

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE &
POLICY STUDIES**



**FACTOR INFLUENCE THE INTENTION IN ADOPTING
GREEN BUILDING TECHNOLOGY**

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ABSTRACT

Green building technology also known as green construction is introduces and practices a green friendly theme on design in structures, buildings, and commercial spaces. The adaptation of green building technology taken place as a solution to meet the growing demand on healthy and environmentally friendly building will reduce the environmental problem while enhancing the people's well-being and achieving sustainable development. As a result, this article presents an overview of the relevant literature which contributes to the adoption of green building technology within Malaysia, as well as an evaluation of the level of adoption intention among the Malaysian public. The goal of this article is to determine factors that can influence the intention of adopting green building technology in Malaysia. Convenience Sampling technique has been employed in this study, with 330 total of respondents drawn from the population in Malaysia. There are five main independent variable that can influence the intention in adopting green building technology which is economic issues, attitude and market, information, knowledge and awareness, management and government and technology and training. Additionally, this research identifies the variable that have the greatest impact on a public's intention. The results reveal that of all the variables influence the intention of Malaysian public in adopting green building technology. Therefore, this study can contribute to the growth of implementation in adopting green building technology in Malaysia.

Keyword: green building technology, intention, adopting, sustainable

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TABLE OF CONTENT

DECLARATION	I
ABSTRACT	II
ABSTRAK	III
ACKNOWLEDGEMENT	IV
TABLE OF CONTENT	V
LIST OF FIGURES	IX
LIST OF TABLES	X
CHAPTER 1: INTRODUCTION	1
1.1 Research Background	1
1.2 Problem statement	6
1.3 Research Questions	9
1.4 Research Objectives	10
1.5 Scope of Study	10
1.6 Significance of the study	11
1.6.1 Malaysian Government	11
1.6.2 Public (Consumer)	11
1.6.3 Environment	12
1.7 Definition of terms, terminology and concepts	13
1.7.1 Green Building Technology	13
1.7.2 Economic Issue	13
1.7.3 Attitude	13
1.7.4 Market	13
1.7.5 Technology	13
1.7.6 Training	13
1.8 Summary of The Chapter	14
CHAPTER 2: LITERATURE REVIEW & CONCEPTUAL FRAMEWORK	15
2.1 Introduction	15
2.2 Literature review	15
2.2.1 Green building technology	15
2.2.2 Type of green building technology	17

2.2.2.1	Net Zero Concept	17
2.2.2.2	Heating, Ventilation and Air Conditioning (HVAC)	18
2.2.2.3	Low-Emitting Materials	19
2.2.2.4	Cool Roofs and Green Roofs	20
2.2.2.5	Solar Energy	20
2.2.3	Benefits Adoption of green building technology	22
2.2.3.1	Enhance the energy efficiency of the building	22
2.2.3.2	Reduce the environmental impact of buildings	23
2.2.3.3	Enhance the water efficiency of the building	25
2.2.3.4	Improve the occupant's health, comfort, satisfaction and productivity	26
2.2.3.5	Boost the economy of country	27
2.3	Factors influence the intention in adopting Green Building Technology among Malaysians	29
2.3.1	Economic issues	29
2.3.2	Attitude and Market	30
2.3.3	Information, Knowledge and Awareness	31
2.3.4	Management and Government	32
2.3.5	Technology and Training	33
2.4	Conceptual Framework	35
2.5	Hypotheses Development	36
2.5.1	Economic issues	36
2.5.2	Attitude and Market	37
2.5.3	Information, Knowledge and Awareness	38
2.5.4	Management and Government	40
2.5.5	Technology and Training	41
2.6	Summary of the Chapter	43
	CHAPTER 3: RESEARCH METHODOLOGY	44
3.1	Introduction	44
3.2	Research design	44
3.3	Unit of analysis	44
3.4	Sample size	44
3.5	Sampling technique	45