

**THE INFLUENCE OF ENVIRONMENTAL ATTITUDE, ENVIRONMENTAL  
KNOWLEDGE, SOCIAL INFLUENCE AND SELF-IMAGE ON GREEN  
PURCHASING INTENTION**

**SUGANTHI A/P RAJAYA**

**MASTER OF SCIENCE (MANAGEMENT)**

**UNIVERSITI UTARA MALAYSIA**

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**THE INFLUENCE OF ENVIRONMENTAL ATTITUDE, ENVIRONMENTAL  
KNOWLEDGE, SOCIAL INFLUENCE AND SELF-IMAGE ON GREEN  
PURCHASING INTENTION**

**By**

**Suganthi A/P Rajaya**

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Othman Yeop Abdullah  
Graduate School of Business

Universiti Utara Malaysia

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## **ABSTRAK**

Kertas ini bertujuan untuk mengkaji faktor-faktor yang mempengaruhi niat pembelian produk hijau dikalangan pelanggan remaja. Responden di dalam kajian ini adalah seramai 384 pelajar yang telah dipilih dari empat buah universiti-universiti awam di sekitar Selangor. Tujuan utama kajian ini adalah untuk mengenalpasti hubungan antara sikap terhadap persekitaran, pengetahuan terhadap persekitaran, pengaruh sosial, dan imej sendiri ke atas niat pembelian produk hijau. Hasil kajian menunjukkan bahawa imej sendiri sebagai pembolehubah tidak bersandar yang paling penting dan diikuti oleh sikap terhadap persekitaran manakala, pengaruh sosial dan pengetahuan terhadap persekitaran tidak menyumbang dalam mempengaruhi niat pembelian produk hijau. Aktiviti- aktiviti seperti ganjaran dan pengiktirafan serta pelaksanaan usaha-usaha pemasaran adalah dicadangkan untuk menjadi tumpuan utama pemasar dalam mempengaruhi niat pembelian produk hijau.

## **ABSTRACT**

This paper studies the factors that influence green purchasing intention among young consumer. Respondents in this study were 384 students who were chosen from four public universities in Selangor. The main purpose was to identify the relationships between environmental attitude, environmental knowledge, social influence and self-image on green purchasing intention. The result shows that self-image was the most important predictor followed by environmental attitude, while social influence and environmental knowledge variables did not influence the green purchasing intention. Reward and recognition activities and implementation of specific marketing efforts are recommended as the focus of marketers in influencing green purchasing intention among youth.

**Key words:** green purchasing, attitude, knowledge, social influence, self-image, student, Malaysia

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of the Study**

The accelerated growth of the global economy worldwide has been connected with an increase in consumers' consumption. However, the more goods that people purchase, the larger is the impact upon the environment. People's concern about global environmental problems has grown since 1970s, but in Western countries environmental problems worsened in the 1980s. Ottman et al., (2006) stated that from 2000 onwards environmental problems created an upswing in concern in the Western and, at the same time, provoked developing countries towards the green movement.

Environmental deterioration can manifest itself in the form of global warming, hazardous waste, ozone depletion, rain forest destruction and air pollution, among others (Ramlogan, 1977). Most scientists have agreed with the view that global warming is a major issue, which requires attention, action and support to be overcome. Those responsible for overcoming environmental problems could be government or industry.



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