



ENVIRONMENTAL CONSCIOUSNESS EFFECTS
ON STUDENT'S BRAND PREFERENCE
IN UiTM SAMARAHAN

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Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi Mara. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referred work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification. In the event that my thesis be found to violate the conditions mentioned above, I voluntary wave the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi Mara.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

The environment evolution has been almost three decades in making, and it has changed forever how companies do business. In the 1960s and 1970s, corporations were in a state of denial regarding the impact on the environment. (Lockwood, Packard, Reinhardt, Lovins, Hawken, Hart, Lash, Wellington, Sells and Stern; 2007). Today, many companies have accepted their responsibility to do no harm to the environment. Products and production processes are becoming cleaner and where such change is under way, the environment is on the mend. In the industrialized nations, more and more companies are stressed on environmental friendly as they realized that they can produce pollution and increase profits simultaneously.

Years ago, most environmental problems were relatively isolated where a tanker runs aground, a train filled with chemicals derails, a planet explodes, a company mishandles hazardous waste. (Lockwood, Packard, Reinhardt, Lovins, Hawken, Hart, Lash, Wellington, Sells and Stern ; 2007). But now, the biggest environmental problems are global which are global warming, acid rain, the ozone hole, species extinction, the destruction rainforest and the dying of coral reefs. Now, it is not clear whom to turn in order to correct them. The impacts of these problems affect people everywhere. Studies conducted around the globe have revealed that humans everywhere are carrying a number of synthetic chemicals in their blood and even breast milk: wood preservatives, industrial solvents, pesticides, fire retardants and so on. (Lockwood, Packard, Reinhardt, Lovins, Hawken, Hart, Lash, Wellington, Sells and Stern ; 2007).

Environmentally friendly products and brand development and adoption are at the center of efforts toward increase global sustainability, which illustrates the central role businesses will play. A consumer whose purchasing behavior is persuaded by environmental concerns is known as a green consumer. (Norazah et al. 2013). Environmental friendly marketing or green marketing is relates to all activities which aimed to generate and facilitate any exchange intended to satisfy human needs and wants with minimal detrimental impact on the natural environment. Consumer consciousness in environmental issue is a worldwide subject that continuously change their lifestyle into

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter discussed the literature on the environmentally friendly concept and factors influence the brand preference regarding to environmental consciousness. Environmental consciousness on brand preference is discussed in three sections which is consumers' environmental concern, awareness of environmentally friendly products and price and brand image. It is vital to review all the relevant literatures in order to understand the whole concept of the effects of environmental consciousness on the brand preference.

2.2 The development of environmentally friendly practices

The green movement has created a new niche market of consumers who are highly concerned about the environment and are willing to do and spend more to be environmentally friendly. Many businesses nowadays focusing on environmentally friendly products have emerged as a growing business sector since the growing of ecological issues such as global warming and the greenhouse effect, pollution and climate changes which are directly related to industrial manufacturing that sooner will continue to affect human activities. Likewise, more traditional businesses such as grocery, hardware, building materials and appliances or electronic stores are increasing in their lines of green products as they realize their profitability.

Over the past decade, research, innovation, commercialization of green products has taken a quantum leap. Ranging from water filters to organic fertilizers and from energy efficient lighting to recyclable packaging, each year dozens of path breaking innovations are commercialized. Growing concerns over the impacts of human activity on the natural environment have made green products the subject of much analysis and debate. (Guillen and Figueiredo et al. 2012).