



**GREEN PURCHASE INTENTION AMONG UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA STUDENT**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
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JUNE 2019

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
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UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I am Zamnuri Bin Zaifudin (I/C Number: 951210-10-5665)

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

JUNE 2019

Halim Bin Mahphoth
Faculty of Business and Management
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Enclosed here is the project paper titled “**GREEN PURCHASE INTENTION AMONG UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA STUDENT**” to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

.....

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ABSTRACT

Green purchasing alludes to reusing, obtaining and utilizing environment friendly items that have negligible harm to the environment. This study inspects relationship between elements that influence the green purchase intentions among undergraduates in Universiti Teknologi MARA Kampus Bandaraya Melaka (UiTM KBM). The study centers on the three noteworthy independent variables got from writing including self-image, environmental concern and social influence on the dependent variable green purchase intention. This study target respondent was UiTM KBM undergraduates and the sample are green consumer. Meanwhile, 100 personal administered were distributed to the respondent. The study utilized descriptive study concept and used non-probability convenience sampling design. All data recorded from the questionnaire were analysed using Statistical Packaged for Social Science version 22. The measurable investigation of the information mirrors that environmental concern and self-image impacts green buying aim where as social Influence don't influence green purchase intention of consumer.