



**FACTORS INFLUENCING GREEN PURCHASE INTENTION AMONG  
WORKING CONSUMERS IN PETALING JAYA, SELANGOR**

**HANISAH BINTI MAHMUD HISHAMUDDIN**

**2015162563**

**BACHELOR OF BUSINESS ADMINISTRATION (HUMAN RESOURCE  
MANAGEMENT) (HONS)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**JANUARY 2019**

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**Submitted in Partial Fulfilment of the**

**Requirement for the**

**Bachelor of Business Administration (Human Resource Management) (Hons)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**JANUARY 2019**

**DECLARATION OF ORIGINAL WORK**



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**KAMPUS BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Hanisah Binti Mahmud Hishamuddin, (I/C Number: 940923-14-6834)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

January 2019

The Head of Program  
Bachelor of Business Administration (Human Resource Management) (Hons)  
Faculty of Business Management  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka  
Off Jalan Hang Tuah  
75300 Melaka

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper title “Factors Influencing Green Purchase Intention Among Working Consumers in Petaling Jaya, Selangor.” To fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Sincerely,

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(Hanisah Binti Mahmud Hishamuddin)

## ABSTRACT

With the significant increase of seriousness of global warming, people are getting more attention of protecting and preserving the natural environment. The environmental attitude and environmental knowledge of consumers towards the environment is increasing rapidly. This may influence consumer purchase intention to a greener perspective. Thus, it is important to investigate the factor affecting the green purchase intention of consumers. For this study, the aim is to identify the factors influencing green purchase intention among working consumers in Petaling Jaya, Selangor. This research focuses on two objectives which are to determine the relationship between environmental attitude and environmental knowledge towards green purchase intention among working consumers in Petaling Jaya, Selangor and also to identify the most influence factors affecting the green purchase intention among working consumers in Petaling Jaya, Selangor. The sample size of this research is 100 respondents and the appropriate type of investigation for this study is correlation with minimal interference. Quota sampling is used which represent 67 Malay, 19 Chinese, 13 Indian and 1 other which is Iban to ensure that this research will not leave out any of the group. Besides, the questionnaires distribute used Likert-scale to help in collecting the data from the respondents. The results show that environmental attitude is positive, strong and significant relationship towards green purchase intention among working consumers in Petaling Jaya, Selangor. However, the other independent variable which is environmental knowledge is positive, moderate and not significant towards green purchase intention among working consumers in Petaling Jaya, Selangor. Last but not least, the most influence factor affecting the green purchase intention among working consumers in Petaling Jaya, Selangor is environmental attitude with the value of ( $\beta = 0.501$ ).