

**GREEN CONCEPT: AFFECT ON SMALL AND MEDIUM  
ENTERPRISE (SME) WITHIN MALAYSIA PERSPECTIVES**

**BY**

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## **ABSTRAK**

Penyelidikan ini adalah tentang kajian terhadap kesan konsep hijau keatas industri kecil dan sederhana di Malaysia dengan fokus utama di kawasan sekitar Sg. Petani, Kedah. Di zaman moden ini, gaya hidup masyarakat dunia telah menunjukkan perubahan terhadap pembelian dan penggunaan produk/servis berasaskan penjagaan alam sekitar dan kesan hijau keatas bumi. Situasi ini berlaku kerana masyarakat dunia telah mula menyedari pentingnya penjagaan dan pemeliharaan alam sekitar untuk jangka panjang serta jaminan keselamatan dalam kehidupan akan datang. Penyelidikan ini bertujuan untuk mengenal pasti faktor keatas kesan hijau keatas industri kecil dan sederhana seperti teknologi hijau dan sikap pembelian hijau pengguna. Kajian ini menggunakan frekuensi kolerasi untuk menganalisis dan mendapatkan hasil. Sebanyak 150 soalan kaji selidik diedar dan 105 soalan yang dipulangkan. Hasil kajian menunjukkan bahawa dua faktor iaitu teknologi hijau dan sikap pembelian hijau pengguna mempunyai hubungan positif dalam memberikan kesan keatas prestasi syarikat industri kecil dan sederhana.

## **ABSTRACT**

*This study is about the discoveries on the green concept affect on small and medium size industry in Malaysia especially in the area of Sg. Petani, Kedah. In today's modern world, people's lifestyle has started to change in the attitude of buying and using green products/services in order to save world for future safety and future generation. This situation has occurred because people are beginning to be aware of the importance of saving and the world for future safety and future generation. The study aims to identify factor on affect of green concept on small and medium size enterprise such as green technologies and consumer green purchasing behaviour. The study uses correlation frequency to analyses and gets result. A total of 150 questionnaires were distributed and just 105 questioners returned. The finding of the study indicated that the factors, green technologies and consumer green purchasing behaviour, had positives influenced on the performance of small and medium size enterprise.*

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## **LIST OF ABBREVIATION/ NATION**

SME : Small and Medium Enterprise

# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

Since early in the millennium, there has been a strong debate and concern about global warming, which has pushed eco-initiatives, green sustainability management and environmental stewardship to the forefront of the corporate social responsibility and political agendas (Lyon and Maxwell, 2004; Portney, 2005; Reinhardt et al., 2008; Dwyer, 2009). While the rising price of petrol was a concern of many, rising oil prices were seen by environmentalists as a basis for securing research and development funding to further identify and enhance new technological advances in greening initiatives and green management practices, which would go beyond national borders and create integrated fronts between governments, its citizenship and the environmental movement (Lyon and Maxwell, 2004; Portney, 2005; Reinhardt et al., 2008; Dwyer, 2009).

Managers are confronted with environmental issues in their decisions, not only to take into account ethics and social values that should be promoted by companies, but also to ensure sustainable economic success. In fact, commitment to the natural environment has become a strategic issue within the current competitive scenarios (Molina-Azorín et al, 2009). Some authors suggest that environmental management may be a tool, which helps organisations to improve their competitiveness (Ambec and Lanoie, 2008; Hart, 1995; Porter and Van der Linde, 1995; Trung and Kumar,

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