

**OPPORTUNITIES FOR GREEN MARKETING IN MALAYSIA**

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**OPPORTUNITIES FOR GREEN MARKETING IN MALAYSIA**

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**Thesis Submitted to the Centre for Graduate Studies  
University Utara Malaysia  
In Fulfillment of the Requirement for the Degree of Master of MBA**

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## **ABSTRAK**

Kajian ini meneroka faktor-faktor yang mempengaruhi gelagat pengguna dalam pembelian produk hijau. Lebih khusus, kajian ini mengkaji lapan dimensi seperti pengaruh sosial, sikap terhadap alam sekitar, kebimbangan terhadap alam sekitar, keseriusan tanggapan terhadap masalah alam sekitar, melihat tanggungjawab alam sekitar, keberkesanan tanggapan kelakuan alam sekitar, keprihatinan terhadap imej diri di dalam perlindungan alam sekitar ke atas kelakuan pembelian produk hijau oleh pengguna( pelajar). Sebanyak 200 soal selidik telah diedarkan. Ujian korelasi Pearson menunjukkan bahawa pengaruh sosial, keprihatinan terhadap alam sekitar, tanggapan terhadap kesungguhan masalah alam sekitar, tanggapan tanggungjawab terhadap alam sekitar dan tanggapan terhadap keberkesanan penggunaan terhadap alam sekitar adalah faktor-faktor yang berpengaruh dalam menentukan tabiat pembelian barangan hijau. Daripada enam faktor yang dikaji, lima berpengaruh dalam mempengaruhi menunjukkan tabiat pembelian barangan hijau dan dapatlah dikaitkan dengan peluang dalam pemasaran produk hijau di kalangan pengguna muda Malaysia.



## **ABSTRACT**

This research explores the factors that influence consumer behavior on buying green products. More specifically, this study examines the eight dimensions such as social influence, environmental attitude, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility, perceived effectiveness of environmental behavior, concern for self image in environmental protection on the green purchasing behavior of students from around the Malaysia. The total of 200 questionnaires was distributed. Pearson correlation test showed that social influence, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility and perceived consumer effectiveness of environmental behavior factors that determine green purchasing behavior of consumers respectively. In this relation, there are a good sign of opportunities for green marketing expanded in Malaysia.

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## ABBREVIATIONS

<b>SYMBOL</b>	<b>FULL NAME</b>
AMA	The American Marketing Association
SIRIM	Standards and Industrial Research Institute of Malaysia
FAMA	Agricultural Department and Federal Agriculture Marketing Authority
PCE	Perceived Consumer Effectiveness
CETREE	Centre for Education and Training in Renewable Energy and Energy Efficiency
SCP	Sustainable Consumption and Production
CSR	Corporate Social Responsibility

# CHAPTER 1

## INTRODUCTION

### 1.1 Background Of The Study

Nowadays, the daily hectic life of a person has led to a growing number of people that are concern about the importance of switch to green product. It comes whether from the services or product. People start to think to use green product as an alternative in their life because of the effect by non green product to environment since a lot of the disaster happen like case Chernobyl in Russia in 1986. When the topic of green products are being discuss, two questions needs to be answered; How to introduce and how to make it visible to the market. In this project, a lot aspect will be discuss from the aspect of environmental protection, the purchasing intention, the safety and health and the sustainable development of this project. Finally, I would like to find whether there are possibilities of green product could be 'emerge' and visible in the market especially in Malaysia.

Refer to All About Marketing (2012) marketing can be defined as the wide range of activities involved in making sure that you're continuing to meet the needs of your customers and are getting appropriate value in return. Thus green marketing is defined as products and services based on environmental factors or awareness. Companies involve in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution (Green Marketing, 2012).

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