



**ENVIRONMENT FRIENDLY PRODUCTS: FACTORS THAT  
INFLUENCE THE GREEN PURCHASE INTENTIONS  
AMONG YOUTH IN MALAYSIA**

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## LETTER OF TRANSMITTAL

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Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the research report title **"ENVIRONMENT FRIENDLY PRODUCTS: FACTORS THAT INFLUENCE THE GREEN PURCHASE INTENTIONS AMONG YOUTH IN MALAYSIA"** to fulfil requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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## ABSTRACT

The study aims to determine the factors that influence green purchase intention towards environment friendly product among youth in Malaysia. Recently, the environmental problem has become one of the most important issues in. Businesses have started to discover that in the future customers' purchase decision will be based on the environmental considerations. A research frame work was proposed by following the study from Afzaal Ali et al (2012). The independent variables in this study consist of organization's green image, environmental knowledge and environment concern while dependent variable is green purchase intention. Furthermore, a survey using the questionnaire of 100 respondents was conducted among youth in Malaysia that age between 15 and 30. The researcher chooses youth for this study is because youth is the young generation of the country and their purchase decisions will affect the future of the country. From the findings, the researcher concluded that there is significant relationship between environmental knowledge and environmental concern with green purchase intention. However, organization's green image has no significant relationship with green purchase intention. Due to time constraint and limitation of respondents, the researcher also recommend the future researcher to make a deep study and wider scope of study with a long period of time to have better understanding.

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

While globalization summons continues in its full speeding across the world, this process has also caused the environmental problems such as global warming, acid rain, air pollution, and water pollution. The environmental problems have started to come to the plan more and more in the recent years and people have started to talk these negativities. Straughan and Roberts, (1999) argued that these environmental problems have evolved through many different phases. It started in the 1960s with the green concept, which concentrate on pollution and energy conservation. Afterward, due to increased social and political pressure, organizations have moved beyond these concepts to recycling, alternative packaging, redesigning of product, and alternative products. Since 1990s, environmental concern has become one of the most important issues. Businesses have started to discover that in the future customers' purchase decision will be based on the environmental considerations (Afzaal Ali, 2012).

Green marketing is also known as maintainable marketing and environmental marketing involve designing, promoting, pricing and distributing products and services. This concept is services according to the customers' want and need, with minimal detrimental impact on the natural environment (Grant, 2008). In recent years, the environment has become a persistent public issue (Baumann et al., 2006). It is predictable that the pressure of this evolution on the corporate sector will not decrease in force till the new millennium dawns (Sarkis, 2001). The environmental awareness among consumer has risen as an environmental issue have relationship with consumer purchase intention. This has turned into consumer attitude towards green purchase intentions. Many organizations have adopted environment friendly practices as part of their corporate social responsibility. According to Aysel Boztepe (2012), apart from producing environment-friendly products and selecting environment-friendly markets, organization should have understanding on 'Environmentally Friendly" that required to be integrated into the corporate culture.