

**The perceived characteristics that influence on intention
to use led lighting in residential market**

NOR ATIQA MUHAMAD

2013285654

**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours
(Operation Management)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

PULAU PINANG

July 2016

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (OPERATION MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PULAU PINANG**

**“DECLARATION OF ORIGINAL
WORK”**

(I/C Number: 931027-XX-XXXX)

I. NOR ATIOAH BINTI MUHAMAD

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, local or overseas and is not being concurrently submitted for this degree or and other degrees.
- This paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our

information have been specifically acknowledged.

Signature: .....

Date: 7.7.2016.....

ACKNOWLEDGEMENT

First of all, in the name of Allah S.W.T., the Most Gracious, the Most Merciful. Alhamdulillah after going through a lot of things, finally I finished this project paper according the given requirement. Thanks and praises to Allah S.W.T. because gives me strength to finish this thesis since a lot of obstacles that I need to face.

Special thanks and gratitude to my advisor, Puan Nurul Hayani Binti Abd Rahman for her commitment in order guide and sharing her wide knowledge and also experience doing research before to ensure that my thesis fulfil the standard and reach the messages.

Besides that, I also want to deliver my thankful to my family members for their understanding and encouragement for fully support me doing my thesis. Not forgotten also to all my friends that gives them supportive way and also the information needed throughout finished this project paper.

I would like to thank everyone as this research had been completed by having everybody's effort and contribution.

TABLE OF CONTENT

TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	ix
LIST OF TABLE	xi
ABSTRACT	xii

CHAPTER 1

INTRODUCTION	1
1.0 Introduction of the Chapter.....	1
1.1 Background of Study	1
1.1.1 LED light.....	I
1.1.2 Factors consider when purchasing light bulbs.....	2
1.2 Problem Statement.....	3
1.3 Research Objective.....	4
1.4 Research Question	5
1.5 Hypothesis	5
1.6 Scope of the study	6

ABSTRACT

The purpose of this study is to examine the perceived characteristics that influences of intention to use LED lighting in residential market. There are three independent variables that be used in this study which are relative advantage, compatibility, and image. While, for the dependent variable is intention to use LED lighting. This study using questionnaire as a research instrument, as much as 73 sets of questionnaires that have been distributed to the respondents. Then, all data collection has been interpreted by using SPSS version 20. The results shows one of three independent variables which is image has a positive relationship with intention to use LED lighting. While, other than that which are relative advantage and compatibility have no relationship with intention to use LED lighting.

Keywords: perceived characteristics, LED lighting, relative advantage, compatibility, image, intention to use