



**A STUDY ON FACTORS THAT CAN INFLUENCE CONSUMER'S  
PURCHASE INTENTION OF GREEN PRODUCT:**

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**Submitted in Partial Fulfillment  
Of the Requirement for the  
Bachelor of Business Administration (Hons) Marketing**

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**JULY2017**

## **ACKNOWLEDGEMENT**

First and foremost, I would like to express my deepest gratitude to Almighty Allah S.W.T. for making it all possible. Alhamdulillah with his guidance and will, I was able to complete this study. Next, I would like to personally acknowledge the following people for their valued help and contributions to the preparation of this report:

Academic advisor, Madam Noorita Mohammad, for her never ending support, guidance, patience, and irreplaceable time spent guiding me towards the completion of this report. Thank you for the time spent to advise me in writing my report.

My warmest appreciation and thanks go most to Mrs. Norizmah Mustaffa my supervisor, for co-operation and invaluable insights in relation to the relevant information gathered for this project paper. Not only that, a million thank you for Madam Jaslin Dahlan for sharing many informations, and knowledge regarding this report.

My beloved family, friends and course mates, for their helpful suggestions, advices and moral support throughout the time of completing my industrial training and report paper.

Generally speaking, thank you to those who have helped me either directly or indirectly, throughout the completion of my industrial training and this report. It would not have been possible without them.

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## **ABSTRACT**

The green product purchasing among individuals or groups is a better way to protect and show some respect to environment. Many consumers were not aware of green product in the market and there were few barriers that has made consumer not buying the green product. Therefore, this research was conducted to study the factors that can influence consumer's purchase intention of green product.

This research of green product purchase intention covered between Kuala Lumpur and Selangor. From the research, researcher has used primary and secondary data to get the result. This study targeted about 100 respondents in order to get accurate result. The respondents are among the staff and consumers of Karyaneka Sdn Bhd and other respondents that willing to answer the question. All respondents were given a set of questionnaire to answer.

There are 5 factors used for this study which is environmental knowledge, product quality, attitude, perceived behavior control and social influence. Statistical Package for the Social Sciences (SPSS) is used to calculate and evaluate the result. In conclusions, only 3 factors that is significant with the dependent variable which are environmental knowledge, social influence and perceived behavior control while the other 3 is not significant for this study.

## 1.1 BACKGROUND OF STUDY

Green purchasing is buying and supporting environmentally product that give no harms to the environment and animals (Yatish Joshi Zillur Rahman, 2016; Schaefer and Crane, 2005). This means that, environmental product is product that is chemical free and not use the animals as product tester. According to Prashant Kumar Bhimrao M Ghodeswar, (2015) to ensure the greening of a product, its complete life-cycle from the beginning which means the idea itself till the last process which is the delivery process are using the green way.

Green product purchasing has become quite popular among the consumers. Yatish Joshi Zillur Rahman, (2016) also supported by stated that there is increasing number of individuals that willing to support the green purchasing. Consumers have adjusted their concern towards environmental product by increasing the demand for that product and because of the exaggerated awareness of going green, people from the whole world are more concious to live in healthier way, (Norazah Mohd Suki, 2016). Indeed, according to Yatish Joshi Zillur Rahman, (2016), by frequently purchase green product, consumer want to show their support toward the environment to the society.

The expanding consideration towards security of the environment and natural morals has likewise changed the buyer purchasing behaviour (R.Yadav, G.S.Pathak, 2017; Kim and Chung, 2011). As cited by Yatish Joshi Zillur Rahman, (2016) when consumers have higher knowledge on environmental issue, they are more motivated to show the environmentally responsible behavior. All these means that, consumers with environmental knowledge are more likely to protect the environment and becoming more responsible to save the nature.