

I hereby confirm that I have examined this project paper entitled:

FACTORS TOWARDS THE ADOPTION OF GREEN CONSUMPTION AMONG IPTA
STUDENTS IN MALACCA, MALAYSIA

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This report submitted in fulfilment of the requirement for the degree of Bachelor of
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DECLARATION

“I hereby declared that this project is the result of my own research except as cited in the references. The research project has not been published for any degree and is not concurrently submitted in candidature of any other degree.”

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DEDICATION

This research paper is devotedly dedicated to my beloved mother, Madam Kamariah Binti Che Ngah, who has been my constant source of inspiration and has given unconditional support while I am pursuing my studies. Not forgetting my late father Mr. Abu Bakar Bin Hassan who will always be in my prayers. I am honoured to have both of you as my parents. Thank you for giving me a chance to prove and improve myself through all my walk of life. To all my family members and dear siblings, a bunch of thank you for believing and have trusted in me while I further my study to achieve my high dream.

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ABSTRACT

The influence of the green consumer will grow as environmental awareness among consumers spreads and improvements are made to the environmental information available through eco labelling schemes, consumer groups and consumer guides (Peattie, 1995). Thus, Green Consumption should be nurture and well-educate the youngsters so that they will be more appreciating the nature rather than destroy it. Hence, the adoption of green consumption among IPTA students seems legit and is on a right track for a better tomorrow. In fact, there are not many research papers that has been done specifically focused on the green consumption among youth or IPTA students. Thus, in this research paper, the researcher has emphasized on the factors towards the adoption of green consumption among IPTA students in Malacca, Malaysia. The researcher has chosen quantitative method to conduct this research study by distributing the questionnaire to the selected respondents. For this research study, there were 100 respondents involved from two Institut Pengajian Tinggi Awam (IPTA) which is Universiti Teknikal Malaysia Melaka (UTeM) and Universiti Teknologi Mara (UITM). Out of 100 respondents, 60 respondents were UTeM's students where the rest were UITM with 40 respondents. From the research study, the results showed that only two factors which contributes towards the adoption of green consumption among IPTA students in Malacca. There are self-ability and external factors (the interaction between price, brand loyalty and quality) while the other factor which is public responsibilities did not contribute to the adoption of green consumption among IPTA students in Malacca, Malaysia.

ABSTRAK

Pengaruh pengguna hijau akan berkembang sebagai kesedaran alam sekitar di kalangan pengguna telah tersebar dan kemajuan yang dicapai maklumat persekitaran melalui pelabelan alam skim, pengguna-pengguna dan panduan pengguna (Peattie, 1995). Oleh itu, penggunaan hijau perlu diasuh dan di didik dalam kalangan remaja supaya mereka akan dapat lebih menghargai alam sekitar dan bukannya memusnahkannya. Oleh itu, penggunaan penggunaan hijau antara pelajar-pelajar IPTA seolah-olah tepat dan berada pada landasan yang betul untuk kebaikan pada hari esok. Malah, tidak ada banyak kertas penyelidikan yang telah dilakukan terutamanya tertumpu kepada penggunaan hijau antara belia atau pelajar-pelajar IPTA. Oleh itu, dalam kertas penyelidikan ini, penyelidik telah memberi penekanan terhadap faktor-faktor ke arah penggunaan penggunaan hijau dalam kalangan pelajar IPTA di Melaka, Malaysia. Penyelidik telah memilih kaedah kuantitatif untuk menjalankan kajian penyelidikan ini dengan mengedarkan borang soal selidik kepada responden yang dipilih. Bagi kajian penyelidikan ini, terdapat 100 responden terlibat dari dua Institut Pengajian Tinggi Awam (IPTA) iaitu Universiti Teknikal Malaysia Melaka (UTeM) dan Universiti Teknologi Mara (UITM). Daripada 100 responden, 60 responden pelajar UTeM di mana selebihnya adalah UITM dengan 40 responden. Daripada kajian penyelidikan ini, keputusan menunjukkan bahawa hanya dua faktor yang menyumbang ke arah penggunaan hijau antara pelajar-pelajar IPTA di Melaka. Terdapat diri-keupayaan dan faktor-faktor luaran (interaksi antara harga, kesetiaan jenama dan kualiti) manakala faktor yang tanggungjawab awam pula tidak menyumbang kepada penggunaan penggunaan hijau di kalangan pelajar IPTA di Melaka, Malaysia.

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CHAPTER 1

INTRODUCTION

In this chapter, it will covers on background of the study, problem statement, research questions and also research objectives. In addition, it will also be briefly explained and covered about the scope, limitations and finally significant of the research study.

1.1 Background of study

Years ago people do not concern at all about those green things. Either in business performance or our daily life, it happened without even slightly think about the nature and earth which might destroy in our hands. However, for the past decades, the version of environmental issues into organizational practice has become a trend and gain fame. Yet, the consumer start to accept the importance of protects the earth or “Go Green concept”. Up to these days, consumers start to understand that their consumption intent capable to influence the atmosphere itself. The consumers including the youth also start to take part in the green consumption in order to helps the earth sustainability.

Regardless, people often tend to think that green product consumption and green consumption is the same thing whereas it is two different things that need to be clarify. For definition, green product consumption is all about the product itself whether organic food, recycle bag, and reverse osmosis water. Whereas green consumption is covering a complete variety of actions in both fabrication and consumption fields as including green products, the recycling process of materials, the proficient use of energy, the environment protection and others. It is totally two different things as green consumption is wrapping on wider aspect in both production and consumption. Green consumption is questioned as an idea or knowledge which extremely context reliant on set of practices, as well as complex in both concept and practice, Jackson T. (2005).

Between these two concepts, the green consumption is believed brings much more benefit as it is in broader scope which can provide wider benefits or advantages. In green consumption, people are stimulated to purchase green products which are unpolluted, health benefiting, and treated wastes to avoid pollution. Thus, it is a must in changing the public perception on green consumption. Hence, it is vital to educate and nurture people’s awareness on a fit lifestyle, eco-friendly protection, and energy preservation for a comfortable life.

Ecologically and contamination free, green products brings fewer damage to the environment. In the meantime, it is easy to pull through and treat after use. To talk about the advantages of green consumption, it is never ending story as there are too many. However, the numerous number of green consumption advantages indicates the importance of green consumption that need to be nurture since young.

However, in this research paper, the researcher will study on the factors towards the adoption of green consumption among IPTA students in Malacca. The factors would be Self-ability which is measuring to one's own ability to take part in green consumption. Second factor is Public responsibilities which measures the extent to which an individual feels morally responsible to take part in green consumption. Whereas the last factor is External factor which is the collaboration between the price, quality and the brand loyalty.

1.2 Problem of Statement

Major problems for eco-friendly issues are still the priority for the whole world. Pollution, greenhouse effects and unbalanced environments can falls under the main environmental problems that have happened till now. In addition, come along with the improper human beings activities. Since the eco-friendly anxieties have increased, majority of consumers prefer or tend to buy products which are greener. The encouragement of the green consumer will grow as environmental awareness among consumers spreads and improvements are made to the environmental information available through eco-labeling schemes, consumer groups and consumer guides (Peattie, 1995). Thus, green consumption should be nurture and educate among our youngsters since young so that they will be more appreciate the nature rather than destroy it.

From the scenarios that already occurred especially environmental problems, the problems from this situation that arise is definitely on the level of awareness regarding green consumption which shows some lacking especially from the youth or IPTA students specifically. The youth's knowledge on green consumption or awareness should be increased as they will play an important role for the nation in the future. So, the adoption of green consumption among IPTA students seems legit and vital for a better tomorrow. In fact, there are not many research papers that has been done specifically focused on the green consumption among youth or IPTA students.

Thus, in this research paper, the researcher will emphasize on the factors towards the adoption of green consumption among IPTA students in Malacca. However, the factors would be self-ability, public responsibility and finally external factors. So, the research questions that the researcher will study are what is the most important factor that leads to the adoption of green consumption especially among youth or IPTA students specifically? Whether it is between the students itself or any other external factor? Green consumption should be look in a serious ways as the earth is becoming sick and need to be treated right way and we do not have time to just sit back and watch it destroy.

1.3 Research Questions

There are several key issues in this research which are:

- 1.3.1 What is the relationship between self-ability towards the adoption of green consumption among IPTA students in Malacca?
- 1.3.2 What is the relationship between public responsibilities towards the adoption of green consumption among IPTA students in Malacca?
- 1.3.3 What is the relationship between external factors towards the adoption of green consumption among IPTA students in Malacca?

1.4 Research Objectives

There are three research objectives that need to be achieved in this research, namely:

- 1.4.1 To study the relationship between self-ability towards the adoption of green consumption among IPTA students in Malacca.
- 1.4.2 To determine the relationship between public responsibilities towards the adoption of green consumption among IPTA students in Malacca.
- 1.4.3 To investigate the relationship between external factors towards the adoption of green consumption among IPTA students in Malacca.

1.5 Scope, Limitations and Key Assumptions of the study

1.5.1 Scope

In this research, the scope will be literally focused on study the factors that involve towards the adoption of green consumption among youth or IPTA students specifically. The factors involves would be self-ability, public responsibilities and external factors which contributes to the green consumption among IPTA students in Malacca. And the scope would be to study the relationship among all those factors towards the adoption of green consumption among the students. In addition, this research will only specific on the youth community or IPTA students right here in Malacca. Thus, it is a must to put the youth's perception, behavior and attitudes towards green consumption in this research's scope so that the research would be more focused on what the researcher is going to study.

1.5.2 Limitations

The limitation for this particular research study is the respondents limited to the youth community only or IPTA students precisely. Since Malacca becomes educational hub, the respondents needed for this research seems in a right path as there are too many students here. However, for this research, in gaining the data process, the researcher only focused on students who are in a Degree program and for students who are in Master and PhD program is not included. On top of that, this research is also limited to those students who involves in green consumption. Other limitation would be the respondents are confused between green product consumption and green consumption as they think that both are the same whereas it is not.

1.5.3 Key Assumptions of the study

To assume, this research is examining and studying the factors which contribute towards the adoption of green consumption among IPTA students in Malacca whereas the factors are self-ability, public responsibilities and external factors. On top of that, to study the relationship among all those factors towards green consumption seems legit as green consumption brings too much benefit. Green consumption is the practice of using environmentally friendly products which obviously do not cause risk at all for human health and do not threaten the function of diversity to natural ecosystems. Being a green consumer definitely do not cause any harm to us. Plus, we will gain much more benefit from it.

1.6 Significant of Study

The significance of this research study is to upsurge the awareness among the IPTA students and educate them on green consumption. This is because, most of the students confused and claims that green product consumption and green consumption is the same thing whereas it is totally two different things. On top of that, nowadays there are so many research studies on green consumption but focused on generally and not on specific groups. Thus, this research study is focused on youth or IPTA students which is a new thing as not many research studies on youth that have ever being done. In addition, from this research the consumers would be able to understand the importance of green consumption very well and be able to help the consumers in being involves in the green consumption. One small decision may initiate big effect. Thus, this research study will indirectly help in saving the earth from destroying.

1.7 Summary

In this research study, we will discover the differences between green product consumption and green consumption. In addition, the research on the youth or IPTA students will definitely help them in raise the awareness and might as well educate them on the importance of green consumption.

CHAPTER 2

LITERATURE REVIEW

In this chapter, it will be briefly reviewed and explained about green consumption and focused among youth community and factors that contribute towards green consumption. The factors involves definitely would be self-ability, public responsibilities and the external factors. For this section, we will take a look from the previous research studies, books and journals which briefly clarified about successful story of the green consumption. The literature review is accompanied for in-depth understanding about the definition, terms of the research topics.

2.1 Green Product

Hybrid cars, recycled products, photovoltaic cells, bio plastics, organic foods and many more are the examples of the green products which are what people are talking about. According to Nimse et al. (2007), green products can be define as the use of ecological resources, least wastage, and reduce the using of water and energy. Basically, products that do not cause risk for human health and do not threaten the function of diversity to natural ecosystems can be categorized as green products. In easy word for clear understanding, green product is a product in which naturally friendly that brings obviously fewer destructive effects to human and also to the environment with offers a long-term benefit and opportunity. The term or word green can be concluded up in low polluting, recycling activities and resource saving (Tsay, 2009).

In order to become an environmentally-friendly societies and combating global issues on a better life, green lifestyles and consumption have become gradually standard approaches. In fact, recent studies also showed that consumers itself have weighty impact and direct impact on supply and demand in the market which eventually effect the purchasing behaviors and intentions. Thus, to be followed, green consumerism comes after that from the aspiration to protect resources from scarcity for future generations and to increase for a better quality of life.

2.2 Green Consumer

Today's current situation shows that businesses and consumers had to confront and face one of the major encounters to protect and preserve the earth's resources and the environment. Thus, according to (Laroche, Bergeron, and Barbaro-Forleo, 2001), they have become more anxious with the natural environment and are familiar with their manufacture and consumption buying behavior will cause direct impact on the