

**A STUDY ON THE Y-GENERATION ATTITUDES TOWARDS  
PURCHASE GREEN PRODUCTS IN MALAYSIA**

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
**“I hereby declare that I have read this thesis research and in my opinion this thesis is sufficient in terms of scope and quality for the award of Bachelor of Technology Management and Technopreneurship with Honours”**

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## DECLARATION

I declare that this thesis research project of title “A Study on the Y-Generation Attitudes towards Purchase Green Products in Malaysia” is the result of my own research except the cited in the references. The research project has not been for any degree and is not concurrently submitted in candidature of any degree.

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## ABSTRACT

The aim of this research is to examine Y-Generation attitudes towards purchasing green product. In today's world whereby technology is rapidly growing day by day, it is one of the main causes towards the changes in the environment. Nevertheless, these changes in the environment may be positively or negatively affected. It is the role of people to have the right mind set in order to keep the environment healthy.

Thus, this survey is conducted to find out the Y-Generation consumers' attitude in purchasing green products. To look in further, this research will be targeted on Y-generation, with age ranging from 17 to 25. Therefore, there are three independent variables that had been identified in this research project to understand which attitudes that could affect their intention to purchase green products. This includes attitudes toward the green purchase, attitudes toward the environment, and social influence.

Primary data was collected for this research proposes. Primary data were collected through questionnaire in order to investigate this research objective. 150 sets of questionnaire were distributed to the respondents. The collected data were then complied by using the Software Package for Social Sciences (SPSS). The SPSS help to carry out the reliability test, descriptive analysis, multiple linear regression and Pearson correlation analysis.

Therefore, this study carries out to determine the significance of contributing Y-Generation attitudes toward purchase green products in Malaysia.

**Keywords: Green Product, Green Purchase Intention, Attitude towards Green Products, Attitude towards Environment, Attitude towards Social Influence, Y-Generation**

## ABSTRAK

Tujuan kajian ini adalah untuk mengkaji sikap Generasi Y untuk membeli produk hijau (kitar semula). Di dunia hari ini di mana teknologi berkembang pesat setiap hari, ia adalah salah satu punca utama perubahan alam sekitar. Walau bagaimanapun, perubahan dalam alam sekitar mungkin terjejas secara positif atau negatif. Ia adalah peranan orang untuk mempunyai minda yang betul untuk menjaga alam sekitar yang sihat.

Oleh itu, tinjauan ini dijalankan untuk mengetahui sikap pengguna Generasi Y dalam membeli produk hijau (kitar semula). Untuk melihat lebih lanjut, penyelidikan ini akan disasarkan kepada penajaan Y, dengan umur berumur antara 17 hingga 25. Oleh itu, terdapat tiga pembolehubah bebas yang telah dikenalpasti dalam projek penyelidikan ini untuk memahami sikap yang dapat mempengaruhi niat mereka untuk membeli hijau produk. Ini termasuk sikap terhadap pembelian hijau, sikap terhadap alam sekitar, dan pengaruh sosial.

Data utama dikumpul untuk cadangan kajian ini. Data utama dikumpulkan melalui soal selidik untuk menyelidik objektif penyelidikan ini. 150 set soal selidik telah diedarkan kepada responden. Data yang dikumpulkan kemudiannya dikaji dengan menggunakan Pakej Perisian untuk Sains Sosial (SPSS). SPSS membantu untuk menjalankan ujian kebolehpercayaan, analisis deskriptif, Regresi Linear berganda dan analisis Korelasi Pearson.

Oleh itu, kajian ini bertujuan untuk menentukan sikap yang menyumbang Generasi Y ke arah membeli produk hijau (kitar semula) di Malaysia.

**Kata kunci: Produk Hijau, Niaga Pembelian Hijau, Sikap terhadap Product Hijau, Sikap terhadap Alam Sekitar, Sikap terhadap Pengaruh Sosial, Generasi Y.**

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## LIST OF ABBREVIATIONS

SSPS            Statistical Package for Social Science

UTeM            Universiti Teknikal Malaysia Melaka

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

This chapter is the summarization which gives the reader a broad overview about this study. It is started by a background of this research and followed by providing the problem statement of the research problem, research question and focusing on the objectives goals of this study. At the end of this chapter it will include the scope of the study, limitation, key assumption and the importance of this study.

This research is to identify the Y-Generation purchase attitudes of green products in Malaysia. In research background, it will be discussed about the details of green products and Y-generation definition in Malaysia. By studying the measure of consumers green purchase behavior, it would benefit green products for better environment. It has been proposed that increased in awareness of environmental impacts could lead to more responsible decision purchased behavior towards green products.

## 1.2 BACKGROUND OF STUDY

The green is being debates by society all over the world. Environmental problems such as air or water deterioration, sound contamination, and ozone defect because unpredictable climate change and its unwanted outcome on environment are quite well known to each human being. In the past, buyers started to have interest toward environmental problem that has enhancing known that they are aware that their buying purpose will be affect the nature. Desan (2009) said that The Obama Administration in the U.S has reveal that they have invest USD150 billion in sustainable the clean energy environment investment plan, hybrid cars and renewable power. As we can see the environmental problems will affect local governments and communities. The responsibility s also taken by Asian region in maintaining the environment by understanding green power (Lee, 2008). For example, to enhance the green purchase behavior, The Malaysian Government has been involved in promoting green concept through formation of The Malaysian Green Technology Policy which is the nation's responsibility to the vision of a Green Malaysia a reality. This policy works to support sustainable development and accelerate the country economy for energy use by working to promote the right way.

Malaysian quality of life will increase as the country's economic development improves and keep the environmental integrity. Others than that, sector property has also seen anxieties in development of environment involving the green buildings development such as IFirst Avenue. Not only that, several back the Hypermarket chains like Giant and Tesco have adopted the No Plastic Bag Day policy on Weekends to less the usage on plastics. In Melaka also, they adopted that policy for every day. According to the slogan "Melaka Maja Negeriku Sayang, Negeri Bandar Teknologi Hijau" that has been chosen is to reflect the passion and mission on achieving the Melaka country's vision 2020. Corporations such as Sime Darby and Digi also participate in campaigns such as Plant a Tree Program and Mangrove-Saving Project respectively.

Due to rapidly growing economy in Asia, Asian buying power has increase compared to generation before which is Generation X (Li and Su, 2007). Research by Ikmal (2015) shows that many countries have increase their alert on environment and there are more pleased to buy the green products that have less harmful effects on the environment. There are many research studies found that buyers are now more attentive and aware about their usage to the environment (Gary et al, 2012).

The present research suggest that conscious consumers must keep their live well balance with environmentally-friendly products so that it can create less deterioration or pollution, make efforts to recycle, restrict the use of their products made from scares resources and in general attempt to make ecologically decisions about the products they buy. The behavior shown are not recommended for consumer not to use the products together but they can choose products and activities that are less impacts to the environment.

### 1.2.1 Green Products and Green Consumers

A study by Nimse et al. (2007) explained green products as products that are made by recycled materials, generates less toxic substance, minimum the wastage, and cut down the usage of water and energy in their production. In other words, green products are known as eco-friendly or ecological products that bring less harm to humans and environment by offering more long-term practical development opportunities from a social and economic perspective. For example, green products are alternative fuel vehicle and hybrids, Solar Photovoltaic, organic agricultures, green or organic personal care items and beauty products.

Soonthonsmai (2007) said green user can be more explained as person who take care and pay attention on environmental problems. In the minds of green consumers, it's full with awareness to environment and issues and think that they have the duty for environmental solution. Others define is by Euromonitor (2008) that defined green products users who are constantly purchase products that have less affect to environment frequently. Consumers can focus on preference brand products that are eco-friendly packaging, companies who have the tradition on environmental practices such as Ikea and Starbuck, or used organic products. Makeower (2007), in his research said that green users sometimes expected to become younger, higher in education and higher than their non-green partners. His study also shows that the green buyer are usually represent by the youth group which aged 17-25 years old or we call as Y-Generation.

Consumers are aware that their buying intention has huge impact on the environment (Wahid, Rahbar & Shyan, 2011). With environment problem that are keeping increase, users are more attracted to solve the problem through their individual behavior. In the last few years, the number of green users has tripled (Makeower, 2009). According to Dagher and Itani (2012), green buyer try to help maintain their nature with green buying behavior. To facilitate, green purchases are an act of adding environmental criteria to other criteria such as quality and price when making purchase decisions (Vazifehdoust et al, 2013).

### 1.2.2 Y-Generation

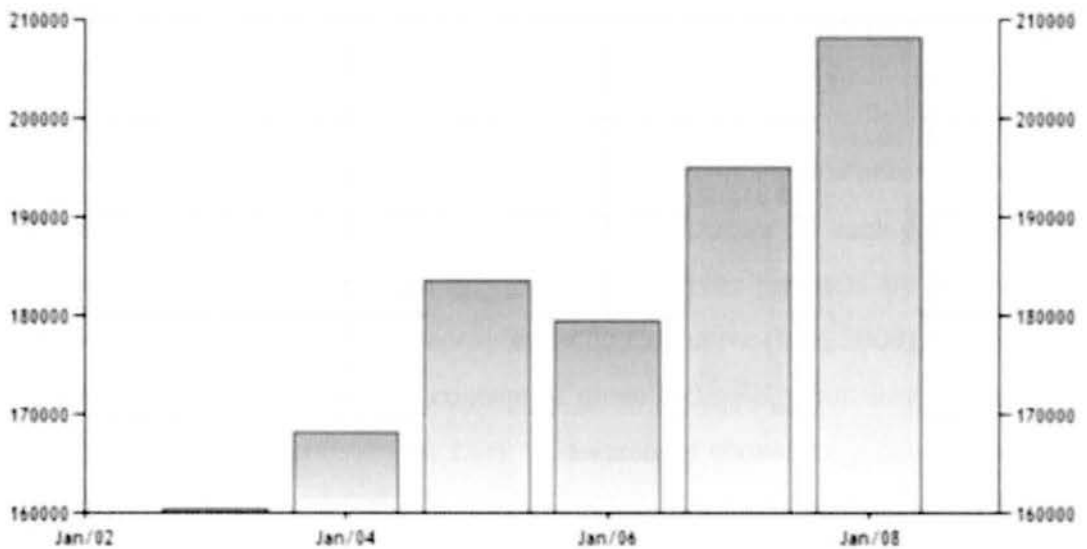
Y-Generation which also called as Millenials or Echo Boomers are person that are born in the early 1980s to the 2000s. There are about 76 million members in this generation who make them the largest age cohort to move through the market since the 77 million-year-old Baby Boomers (Joanna et al, 2015). Literary said that this generation have more than three times the size of Generation X, and it is America's largest consumer market since Baby Boomer (Dawn et al, 2013). Y-Generation is more educated than previous generation, highly competent information and communication technologies (ICTs), and accustomed to the social media (Pasi et al, 2017).

Generation Y is a unique and has influential consumer group whose behavior is often discussed but not fully understood (Smith, 2012). They are usually influenced by the technology and the internet such as Facebook and Instagram and this user cohort has changed differently from X generations that's making it a challenging group to target (Dawn et al, 2013).

### 1.3 PROBLEM STATEMENT

The intention of this study is to create the purpose for identify the type of attitude of Y-Generation consumers towards green products and also to analyze the most attitudes that can affect Y-Generation towards purchasing green products.

## CO2 EMISSIONS (KT) IN MALAYSIA



**Figure 1.1:** Adapted from Mustapa, S., & Bekhet, H. (2016). Analysis of CO2 emission reduction in the Malaysian transportation sector: An optimization approach, *Energy Policy*, 89, 171-183.

Figure 1.1 shows that in term carbon emission in Malaysia, Malaysia faced as one of the fastest growing countries and faces increased in energy consumption. Hence, level of greenhouse gas (GHG) emission in Malaysia is increase rapidly compared to others country. The Malaysian government must take actions in creating environmental awareness to the community to lower the level of greenhouse level (Mustafa, 2016).

Although many studies have studied green buying behaviors but most researchers are less focused on young people such as Y-Generation. This research focuses on youths because they are more aware in term of awareness on environment and responsibilities. Youth are the main target of target audience in this study as recently young people are the majority of the world's population due to their longer life expectancy.

Recently there was a lack of awareness of green products that could be caused by lack of green promotion by the company. Moreover, consumer for each generation does not purchase green products because they believe that green products are not important for their life and green products are considered too expensive (Lee, 2008). For example, Melaka City now concern about the concept of green technology but they still unable to attract responsiveness of consumers. Lack of awareness should be settle down among Melaka consumers with more focus and analyzing contribution of each consumers (Green Technology Corporation Melaka, 2013).

Consequently, different country have different purchase intention because of different point of view towards the green products idea. That mean that the purchase behavior and attitude of youth's consumer are vary depend on country. Therefore this research are aimed to identify attitudes and the most attitude that can influence them in purchasing behavior. To ensure the awareness of youthful environmental problems in this country to encourage them in buying motivation. It is important for the government and marketer to identify youth buying behavior and their attitudes towards green products.