



**FACTORS THAT AFFECT THE ACCEPTANCE LEVEL OF
CONSUMERS IN MALAYSIA TOWARDS ENVIRONMENTAL-
FRIENDLY PRODUCTS**

NORHAYATI MUHAMAD MAZLAN

2006130089

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

MARA UNIVERSITY OF TECHNOLOGY

MELAKA CITY CAMPUS

18th OF APRIL 2003

ABSTRACT

Nowadays Malaysian governments and other related non-government organizations are moving towards encouraging local society to be more aware with environmental-friendly product and try to enhance their consumption patterns towards that kind of products. On the other hand, developed nations like European and Japanese are known for their high concerns towards environmental issue. Therefore researcher tries to find out what are the relevant factors that can affect the acceptance level of consumers in Malaysia towards environmental-friendly products. The aim of this paper is to identify contributing factors towards the acceptance of environmental-friendly products, to determine whether the price factor contribute towards the acceptance level of consumers in Malaysia, to determine whether the availability factor contribute towards the acceptance level of consumers in Malaysia and to determine whether the awareness factor contribute towards the acceptance level of consumers in Malaysia.

This paper is devoted to revise the relevant literature regarding on the issue. This topic are divided into several areas which are the definition of environmental-friendly product, the acceptance level the role of price, the availability factor as well as the awareness factor. The researcher was using questionnaire as medium of collecting data from local consumers located around Kuala Lumpur as the appropriate respondents. It is in order to get the accurate result for next step of investigation which is analyzing data through SPSS. From the responses of 30 respondents, the researcher will compute all the data so that the findings can be created. Furthermore, suitable recommendation will be concluded in this report.

TABLE OF CONTENT		PAGE
ACKNOWLEDGEMENT		
TABLE OF CONTENTS		
LIST OF TABLES		
LIST OF FIGURES		
ABSTRACT		
1.0	INTRODUCTION	1-2
2.0	COMPANY BACKGROUND	
2.1	Victor Group	3
2.2	Company Mission	3
2.3	Company Beliefs	3
2.4	Board of Directors	4-5
2.5	Info-House (M) Sdn Bhd	6
2.6	Bizaid Technologies Sdn Bhd	6
2.7	Asian Secrets Sdn Bhd	6
2.8	Ecowarna Sdn Bhd	7
2.9	Fine Batik Sdn Bhd	7-8
3.0	ISSUE	9
4.0	LITERATURE REVIEW	
4.1	Introduction	10
4.2	Definition of Environmental-Friendly Products	11
4.3	Acceptance	12-13
4.4	Role of Price	14-15
4.5	Availability	15-16
4.6	Awareness	17-18
5.0	DATA COLLECTION METHOD	19-20
6.0	FINDINGS	21-33
7.0	CONCLUSION AND RECOMMENDATION	34-36
REFERENCES		
APPENDICES		

ACKNOWLEDGEMENT

Assalamualaikum W.B.T,

First of all I would like to thank Allah S.W.T for giving me the opportunity to complete this case study report within the given time.

A million thanks to my dedicated advisor, Associate Professor Dr. Abdul Halim Mohd Nor for his advice during our consultation period upon the completion of this case study report.

Not to forget my second advisor, Miss Norazamimah Bogal for her honest and sincere comment during my presentation session so that I can improve my report even better.

Other than that, I want to dedicate my thankfulness to my internship supervisor, Miss Belle Ching for helping and teaching me new knowledge about business world rather than learn it in theory. Same goes to other permanent staff as well as my entire colleague for giving moral support and helping me.

Lastly, I want to express my appreciation towards my family and my friend for their support in terms of mentally as well as financially. Without their support, it is quite hard for me to complete the entire task given.

Thank you.

1.0 INTRODUCTION

This study will be touching the concern of environmental-friendly products. The focus of this topic is mainly on the acceptance level of environmental-friendly product among local consumers. This topic was chosen because Malaysia nowadays is moving towards environmentally concerns where people are more aware and takes it seriously in order to protect their environment as well as to reduce the pollution that happen around them.

The aim of study is to find out the factors that can contribute to the awareness and acceptance level of local consumers towards environmental-friendly products as not all people take it seriously. This study is very important in order to measure the consumers' acceptance level in Malaysia towards environmental-friendly products.

The objectives of this study are:

- To identify contributing factors towards the acceptance of environmental-friendly products
- To determine whether the price factor contribute towards the acceptance level of consumers in Malaysia
- To determine whether the availability factor contribute towards the acceptance level of consumers in Malaysia
- To determine whether the awareness factor contribute towards the acceptance level of consumers in Malaysia