

TABLE OF CONTENTS

CHAPTER I.....	14
INTRODUCTION.....	14
1.1 RESEARCH BACKGROUND	14
1.2 SCOPE OF RESEARCH.....	23
1.3 RESEARCH QUESTION	23
1.4 RESEARCH OBJECTIVES	24
1.5 RESEARCH BENEFITS	25
CHAPTER II.....	27
LITERATURE REVIEW.....	27
2.1 PREVIOUS RESEARCH.....	27
2.2 CONSUMER BEHAVIOUR	33
2.3 THEORY OF PLANNED BEHAVIOUR (TPB)	34
2.4 PURCHASE INTENTION.....	36
2.5 ATTITUDE.....	37
2.5.1 <i>Definition of Attitude</i>.....	37
2.5.2 <i>Components of Attitude</i>.....	38
2.6 SUBJECTIVE NORM.....	39
2.7 PERCEIVED BEHAVIOURAL CONTROL	40
2.8 GOVERNMENTAL INCENTIVES	41
2.9 GREEN RESIDENTIAL BUILDING	42
2.10 CONCEPTUAL FRAMEWORK.....	44
2.11 HYPOTHESIS	46
CHAPTER III.....	51
RESEARCH METHOD	51

3.1	RESEARCH DESIGN	51
3.2	LOCATION OF RESEARCH	51
3.3	POPULATION AND SAMPLE	52
<i> 3.3.1</i>	<i>Population</i>	52
<i> 3.3.2</i>	<i>Sample</i>	52
3.4	TYPES AND TECHNIQUE OF DATA COLLECTION	54
3.5	MEASUREMENT SCALE	54
3.6	OPERATIONAL DEFINITIONS OF VARIABLES.....	55
<i> 3.6.1</i>	<i>Independent Variables.....</i>	55
<i> 3.6.2</i>	<i>Dependent Variables.....</i>	55
<i> 3.6.3</i>	<i>Operational Definition</i>	55
3.7	DATA PROCESSING	61
3.8	DATA ANALYSIS.....	61
<i> 3.8.1</i>	<i>Structural Equitation Model (SEM) Analysis</i>	61
<i> 3.8.2</i>	<i>SEM Key Stages</i>	62
<i> 3.8.3</i>	<i>Structural Equitation Model (SEM) - Partial Least Square (PLS)</i>	
		63
3.9	ASSESSMENT CRITERIA	64
<i> 3.9.1</i>	<i>Hypothesis Testing.....</i>	67
CHAPTER IV.....		69
RESULT AND DISCUSSIONS		69
4.1	RESPONDENTS CHARACTERISTICS.....	69
<i> 4.1.1</i>	<i>Distribution of Questionnaire</i>	69
4.2	MEASUREMENT MODEL (OUTER MODEL)	69
<i> 4.2.1</i>	<i>Reliability Testing</i>	70
<i> 4.2.2</i>	<i>Validity Testing</i>	71
4.3	RESPONDENT'S DESCRIPTIVE ANALYSIS	73
<i> 4.3.1</i>	<i>Gender</i>	73
<i> 4.3.2</i>	<i>Age</i>	74

4.3.3	<i>Profession</i>	74
4.3.4	<i>Monthly Income</i>	74
4.3.5	<i>Number of Owned House</i>	75
4.3.6	<i>Number of Owned House</i>	75
4.4	STRUCTURAL MODEL	76
4.5	STRUCTURAL MODEL (INNER MODEL)	77
4.6	HYPOTHESIS TESTING	79
4.7	MODEL FIT	84
CHAPTER V		86
CONCLUSION AND SUGESTION		86
5.1	CONCLUSION	86
5.1.1	<i>Managerial Implications</i>	87
5.1.2	<i>Research Limitations</i>	92
5.2	RESEARCH SUGGESTIONS	93
REFERENCE		95