



**FACTORS INFLUENCING GREEN PURCHASE INTENTION AMONG
MALAYSIAN CONSUMERS**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING**

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CAMPUS BANDARAYA MELAKA**

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY OF TECHNOLOGY MARA

“DECLARATION OF ORIGINAL WORK”

I, LIYANA ADIBAH BINTI TAHIR, (I/C Number: 951115-04-5182)

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: Liyana Adibah Binti Tahir

Date: 7th January 2020

LETTER OF SUBMISSION

The Head of Programme
Bachelor of Business Administration (Hons.) Marketing
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Universiti Teknologi MARA (Cawangan Melaka)
Kampus Bandaraya Melaka
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Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “FACTOR INFLUENCING GREEN PURCHASE INTENTION AMONG MALAYSIAN CONSUMERS” to fulfil the requirements as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Sincerely,

.....

Liyana Adibah Binti Tahir

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ABSTRACT

This research was conducted to carry out a study entitled “Factors Influencing Green Purchase Intention among Malaysian Consumers”. The purpose of this study is to investigate the relationship between four independent variables with dependent variable to identify which factor is most important towards purchase intention towards green products. Basically, it consists of four factors influencing on Malaysian consumer focusing in Bandar Melaka and the factors are green packaging, green product value, eco-label, green advertisement. In order to complete this study, few hypothesis were constructed and 150 respondent were chosen as respondent. The data was obtained from primary data by using questionnaire. All data collected through the questionnaire were analysed systematically by Statically Package for Social Science (SPSS). Form the correlation testing, the result shows four independent has relationship with dependent variable. In terms of hypothesis result, all are accepted. For multiple regression analysis, the most influential factor is green packaging.