



**FACTORS INFLUENCING GENERATION Y TOWARDS PURCHASE
INTENTION ON GREEN PRODUCTS**

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MELAKA

JULY 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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I, Nur Amirah Binti Merazman, (I/C Number: 920607-10-5004)

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 TRANSMITTAL

The Head of Study Centre,
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
No. 110, Off Jalan Hang Tuah,
75300, Melaka.

JULY 2015

Dear Sir/Madam,

SUBMISSION OF FINAL REPORT

Enclosed herewith is a thesis entitled “**FACRORS INFLUENCING GENERATION Y TOWARDS PURCHASE INTENTION ON GREEN PRODUCTS**”. I hope this thesis will meet the requirement and expectation from you and the faculty. Thank you very much for all guidance and supports you have generously rendered upon the completion of this thesis.

Yours sincerely

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Bachelor of Business Administration (Hons) International Business

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ABSTRACT

This research was conducted to carry out a study entitled “Factors Influencing Generation Y Towards Purchase Intention on Green Products”. The purpose of this study is to investigate the relationship between four independent variables against one dependent variable, to identify which factor is most important towards purchase intention on green products and to provide recommendation to improve the purchase intention of green products. Basically, it consists of four factors influencing purchase intention on green products in Generation Y in Universiti Teknologi MARA Kampus Bandaraya Melaka and the factors are perceived consumer effectiveness, health consciousness, environmental concern and social influence. In order to complete this write up, a few hypotheses were constructed. For this study, 335 students in Universiti Teknologi MARA Kampus Bandaraya Melaka were chosen as respondents for this study. However, only 200 responses were returned back to the researcher. The data was obtained from primary data by using questionnaires. All data collected through the questionnaires were analyzed systematically by Statistical Package for Social Science (SPSS). From the correlation testing, the result shows four independent variables has relationship with dependent variable. In terms of hypotheses results, all the hypothesis are accepted. For multiple regression analysis, the most important factor is environmental concern.

Key words: Perceived Consumer Effectiveness, Health Consciousness, Environmental Concern, Social Influence, Purchase Intention, Green Products, Generation Y