

UNIVERSITI TEKNOLOGI MARA

**FACTORS THAT INFLUENCE
BEHAVIOUR INTENTION OF UITM
SHAH ALAM STUDENTS IN
PURCHASING ECO-FRIENDLY
PRODUCT**

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EMAS

December 2019

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The level of awareness and knowledge of Malaysian on green technology including the aspects of eco-friendly products was still at the low level. Thus, this study explored the factors that influence behaviour intention of UiTM Shah Alam undergraduate students in purchasing the eco-friendly product since they are part of young generation consumer. The factors of environmental concern, attitude, eco-friendly product knowledge, price and policy used as the influence factors for behaviour intention of purchasing the eco-friendly product among UiTM Shah Alam students. Cross-sectional survey used as data collection to answer the research objective. There are 392 students from 14 faculties in UiTM Shah Alam as the sample size for this study. Stratified random sampling used as sampling technique. This study also used primary data collection by using questionnaire distributed to undergraduate students of UiTM Shah Alam. The data analyzed by using SPSS Statistical. The result shows there is high level of behaviour intention among UiTM Shah Alam students in purchasing the eco-friendly product. There is significant relationship between environmental concern, attitude, eco-friendly product knowledge, price and policy with behaviour intention of UiTM Shah Alam student in purchasing eco-friendly product too. In addition, the main factor that influencing behaviour intention among UiTM Shah Alam students is environmental concern.

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