



**YOUNG CONSUMER'S GREEN PURCHASING
INTENTION: CASE STUDY IN BANGI SELANGOR**

NURUL SUHAIDA ADILA BINTI KAMARULZAMAN

2011607418

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (BUSINESS ECONOMICS)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KOTA BHARU KELANTAN

JULY 2013

LETTER OF SUBMISSION

Nurul Suhaida Adila Binti Kamarulzaman
Bachelor of Business Administration (Hons) Business Economics
Faculty of Business Management
Universiti Teknologi MARA, Kampus Kota Bharu
15050 Kota Bharu, Kelantan

Head of Program

June

2013

Bachelor of Business Administration (Hons) Business Economics
Faculty of Business Management
Universiti Teknologi MARA, Kampus Kota Bharu
15050 Kota Bharu, Kelantan

Dear Sir/Mrs,

SUBMISSION OF ECONOMICS PROJECT PAPER

Attached is the copy of Economics Project Paper entitled **“Young Consumer’s Green Purchasing Intention: Case Study In Bangi Selangor”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Faithfully

NURUL SUHAIDA ADILA BINTI KAMARULZAMAN
2011607418
Bachelor of Business Administration (Hons) Business Economics

ACKNOWLEDGEMENT



A sincere appreciation to my advisor, Miss Ina Murni Binti Hashim, for her wonderful guidance, professional analytical direction and enormous patient. The help and guidance provide me the will and vigor to complete this paper.

My appreciate also extended to my advisor for her constructive criticisms and idea in making this thesis became reality. Beside that I would like to thanks Madam Haslina Binti Che Yaacob for her patient and guidance. Special thanks to all respondents of this study for their kind assistance and support throughout the data collection process. I am also very grateful to my friends, family and my supervisor Practical Training Madam Rosima Musa for giving me a great support and encouragement.

Finally, I would also like to take this opportunity to thank all those involved directly or indirectly I making this paper reality.

TABLE OF CONTENTS

TITLE	PAGE
DECLARATION OF WORK	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABSTRACT	x
CHAPTER 1: INTRODUCTION	
1.1 Background	1
1.2 Problem Statement	5
1.3 Research Question	7
1.4 Research Objective	7
1.5 Theoretical Framework	8
1.6 Research Hypothesis	9
1.7 Significance of Study	10
1.8 Definition of Term	12
CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction	15
2.1 Green Purchasing Intention	17
2.2 Children Development as Consumers	18

ABSTRACT

This research is conducted to identify the factor that influences the young consumer's intention to purchase green product. This study seeks to understand young consumers' green purchase intentions and the objective of this research are to determine whether the independent variable which are Environmental concern (EC), Product attribute (PA), Brand consciousness (BC) and Self-image (SI) influence the extent to which student as the young consumer purchasing intention in green product or not. Moreover, this study is to determine whether the three independent variables are being influenced or not towards the dependent variables that is green product purchasing intention.

In this research, a questionnaire was distributed to among students. Using a sample of 100 students, a survey was developed and conducted in Bangi Selangor. The students is among MFI, UNIKL, KPTM, UKM, and GMI students. The results show there is some positive relationship between measurements taken with the dependent variable.