UNIVERSITI PUTRA MALAYSIA

IMPACT OF GO GREEN CAMPAIGN ON GREEN BEHAVIOUR INTENTION AMONG CONSUMERS IN KLANG VALLEY, MALAYSIA

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By

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Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfillment of the Requirements for the Degree of Master of Science

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DEDICATION

My mom (Zhila Abhari) and dad (Abbas Hosseinpour), my great supervisor (Prof.Dr.Zainal Abidin Mohamed), and my lovely lecturer (Dr.Golnaz Rezai) Who were with me always
Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science

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By

Masoomeh Hosseinpour

June 2014

Chair : Prof. Zainal Abidin Mohamed, PhD
Faculty : Agriculture

Go Green Campaigns are being widely implemented around the world to expose environmental issues to the public while raising awareness of the benefits of having a green behaviour on the environment. The Malaysian government has been promoting nationwide green behaviour in order to be on a par with the global green movement. At present Malaysia is going through a transformation to become a developed country. Both the government and the Non-Governmental Organisations (NGOs) have been asked to conduct Go Green Campaigns to inform and educate the public on the benefits associated with acquiring green behaviour. Huge funding is allocated for this purpose by the government and NGOs have been asked to publicise the environmental degradation and change people’s behaviour towards a greener one. The Go Green Campaigns are on-going activities which have become a trend in Malaysia. However, their effectiveness on the public’s intention towards adopting a green behaviour is debateable. Thus this study intends to uncover the underlying factors that could influence the intentions of the Klang Valley residents to change their behaviour toward acquiring green behaviour. For this purpose the Theory of Planned Behaviour was adopted as the theoretical framework of this study.

In total, 1206 respondents were interviewed by completing a structural questionnaire which gathered information on their attitudes towards Go Green Campaigns as well as their intention to behave in an environmentally friendly way. Chi-square analysis was employed to determine whether there is a significant difference between socio-economic and demographic factors towards the awareness and existence of Go Green Campaigns in Malaysia and the notion of green behaviour. The result of the first chi-square analysis shows that most of the socio-economic and demographic factors such as gender, race, and educational level have significant differences with regards to awareness of the existence of Go Green Campaigns in Malaysia. For the second chi-square analysis, the results show that some of the variables such as gender, marital
status, and income level have significant differences with the awareness and knowledge of the green behaviour concept.

Exploratory Factor Analysis was used to uncover the underlying factors that could influence the intentions of the respondents to perform green behaviour. Four latent factors were identified as influencing respondents’ intention to put environmentally friendly behaviour into action. The 4 factors comprise of concern for the society, motivation, environmental concerns, and the importance of performing green behaviour. Binary logistic model procedure was applied to determine the extent of selected socio-economic/demographic characteristics and attitudes and also factors that influence the intentions of respondents to perform green behaviour. The results indicated that, the demographic factors such as gender, marital status, residential area, income level, and educational background and factors such as concern for the society and the importance of performing green behaviour are relevant in explaining the respondent’s intention to perform green behaviour.

Go Green Campaigns have proven to be successful in increasing the intention of the respondents to change their behaviour towards protecting the environment. However, the concern for the society is one of the most important factors to influence the intention of the respondents to practice green behaviour. These types of campaigns are helpful in terms of making the public aware of the importance of the environment and how people can help to protect it by adopting green behaviour.

Gender also plays a very important role towards the decision to change the behaviour. Though Go Green Campaigns are implemented nationwide, people living in urban areas and people with higher educational levels show a greater intention to perform green behaviour. This indicates that Go Green Campaigns can influence people from any social background to acquire the intention to behave in an environmentally friendly way. Furthermore, though most of the respondents had a positive point of view towards Go Green Campaigns, there were still some people with other opinions. Even though Go Green Campaigns could be successful in building intention of going green among people but, these programmes still need a lot of improvements. It is better to design a careful curriculum to develop better qualified campaigns to keep people interested in them. One should try to inform people who do not have information about the Go Green Campaigns, and also motivate those who are not yet interested. Moreover, the campaign organiser should try to find the reasons why there are some people with a negative point of view or no interest. Based on this one can provide a better programme to them.
KEMBERKESANAN KEMPENG GO GREEN TERHADAP NIAT BERSIFAT MENCINATI ALAM SEKITAR DI KANGAN PENDUDUK DI LEMBAH KLANG, MALAYSIA

Oleh

MASOUMEH HOSSEINPOUR

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Seramai 1206 responden telah ditemubual melalui boring soal selidik berstruktur yang mengumpul maklumat tentang sikap mereka terhadap kempen Go Green dan niat mereka untuk bersikap mesra alam. Analisa Chi Square telah digunakan untuk menentukan hubungan antara faktor sosio-demografi terhadap kesedaran kewujudan kempen Go Green di Malaysia dan tanggapan terhadap sikap cintakan alam semula jaya. Keputusan daripada analisa Chi Square menunjukkan kebanyakkan faktor sosio-ekonomi dan demografi seperti jantina, bangsa, tahap pelajaran mempunyai
perbezaan yang ketara terhadap kesedaran tentang kewujudan kempen Go Green di Malaysia. Bagi analisa Chi Square yang kedua, keputusan menunjukkan bahawa sebahagian pemboleh ubah seperti jantina, status perkahwinan dan tahap pendapatan mempunyai perbezaan yang ketara terhadap kesedaran dan pengetahuan tentang konsep cintakan alam semula jadi. *Exploratory Factor Analysis* digunakan untuk mendedahkan faktor-faktor yang boleh mempengaruhi niat responden untuk bersikap cintakan alam semula jadi. Terdapat 4 faktor yang dikenal pasti sebagai faktor-faktor terpendam yang mempengaruhi niat responden untuk bersikap mesra alam. Faktor tersebut terdiri daripada keprihatinan terhadap masyarakat, motivasi, keprihatinan terhadap alam sekitar dan kepentingan bersikap cintakan alam semula jadi. Prosedur kerangka *Binary Logistic* telah diaplikasi untuk menentukan tahap mana ciri-ciri terpilih iaitu sosio-ekonomi/demografi, sikap dan juga faktor-faktor yang mempengaruhi niat responden untuk bersikap cintakan alam semula jadi. Keputusan menunjukkan bahawa pembolehubah sosio-ekonomi seperti jantina, status perkahwinan, kawasan tempat tinggal, tahap pendapatan dan latar belakang pendidikan boleh memberi kesan positif niat responden untuk mengubah sikap mereka kepada bersikap cintakan alam semula jadi. Tambahannya, faktor-faktor keprihatinan terhadap masyarakat dan kepentingan pengaruh bersikap cintakan alam terhadap alam sekitar akan mempengaruhi niat responden untuk mengubah sikap mereka.


Peranan jantina adalah sangat penting terhadap keputusan niat responden untuk mengubah sikap.Walaupun kempen Go Green meliputi seluruh negara, masyarakat di kawasan bandar dan mereka yang mempunyai tahap pendidikan yang tinggi mempunyai niat yang lebih tinggi untuk melakukan sikap cinta terhadap alam semula jadi. Ini menunjukkan bahawa kempen Go Green boleh mempengaruhi responden dari apa jua latarbelakang sosial untuk mempraktik dan bertindak secara kaedah mesra alam semula jadi.
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APPROVAL

I certify that a Thesis Examination Committee has met on 2 June 2014 to conduct the final examination of Bashir Ibrahim on his thesis entitled “Impact of Go Green Campaign on Green Behaviour Intention among Consumers in Klang Valley, Malaysia” in accordance with the Universities and University College Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U. (A) 106] 15 March 1998. The Committee recommends that the student be awarded the degree of Master of Science.

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