UNIVERSITI TEKNOLOGI MARA

INTEGRATING THE NORM OF ACTIVATION MODEL AND THE THEORY OF PLANNED BEHAVIOUR IN PREDICTING CONSUMERS' PURCHASE INTENTION OF HYBRID CARS: THE MODERATING ROLE OF ENVIRONMENTAL KNOWLEDGE

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MSc

May 2020

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.
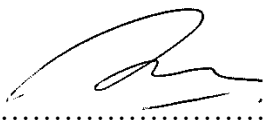
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Thesis Title	:	Integrating the Norm of Activation Model and the Theory of Planned Behaviour in Predicting Consumers' Purchase Intention of Hybrid Cars: the Moderating Role of Environmental Knowledge
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Date	:	May 2020

ABSTRACT

Environmental problem becomes a critical and significant issue nowadays, where humans are among one of the biggest contributors driving towards this phenomenon. The issue of environmental problem mainly global warming that led by air pollution which contributed by the emission of carbon dioxide by road transportations is worrying. Conventional cars are the most dominant road transportation that contributes towards carbon dioxide emissions which eventually lead to global warming issue. Thus, hybrid cars are deemed to be the best mechanism to alternate the usage of conventional cars where the advanced technology used in hybrid cars are accounted to lesser the carbon dioxide emissions. Therefore, this research is carried out to underline the determinants that influencing individuals' intention in purchasing green product in the context of hybrid car purchase intention. This research provides significance both in the perspectives of practical and theoretical contributions. By integrating the Norm of Activation Model and the Theory of Planned Behaviour, the research constructs were tested accordingly for the purpose of answering the research questions of this study. Moderator variable known as Environmental Knowledge was examined to bridge the inconsistencies of findings found from the previous research pertaining to the predictors towards hybrid cars purchase intention among individuals in Malaysian perspective, specifically those who residing in Klang Valley's. Under the literature review, a systematic meta study from the year of 2010 to 2017 were conducted in order to get a systematic insight of study that contributes towards green purchase intention among individuals. To ensure the objectives of the study are achieved, quantitative method of research were conducted accordingly. Stipulated group of individuals were sampled to represent the research. Data of the research were analysed using Statistical Package for the Social Sciences (SPSS). Multiple regression analysis and moderated regression analysis were used in order to analyse the data. The results indicate that individuals' purchase intention of hybrid cars in Klang Valley are influenced by the value of their perceived environmental responsibility and perceived behavioural control, while environmental knowledge moderates the relationship between perceived green value and hybrid cars' purchase intention.

ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to God for giving me the opportunity to embark my master's degree and granted me endless strength to pursue the journey. My appreciation goes to my main supervisor, Dr. Muhammad Iskandar Hamzah for guiding me throughout the journey. Without his guidance, this thesis would not be completed.

I would also acknowledge all people who assist me in completing this journey. Thank you to my parents in law, and my whole family for always encourage me. Too many to list, you know who you are. I really appreciate everyone who has helped.

My special appreciation goes to my little family; my husband and my sweetheart daughter Isabella. The continuous support and encouragement given will always be appreciated. May the light of education will brighten up our family.

The most appreciation, this thesis is dedicated to my parents, Tanwir Safar (passed away during my first year of this MSc) and Rahimah Ingam, who has raised me up with dream and became a determined person. This special cake is baked for both of you. Thank you so much for everything.

TABLE OF CONTENTS