAMS IN RESTAURANTS**

TAJUL FITRI BIN MOHD DIAH

Dissertation submitted in partial fulfillment of the requirements

for the degree of

Master in Hospitality Management

Faculty of Hotel and Tourism Management

November 2010

Author's Declaration

I hereby declare that this paper constitutes my own piece of work, that where the language of others is set forth, quotation marks so indicate, and that appropriate credit is given where I have used the language, ideas, expressions or writings of another.

Tajul Fitri Mohd Diah

Abstract

The time has come for Malaysia to seriously "go green". Even though the government started the efforts of organizing energy efficiency and renewable energy awareness programs since the year 2000, the awareness of the public towards environmental issues, in general, is still lacking. Not all customers really concern on and highly involve in environmental issues. This situation seemed to have affected their intention to exercise their green purchase. Customers are not quite as environmentally friendly as they would like to think they are. A research showed even customers who consider, themselves, to be very "green" are not always willing to cut down their impact on the environment (Anonymous, 2007). Therefore, the customers' awareness and purchase intention towards restaurant green marketing programs in relation to the customers' characteristics was studied. This study aimed to satisfy the following objectives: (1) to identify the significant difference between customers' characteristics on customers' green awareness on go green program and customers' purchase intention towards go green program; (2) to investigate the relationship between customers' green awareness on go green program with customers' purchase intention towards restaurant green marketing programs; (3) and, to determine the most influential restaurant green marketing program. This descriptive cross-sectional study utilized quantitative method of data collection. A self-administrated, closed- and open ended questionnaire was used to survey a sample of customers patronizing the selected franchised fast food restaurants for this research. Findings showed, firstly, the customers with tertiary level education have higher green awareness and green purchase intention. Secondly, females are more aware toward go green programs and they also have more intention to purchase at a restaurant green marketing program compared with males. Thirdly, it was found that customers with green awareness have the intention to purchase in restaurants with green marketing programs. Lastly, the waste management program was rated as the most influential green marketing program for restaurant business by majority (46%) of the respondents in motivating their purchase intention.

Keywords

Green Marketing, Customers' Purchase Intention, Customers' Awareness, Customers' Characteristics, Corporate Social Responsibility, and Fast food Restaurant

Acknowledgements

First and foremost, I would like to thank Allah. Without his blessing I would not able to finish this project. He who was and is to come; Him who is giving high hopes; for being my source of strength; for being true to what He promised me. I praise you and I thank you my Creator and Savior. To God be the glory.

I would have not finished this project without the support of my family who has always been there for me whenever I need them, the encouragement they give to keep me going and their love to empower me that never fails all the time. Thank you.

I would also like to thank my dedicated and wonderful supervisor Mr. Zulkifli Ibrahim who has given me a chance to prove that I can do things on my own. He gave me a lot of positive perspective in life. He, who taught me things far more of my understanding, I thank him for challenging me to do this project. To you sir, I give you lots of thanks and respect. Thank you.

Special thanks to my research assistants Ms. Siti Khalijah Ab. Rahim, Ms. Natalia Mohd Sanif, Mr. Muhammad Arif Zulkipli, Mr. Syed Nur Khairin Al-Safi Syed Hamal and Mr. Muhamad Afiq Roslan for their assistance in data collection and analysis. Thank you.

To my mentor, especially Dr Razali Hj Ibrahim who has always been my source of strength and inspiration. To my friends, especially Mdm. Noraini Omar who helped me in researching on different fields concerning this project. Thank you.