



**FACTORS INFLUENCING THE CONSUMERS' INTENTION TO USE
ENVIRONMENTAL FRIENDLY PRODUCTS**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
(HUMAN RESOURCE MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

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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 extract have been distinguished by quotation marks and sources of my information have specifically acknowledged.

Signature:_____

Date: 04th July 2014

Signature:_____

Date: 04th July 2014

LETTER OF TRANSMITTAL

04th July 2014

The Head of Program
Bachelor of Business Administration
(Hons) Human Resource Management
Faculty of Business Management
Universiti Teknologi MARA
110 Off Jalan Hang Tuah
75300 Melaka, Malaysia

Dear Sir / Madam,

SUBMISSION OF APPLIED BUSINESS RESEACRH REPORT

Attached is the project paper titled **“FACTORS INFLUENCING THE CONSUMERS’ INTENTION TO USE ENVIRONMENTAL FRIENDLY PRODUCTS”** to fulfillment the requirements as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Regards,

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TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF FIGURES	viii
LIST OF TABLES	ix
ABSTRACT	x
CHAPTER 1	INTRODUCTION
	1.1 Research Background 1
	1.2 Problem Statement 3
	1.3 Research Objectives 5
	1.4 Research Questions 5
	1.5 Scope of study 5
	1.6 Significant of Study 6
	1.7 Limitation of Study 7
CHAPTER 2	LITERATURE REVIEW
	2.1 Environmental Friendly Products 8
	2.2 Research Framework and Hypotheses Development 9
	2.3 Chapter Summary 17

ABSTRACT

The title of this research is Factors Influencing Consumers' Intention To Use Environmental Friendly Products. The dependant variable for this research is intention to use environmental friendly products. In this research, there are six independent variables that link with the dependant variable. The six independent variables are perceived cost, perceived quality, environmental attitude, social influence, trust and health awareness. For the data collection, questionnaire was used by the researchers. The researchers distributed the set of questionnaires to respondents in the shopping complex around Melaka. In conducting the research, the Statistical Package for Social Science (SPSS) version 21.0 was used to analyzed the data. Results showed the five independent variables which are perceived cost, perceived quality, environmental attitude, trust and health awareness influencing the consumers' intention to use environmental friendly products. But only one independent variable which is social influence does not influence the dependant variable. All the five independent variables have significant relationships that influence the consumers' intention to use environmental friendly products.