



**A STUDY ON FACTORS INFLUENCE CONSUMERS PURCHASE INTENTION
TOWARDS GREEN MARKETING AWARENESS AMONG UNIVERSITY
STUDENTS IN MELAKA**

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

(MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA CITY CAMPUS

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, SHEILLA AFIQAH BINTI AB RAHIM, (I/C Number: 950823-10-5196)

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 my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

Madam Geetha A/P Muthusamy
Lecturer of UiTM Melaka City Campus,
Faculty of Business Management,
Universiti Teknologi MARA (UiTM),
Melaka City Campus,
110 Off Jalan Hang Tuah,
75350 Melaka.

Dear Madam Geetha A/P Muthusamy,

SUBMISSION OF PROJECT PAPER (MKT 672)

Enclosed here is the project paper entitled “**A Study on Factors Influence Consumers Purchase Intention Towards Green Marketing Awareness among University Students in Melaka**” to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

SHEILLA AFIQAH BINTI AB RAHIM

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ABSTRACT

This research study is to identify on factor influence consumers' purchase intention towards green marketing awareness among university students in Melaka. The factor were awareness of green marketing, awareness of price, awareness of eco-label and consumers' environmental concerns. This study research framework adapted from Norazah (2013) and Sathiswaran, Azlinda & Nurul (2014). Futhermore, this study were using conveniece sampling technique and questionnaires were distributed to university students in Melaka via Google From. A 110 respodents had been answered the questionnaire. Collected data were analysed using Statistical Package for Social Science (SPSS) version 22. Hence, the data were obtained from descriptive analysis, frequency distribution, reliability analysis and multiple regression analysis. The results show that awareness of green marketing, awareness of price and consumers' environmental concerns are significantly influenced the consumers' purchase intention while awareness of eco-label is not significantly. As conclusion, these findings would be useful for future researchers, marketers, government and non-government to improve green campaign in Malaysia.

Keywords: Green Marketing, Price, Eco-label, Consumers' Environmental Concerns and Consumers' Purchase Intention.