GREEN MARKETING IMPACTS ON CUSTOMER'S PRODUCTS PREFERENCES
AMONG UTEM STUDENTS

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DECLARATION

"I acknowledge this is the result of my own work except the summaries and accepts that I have described each of the sources"

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SUPERVISOR AND PANEL APPROVAL

I/ We hereby declare that I/ we have read this dissertation/report and in my opinion, this dissertation/report is sufficient in terms of scope and quality as a partial fulfillment of the requirements for the award of Bachelor Degree of Technology Management (Technoprenuership) with Honour

Signature   :…………………….

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Date   :…………………….

Signature   : …………………….

Name of Panel   : …………………….

Date   : …………………….

DEDICATION

This humble work is dedicated to:

My supportive family, for the limitless love and sacrifices;

My dearest supervisor, for the never ending words of encouragement;

My greatest friends, for being who they are;

And above all

To Allah SWT, the Almighty and;

Muhammad SAW, the best teacher and messenger

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ABSTRACT

Students are essential to growing the market. Green marketing looks has a great opportunity to help them in order to improve the behavior at every aspect such as buying and choosing. The marketing element is to ensure that the students do some improvement to their individual behavior because marketing elements have their steps to follow. The purpose of this research is the relationship between green marketing and customers preferences. This researcher used quantitative methods in order to collect data. This research uses 105 respondents. The conceptual framework is being used in this study in order to identify the individual factor in influence in each independent variable and dependent variable. The significant of this study is to emphasis that the important of the behavior using marketing elements regarding their knowledge. The literature reviews have emphasis in detail about the literature review on customer's buying decisions aspects that influence customer's products preferences. Descriptive statistical analysis which Pie Chart were conducted to describe the respondents besides multiple regression analysis was used to determine the relationship among variables. The finding in the study should that there are positive significant relationship between independent variables and dependent variable and the recommendation for the future research has been made in order to look this study in detail.

Keywords: Green marketing, customer's product preferences, marketing elements factor, students

ABSTRAK

Pelajar penting untuk mengembangkan pasaran. Pemasaran hijau kelihatan mempunyai peluang besar untuk membantu mereka untuk meningkatkan tingkah laku pada setiap aspek seperti membeli dan memilih. Unsur pemasaran adalah untuk memastikan pelajar melakukan peningkatan dengan tingkah laku individu mereka kerana elemen pemasaran mempunyai langkah yang mereka untuk diikuti. Tujuan penyelidikan ini ialah hubungan antara pemasaran hijau dan keutamaan pelanggan. Penyelidik ini menggunakan kaedah kuantitatif untuk mengumpul data. Sebanyak 105 responden telah digunakan. Rangka konseptual sedang digunakan dalam kajian ini untuk mengenal pasti faktor individu yang mempengaruhi setiap pembolehubah bebas dan pemboleh ubah bergantung. Yang penting dalam kajian ini adalah untuk menekankan bahawa pentingnya tingkah laku yang menggunakan unsur-unsur pemasaran mengenai pengetahuan mereka. Tinjauan literatur memberi penekanan secara terperinci tentang kajian literatur mengenai aspek keputusan pembelian pelanggan yang mempengaruhi keutamaan produk pelanggan. Analisis statistik deskriptif yang dijalankan oleh Carta Pie untuk menggambarkan responden selain analisis regresi berganda digunakan untuk menentukan hubungan antara pembolehubah. Temuan dalam kajian ini perlu ada hubungan yang signifikan antara pembolehubah bebas dan pembolehubah bergantung dan cadangan untuk penyelidikan masa depan telah dibuat untuk melihat kajian ini secara terperinci.

Kata kunci: Pemasaran hijau, pilihan produk pelanggan, faktor elemen pemasaran, pelajar

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LIST OF SYMBOLS

UTeM	Universiti Teknikal Malaysia Melaka
FPTT	Faculty of Technology Management and Technopreneurship
FKM	Faculty of Mechanical Engineering
FKP	Faculty of Manufacturing Engineering
FTK	Faculty of Technology Engineering
β	Beta
α	Alpha
et. al.,	and other

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Marketing study based on the relationship and exchange. Besides that, through a business marketing process can create a relationship that can satisfy customers. Marketing is one of the key components of a business by focusing primarily on customers because the advanced business is coming from customers. Besides, marketing has a process which is from the activity, set of institutions and processes for creating, communicating, delivering and exchanging value-added offerings customers, partners and society. For example, marketing elements have four main which is the product. It is procedures to ensure that the product is ready for sale. Price is also set a level comparable to that of competitors. Advertising brochures and information generate interest and place where the product is distributed to the sale are the main sources through the marketing elements. Green Marketing related to the fact above is firstly management theory which in the general system of perspectives such as the economic system and technology systems. This system focuses on trade, products, production and profits. After a few years, systems have evolved to become more "human" through the emergence of disciplines such as organizational behaviour, human resources management, business ethics and social marketing. This shows that business is a physical system that exists in the environmental system. In the 1990s, the marketing discipline began to seriously

discuss the physical implications and sustainability of marketing (O'Hara, 1995; van Dam and Apeldoorn, 1996).

Besides that, through customers preferences have expectations to dislikes, likes, inclinations and motivation that drive customers purchasing decision which customer motivation. As we know, customers type prefer comfort, effort, user interface, communication and knowledge, stability versus variety, risk, values, sensory, time, customer service and customer experience.

As a previous study, the researcher had investigated the media and technology that has rapid emergence. This phenomenon has resulted in an increasing trend among Generation Y (Gen Y) customers. From the media and technology users have been suppressing the diverse of the fashion influences and customers nowadays more prefer to follow the trends such as users dressed according to their peers or according to a community-compliant identify. This trend has become a fashion problem and the objective of this paper is to examine the factors influencing the attitude Gen-Y customers and the intention to buy fashion apparel in this matter (William, 2011). As we know, nowadays fashion is more important to all gender between age 18 because fashion is a person's perception of others. Therefore, today's fashion is much emphasized by all societies. Fashion also is a symbolized to a person's identity or personal self.

Therefore, according to the research stated that the underlying assumption an integrity customers change over time. This situation changes at the sub-utility level. The purpose of this paper is to tell that this segment based on the priorities that make up and thrives through social interactions between customers. This research also a part of the management policy which is a wise or good management practice to save the market share by browsing every different marketing segment. This work may also be connected to research on social contagion and it imparts of the diffusion of innovation and new product (Iyengar, 2011).

Besides, the researcher before this has studied about the communication, interviews and communication in marketing. Firstly, in communication, someone must have the extraordinary skill to attract their customers about the importance of sustainable consumption. The purpose of this study was also on how to clarify the communication process to enable their customers to choose their clothes in the

factory. After that, the research also referred to interviews and communication in marketing (Goworek 2013). The purpose of this paper is to view or reassess the user's views and expectations against circular clothing.

Finally, the aim of this research is the relationship between green marketing and customer's products preferences. This research has stated the impact of customer's products preferences in real life or situation nowadays.

1.2 Problem Statement

Green marketing is an important way to make sure making a more attractive product with green. It can make their customer interest in the product. Green marketing can educate your customers which is educate the customer is the advantages because it is the importance of protecting the environment and when educating customers can become better at presenting nature. Open the opportunity for the customer to participate which allows them to try communicated or join some activities. Customer preference also has an important way to make sure the sale of product growth increase which is when some people want to buy the product customer always make the decision first. Customers also make a comparative and final decision before buying any product. For example, when doing the comparative customers will compare the product with various stores in order to make sure they can make the best comparison. As a customer usually compare the product in term of price to get their satisfaction on those items before they purchased. However, the advantage has created an effect on the marketing strategy for expanding the options to the customer. Besides that, as a final decision, users have a definitive limit and independent decision before making any products purchase.

However, attitude and society are a very important part when they buying any product. Nowadays, some customers don't know the method of the behaviour purchase correctly it will make problem to them which is a loss, the customer will buy according to the wishes, waste time, deceived easily and easy to believe any seller. We have some advantages to the customer making the right choice and confidentially. For example, to make sure customer invest in the product, we also

must have an alternative which gives them a discount when introducing the new product. After that, educate the customer to choose the right product must have more capital because to make the customer educate which is provide the event to them or give them how to understand buying wisely in green marketing. This problem could be settled by day to day which gives the customers understand and gives the motivation to them when they won't buy any product after that.

As such, for this study, it will focus on customer behaviour when buying any product. It is very critical to have sufficient understanding to face customer behaviour related the green marketing. People should understand about green marketing for making the perfect choice when doing the purchase. The quantitative research will be conducted among UTeM student. Hence, the result of the study is expected to make sure the consumer has the full knowledge and attitude perfectly when buying any product in the market.

1.3 Research Questions

The following questions are constructed on the basis of the problem statement referred to above:

1. Is the purchasing attitude, marketing elements and customers buying decisions will affect the customer's products preferences?

2. Is there any significant green marketing impacts on customer's products preferences?

1.4 Research Objective

Based on research questions referred to above, the following research objective is identified:

1. To analyse the relationship between green marketing impacts on customer's products preferences.

2. To identify the significant variables green marketing impacts on customer's products preferences.

1.5 Scope

The scope of this research is focused on UTeM student, Library UTeM. Some consequences cause customers to have their behaviour in selecting any product or to buy a product. Besides, the scope of this research focuses on UTeM students because most of the UTeM students are buying with their way or making different behaviour before purchasing any product. Library UTeM is a reference to find additional information about this study which is book, newspaper, journals and so on. The scope of this research is also focused on the impacts of customer's product preferences.

1.6 Limitation

In this research studies have used UTeM students in Malacca to finish the research perfectly because from them can get all the data. This result might be different because all of them have their own opinion and suggestion. This research aims to know the behaviour of customers when the purchase or choosing any product on the market. If we see today, customers have their behaviour when buying the

product and might more elaborate when buying any product because they want the product is suitable and the price is affordable. From this research also, can see the impacts of the customer's product preferences when doing the survey or questionnaire to customers because they have their own opinion, knowledge and be more careful when buying any product at the times. Nowadays, customers have a lot of problems when want to buy any product in the market because don't have the motivation to buy any product perfectly and some customers always loss. Moreover, the proposed some idea and the impacts to help the customers more knowledge and information when they want to choose or have more confident behaviour to choose or buy any product. It is because some customers may difficult to choose something cause of hesitation.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter discusses Green Marketing impacts on customer product preferences. Moreover, this chapter presents the relationship between green marketing and customer product preferences to make sure customers can buy a good product prudently on the main items of the user needs. The right choice plays an important role in ensuring the user to make the choice wisely. For example, the first customers need to look at the items of the quality product before making a choice wisely. In this way, the consumer has the techniques of purchasing a product properly. Besides, it discusses the previous researches that had been done.

2.1.1 Green Marketing

The meaning of green marketing is taking advantages of the promotional activities to aimed changing the customer attitude towards a brand. These changes will usually increase the impact of a firm's policies and practices that can affect the

quality of the environment and reflect the level of concern for the community. Besides that, numerous researchers identified many problems and concerns concerning green marketing (Welling and Chavan, 2010).

Practising Green Marketing is initially expensive because it can encourage green products or services, green technology (purchasing new technology or modifying existing technology), green power and energy that require a lot of money to be spent on the R&D programme. Besides, due to the high investment required to promote green marketing to customers to create the awareness of green products or their consumption. By raising awareness of or using green products, many customers who may not be willing to pay premiums for such green products as they may have an impact on the reputation of any company's. At the same time, the company was required to communicate in-depth the presence and benefits of green marketing to customers about the importance of green marketing through the various tools or facilities already available for integrated marketing communications. Eco-labelling is one of the best ways for the customer to be informed of green products or green marketing. Customers may be prepared to pay premium prices if they can see the added benefits of such promotions, such as consistency, environmentally safe good product, fuel-efficient vehicles and non-hazardous product attached to the product. Green Marketing can also enable other companies to achieve competitive advantages and a strong customer's base (Renfro L A, 2010).

According to (Joel Makeower, Shafaat & Sultan 2012), many challenges are facing green marketers. For example, lack of guidelines and agreements between people who don't know what the men behind the "green" are. Given this obstacle, largely due to the growing global inequality due to climate change, green marketing continues to gain prominence. To order to minimize the adverse effects of their products or services, prospective companies will be able to show. Green Marketing can play an important role in sustainable development so that firms can adjust the innovative methods to keep themselves in a competitive environment.