



GREEN PRODUCT PURCHASE INTENTION AMONG  
YOUNG CONSUMERS IN KOTA KINABALU,  
SABAH

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DECEMBER 2018

## ACKNOWLEDGEMENT

I am grateful and would like to express my sincere gratitude to my advisor Dr. Sharifah Nurafizah Syed Annuar for her invaluable guidance, continuous encouragement and constant support in making this research possible. I really appreciate her guidance from the initial to the final level that enabled me to develop and understanding of this research thoroughly. Without her advice and assistance, it would be a lot tougher to completion. I also sincerely grateful and thanks for the time spent proofreading and correcting my mistakes.

Not to forget, I also would like to express very special thanks to Pn. Khairiah Mazdah Kalimin for her suggestions and co-operation through making this research better in terms of preparing and done this research paper. I also would like to give my appreciation to our Industrial Training Coordinator, Dr. Noorziah Mohd Salleh for her valuable advice and care with my industrial training.

I acknowledge my sincere indebtedness and gratitude to my parents for their love, dream and sacrifice throughout my life. I am thankful for their sacrifice, patience, and understanding that were inevitable to make this work possible. Their sacrifice had inspired me from the day I learned how to read and write until what I have become now. I cannot find the appropriate words that could properly describe my appreciation for their devotion, support and faith in my ability to achieve my dreams.

Lastly, I would like to thanks any person which contributes to my final year project directly or indirectly. I would like to acknowledge their comments and suggestions, which was crucial for the successful completion of this study.

1.6.3 Subjective Norm

1.6.4 Perceived Behavioral Control

1.6.5 Purchase Intention

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## ABSTRACT

This research aims to understand the determinants that influence purchase intention towards green product of young consumer groups among 18 to 28 years old. In this research, a total of 132 respondents were surveyed through self-administered questionnaire approach. The relationship between attitude, willingness to pay, subjective norm and perceived behavioural control were tested by using IBM SPSS 24 and Smart PLS 3.0. The result of this research revealed that attitude and perceived behavioural control showed positive relationship towards green product purchase intention. Meanwhile, subjective norm and willingness to pay does not showed supported towards green product purchase intention. Moreover, this paper suggested that more attention should be given to young consumer and encourage them more in purchasing green product in Malaysia, especially among young millennials in Sabah.