



FACTORS THAT DRIVE CONSUMERS TO GREEN PURCHASE INTENTION
AMONG UiTM MALACCA CITY CAMPUS STUDENTS

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DECEMBER 2018

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Submitted in Partial Fulfilment of the Requirement
for the Bachelor of Business Administration
with Honors (International Business)

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HONOURS (INTERNATIONAL BUSINESS) FACULTY OF BUSINESS
MANAGEMENT UNIVERSITI TEKNOLOGI MARA
CITY CAMPUS

DECEMBER 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

(INTERNATIONAL BUSINESS) FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA “DECLARATION OF ORIGINAL WORK”

I, Sarjana Binti Siliyu (I/C Number: 950310-12-6450)

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: 29th December 2018

Sarjana Binti Siliyu

LETTER OF SUBMISSION

Dr.Najihah Hanisah Binti Marmaya

Senior Lecturer of UiTM Melaka City Campus

Faculty of Business Management

Universiti Teknologi MARA 110,

Off Jalan Hang Tuah 75300 Melaka.

Dear, Dr.Najihah Hanisah Binti Marmaya

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “**FACTORS THAT DRIVE CONSUMERS TO GREEN PURCHASE INTENTION AMONG UiTM MALACCA CITY CAMPUS STUDENTS**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you,

Yours sincerely,

SARJANA BINTI SILIYU

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ABSTRACT

Over the last decade, consumer consumption of goods and services has increased tremendously across the world, leading to depletion of natural resources and severe damage to the environment (Chen and Chai, 2010). According to Hossein Nezakati and Masoumeh Hosseinpour (2015) in Malaysia, the concept of environmentally friendly is new. The Malaysian government has invested to protection of the environment. However, the knowledge on consumers' attitude towards the green products is not high. Although many studies explored the different aspects of green brand (Kilbourne, 2008; Polonsky, 1994), there is a lack of empirical studies about how to increase customers' intentions to use green products among Malaysian users. The aim of this study was to determine what are the main reasons that drive the consumers to the intention of green purchase among UiTM Malacca City Campus students. There were four independent variables that included in this study which are green purchase attitude, green perceived value, green perceived trust and ecological knowledge. Meanwhile, green purchase intention was the dependent variable. Based on the findings from the results, it was showed that only green perceived value that had significant impact on the consumers in UiTM Malacca City Campus to the intention toward green purchase. The remaining independent variable has no relationship on green buying intention. To further add, most of the respondents had experience in bought green products. Nevertheless, bottles and accessories were most of the respondents favourite green product includes recycled toilet tissue and recycled paper. Keywords: Green purchase intention, green purchase attitude, green perceived value, green perceived trust, ecological knowledge, environmental, green marketing, students.