



**FACTORS AFFECTING CONSUMERS' GREEN PRODUCT PURCHASE DECISIONS**

**UNGKU NUR 'IZZATI BINTI UNGKU A .HALIM**

**2014887028**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(INTERNATIONAL BUSINESS) FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA**

**JULY 2017**

## **ACKNOWLEDGEMENT**

Completing this research was a challenging project for me. However, I had the help from many parties which make this project less difficult. First of all, I would like to express my gratitude to my advisor, Pn. Khalilah Ibrahim for her endless guidance and encouragement. Also, to the second examiner, Pn. Zuhaira.

I would also like to expend my heartfelt thanks to all of the lectures in the Faculty of Business Management for providing us with their valuable support, knowledge and assistances throughout my journey to received Bachelor's Degree.

Last but not least, I would like to thank all of the respondent who are participate in this research and willing to spend their time to answer the questionnaire, and also friends and family for their support and encouragement. Thank you.

## **ABSTRACT**

The environment issue has become a great concern for the government, societies, as well as business organization all around the world. In addition, consumer can be seen as one of the biggest contributors to the deterioration of the environment. Thus, consumers are beginning to take into action in order to reduce the environmental problems by considering the green production options. Thus this research is aimed to study the factors affecting consumers' green product purchase decision. The drivers of the green product purchase decision would be supporting environment protection, driver for environment responsibility, and interpersonal influence. There are three hypotheses constructed in this research. 384 questionnaires were distributed at the Putrajaya, Malaysia. The data collected were analysed using the Statistical Package for Social Science (SPSS). Results from this study show that all the independent variables have a significant impact on the dependent variables. Recommendations for future research have also been concluded.

## TABLE OF CONTENT

<b>CONTENT</b>	<b>PAGE</b>
COVER PAGE	i
DECLARATION OF WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENTS	iv
ABSTRACT	v
TABLE OF CONTENT	vi
LIST OF TABLES & LIST OF FIGURES	ix
CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Background of Study	2
1.3 Problem Statement	3
1.4 Research Objective	6
1.5 Research Question	6
1.6 Scope of Study	7
1.7 Significant of Study	7
1.8 Limitation of Study	8
CHAPTER 2 : LITERATURE REVIEW	
2.1 Introduction	9
2.2 Literature Review	9
2.2.1 Green Product Purchase Decision	9
2.2.2 Supporting Environmental Protection	11

2.2.3 Drive for Environmental Responsibility	13
2.2.4 Interpersonal Influence	15
2.3 Theoretical Framework	17
2.4 Hypotheses	18
 CHAPTER 3 : RESEARCH METHODOLOGY	
3.1 Introduction	19
3.2 Research Design	19
3.2.1 Type of Investigation	19
3.2.2 Time Horizon	19
3.2.3 Study Setting	20
3.2.4 Research Strategy	20
3.2.5 Extent of Research Interference	20
3.2.6 Unit of Analysis	20
3.3 Population of Study	21
3.4 Sampling Technique	21
3.5 Data Collection Method	21
3.6 Sampling Size	22
3.7 Response Rate	22
3.8 Questionnaire	23
3.9 Data Analysis	24
3.9.1 Reliability Analysis	24
3.9.2 Pearson Correlation	24
3.9.3 Multiple Regression Analysis	25