



**FACTORS INFLUENCING CONSUMER'S GREEN PURCHASING BEHAVIOUR
TOWARDS GREEN PRODUCTS IN MALAYSIA**

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UNIVERSITY OF TECHNOLOGY MARA

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Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business

Administration (Honours) in Marketing

FACULTY OF BUSINESS MANAGEMENT

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CAMPUS BANDARAYA MELAKA

DECEMBER 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN MARKETING

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I, Syed Muhammad Yusof Bin Syed Ahmad Badiuzaman, (940209-10-5437)

Hereby, declare that :

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

Signature :

Date :

LETTER OF SUBMISSION

The Head of Program

Bachelor of Business Administration (Hons) in Marketing

Faculty of Business Management

Universiti Teknologi MARA

Melaka Kampus Bandaraya

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75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “Factors Influencing Consumer’s Green Purchasing Behaviour towards Green Products in Malaysia” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. Thank you.

Yours sincerely,

SYED MUHAMMAD YUSOF

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Abstract

Today, rapid development of technology has caused both positive or negative affect and changes in the environment. While enjoying the convenience provided by technology, people should have the right mind-set in keeping and protecting their environment healthy. Therefore, the aim to conduct this study is to examine the factors that influence consumers' green purchase behaviour towards green products in Malaysia. There are 4 independent variables were used in this research project to identify the factors that influence consumers' purchasing behaviour toward green products; Environmentalism, Behaving Economically, Knowledge and dependent variable; Green Purchasing Behaviour.

100 Malaysia consumer are the minimum sole targeted respondents in this study. It is found that there are no significant differences for the gender and race variables whereas monthly income variable was found a significant difference on it. In addition, the study findings also discovered that there is a significant relationship between the factors influence and consumers' purchasing behaviour towards green products.

Consequently, these research findings have provided some insight and feedback to businesses who basically facing a lot of challenges in convincing consumers to purchase green products.

By gathering this information, marketers can understand the route that shifts the environmental factors to green purchase behaviour. They also would be able to formulating their various strategies to effectively attract the Malaysian consumers to purchase green products.