



**UNIVERSITI PUTRA MALAYSIA**

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

**MASOUMEH HOSSEINPOUR**

**FP 2014 6**



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**By**

**MASOUMEH HOSSEINPOUR**

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

**June 2014**

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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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**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.

Abstrak tesis ini dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

**KEBERKESANAN KEMPEN *GO GREEN* TERHADAP NIAT BERSIFAT  
MENCINATI ALAM SEKITAR DI KANGAN PENDUDUK DI LEMBAH  
KLANG, MALAYSIA**

Oleh

**MASOUMEH HOSSEINPOUR**

**Jun 2014**

**Pengerusi : Prof. Zainal Abidin Mohamed, PhD**

**Fakulti :Pertanian**

Kempen *Go Green* sedang digunakan secara meluas seluruh dunia bagi tujuan pendedahan isu-isu alam sekitar kepada orang awam dan pada masa yang sama untuk meningkatkan kesedaran tentang sikap cintakan alam sekitar. Kerajaan Malaysia telah mempromosikan sikap cintakan alam sekitar di dalam Negara sebagai sebahagian daripada gerakan global cintakan alam sekitar. Perkara ini selari dengan visi Negara iaitu perubahan transformasi kearah mencapai Negara maju. Kedua-dua kerajaan dan organisasi bukan kerajaan telah diminta supaya menjalankan kempen *Go Green* untuk memaklum dan mendidik orang awam terhadap sikap cintakan alam sekitar. Tambahan pula, sebahagian besar dana daripada kerajaan dan organisasi bukan kerajaan adalah untuk memberikan kesedaran terhadap kemusnahan alam sekitar dan mengubah sikap orang-orang lain terhadap cinta kepada alam sekitar. Selain itu, kempen *Go Green* telah menjadi trend ikutan di Malaysia. Walaubagaimanapun, keberkesanan kempen seumpama ini terhadap niat orang awam untuk cintakan alam sekitar masih lagi dibahaskan. Kajian ini bertujuan mendedahkan faktor-faktor yang mampu mempengaruhi niat responden di sekitar Lembah Klang untuk menukar sikap mereka kearah cintakan alam sekitar. Teori *Planned Behavior* telah di daptasi sebagai kerangka teori bagi kajian ini.

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 semulaja. Keputusan daripada analisa *Chi Square* menunjukkan kebanyakan 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 semulajadi. 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 semulajadi. Keputusan menunjukkan bahawa pemboleh ubah 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. Tambahan pula, faktor-faktor keprihatinan terhadap masyarakat dan kepentingan pengaruh bersikap cinta terhadap alam sekitar akan mempengaruhi niat responden untuk mengubah sikap mereka.

Kempen *Go Green* telah terbukti berjaya meningkatkan niat responden untuk menukar sikap terhadap melindungi alam sekitar. Walaubagaimana pun, keprihatinan terhadap masyarakat adalah faktor penting terhadap pengaruh niat responden untuk mengaplikasi sikap tersebut. Kempen-kempen seumpama ini membantu dari sudut memberikan kesedaran kepada orang awam tentang kepentingan alam sekitar dan bagaimana masyarakat boleh membantu untuk melindunginya. Tambahan pula, kempen *Go Green* boleh memperkenalkan konsep cintakan alam semulajadi kepada orang awam supaya mengaplikasikan sikap ini.

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 semulajadi. Ini menunjukkan bahawa kempen *Go Green* boleh mempengaruhi responden dari apa jua latar belakang sosial untuk mempraktik dan bertindak secara kaedah mesra alam semula jadi.



## ACKNOWLEDGEMENTS

I am indebted to my committee members, family and friends for their support and contribution to my thesis. First and foremost, I would like to thank my great supervisor Prof. Dr. Zainal Abidin Mohamed for his guidance and support. Without his constant encouragement and support, I would not have been able to complete this research successfully. I would like to thank him for all his teachings and for challenges provided to explore my true potential. Without his presence of mind, I would not have been able to further explore my research to its maximum potential. He was available all the time when I needed him even though in the busiest time, and I think there is no word to thank him.

Next, I would like to thank Dr. Golnaz Rezai, for the kind support, patience and encouragement provided to me during my study at UPM. Thank you so much. I am indebted to her for her valuable suggestions and ideas for improvement to my research. She is one of the most important and memorable persons for me from UPM. I would always remember the time spend with her on various discussions. In fact, her support was there to help me to finish my study and she taught me how much a person can be kind and nice. All her advises and kind words would always remain with me guiding me to succeed in my life. I truly wish her all the blessing and goodness in life.

I would like to acknowledge Prof. Datuk Dr. Mad Nasir Shamsudin and Dr. Ismail Abd Latif for their guidance in my research. I would like to thank Prof. Datuk Dr. Mad Nasir Shamsudin for his support to explore the true potential of my research and for answering several of my queries during research. I would like to thank Dr. Ismail Ad Latif for his kindness and good advises for my work. I am truly indebted to my knowledgeable committee members for my successful research.

I truly appreciate my parents for all the patience, support and guidance provided by them during my study at UPM. Their stand to support my decisions and requirements regarding my study in Malaysia, was my strength and light during the research. I am truly thankful to God Almighty for providing me with such supportive and understanding parents. I truly hope to make them proud with my achievements.

I am indebted to my friend Gowri for all her support and understanding. Gowri you are so sweet and nice. The work load surely seemed light when spend with a good friend, sharing and discussing the many hurdles and achievements. I thank her for her patience with me and for making my moments light. I wish her all the very best in her life.

Last but not the least, I would like to thank all my lecturers from Department of Agribusiness management and Information Systems for all their support during my study. I truly wish all of them the very best in life and wish all students be as lucky as me to get such a supportive and knowledgeable team for research.

## 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.

Members of the Thesis Examination Committee are as follows:

**Nitty Hirawaty Kamarulzaman, PhD**

Senior Lecturer  
Faculty of Agriculture,  
Universiti Putra Malaysia  
(Chairman)

**Norsida binti Man, PhD**

Associate Professor  
Faculty of Agriculture  
Universiti Putra Malaysia  
(Internal Examiner)

**Mohd Mansor bin Ismail, PhD**

Professor  
Faculty of Agriculture  
Universiti Putra Malaysia  
(Internal Examiner)

**Yusman Syaukat, PhD**

Associate Professor  
Bogor Agricultural University  
Indonesia  
(External Examiner)

---

**NORITAH OMAR, PhD**  
Deputy Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date: 21 July 2014

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

**Zainal Abidin Mohamed, PhD**

Professor  
Faculty of Agriculture  
Universiti Putra Malaysia  
(Chairman)

**Mad Nasir Shamsudin, PhD**

Professor Datuk  
Faculty of Agriculture  
Universiti Putra Malaysia  
(Member)

**Ismail Abd. Latif, PhD**

Senior Lecturer  
Faculty of Agriculture  
Universiti Putra Malaysia  
(Member)

**Golnaz Rezai PhD**

Senior Lecturer  
Faculty of Agriculture  
Universiti Putra Malaysia  
(Member)

---

**BUJANG BIN KIM HUAT, PhD**

Professor and Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date:

## DECLARATION

### Declaration by graduate student

I hereby confirm that:

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Signature: \_\_\_\_\_

Chairman of Supervisor Committee :Prof. Dr. Zainal Abidin Mohamed

Signature: \_\_\_\_\_

Member of Supervisor Committee: Prof. Datuk. Dr. Mad Nasir Shamsudin

Signature: \_\_\_\_\_

Member of Supervisor Committee: Dr. Ismail Abd Latif

Signature: \_\_\_\_\_

Member of Supervisor Committee: Dr. Golnaz Rezai

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