

**YOUNG CONSUMERS' INTENTION TOWARDS FUTURE GREEN  
PURCHASING IN MALAYSIA**

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## **ABSTRACT**

Green marketing is all about marketing products that are considered environmentally safe. It involves practicing a lot of activities related to product modification, product packaging, and even advertising. Green marketing also refers to holistic marketing concept in which it involves production, marketing, consumption and product disposal in a way that is less harmful to the environment. The purpose of this study is to examine the influence of price, time, knowledge, satisfaction, eco-label, and social influence on the intention of future green product purchasing among young Malaysian. The measurement of the factors is adopted from past studies for the following variables: price, time, knowledge, satisfaction, eco-label and social influence. The sample size of this study is 250 samples. This study used SPSS 15.0 to analyze the data. The results of this study showed that price, time, and social influence have a relationship with young consumers' intention to purchase green products, however knowledge, satisfaction, and eco-label had no influence, discussions of the analysis are provided in the study.

**Keywords: Green purchasing, young consumer's intention, Malaysia**

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.0 Introduction**

This chapter presents an introduction to this study to give a picture of the study. The discussion is on the factors that influence the young Malaysian consumers' intention on future green products purchasing. This chapter contains (1) Background of the Study, (2) Problem Statement, (3) Research Objectives, (4) Research Questions, (5) Significance of the Study, (6) Definition of key terms, and (7) Organization of the remaining chapters.

### **1.1 Background of the Study**

#### **1.1.1 Green Marketing**

Green marketing refers to marketing products that are categorized as environmentally safe products. Green marketing involves several activities that are associated with products modification, their packaging process, as well as advertising these products (Mishra & Sharma, 2010). The concept of green marketing has a relation with the holistic marketing concept, where several activities are included such as producing, marketing, and consuming the products, as well as disposing the product in an environmentally safe way. Over the years, more and more consumers have started to recognize how their behavior is affecting the environment. Many evidences in recent studies are showing how consumers avoid some

product and choose other depending on how these products are harmful to the environment of safe to its nature (Laroche, 2001).

Green marketing is an integral part of a company's overall corporate strategy (Menon & Menon, 1997). Besides the process of manipulating the known marketing mix which consists of (Product, Price, Place and Promotion), green marketing entails a wider understanding of the public policy process. It also bonds with environmental sustainability and industrial ecology issues like life-cycle analysis, eco-efficiency, extended producers' liability, and resource flows and material use. However, the green marketing subject is wide; it has potential implications for public policy and business strategy. In general, some terms such as Recyclable, Environmentally Friendly, Ozone Friendly, Phosphate Free, and Refillable are some well-known titles that consumers relate them to the concept of green marketing (Singh & Pandey, 2012).

The concept of green marketing was developed in three phases, during the late 1980s the first phase emerged when the concept was proposed to firms for the first time (Peattie, 2001). The early 1990s was down of the second phase as a green parcel of consumers and products arose (Peattie, 2001). The third phase has started since the year 2000 as more government rules and regulations were enforced, more technologically advanced products were introduced and most importantly the quality of green products was improved (Lee, 2008).

The term green consumers refer to those who prefer to behave with favor to the environment, and who prefer to consume green products rather than other standard alternatives. Those consumers are internally controlled more than regular consumers; they have a strong believe that any individual can participate in protecting the environment. Hence, they feel obliged to protect the environment and that this action should not be left for environmentalists, scientists, businesses and governments to deal with them alone; every individual must play a role. Green consumers are less dogmatic and are more tolerant with new ideas and products. This tolerance helps in accepting green behaviors and products readily (Shamdasani, Chon-Lin, & Richmond, 1993; Boztepe, 2012).

A study from Cone Consumer Environmental (2009) was conducted on 1,087 adults from the United States of America which aimed to study consumers attitude towards environmentally responsible products found that 35 percent of the respondents have higher interest on environmental issues in the current time compared to their interest a year ago, 35 percent of them expect that companies will produce and offer environmentally friendly products and services during the economic downturn, and 70 percent of those respondents stated that they are paying attention to companies activities that are directly related to today's environment, despite their ability to purchase environmentally green products in the current time, as shown in Figure 1.1.

## Going Green

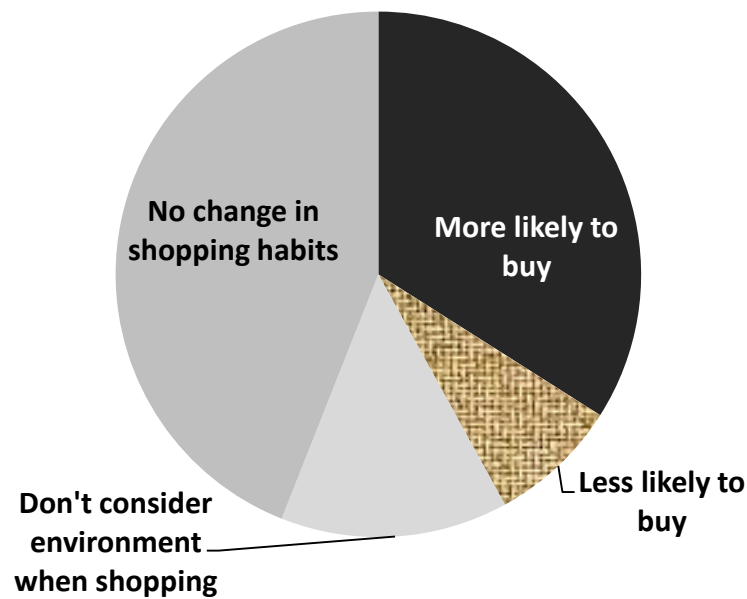


Figure 1.1

*Cone Consumer Environmental (2009)*

### 1.1.2 Consumer Behavior

Consumer behavior consists of any processes or activities that individual participate in when they search, select, purchase, use, evaluate, and dispose products and service in a way that satisfies their desires and needs. Studying consumer helps companies and organization develop better marketing strategies. When a behavior is environmentally sensitive it involves the efforts of different individuals that aim to reduce harmful actions that could affect the physical and natural environment. This goal could be achieved when the usage of resource and energy is reduced by using materials that are anti-toxic or by reducing the production's waste (Singh, 2011).



Green purchasing behavior is a particular behavior that tends to be environmentally sensitive and which is usually seen in customers who prefer to use natural detergent, biodegradable soaps and biodegradable garbage bags, who consume goods that use biodegradable packaging and who avoid purchasing from restaurants that use Styrofoam packages (Albayrak, Caber, Moutinho & Herstein,2011).

Nowadays, many of the consumers are interpreting their environmental features to consumption characteristic modification in different ways. Gallup industries conducted a telephone based survey where respondents were randomly selected; they called one thousand respondents in order to rank the level of their intentions on some packaging and materials that have damaged the environment. This research found that nine out of ten respondents indicated that they are ready to purchase products from companies that support the environment (Shahnaei, 2012). The findings implicate that consumers are aware about different environmental issues.

In order for firms to be able to get a competitive advantage over their competitors, they started to follow the customers demand trend and are improving this development. Marketers are starting to realize how important it is to value and maintain a strong relationship with their stakeholders (Landua, 2008). Besides that, environmental management can be used as a strategic tool for developing, controlling, and reducing environmental impacts as well as creating more opportunities for company managers.

Green consumers seem to be internally controlled more than regular customers as they have a strong belief that every individual has the ability to contribute positively to the environment. Hence, they feel that protecting the environment is everyone's job and individuals shouldn't rely entirely on environmentalists, governments, scientists and businesses. They tend to be more open minded and less dogmatic toward new ideas and products. This kind of open-mindedness drives those consumers to continuously support green products (Shamdasani et al., 1993; Peattie, 2011).

Sharma (2011), stated that most of the consumers are environmentally aware of different environmental issues. He suggested that consumers who have the intention to buy products that are environmentally friendly are generally aware about different issues facing the environment, they also seem to be more concerned about the environment and they have and share a strong believe on the importance people being environmentally friendly Laroche et al., 2001). Besides that, Roberts and Becon (1997) found that there is a strong positive relationship that exists between environmental knowledge and pro-environmental attitude. This means that socially responsible customers are usually more knowledgeable on issues related to the environment than others are they show a more positive attitude towards the environment.

Previous studies suggest that some people participate in environmental activities due to their need to solve the environmental problems and in order to appear to others as role models (Hallin, 1995; Gan, Wee, Ozanne & Kao, 2008), and due to their belief that they have the ability to protect the environment. Even though such studies give a vision of what can motivate consumers to be involved in green behaviors, the possibility that these motivations

can result in having green consumers is not confirmed specially when the topic comes to green product purchasing behavior.

### **1.1.3 The Malaysian Context of Green Purchasing Issues and the Scenario**

The force of going green has reached the Asian region, as more issues are threatening the environment exposing governments and local citizens to danger (Lee, 2008). With the fast growth economy in Asia especially in the recent century, a rise of consumers who are financially empowered has spread across the continent giving them the ability to spend on products more than the last generation (Li & Su, 2007).

Malaysia is an upper-middle income country; it is ranked as the most developed country within developing countries. Such a development gives an idea on how businesses in the country are not an exception from other businesses around the world in terms of responding to challenges of consumers' demand to have products that are environmentally friendly (Rashid, 2009).

Golnaz, Phuah, Zainalabidin, and Mad Nasir (2013), stated that the green concept is novel to Malaysian consumers although many campaigns that encourage people to go green have been carried out from time to time. The market of green products in Malaysia is still at its early stages, not much knowledge about patterns of consumers' green consumption in Malaysia is available, however introducing green food in the Malaysian market besides the high health consciousness that Malaysia consumer have brought an interesting topic on the behavior of consumers' food purchasing (Worthington & Patton, 2005).

Teng, Rezai, Mohamed, and Shamsudin (2013), indicated in their research that it's essential to comprehend the impacts of consumers' attitude and perception towards green concept, that's because the issue of Malaysian consumers' dietary awareness led them to search for products that promote different benefits such as the safety of the food, health issues, animal welfare concern, and environment. Studies show that there is a noticeable increase in green consumption in the world especially in this decade, and such a success came due to the increase popularity and awareness with food safety, health, animal welfare and environment, however, it is important to find the level of Malaysian consumers awareness of green concept and the advantages that they can get from this concept (Teng, *et al.*, 2012).

Malaysian consumers have a different understanding about green products and the going green concept than consumers in western countries. People in the western countries view green products as products that does not harm to the environment and produce less pollution, while Malaysian understand green products as "specialty high price products" and tend to feel that these types of products are specific to a certain group of consumers (Shahnaei, 2012). Malaysian consumers spend a high percentage of their household income on groceries, food, and personal care items. ACNielsen suggested that on average, a Malaysian consumer spends MYR505 every month on groceries and food, however below have of these expenses go on fresh food such as fruits, vegetables and meat (Global Retail & Consumer Study, 2009; 2010).

Information group Taylor Nelson Sofres (TNS) and the global market insight conducted a survey in 2008 on the aspect the eco-friendliness of Malaysian consumers'

behaviors and habits, out of the sample, only 8% indicated that they have actually changed their attitude in a way that greatly benefits the environment (Our Green World, 2008).

## **1.2 Problem Statement**

For a better understanding of purchasing behavior, it is important for researchers to know the consumers' purchase intention; this makes purchasing intention a critical factor for predicting consumer behavior (Fishbein & Ajzen, 1975; Yang, 2009). Thus it's required to study consumers' intention.

In general, consumers show positive attitude towards purchasing specific products, such a behavior is directly affected by many factors, and these factors can be an indicator of the purchasing intention and ability. According to Shanaei (2012) one main struggle consumers face when they tend to buy green products in developing countries is their high cost, it plays a major part when they decide to purchase. Besides that, only few researches have studied prices and their relationship with consumers' decision making (Laury & McInnes, 2003) and Kaufmann, Panni, and Orphanidou (2012). As a result green product prices could be an indicator of consumers' intention to purchase green products and therefore should be studied.

Previous researches suggested that the findings of time and its relation to consumers' intention are questionable calling for broad research to be conducted in this specific area (Tan, 2011). While some studies suggest an existence of both direct and indirect relationship

between time and consumers' intention (Hojabri, Hooman, & Borousan, 2011) suggested for further research.

Product knowledge is one of the indicator factors that could explain about consumer behavior (Shahnaei, 2012). Furthermore, Manafi, Saeidinia, Gheshmi, Fazel, and Jamshidi (2011), and Hojabri *et al.*, (2011) said that the inclusion of time, price, and knowledge is required when studying the factors that could have an impact on consumers' purchasing behavior. Thus, it's important to test whether the same results can be found in the Malaysian context of time, price and knowledge. If the findings of this study are similar to the finding of previous studies, then identifying the relationship structure in the young Malaysian consumer would be possible.

Moreover, Mostafa (2009) indicated that for a purchasing process to be successful, it would depend on several factors such as customer satisfaction with the product, products' eco-label, and social influence on buyers. However, there is a lack of study that investigates the factors in a comprehensive framework.

Despite the many researches that have been conducted on consumer behavior, only few of them focus on green purchasing (Tanner and Kast, 2003; Lee, 2008; Cheah, 2009). Many results of different researches differ due to conducting them in different countries or due to making the studies on different samples. Lee (2008) mentioned that green marketing studies in the Asian region is not as much as those studies that have been conducted in

Western countries. Therefore, the study of green purchasing behavior in the context of Asian countries is important.

In addition, while green products in Western countries are viewed as environmentally friendly products, these products in Malaysia are viewed as specialty products that cost more than regular products and are demanded by a specific segment of consumers. (Shahnaei, 2012). Therefore, factors that could have an effect on purchasing decisions where non-green consumers could change to green consumers in Malaysia and Western countries, may be different (Chin & Chai, 2010).

According to Hyllegard, Eckman, Descals and Borja (2005), it appears that usually different cultures as well as the segments in these cultures face problems differently, even if these problems are similar, this is because people of different cultures do not process information in the same way (Chin & Chai, 2010). Customers who live in countries that have serious environmental problems would possibly interpret the environmental issue differently and may behave toward it differently from consumers who live in countries that are less focused on environmental problems (Shahnaei, 2012).

Furthermore, even though most of the studies that focus on consumer intention in developed countries, only few are conducted in developing countries. Hence, Anić (2010), suggested that there is an urgent need to study the purchasing intention in developing countries.

It's important to find what consumers think about the environmental issues, and the way they behave towards that, especially when it comes to their attitude towards environmentally friendly products, this is because there is a negative perception that consumers have on green products besides the high cost they come with (Datta, 2011). Hence, it is valuable to find the factors that indicate and contribute to the green purchasing behavior of Malaysian customers.

### **1.3 Research Objectives**

This research attempts to achieve several objectives as follows:

1. To examine the influence of products' price on future green products purchasing intention among young Malaysian.
2. To investigate the influence of time spent to purchase goods on future green products purchasing intention among young Malaysian.
3. To examine the influence of customers' knowledge on future green products purchasing intention among young Malaysian.
4. To examine the influence of customer's satisfaction on future green products purchasing intention among young Malaysian.
5. To investigate the influence of green products' eco-label on future green products purchasing intention among young Malaysian.
6. To assess the effect of social influence on future green products purchasing intention among young Malaysian.



## **1.4 Research Questions**

This study addresses several questions as follows:

1. To what extent does price influence young Malaysians' future green purchasing intention?
2. To what extent does time influence young Malaysians' future green purchasing intention?
3. To what extent does knowledge influence young Malaysians' future green purchasing intention?
4. To what extent does satisfaction influence young Malaysians' future green purchasing intention?
5. To what extent does eco-label influence young Malaysians' future green purchasing intention?
6. To what extent does social influence affects young Malaysians' future green purchasing intention?

## **1.5 Scope of the Study**

This study was conducted on bachelor degree students in Universiti Utara Malaysia, as this group can represent the young consumers having their age fall between 18 and 26. The target group was approached in the University's library, different faculties and in their dorms namely; Petronas, Eon, Sime Darby, MISC, Muaamalat, and YAB residents. The questionnaires were distributed for every room number that ends with zero or five and then collected accordingly.

## **1.6 Significance of the Study**

### **1.5.1 Theoretical Significance**

Despite the existence of many research works that were conducted on consumers' purchasing intention in Malaysia, only few of them has focused on young consumers. Besides that, as will be mentioned in the review of the literature, only few researches have indicated all factors that are discussed in this research in a comprehensive framework, thus, this research brings a better understanding on young consumers' intention towards future green purchasing using an integrated dimension. Following such a step helps in identifying factors that motivate young consumers' intention to make future green purchases in order to ensure a sustainable future for Malaysia. This study also adds new findings to the current literature which can contribute for future researches, it provides an added value in terms of findings, and presents a more comprehensive understanding on the reliability of constructs.

### **1.5.2 Managerial Significance**

This research discusses young consumers' intention rather than focusing on their attitude as during the buying process the intention stage comes before the attitude stage. Having the youth being more aware of environmental issues can ensure a sustainable country with responsible leaders. Such a research enriches the understanding of how to manage green marketing activities and what are the suitable strategies to attract new and young consumers towards green marketing.

Furthermore, this study contributes to firms that sell green products. Understanding the current Malaysian perception of green products can help firms plan sustainable strategies according to their customers' awareness of green products and their intention to purchase

green products in the future. It will widen the dimensions of targeting young consumers. For the purpose of this study, young consumers are a big target market for companies, selling green products for this promising market without understanding its purchasing influences leads to weak selling outcomes.

**1.7 Definition of Key Terms**

The key terms used in this research context are defined in Table 1.1.

Table 1.1  
*Definition of Key Terms*

Construct	Definition
Green marketing	Green marketing or environmental marketing refers to the actions that are applied in order to facilitate and gain exchanges that aim to give people’s needs and wants a desirable satisfaction, such that these needs’ and wants’ satisfaction achieved without having any harm to the environment (Polonsky, 1994).
Green products	Products that are generally nontoxic, and which are produced from materials that are recycled, or that are minimally packaged (Ottman, 1998).
Green Purchasing	A person’s willingness and probability to prefer a certain product which has eco-friendly features over regular traditional products when they consider a purchase (Rashid,2009).
Intention	A decision individuals make in order to behave or physiologically act in which their behavior towards a product could be observed (Samin, 2012).
Knowledge	Knowledge of consumers involves the information exists in their

	memories (Blackwill,Miniard & Engel, 1995).
Satisfaction	An early consumption evaluative judgment that is concerned to a specific product or service (Gundersen, Heide & Olsson, 1996).
Eco-label	Synonymous descriptors that talks about any information a product offers regarding the environmental issues that are related to products production or consumption of a product (Rotherham, 1999).
Social influence	Social influence refers the process in which people adopt when enough number of others in the group have adopted (Halavais, Kwon, Havener, & Striker, 2013)

## 1.8 Organization of Remaining Chapters

Organization of the thesis provides an idea of the whole chapters of this study. The study is titled as "Young consumers' intention towards future green purchasing in Malaysia" and organized into five chapters, in order to achieve the objectives of this study.

**Chapter 1: Introduction** provides an overview of this study. It is closest to the issues arising in this research topic. It will emphasize more on the Background of the Study, Problem Statement, Research Questions, Research Objectives, Significance of the Study, and Organization of the Thesis.

**Chapter 2: Literature Review** reviews the literature and theories that are associated to the topic of the study critically. It acts as a base of the experimental and analytical section of this study. This also is used as a base to guide the development of the research framework. It will also consist of the underpinning theory used for this research as well as the hypothesis development and research framework.

**Chapter 3: Methodology** describes the methods and techniques used in this study. Research Design, Measurement of Variables, Instruments, Data Collection on Sampling and Data Collection Procedures, and Techniques of Data Analysis.

**Chapter 4: Results and Discussion** will analyze the data and findings of this research based on the appropriate method used in this study. It presents complete results and analyses of the study in order to assess whether the study achieved its objectives.

**Chapter 5: Conclusion and Recommendation** are made based on the findings of this research. The significant findings are necessary for the continuity of the recommendation to be proposed in this study for the future research.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter reviews previous studies that are related to this study. The previous studies are based on price, time, knowledge, satisfaction, eco-label and social influence that effect the young consumers' intention towards future green products purchasing in Malaysia.

#### **2.1 Review of Related Literature**

##### **2.1.1 Consumers' Intention**

Purchase intention refers to individual's intention to purchase specific brands that they choose for themselves after performing several evaluations, there are many variables that could help in measuring purchasing intention such as brand, price and quality which will help in the actual purchasing activity in the future (Laroche, Kim & Zhou, 1996; Hafeez & Muhammad 2012). Having the intention to purchase a particular product requires an assessment of alternative merchandises in the market (Teng & Laroche , 2007).

Several studies have shown that an attempt to approach a specific product has a big effect on products purchasing intention (Brown and Stayman, 1992; Homer, 1990; MacKenzie, 1986 Teng & Laroche 2007), besides the existence of a positive relationship

between attitude and purchasing intention. Some researchers found that a consumers' intention is usually established by the attitude they have towards the products that exist in their mind set (Laroche and Sadokierski, 1994; Laroche and Zhou, 1996; Hafeez & Muhammad 2012).

A persons' intention to purchase a particular product falls under the decision of the reason why this individual wants to purchase a particular brand. Concepts such as taking into consideration about something, purchasing a particular brand, and anticipating buying a specific product helps in scoping the intentions of purchasing (Porter, 1974). Furthermore, Porter (1974) explained that a consumers' intention to buy a specific product does not get effected simply with his attitude towards that product, but also effects his future decisions to buy other brands that are set in his consideration.

Ghosh (1990) took a new approach by combining several studies related to purchasing behavior with other studies that focus on consumers' decision-making processes. He then found that when a consumer selects a particular product, his final decision relies entirely on his intention (Chen, 2008). Therefore, many marketers believe that one of the best methods that can be used to predict consumers' purchases in the future is to understand their current purchasing intention, in addition Sudhir and Talukdar (2004), Jaafar and Lalp (2011) suggested that a positive relationship between consumers' purchase intention and their quality perception does exist. Zeithaml (1988) and Tsitsou (2005) added that someone's purchase intention is always impacted by many different aspects such as quality perception, objective price, and value perception.

### **2.1.2 Consumers' Attitude**

Nowadays, most of consumers translate their environmental features into a change on the characteristics of their consumption in several ways. We can indicate to one improvement desire of consumption in order to support the environment. Consumers who support going green tended to discard jobs within the society they live in by removing factories that are ecologically unscrupulous (Schlossberg, 1991; Shahnaei, 2012).

Furthermore, green consumers pay more attention to firms that hold environmental images and may base their purchasing decisions on that, they always try not to purchase products that are non-biodegradable materials and in some cases they may avoid specific brands due to their believe that these companies pollute the environment (Mishra & Sharma, 2010). Besides that, and Shahnaei (2012) mentioned that consumers with green behaviors seem to be keen to purchase products in big recyclable packages and packages that are redesigned or that are known as packages with less solid wasting, instead of using attractive packages. One important point that should be highlighted is green consumers' recycling characteristic in which is considered a basic role that they follow daily (Kinnear, Taylor & Ahmed, 1974; Rahim, Zukni, Ahmad, & Lyndon, 2012).

From many findings, it is clear that there is a link between behavior and attitude however these two aspects should be approached in different ways and should be deeply tested. Consumers' attitude towards green services and products can be a main deciding factor for positive and negative purchasing decisions. When consumers who tend to have positive attitude towards green purchasing interact with each other besides the existence of a high market maven ship with high availability of the products, a positive attitude towards



purchasing could be created, and this can result in a strong purchasing intention which leads to more green products being purchased compared to traditional products (Ahmad & Juhdi, 2008).

### **2.1.3 Consumers' Belief**

Having a set of beliefs that are combined with an evaluation or a cognitive can form someone's attitude (Heberlein, 1981; Milfont, 2009). An individual can have different beliefs about a specific object, however, researchers argue that an only a small number of the individual's beliefs can be considered as an attitude. Previous studies suggest that a person has the ability to attend and process around five to nine items only at the same time (Mandler, 1967; Nicolaidou & Philippou 2003). Thus, it can be argued that when a consumer shows a specific attitude towards a specific product or that product's packaging, the whole process depends entirely based on only five to nine beliefs on the target.

It is generally believed among different researchers and environmentalists that through purchasing products with proper disposal of non-biodegradable garbage, products that are labeled as environmentally friendly and products that don't harm the environment, green products or products that are designed with recyclable packaging, consumers can be involved in improving the environment's quality (Abdul-Muhmim, 2007). The environment's quality relies on consumer's values, practice, attitude and knowledge (Mansaray & Abijoye, 1998). At a given point in time these factors can form strong and clear beliefs. These salient beliefs could be strong or weak or even substituted by a different belief; hence, they are exposed to change (Ajzen, 1988). According to Webb & Sheeran (2006), Ajzen and Fishbein (1980) clarified the relationship between attitude; intention and behavior, and this can imply that normally people behave based on their intentions. Besides that, Chaiklin (2011) indicated

in his study that the affective elements and the cognitive on someone's behavior sometimes don't match their actual behavior.

## **2.2 Factors that Affect Consumers' Attitude**

Mostafe (2009) argues that environmental concern, altruism, environmental attitudes, skepticism towards environmental claims and environmental knowledge are the core factors that could affect someone's behavior towards green purchasing. Besides that, Ahmad and Juhdi (2008) suggested that being aware of government support and action, belief about product friendliness towards the environment, product information, perception towards organic food, beliefs about product usage safety, and availability of products are the most critical factors that could have an impact on consumers' pro-environmental behavior. The availability of green products' information and their actual availability considerably influence consumers' pro-environmental behavior. There are many factors that have a direct influence on green purchasing intention such as, price, time, knowledge, satisfaction, eco-label, social influence, value, government initiative, environmental concern, and perceived seriousness of environmental problem, discussions of each factor is provided as the following:

### **2.2.1 Price**

Some authors such as (Lisa, 2004) studied the unfair pricing topic which can simply be defined as charging consumers with high prices compared to the expected or supposed price, or charging fictional prices. Marketers realized that despite consumers' strong support to the idea of protecting the environment, they still show an extreme price sensitivity when they intend to buy green products (Mainieri, Barnet, Valdero, Unipan, & Oskamp, 1997; Kaufmann, Panni, & Orphanidou 2012).

McKenzie-Mohr (2000) stated that the fact that recycled-content products could have a high price, this created an obstacle among Washington residents to purchase these products. These studies have also stated that in different scenarios, marketers regularly charge very high prices for goods that are environmentally friendly in a way that is clearly unjustified and non-transparent. Such an attempt leads to discourage and demotivation among consumers who participate in green purchasing behavior.

### **2.2.2 Time**

According to Engel, Miniard and Blackwell (1995) consumers prefer to purchase products which will save them time when they search for them. Furthermore, Salgado-Beltrán, Espejel-Blanco, and Beltrán-Morales (2012) mentioned that that consumers can show more interest in purchasing green products if those green goods were available and could be found easily. Garaham (1995) also suggested that most of the consumers responded in his research that they usually take more than 15 minutes to reach a specific store while five percent of the respondents stated that they spend around 30 minutes to arrive to a specific store to buy a particular product. Green markets in Malaysia are not easily found and can't be accessed as fast as regular markets (Shahnaie, 2012).

Different empirical evidences illustrate that when buyers find it difficult to locate environmentally friendly products this occurs due to information lack (Brown & Wahlers, 1998; Kaufmann *et al.*, 2012). Byrne, Toensmeyer, German, & Muller (1991), Davies, Titterington, & Cochrane (1995), and Ahmad and Juhdi (2008) indicated that when there is a shortage of organic food and green products availability in stores, it could be considered as a major obstacle that consumers could face during their purchasing process. Availability means the level of difficult or ease to find or to use a specific product. Vermeir and Verbeke (2004)

suggested that usually consumers are motivated more to purchase green products however this motivation doesn't translate in their actual purchasing behavior when green products availability is low. One main reason of consumers' environmental lagging behind the pro-environmental behavior is their low accessibility and weak marketing for products that are environmentally safe. Moreover, it can be argued that to contribute in deriving customer behavior in a way that is favorable to the environment, acceptable availability of the green products as well as having companies that are responsible towards the environment and the society. In contrast, it worth mentioning that environmental claims should be genuine and confusions have to be avoided to motivate consumers towards purchasing environmental products. Recently, Panni (2006), indicated that green products accessibility is essential to get customers involve in behaviors that are pro-social/pro-environmental.

Latest studies have proved that consumers are not willing to take more of their purchasing effort or purchasing time to move from purchasing conventional products to environmentally safe products if their Perceived Consumer Effectiveness "PCE" in mind is low, regardless of their concern on the environment (Tan, 2011).

### **2.2.3 Knowledge**

Consumer's knowledge involves any information that is stays in one's memory. The information kept in a person's memory will affect his purchasing decision. This knowledge is categorized into three phases, knowledge of product, knowledge of purchase and knowledge of usage (Bray, 2008).

Image awareness and analysis is helps in searching for the product's knowledge. The impact of having knowledge on green products can effect on the usage and purchase of those

environmentally friendly products. Kaiser and Schultz (2009) stated that having knowledge of the environment can help in turning individuals to environmentally sensitive people. Anderson, Wachenheim and Lesch (2007) found that a specific knowledge of the organic food's characteristics can be the key for purchasing those goods. According to Mohammad (2006), consumers process different information when they have purchase knowledge in order to acquire goods. The main indicator of purchase knowledge involved information that is linked to the location of green products and the timing of purchase. The knowledge related to using the products impacts the information in the memory of how to apply goods and what is actually required to apply these goods.

Environmental knowledge refers to the general knowledge of concepts, relationships, and facts that are concerned with environments' nature as well as its ecosystems (Fryxell & Lo, 2003). Environmental knowledge includes key relationships that lead to environmental impacts or aspects, communal responsibilities essential for maintainable development, people's knowledge towards the environment, and an appreciation of "whole systems. According to Rokicka and Słomczyńska (2002) when someone attains a high environmental knowledge level leads to a good pre- environmental behavior. Mostafa (2009) added that having knowledge on the environment effect consumers' intention to purchase green products significantly.

Kempton, Bloomfield, Hanson, and Limerick (2010) noticed that many people don't have enough information about issues facing the environment which reflects on them being less responsible to those issues. Joshi and Mishra (2011) mentioned that the ecological imperatives concept refers to the necessity of educating consumers to make them aware of environmental issues and their relation to their consumption patterns. Specifically a very

potential element for a successful green purchasing is the management structure of the environment, individuals must be answerable to environmental performance improvement, and be supported to have environmental concern when making a purchase. The consumers mind set statement about the environment has turned to be a norm and this brought problems that couldn't be avoided.

When there is enough information about green/organic food, it seems to reflect in being vital knowledge for consumers. For consumers to get involved largely in green purchasing process an enormous campaign to promote these products is needed in order to highlight their usefulness in healthy friendly attributes and in safety issues to the consumers as many studies found that when consumers have strong belief about a certain product, it could help them participate in pro-environmental buying. Some researchers such as Henson (1996), Smed and Jensen (2003), Pickett-Baker, Ozaki (2008) and Banyte, Brazioniene and Gadeikiene (2010) found that people's readiness to spend on products that are safe and environmentally friendly mostly gets them involved in pro-environmental purchasing. Panni (2006) added that generally customers understand the adulteration practices that are performed by unethical marketers. According to Ahmad and Juhdi (2008) consumers belief about the safety of a product affects consumers' intention to purchase organic and green products positively as the main reason for purchasing these products is the fact that they are healthier compared to other traditional products, which reflect in a green purchasing behavior (Chinnici, Amico, & Pecorino, 2002; Harper and Makatouni, 2002).

#### **2.2.4 Customer Satisfaction**

The topic customer satisfaction turned to become a widespread topic in academic research and marketing practice starting from the time when Cardozo's (1965) conducted a research on

customer effort, expectations and satisfaction (Holjevac, Marković, & Raspor, 2010). Even though many researchers tried to explain and measure satisfaction, there is still no fixed definition for this topic (Giese and Cote, 2000). It is generally agreed that customer satisfaction refers to the post consumption evaluative judgment that is concerned with a particular service or product (Holjevac, *et al.*, 2010). Satisfaction is a result of individual's evaluation on their pre-purchases expectations with contrast with the performance during and after consuming a product (Oliver, 1980; Cengiz,2010).

Akbar and Parvez (2009) stated that customer satisfaction is common and well established in many sectors such as consumer research, welfare economics, economic psychology, economics and marketing. The strong believe in the business's nature and its service results in customers' depending on their prior expectations. Hence, this will lead the service being evaluated in nature.

Besides that, satisfaction seems to be an important element in determining the business setting loyalty, as it generally imply on the performance evaluation of the products with products that have been purchased previously (Russell-Bennett et al., 2007). There is a similarity between attitude and customer satisfaction, especially when it comes to predicting the loyalty of consumers (Lee, 2007).

### **2.2.5 Eco-label**

Defined by Tom (1999), eco-label is synonymous descriptors; it can be defined as the set of information which is provided by a particular product “about the environmental issues related to the use or production of a product”. Marketers are increasingly utilizing environmental labels in order to promote the products' identification (D'Souza, Taghian, & Lamb, 2006).

Many researches that are concerned with eco-labels are searching of methods that could help making these products effective in the purchasing behavior of consumers that are associated with products that are environmentally safe (D'Souza et al., 2006). Rashid (2009) stated that the eco-label awareness has a positive impact with green products knowledge and consumers' purchase intention. He also added that eco-labels of green products are useful instruments to attract consumers and inform them about the effects of their purchasing decision and the environment.

To the current data, more than 30 different green label schemes are available around the world. Asian countries introduced their own eco-labeling schemes (Rashid, 2009). The green label of Malaysia was devoted in 1996, and the Standards and Industrial Research Institute of Malaysia (SIRIM) was its start. During that time, recycled paper ware, non-toxic plastic packaging material, energy conservation, biodegradable cleaning agents, degradable, electronic equipment and hazardous metal-free electrical and agricultural products were categorized and linked to the scheme of eco-labeling that was drafted by SIRIM (Rahber & Wahid, 2010).

Besides Rashid's (2009) research, Grankvist, Dahlstrand and Biel (2004) indicated that young respondents, femals, and graduates show a more positive attitude towards products that are eco-labeled. Loureiro and Lotade (2005) mentioned that many cusotmers specifically in western countries are ready to spend more on eco-labeled products. Some studies suggested that despite the labels' function which consumers can recognize, it still doesn't lead them automatically to make decisions that support green purchasing (Leire & Thidell, 2005).



### **2.2.6 Social Influence**

As Ryan (2001) mentioned, homophile refers to the social dynamic where an individual relates to others by having similar qualities. Kalafatis, Pollard, East, & Tsogas (1999) mentioned that social norms means the possibility of an individual to perform a specific behavior or not in a specific point of view. It also can be understood as a particular situation where an individual shares his thought, values, and beliefs as he/she is communicating with. When someone wants to purchase a certain cloth among adolescents, a peer's conformity is an essential factor (Chen-Yu & Seock, 2002). Lee (2008) added in his research that peer effect is a major indicating aspect for adolescents' green purchasing behavior in Hong Kong compared to other factors.

Usually consumers take others' expectations and behavior into account when they want to identify an appropriate behavior from a one that is not (Cialdini, Reno, & Kallgren, 1990). The resulted expectations and behaviors build what is known as social norms, and has an influence on decisions like which class to attend, whether to participate in network communities or not, whether to subscribe to a fitness club or not, and even how many cookies to eat (Dholakia, Bagozzi, & Pearo, 2004; Pliner & Mann, 2004). Therefore, Ajzen (1991) suggested that social factor is considered a predictor of intentions to purchase and is termed subjective norm; social norms refers to the apparent pressure from the society to decide whether to do or not to do a certain behavior. As an example, if we study the smoking issue, (1) peer group' subjective norms embrace thoughts like "I have many friends who smoke"; (2) family's subjective norms embrace thoughts like "starting smoking is a normal behavior because many members of my family do smoke" and (3) culture and society's subjective norms embrace thoughts like "many people don't like smoking," and "I expect that everyone is not a smoker". Thus, when we relate this to green purchasing behavior, more people will be influenced to go green if they see their friends, family members, and social media does so.

### **2.2.7 Value**

Personal values describe the difference of individual between consumers. Values indicated beliefs of consumers towards good behavior and life. Values are stated as the objectives that encourage people to receive to their aims. Values explain the aim and methods to meet goals. Objectives can't only be social but also personal. Social value is described as the normal behavior of a group in a society. Personal valued are described as normal behavior for individuals. Group's values can effect on the value of personal. Furthermore, social values refer to the value of the nation (Chong, 2010).

Those values relating to nature, natural environment and lining in a stunning world can be matched highly with attitude and activities which has done for protecting the environment (Neuman, 1986). If environmental protection is observed as a luxury a not be beneficial for the environment only if it has occurred in people with high environmental values (Manafi *et al.*, 2011).

### **2.2.8 Government Initiative**

This concept refers to the initiative that national governments take or when the national government supports a particular act. No one can deny the fact that governments play a big role in protecting the environment (Chen & Chai, 2010). Mishra and Sharma (2010) revealed that governments have the ability to come out with campaigns that could help in promoting awareness of eco-labels within the public as the study proved that eco-label's awareness can bring a significant impact on purchasing green products (Rahbar & Wahid, 2011). Tsen, Phang, Hasan, & Buncha (2006) and Sinnappan and Rahman (2011) indicated in their studies that one of the strongest predictors to green purchasing behavior is the government initiative.

Chen and Chai (2010), suggested that the government of Malaysia has implemented many strategies that could ensure a sustainable development and consumption. To represent a good example for its own people, the Malaysian government introduced different policies that could help enhancing the sustainability of the environment by promoting green products and enhancing consumers to get involved in these activities besides providing factories with initiatives of green products. And in order to educate and take responsibility of environmental awareness and to make public concerned more about the environment, it chose to go for social advertising (Haron & Said 2005).

### **2.2.9 Environmental Concern**

Environmental concern is one main predicting factor for researchers and markets as with such a predictor targeting environmentally aware customers is easier (Mostafa, 2007).

Environmental concern is also defined as the effective feature which could explain people's worries likings, considerations and dislikes that are related to the environment (Yeung, 2004). Panni (2006) stated that when consumers are aware about environmental and societal issues more, they tend to participate more in pro-environmental and pro-social behaviors. Argued by different authors, there is a strong association between the level of individual's environmental concern and the actual willingness and interest to purchase goods that are environmentally friendly (Mainieri, *et al.*, 1997; Schwepker & Cornwell, 1991).

According to Kaufmann *et al.* (2012) customers with high anxiety on environmental issues appear to be enthusiastic to buy green products more than regular customers due to their environmental awareness more than individuals who are not concerned much about issues facing the environment. Choi & Kim (2005) found a direct influence from

environmental concern towards green purchasing behavior. Likewise, several studies concentrated on environmental attitudes' influence on behaviors related to the environment. Consumer attitudes were used in many previous studies as predictor of consumers' behavior to conserve the energy and to be conscious about ecological purchases and products consumption (Mostafa, 2009). Kaufmann *et al.* (2012) talked Kassarjian's study on consumers' response to gasoline that pollutes the environment less, he mentioned that the most potential variable that determines consumers' behavior towards a product as their attitude towards the idea of air pollution.

Nonetheless, Lee (2009) indicated that the positive attitude toward ecologically conscious living lead consumers to purchase products in an ecologically responsible way as well as using products in a responsible way such as automobile usage. The study also encouraged people to show environmental concern publicly by joining an antipollution organization or at least supporting that idea and signing ecologically relevant petitions. Those common findings suggest that there is a strong impact of environmental attitude on ecological behavior (Kotchen, & Reiling 2000). Yet, some studies suggested a moderate relation between environmental attitude and ecological behavior (Axelrod & Lehman, 1993 & Smith *et.al*, 1994), while Berger and Corbin (1992) stated that sometimes this relationship is weak. The study of Beckford, Jacobs, Williams, & Nahdee (2010) and Kortman & Cornelissen (2008) found a strong relationship between environmental attitude and consumer environmental purchasing behavior. Besides that, Mostafa (2009) stated that there is a significance impact among environmental concern and attitude, and consumers' green purchasing intentions.

This research will be focusing on price, time, knowledge, satisfaction, eco-label, and social influence as these variables have been studied in few literatures and due to their direct relation to the research's problem statement, besides that, the studied researches showed mixed results which made them an interesting topic to study.

### **2.2.10 Perceived Seriousness of Environmental Problems**

Lee (2008) indicated that young buyers in Hong Kong don't perceive the seriousness of environmental problems as a significant indicator that could inspire their green purchasing behavior. Such a result occurred due to the uninteresting exposure which led them to behave negatively towards this factor. Yet, some studies suggested that Asians are more concerned about the environmental issue compared to people living in western countries (Lee, 2009).

The level of consumers' perceives of being involved to protect the environment can lead them to avoid any engagement in activities that support the environment like recycling (Wiener & Sukhdial, 1990). Some consumers are concerned about the environment however they think that governments have to bare the obligation in preserving the environment. Tanner and Kast (2003) stated that purchasing organic or green foods is facilitated by consumers' positive attitude towards protecting the environment.

## **2.3 Underpinning Theory**

### **Ajzen's Theory of Planned Behavior (TRA vs. TPB)**

The TRA was established by Ajzen and Fishbein in 1980, and after that the TPB was developed by Ajzen in 1991. Both the two theories explain how a person leads to certain behavior. The central aspect in the concepts is the intention someone has to behave in a certain way. According to Ajzen (1991), intentions are supposed to gain motivational factors

that could have an impact on behavior, they help in determining people's willingness to try, how much effort they want to put in planning to exert so that they could behave. He makes further emphasis that "when individuals have a strong intention to participate in a certain behavior, they will tend to perform the behavior more (Ajzen, 1991). Added by Samin, Goodarz, Muhammad, Firoozeh, Mahsa & Sanaz (2012), intention refers to someone's motivation in their intention's sense to behave. Samin *et al.* (2012) mentioned another definition as what people believe what they will purchase. Another definition for purchase intention is the readiness to perform or the physiological act that shows someone's behavior towards a particular product (Wang & Yang, as cited in Samin et al, 2012). Purchase intention signifies the probability of consumers buying a certain product (Chi, Huery, & Yi 2011). Lin & Lu (2010) also concluded that the intention to purchase refers to what an individual might purchase in the future.

According to the TRA, someone's behavioral intention is determined by two basic components which are attitude toward behavior and subjective norm. These two factors will directly affect an individual's behavioral intention and then consequently affect his or her behavior (Yumol, Sudin & Huzzard, 2009). Ajzen (1991) argued that attitude towards the behavior is the level of an individual's negative or positive assessment of the behavior in question. A person could carry a favorable attitude towards the behavior if he or she has a strong belief positive outcomes will be mostly achieved if performing a given behavior and vice versa (Sudin, 2009). The more favorable attitude toward performing a behavior a person is holding, the stronger intention he or she will make to perform the behavior (Ajzen, 1991).

Yumol *et al.* (2009) listed individual's belief that falls into his/her attitude towards a specific behavior as behavioral beliefs. Furthermore, Ajzen (1991) found that subjective

norms refer to the expected pressure from the society to behave. Summers, Belleau & Xu (2006) added that it refers to the purpose of someone's beliefs that certain peoples think they must or must not behave in a certain way. Besides that, Yumol *et al.* (2009) added that when someone has a certainty that referents that he is motivated by think he should behave in a certain way, this could act as a social pressure to him that makes him do so. In another way, the TRA says that the more favorable attitude a person is holding to performing behavior, the higher intention he or she will perform it. Or the more a person perceives social pressure to perform behavior, the more likely his or her intention to perform it will increase.

However, the TRA also has its limitation to explain why in some case, a person holds a very favorable attitude toward performing behavior as well as perceives a very strong social pressure to perform the behavior; he or she still does not have the intention or holds a very low intention to implement the behavior (Ajzen,1991).

To solve the TRA's limitation, Ajzen develops another theory called Theory of Planned Behavior (TPB). This theory is a postponement of the theory of reasoned action (TRA), it came as a result of the need of solving the main problems of the previous theory in order to deal with those behaviors that sometimes individuals could have absent volitional control (Ajzen, 1991). The TPB is developed by adding one more component which is called perceived behavioral control to the TRA. Then in the TPB model, people's behavioral intention is a task of three elements these elements respectively are: attitude toward the behavior, subjective norm and perceived behavioral control.

Ajzen (1991) defined perceived behavioral control in his (TPB) as peoples' opinion of the easiness and difficulty to behave in the way they are interested in. actual behavior control

is important because it shows the self-evident: the opportunities and resources that are available to people have to dictate how likely it is for them to act for behavioral achievement.

The TPB solves the limitation of the TRA by its ability to explain why in some scenarios, people hold a great favorable attitude toward performing behavior as well as perceive strong social pressure to perform the behavior but they still don't perform the behavior. Those scenarios are explained by the TPB that because people perceive obstacles or difficulty in performing the behavior. Or the perception of having low capacity to do the behavior also lowers individuals' behavioral intention and consequently makes him or her not performing the behavior. Those TPB calls perceived behavioral control.

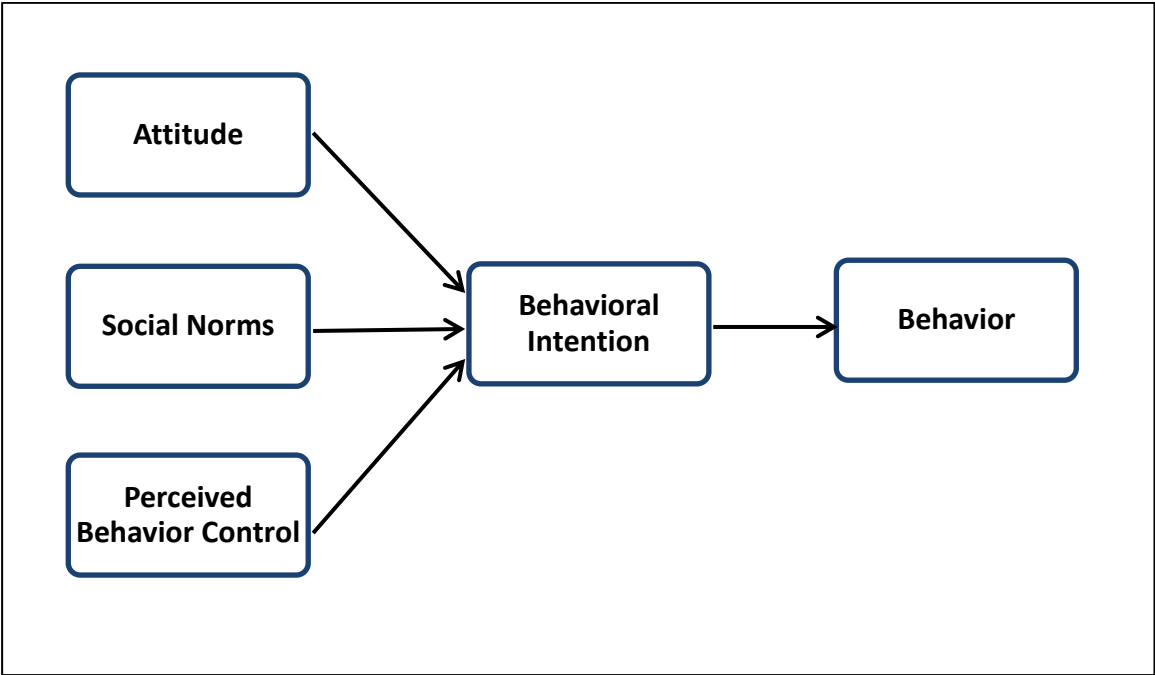


Figure 2.1  
*Ajzen's Theory of Planned Behavior (1991)*

The TRA and TPB have been applied extensively by many researchers to predict consumer purchase intention for a specific product. For example, Summers *et al.* (2006) uses TRA and



TPB to predict the intention of purchasing products that are categorized as luxurious. Syed (2011) uses TPB to study consumer purchase behavior for halal food, Tarkiainen and Sundqvist (2005) also uses them to study consumer's organic food buying behavior. According to Tarkiainen and Sundqvist (2005), in the previous studies that were conducted on the behavior of buying organic food and its role with subjective norms, which deals with social pressure to behave in a specific way, these were usually ignored or not included in the research model. This could be because of its low impact on consumer's organic food purchasing behavior. Same in this research for consumer purchase intention of safe vegetable, we also neglect subjective norm in our research framework.

This research selected the theory of planned behavior due to its similarity to the framework model, similarly to the theory of planned behavior that studies behavior intention, this research studies young consumers' intention to purchase green products in Malaysia, in contrast the independent variables of the TPB are attitude, subjective norms, and perceived behavioral control, in this study one of the independent variables is social influence which is similar to the TPB, the other independent variables fall under perceived behavioral control which means those variables that consumers have no control on and might purchase the products if they have the intention however they have no control on such variables and the variables that are related to this in this research are price, time, and knowledge as young consumer might be willing to purchase green products however the price of these products could be an obstacle, others might be wanting to buy these products but they don't have enough time to find them due to their unavailability, while others could not buy them because they don't have enough knowledge about their importance due to a lack of promotions or due to the wrong usage of messages that companies use to deliver it to the young consumers in Malaysia.

## 2.4 Research Framework

Refer to the educational researcher Smyth (2004), he defined the research framework as a framework that constructed from a combination of a wide range of ideas and theories that help researchers to identify problems develop the questions and search for relevant literature.

Research framework involves the relationship between dependent variable (DV) and independent variables (IV). In other words, dependent variable (DV) will rely on independent variable (IV) and the dependent variable (DV) also do not change the independent variable (IV).

Back to this study, there are six variables to be examined based on the research topic, "Young consumers' intention towards future green purchasing in Malaysia".

The six variables are independent variables (IV) while the other variable is the dependent variable (DV). The dependent variable (DV) is young consumers' intention towards future green purchasing in Malaysia which relies on independent variables (IV) which consists of six factors that influence the young consumers' attitude (DV) namely price, time, knowledge, satisfaction, eco-label and social influence as illustrated in Figure 2.2.

The figure shows the variables that need to be examined according to the objectives, research questions, and hypothesis. In this study, all the variables will be analyzed by examining the influence between the independent variables; price (Shanaei, 2012), time (Hojabri, Hooman, & Borousan, 2011), knowledge (Manafi, Saeidinia, Gheshmi, Fazel, & Jamshidi, 2011), satisfaction (Mostafa, 2009), eco-label (Mostafa, 2009), and social influence

(Lee, 2008; Mostafa, 2009) towards the dependent variable; young consumers' intention (Yang, 2009).

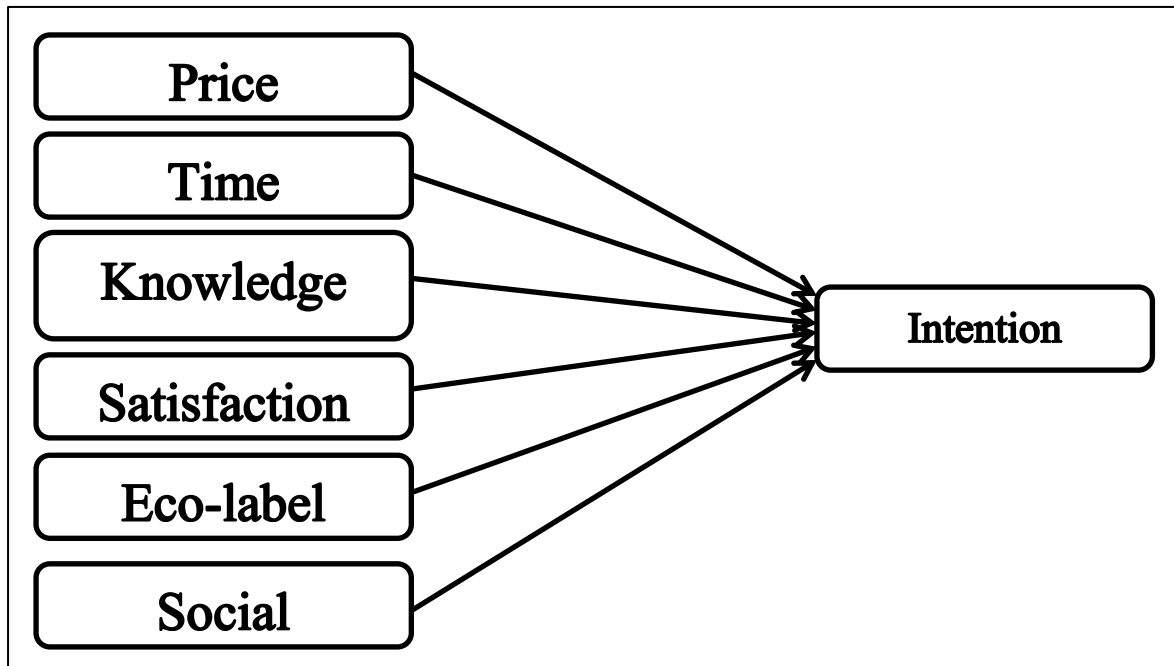


Figure 2.2  
*Theoretical Framework*

## 2.5 Hypothesis

Hypothesis refers to a statement of a proposition that hasn't been proved yet and which is empirically testable (Zikmund, 2003). The hypothesis will be tested through empirical test. It should be written in a manner so that either it can be supported if the hypothesis is accepted or it will be shown to be wrong if the hypothesis is rejected.

This study has several hypotheses that have been developed in order to determine the relationship between the independent variables and the dependent variable.

The first hypothesis is based on the suggestion made by Carter, Kale and Grimm (2000), Chan (2000), Fotopoulos and Krystallis (2002), and Laroche and Bergeron (2001),

who have considered price as a factor that may have an effect on consumer purchasing behavior in a green product. Therefore the hypothesis is:

H1: Price has a significant influence on young consumers' intention towards green purchasing in Malaysia.

According to (Tan, 2011) consumers do not have the will to spend more of their purchasing effort and time to move from purchasing traditional products to products that are environmentally friendly if they have in mind a lower Perceived Consumer Effectiveness "PCE" whether they are concerned about the environment or not (Tan, 2011). Consumers are keen on purchasing products which are going to save their time (Engel *et al.*, 1995). Therefore the hypothesis is:

H2: Time has a significant influence on young consumers' intention towards green purchasing in Malaysia.

The primary predictors of purchase knowledge engaged information related to the decision of where green products must be bought and when the buying is happening. The usage knowledge will effect on the information on their memory about how goods might be applied and what is needed to actually apply to the goods. (Manafi *et al.* 2006). Accordingly, Mostafa (2009) stated that there is a significant effect between knowledge and green purchasing intention. Therefore the hypothesis is:

H3: Knowledge has a significant influence on young consumers' intention towards green purchasing in Malaysia.

Satisfaction is likely to be a priority in drives the loyalty in the setting of business, as it will imply on the evaluation of the performance of the products with the previous product purchased (Russell-Bennett McColl-Kennedy & Coote., 2007). However, Seiders, Voss, Grewal, & Godfrey (2005) suggested that people can possibly look for and identify alternatives in the market no matter how their satisfaction is. Therefore the hypothesis is:

H4: Customer satisfaction has a significant influence on young consumers' intention towards green purchasing in Malaysia.

Rashid (2009) stated that there is a significance impact of eco-label on knowledge that could lead to an intention for consumers to purchase green products. He also added that eco-labels can be considered as attractive tools which can help guide the consumers and affect their purchasing decision. Therefore the hypothesis is:

H5: Eco-label has a significant influence on young consumers' intention towards green purchasing in Malaysia.

Intention can gear behavior, and one of the most important determinants of these intentions is social influence (Wood, 2000). Lee et al. (2008) suggested that group pressure has the ability to lead individuals to conformity effects in many ways including changing someone's intention.

A late social influence within peoples' communities can be formed when individuals change the way they evaluate a certain product due to the great value they place on the

information they have as reality. This drives an internalization process where influence operates in a rational way (Kelman, 1974). Therefore the hypothesis is:

H6: Social influence has a significant influence on young consumers' intention towards green purchasing in Malaysia.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.0 Introduction**

Methodology is the most important and critical part in the study. Therefore, the methodology used in the study must be defined and fully described to examine the hypothesis and address the problems of the study as stated in the beginning of the study. This chapter describes in detail the method used in this study. It consists of (1) Research Design, (2) Measurement of Variables, (3) Instruments (4) Data Collection Procedures, and (5) Techniques of Data Analysis.

#### **3.1 Research Design**

This study used quantitative method to achieve the research objectives. A survey is defined by Babbie (2001) as “the administration of questionnaires to a sample of respondents selected from a population”. Moreover, Stacks (2002) defined the survey as the way of collecting different information about respondents’ beliefs and attitudes. In particular, a survey was used as the main research design. A survey is a sample of many respondents giving answers to the same questions to measure various variables, test multiple hypotheses (Neuman, 2007). The use of survey was appropriate for this research because it enabled the researcher to get snapshot views and attitudes of the respondents with respect to the social phenomenon under

study (Sekaran, 2003). Furthermore, a survey is a common research design employed in many social science studies (Neuman, 2007).

This research design focused on a quantitative approach. The researcher preferred to use a quantitative approach because of a personal preference for unbiased approach, and the employment of statistical procedures in quantitative studies (Creswell, 1994). Many early researches that use similar variables to this research has took a quantitative approach (Lee, 2008; Shahnaei, 2012)

### **3.1.1 Type of Study**

This project used a quantitative research approach due to quantify variation, to predict causal relationship and to describe characteristic of the populations.

The framework confirmed the hypotheses about the subject, while the instrument used a more rigid style of eliciting and categorizing responses to questions. Thus this research had highly structured methods; questionnaires.

The main difference between the quantitative method and the qualitative method is how flexible they are. The response categories where respondents are supposed to choose are “close ended”. The main advantage of having such inflexibility is that it gives meaningful comparison of respondents’ responses and study site (Creswell, 1994).

Guide to Mun (2009) a causal research finds the influences of a particular thing or another. The existence of a casual explanation depends on the existence of a correlation among dependent and independent variables. Regarding the causality nature, a relationship



between variables occurs when there is a relationship between the value of one variable and another.

When the value of a variable produces the values of the other variable, a causal relationship among them occurs. This research's independent variables are green products' price, time young Malaysian consumers spend on purchasing green products, young Malaysian customers' knowledge of green products, satisfaction young consumers look for in green products, eco-labels of green products, and social influence on young consumers, while the dependent variable is young Malaysian consumers' intention towards future green purchasing.

### **3.1.2 Source of Data**

In this research, the data was gathered from local students of Universiti Utara Malaysia, there are two reasons for choosing the local students as respondents; the first reason is the similarity of students' characteristics, while the second reason is that those students can be a perfect sample for young consumers as their ages range is between 18 and 25.

### **3.1.3 Unit of Analysis**

Unit of analysis is the set of elements that could be accessed in order to be chosen in a particular phase of the sampling process. And this research's unit of analysis was individuals who will be in the test, which was local students from the three colleges, individuals of COB, COLGIS, and CAS students.

### **3.1.4 Population Frame**

Nation (1997) stated that a population refers to all possible cases in the study. It refers to any segments who share similar characteristics that a research studies. It could be covered by the whole population of a specific segment or could be narrowed to a smaller segment of that population. The population of this research was represented by Universiti Utara Malaysia's students and staff. The population of Universiti Utara Malaysia is around 25,000 according to the HEA's 2013 report.

### **3.1.5 Sample and Sampling Technique**

As it is difficult to include all populations, a representative sample was taken in order to have the ability of generalizing the outcomes of the studied population. It is essential to choose a sample when a study is conducted because this selection will be reflected in the general results. Much energy and time is needed when a research is conducted in order to ensure reliable results. In the results could only be implemented on the segment that it was conducted on, each research will require a replication for many times, and there will come no benefit from different researches (Gay and Diehl, 1992).

Nation (1997) stated that sampling helps for controlling big information pools. In the sampling procedure, the researcher chooses a set of bigger number of observations. The sampling of this research was done through random sampling technique (Hurlburt, 2006). In this type of sampling, the researcher creates an adequate size of the sample, and every member could possibly be chosen when the questionnaire is distributed. (Hurlburt, 2006). Besides that systematic sampling is conducted by sampling every  $k^{\text{th}}$  item in a population after the first item is selected at random from the first  $k$  items (Pepe, 1996).

The process of choosing the sample size in this study was done in three steps, the 1<sup>st</sup> step was going to the University's library during the studying days which is between Sunday and Thursday between 10:00am and 5:00pm from the 2<sup>nd</sup> of November and 5<sup>th</sup> November, and by applying the systematic random sampling every 5<sup>th</sup> student entering the library was given the questionnaire. The second step was going to the students residential dorms and by using the same technique however this time instead of selecting every 5<sup>th</sup> student, the researcher selected every 5<sup>th</sup> room, in different words, every room number that ended with either zero or five was selected then the questionnaire was given to students living in these rooms. The 3<sup>rd</sup> step was going to different university colleges and distributing the questionnaires to every lecturing hall "after the lecturing hours" and giving the questionnaires to every 5<sup>th</sup> student leaving the hall.

### **3.2 Measurement**

The items were formulated in the form of statements scored on a five point Likert type scale, ranging from 1 "strongly disagree" to 5 "strongly agree" (Gan et al., 2008). For this research, questionnaires are instrumented for analysis and are divided into two sections; the first section is related to the demographic characteristics of the respondents, and the second section contains questions that are related to the variables answered in a five point Likert scale. In the first part, the respondents' demographic profiles were asked respectively; age, gender, ethnicity, program, and semester. The second part consists of 24 items to measure the independent variables and dependent variables. All questions were adopted from previous studies for different authors. The dependent variable "Intention" consists three items. The independent variables consist of 21 items. The first dimension "Price" consists of three items. "Time" consists of three items too. The third dimension "Knowledge" consists of Four items. The fourth dimension "satisfaction" consists of four items, as well as the fifth dimension

“eco-label” which consists of four items too. And the last dimension “social influence” consists of three items.

Table 3.1

*Measurement Scale*

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Strongly Disagree	Disagree	Natural	Agree	Strongly Agree

*Source: Zikmund, 2010*

After collecting the questionnaires from the respondents, the items were first analyzed separately then they were grouped in order to find scores of summed items. A Likert scale adds up responses to statements representative of a particular attitude (Mun, 2009).

In this research, a high score reflects a high intention towards green marketing purchasing among young Malaysian consumers, and a low score shows a low intention.

### **3.3 Instruments**

The researcher started the instrument by asking five demographic factors related to each respondent; age, gender, ethnicity, program and semester, then asked different questions related to the dependent and independent variables.

#### **3.3.1 Dependent Variable**

##### **3.3.1.1 Consumers’ Intention**

Consumers’ Intention measurement was derived from McKnight, Choudhury and Kacmar, (2002) using three items to measure the consumers’ intention. Five point Likert scale was

used starting from (1) strongly disagree to (5) strongly agree. The items of consumer's intention are presented in the Table 3.2.

Table 3.2

*Consumers' Intentions Measures*

No.	Item
Consumers' intention (McKnight, Choudhury & Kacmar, 2002) $\alpha = .87$	
1	I am willing to buy green products
2	It is very likely that I will buy green products in the future
3	I am willing to buy green products continuously

### 3.3.2 Independent Variable

#### 3.3.2.1 Price

Price measurement was derived from (Suki, 2013) using three items to measure the price. Five point Likert scale was used start from (1) strongly disagree to (5) strongly agree. The items of price are presented in the Table 3.3.

Table 3.3

*Green Products' Price Measures*

No.	Item
Price (Suki, 2013) $\alpha = .88$	
1	I would choose environmentally friendly goods and services, campaigns or companies if the price were the same.
2	I'm willing to pay more for environmentally friendly products.

3	If the price of green products would be less expensive I'm willing to change my lifestyle by purchasing green products.
---	---

### 3.3.2.2 Time Measures

Time measurement was derived from (Morel & Kwakye, 2012) using three items to measure the time. Five point Likert scale was used starting from (1) strongly disagree to (5) strongly agree. The items of time are presented in the Table 3.4.

Table 3.4

#### *Time Measures*

No.	Item
Time (Morel & Kwakye, 2012) $\alpha = .62$	
1	I know where the green product displays are in my supermarket
2	I easily find green products in my supermarket
3	I'm willing to buy green products if they are accessible/available in my supermarket

### 3.3.2.3 Knowledge Measures

Knowledge measurement was derived from (Mostafa, 2006) using four items to measure the knowledge. Five point Likert scale was used starting from (1) strongly disagree to (5) strongly agree. The items of knowledge are presented in the Table 3.5.

Table 3.5

#### *Knowledge of Green Products Measures*

No.	Item
Knowledge (Mostafa,2006) $\alpha = .78$	
1	I know more about green products than the average person

2	I know how to select products that reduce the amount of waste
3	I understand the environmental phrases and symbols on product packages
4	I am very knowledgeable about green products

### 3.3.2.4 Satisfaction Measures

Satisfaction measurement was derived from (Van Dam, 2005) using four items to measure the satisfaction. Five point Likert scale was used starting from (1) strongly disagree to (5) strongly agree. The items of satisfaction are presented in the Table 3.6.

Table 3.6

#### *Satisfaction Measures*

No	Item
Satisfaction (Van Dam,2005) $\alpha = .84$	
1	Green products may give me much fulfillment
2	I expect to be satisfied with green products
3	I am usually enthusiastic about green products
4	I would recommend green products to others

### 3.3.2.5 Eco-label Measures

Eco-label measurement was derived from (Morel & Kwakye, 2012) using five items to measure the Eco-label. Five point Likert scale was used starting from (1) strongly disagree to (5) strongly agree. The items of eco-label are presented in the Table 3.7.

Table 3.7

*Eco-label Measures*

No	Item
Eco-label (Morel & Kwakye, 2012) $\alpha = .70$	
1	I appreciate the package/design of green products
2	I understand the information on green products
3	I believe in the information on green products
4	I pay attention to green product advertisements

**3.3.2.6 Social influence**

Social influence measurement was derived from (Kenneth, 2011) using three items to measure the social influence. Five point Likert scale was used starting from (1) strongly disagree to (5) strongly agree. The items of social influence are presented in the Table 3.8

Table 3.8

*Social Influence Measures*

No.	Items
Social influence (Kenneth, 2011) $\alpha = .73$	
1	I will purchase green products recommended by family or friends.
2	I will purchase green products recommended from someone I knew did.
3	I will purchase green products recommended by someone with similar interests



### **3.3.3 Pilot Study**

Saunders et al. (2003) stated that the usefulness of conducting a pilot study before going to the actual data collection. A pilot study is more than a pre-test; it is utilized in a formative way to assist the researcher in development important lines of questioning (Yin, 1994). This can be carried out through conducting the test on a smaller sample of the same subjects. If due to some circumstance, the researcher does not get the chance to do a pilot test on a real sample, he can do so with his colleagues and friends. The main aim behind a pilot test is to create an accurate and effective questionnaire through the test; after which it is easy for the researcher to make any changes necessary.

Furthermore, the researcher would possess enough time and space to conduct such a test on the sample and validate it. The purpose behind it is to examine for reliability, validity, and viability of the research instrument and to gauge the time required to conduct the main study. In the present study, prior to deciding on the actual instrument to be used, the researcher conducted a pilot study on a suitable sample. According to Sekaran (2000), a pilot study is conducted to rectify any discrepancies in the instrument before the actual data collection. The researcher had a discussion with the respondents concerning any confusion in the questionnaire and to pinpoint any ambiguities in the wording and translation.

Nonetheless, for each instrument, the reliability test was conducted through the data gathering from the pilot study. The main study was then piloted in November 2013 where the questionnaire was distributed to 50 international students in Universiti Utara Malaysia, 39 questionnaires were received. The 39 questionnaires were revised and modified by the researcher to rectify any inconsistencies that may have been highlighted following the respondents' completion of the questionnaire. The data were then analyzed through SPSS 15.0 for reliability.

The results of the reliability analysis using Cronbach's alpha value as a determinant to accept the reliability to the variables is shown in Table 3.9.

Table 3.9  
*Cronbach's Alpha Value of Variables*

	Original number of items	Cronbach's Alpha
All variables	24	.91
Intention	3	.786
Price	3	.637
Time	3	.732
Knowledge	4	.743
Satisfaction	4	.601
Eco-label	4	.757
Social influence	3	.657

As seen in Table 3.10, all the reliability results are acceptable with an alpha score of higher than 0.7 except for three variables which are price satisfaction, and social influence, the other variables reached the value of 0.7 which indicates that the items are homogenous (Hair, Anderson, Tatham & Black, 1998). However, according to Costello, Moss and Prosser (1998) the alpha score of 0.6 is good. The explanation for such a result comes from the fact that the test was conducted on a small number of items (Moss *et al.* 1998).

### **3.4 Data Collection Procedure**

For this study, data were achieved from the questionnaire. Every distribution of questionnaires to the subject was done manually and by helping from friends that distribute it on their own friend in the same college. Before that, every subject had an explanation about what green marketing is all about.

The questionnaire distribution was done in three ways; firstly the author approached students going in and out of the Universiti Utara Malaysia's library by selecting the fifth student from every library visitor. The same systematic random approach was used in different faculties of the university with the help of friends. And the last approach was done in the students' different residential dorms by approaching every room number that ends with zero or five. Every student was given 30 minutes to answer the questionnaire and questionnaire was collected half an hour of submission and this lead to some data lose either by not finding the students in their room or by having some of the questionnaires with many unanswered questions.

### **3.5 Data Analysis Technique**

The questionnaires were analyzed using the computer program; SPSS version 15.0.

There are many steps that are conducted in data analysis such as coding the responses, cleaning, screening the data as selecting the appropriate data analysis strategy (Churchill & Iacobucci, 2004; Sekaran, 2000). According to (Boomsma, 1982; Loehlin, 1992) recommended at least a sample size of 200 and above as being adequate for analysis in structural equation modeling. As the sample size of this study is 250, SPSS 15.0 was used in order to analyze the data, test the hypothesis, and to implement different statistical methods

and tools. This includes reliability analysis in order to examine the goodness of the measures, descriptive statistics to explain the respondents characteristics, Correlation analysis in order to find the relationship between the variables and regression analysis is utilized to test the young Malaysian consumers' attitude, and the influence of antecedent variables their attitude.

### **3.5.1 Reliability Test**

The use of Cronbach alpha is considered the best method in order to test the reliability (Sekaran, 2003). The outcomes of Cronbach alpha will be analyzed as follows: a result of less than 0.6 shows a low reliability, a result that ranges between 0.6 and 0.8 reflects an acceptable reliability, while a result of 0.8 indicates a good reliability.

### **3.5.2 Descriptive Statistics**

Kassim (2001) and Sekaran (2000) defined descriptive analysis as the changing of raw data to a state that makes it able to give information in order to explain some aspects in a particular condition in a way they makes understanding and interpreting them easier for the researcher. These analyses provide researchers with meaningful data by using frequency distribution, mean, and standard deviation, and these methods can help identifying the variances between different groups

If the mean score is less than 3.00 it will be treated as low, if it is between 3 and 5 it will be treated as moderate, while if it's 5 or higher it will be considered high.

### 3.5.3 Correlation Analysis

Person correlation was conducted in order to interpret the strength and dissection of the relationship between a variable and another (Pallant, 2001). According to Davies (2009) the relationship between the independent variables and the dependent variables is generally based on the following scale as illustrated in Table: 3.10.

Table 3.10

*Pearson Correlation Coefficient Scale*

R	Level
Above 0.70	Very strong relationship
0.50 to 0.69	Strong relationship
0.30 to 0.49	Moderate relationship
0.10 to 0.29	Low relationships
0.01 to 0.09	Very low relationship

*Source: Davies, 2009*

### 3.5.4 Multiple Regressions

There are three ways a research could use in order to apply a regression analysis as follows: standard regressions or simultaneous regression, hierarchical regression and stepwise regression (Tabachnick & Fidell, 2001).

It can be said that multiple regressions are a succession of the correlation and are conducted in order to find the possible aptitude of the independents variables on the dependent variable (Pallant, 2001). For this study, the multiple regression analysis is applied

in order to examine the hypothesis. The examination will indicate the degree of impacts the independent variables have on the dependent variable.

The basic assumption of the linearity and normality of the error terms distribution and homoscedasticity should be tested before proceeding with the analysis.

The similarity between the multiple regressions and Persons  $r$  led to the consideration of the regressions as strong tools to explain the existence of any relationships between the different variables. Besides that, it is important to apply the regression in order to predict the similar values of the independent variables. Furthermore, and due to the sensitivity of regressions to outliers, that is standardized residual value more than 3.3 or less than -3.3 (Pallant, 2001), it was detected by case wise diagnostics in the regression analysis in SPSS version 15.0.

## **CHAPTER 4**

### **DATA ANALYSIS AND FINDINGS**

#### **4.0 Introduction**

This chapter presents the results of data analysis performed using SPSS 15.0 statistical package. This chapter is divided into three sections as follows: (1) an overview of the collected data which explains the response rate, as well as the respondents' demographic profile; (2) analysis of goodness of measures for the studied variables to test their reliability; and (3) the results of the findings for the hypothesis.

#### **4.1 Overview of Data Collected**

##### **4.1.1 Response Rate**

In order to collect the data for this research, 250 questionnaires were distributed to Malaysian students in Universiti Utara Malaysia. Out of this number, 194 questionnaires were returned, however three of them were excluded due to the large amount of unanswered questions in the questionnaire. The total questionnaires that were usable made a total of 191 questionnaires, with a response rate of 76.4 percent. A sample of the questionnaire is enclosed in Appendix A.

#### 4.1.2 Demographic Profile of the Respondents

Table 4.1 shows the respondents' demographic profile. Majority of respondents fall within the age between 18 years old and 23 years old with a percentage of 87% and this result is expected as the majority of students in Universiti Utara Malaysia range within this age category. Only one respondent is under 18 years old, and 23 of them are between the age of 23 and 27 making a total of 12% of the sample.

Regarding the respondents' gender, a lower number of male (70 or 36.6%) compared to (121 or 63.4%) of females represent the students in Universiti Utara Malaysia. This shows that there are more female students in the university compared to male. For ethnicity, majority of the respondents are Malay (94 or 49.2%), followed by Chinese (73 or 38.2%), Indian (17 or 8.9%) and others (7 or 3.7%).

The respondents come from different courses in the university, majority of the respondents are taking Business Administration course (30 or 15.7%), followed by accounting students (20 or 10.5%), then by public management students (15 or 7.9%), close to this number is marketing students (14 or 7.3%). The rest of the respondents are taking different courses where every course made a small percentage of this sample as shown in Table 4.1.

Table 4.1

*Demographic Profile of Respondents (N = 191)*

Demographics	Categories	Frequency	%
Gender	Male	70	
	Female	121	



Table 4.1 (Continued)

Age	Below 18	1	
	Between 18 – 23	167	
	Between 23 – 27	23	
Ethnicity	Malay	94	
	Chinese	73	
	Indian	17	
	Others	7	
Course	Business administration	30	15.7
	Marketing	14	7.3
	Public management	15	7.9
	Business mathematics	3	1.6
	Management of Technology	1	0.5
	Muamalat administration	8	4.2
	Entrepreneurship	7	3.7
	Finance	4	2.1
	Banking	2	1.0
	Production and operation management	10	5.2
	Accounting	20	10.5
	Human source management	12	6.3
	Economics	4	2.1
	Development management	4	2.1
	Management risk and insurance	2	1.0
	Media Technology	7	3.7
	Multimedia	4	2.1
	Statistics industry	3	1.6
	Communication	4	2.1
	Information Technology	3	1.6
Social work	1	0.5	

Table 4.1 (Continued)

	Hospitality	2	1.0
	Education moral	2	1.0
	Decision science	3	1.6
	Consoling	2	1.0
	Law	7	3.7
	International business administration	11	5.8
	International affairs	6	3.1
	Hospitality	2	1.0
Semester	1	53	27.7
	2	2	1.0
	3	63	33.0
	4	9	4.7
	5	46	24.1
	6	2	1.0
	7	16	8.4

In terms of what semester are the respondents at, most of the respondents are at their third semester (63 or 33%), close to them are students from semester one (53 or 27%), followed by students from semester five (46 or 24.1%). Students at their second semester as well as those in their sixth semester are only (2 or 1%) for each semester. Semester four students are (9 or 4.7%) while students in their seventh semester which is usually the final semester for most of the students are (16 or 8.4%).

#### 4.2 Goodness of Measures

The results obtained from the data using reliability analysis showed a reliability which made it credible to proceed with the analysis

#### 4.2.1 Reliability Analysis on Dependent and Independent Variables

A reliability analysis was run onto the independent variables which consisted of price, time, knowledge, satisfaction, eco-label, and social influence in order to find the reliability of each variable using Cronbach's alpha. Table 4.2 shows the alpha value for the six independent variables.

Table 4.2

*Cronbach's Alpha Value for Dependent and Independent Variables*

Type of variable	Variables	Cronbach's alpha value	Cronbach's alpha value (pilot test)
	All variables	.925	.910
Dependent variable	Intention to purchase green products	.836	.786
Independent variables	Price of green products	.735	.637
	Time spent to find green products	.723	.732
	Knowledge on green products	.811	.743
	Expected satisfaction from green products	.738	.601
	Eco-label of green products	.814	.757
	Social influence to purchase green products	.893	.657

From the table above, we can notice that the cronbach's alpha of all variables is .925, and the cronbach's alpha for the dependent variable is .836, while the cronbach's alpha for the independent variables range between .723 and .893, hence the mentioned cronbach's alpha values designates that the reliability of all the variables together besides the dependent and

independent variables separately were considerably reliable and acceptable as suggested by Sekaran (2003).

#### 4.2.2 Descriptive Statistics

Descriptive analysis was conducted in subsequent to the reliability processes to determine the mean scores and standard deviations for the construct. Based on 191 valid cases being analyzed for all the seven variables namely independent (6) and dependent (1), the statistic output as shown in Table 4.3.

As mentioned in Chapter 3, the mean score of less than 3.00 is considered low, score of 5 is considered high is treated as high, while values between 3 and 5 are considered moderate level.

Table 4.3

*Descriptive Statistics of All Principle Construct (N = 191)*

Construct	Dimension	Mean	Standard Deviation
Independent variables	Price	3.90	.660
	Time	3.98	.641
	Knowledge	3.20	.700
	Satisfaction	3.80	.581
	Eco-label	3.79	.633
	Social influence	3.88	.802
Dependent variable	Intention	3.98	.648

Apparently, the mean scores for all the variables are moderate as they are all above 3, and there are no low level of mean scores. The high mean scores for price 3.90 and time 3.98

suggest that those two variables namely; price and time should be and taken into consideration.

The standard deviation for the study variables range between .581 and .802, and this reveals the presence of satisfying variability in the data, furthermore, it shows that all answers were different or varied from a respondent to another, and this signifies the tolerable variance in responses.

### 4.3 Correlation Analysis

Table 4.4 shows the inter-correlational results among the studied variables. The results of the correlation analysis proved that a relationship between the dependent variable and the independent variable exists. Starting with young consumers' intention to purchase green products, it is shown that there is a significant and positive relationship with all the independent variables namely price of green products ( $r = 0.500$ ), time spent to purchase ( $r = 0.850$ ), knowledge on green products ( $r = 0.307$ ), expected satisfaction ( $r = 0.491$ ), eco-label of green products ( $r = 0.457$ ), and social influence ( $r = 0.441$ ) at  $p < 0.01$ .

Table 4.4  
*Pearson Correlations of Study Variables (N = 191)*

	Intention	Price	Time	Knowledge	Satisfaction	Eco-label	Social
Intention	1						
Price	.500**	1					
Time	.850**	.755**	1				
Knowledge	.307**	.213**	.244**	1			
Satisfaction	.491**	.563**	.557**	.417**	1		
Eco-label	.457**	.479**	.476**	.462**	.522**	1	
Social	.441**	.915**	.788**	.131	.520**	.382**	1

\*\* Correlation is significant at the 0.01 level (2-tailed).

We can conclude from this analysis that time exert the strongest and have a significant positive correlation with the intention ( $r = 0.850$ ). Furthermore, the overall correlation coefficient values of the study variables range between 0.131 and 8.50 ( $p < 0.01$ ), thus the results shows a strong association among the dependent and independent variables.

#### 4.4 Regression Analysis

The results of regressing show which variable out of the six independent variables has an influence on young consumers' future green purchasing intention in Malaysia, this is explained in the model summary table as shown in Table 4.5. The 'Model Summary' shows the six independent variables that are entered into the regression model, the R (0.939), which is the correlation of the six independent variables with the dependent variable. After all the inter correlations among the six independent variable are taken into account, the R Square value is 0.881. This is the explained variance and is actually the square of the multiple R ( $0.939^2$ ). Thus the studied independent variables explain 88.1 percent of young Malaysian's intention to make future green purchases.

Table 4.5

##### *Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939(a)	.881	.877	.22736

a Predictors: (Constant), social, knowledge, ecolable, satisfaction, time, price

Table 4.6 shows the ANOVA which means that the F value of 226.826 is significant at the 0.000 level. This result reflects that 88.1 percent of the variance (R-Square) in young

consumers' green purchasing intention has been significantly explained by the six independent variables.

Table 4.6

*ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.349	6	11.725	226.826	.000(a)
	Residual	9.511	184	.052		
	Total	79.860	190			

a Predictors: (Constant), social, knowledge, ecolable, satisfaction, time, price

b Dependent Variable: Intention

Table 4.7 shows the Coefficient table and table 4.8 gives a summary for the hypothesis and indicates which variable has an influence on young consumers' intention to purchase green products in Malaysia as the coefficients for each model is tested. Three of the independent variables are significant with p-value less than .05 ( $p < .05$ ) which are: price, time, and social influence while the result shows that knowledge, satisfaction ad eco-label does not influence young consumers' intention to purchase green products in the future.

Table 4.7

*Coefficient Table*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	.150	.132		1.144	.254
	price	.276	.067	.281	4.124	.000
	time	1.283	.045	1.269	28.703	.000
	knowledge	.021	.028	.023	.762	.447
	satisfaction	.062	.039	.055	1.598	.112
	ecolable	.005	.034	.004	.134	.894
	social	-.686	.057	-.850	-11.961	.000

Table 4.8

*Hypothesis Summary*

Hypothesis	<i>P</i>	
<i>H1: Price has a significant influence on young consumers' intention towards green purchasing in Malaysia</i>	.000	<b>Supported</b>
<i>H2: Time has a significant influence on young consumers' intention towards green purchasing in Malaysia.</i>	.000	<b>Supported</b>
<i>H3: Knowledge has a significant influence on young consumers' intention towards green purchasing in Malaysia.</i>	.447	Not supported
<i>H4: Customer satisfaction has a significant influence on young consumers' intention towards green purchasing in Malaysia.</i>	.112	Not supported
<i>H5: Eco-label has a significant influence on young consumers' intention towards green purchasing in Malaysia.</i>	.134	Not supported



## **CHAPTER FIVE**

### **DISCUSSION AND CONCLUSION**

#### **5.0 Introduction**

The last chapter of this research discusses the findings of the research and provides a conclusion of the findings. This chapter is divided into several sections: recapitulation of the study findings, discussion, implications of the study, recommendations for future research, and conclusion.

#### **5.1 Recapitulation of the Study**

The motivation of this study was to determine young consumers' intention towards future green purchasing in Malaysia. The main objectives of this study are; (1) to examine the influence of products' price on future green products purchasing intention among young Malaysian, (2) to investigate the influence of time spent to purchase goods on future green products purchasing intention among young Malaysian, (3) to assess the influence of customers' knowledge on future green products purchasing intention among young Malaysian, (4) to examine the influence of customer's satisfaction on future green products purchasing intention among young Malaysian, (5) to investigate the influence of green products' eco-label on future green products purchasing intention among young Malaysian, (6) to investigate the effect of social influence on future green products purchasing intention among young Malaysian, and (7) to examine which one of the price, time, knowledge,

satisfaction, eco-label, and social influence has the most significant influence towards future green purchasing intention among young Malaysian. The findings of this study are summarized and presented in Table 5.1

Table 5.1

*Summary of Hypothesis Testing*

	Hypothesis	Decision
H1	Price has a significant influence on young consumers' intention towards green purchasing in Malaysia.	<b>Supported</b>
H2	Time has a significant influence on young consumers' intention towards green purchasing in Malaysia.	<b>Supported</b>
H3	Knowledge has a significant influence on young consumers' intention towards green purchasing in Malaysia.	Not Supported
H4	Customer satisfaction has a significant influence on young consumers' intention towards green purchasing in Malaysia.	Not Supported
H5	Eco-label has a significant influence on young consumers' intention towards green purchasing in Malaysia.	Not Supported
H6	Social influence has a significant influence on young consumers' intention towards green purchasing in Malaysia.	<b>Supported</b>

In response to the objectives of this research and its questions, this study revealed that price, time, and social influence had shown a positive and significance relationship with young Malaysian's intention to purchase green products in the future. On the contrary, knowledge, satisfaction and eco-label did not have any significant relationship with young consumers' intention.

## **5.2 Discussion**

This study aims to test the factors that could influence young consumers' intention towards future green purchasing in Malaysia, the factors that have been taken into account are: the price of green products, the time that consumers would spend to find green products, the knowledge of how green products could contribute to save the environment, the satisfaction that consumers could gain from green products, the eco-label, and the social influence. Several demographic factors have been taken into consideration to describe the respondents' characteristics such as age, gender, ethnicity and the course or program that respondents are enrolling in.

Taking the six dimensions that were studied in this research; price, time, knowledge, satisfaction, eco-label, and social influence, the results that came out showed that only three of the studied variables had a direct influence on young consumers' intention to purchase green products in Malaysia which are price, time, and social influence. However, the other variables did not show any direct influence despite their importance in the consumer behavior theories, and this will be justified later in this discussion.

Price showed a significant influence on young consumers' intention to purchase green products with a P value of 0.000 which is more than 0.05. The importance of studying price came from the general agreement by different authors that generally green products could have a high price and this could be an obstacle for consumers (Mc Kenzie-Mohr, 2000), following previous researches in this specific finding, price will always be an indicator of consumers intention to purchase different products including green products, that's because almost all consumer are always price sensitive and will always be searching for products with lower prices or at least with prices that are affordable. The issue of overpricing green products has

been discussed in many researches such as Mainieri, Barnet, Valdero, Unipan, and Oskamp, (1997) and Kaufmann, Panni, and Orphanidou (2012), and no different findings came out from the one that is presented in this study despite the demographic of the respondents. The results generated from this study proved that such a factor could influence young consumers' intention to whether or not they should purchase green products in the future.

Time also had a significant influence on young Malaysians' intention to purchase green products in the future with a P value of 0.000 and this result is constant with the study that Vermeir and Verbeke (2004) made which suggested that majority of consumers are encouraged to purchase green products however this encouragement doesn't translate in their actual purchasing behavior when green products availability is low. Living in this century, different consumers are looking for ways to save their time such as buying online. Products that are not easily found will always be consumers' last choice as no one wants to go through the hassle of driving long distances or spending long hours to purchase a specific product even if these products were green and even if those consumers are supporting this type of products. In the final results of this study the respondents indicated that it's important for them to find green products easily in different stores in order to purchase them. Many of the respondents stated in their suggestions and recommendations that they want firms that sell green products to make these products' availability easier in order for them to be motivated to purchase green products.

Social influence is the third factor that was to be a predictor of green purchasing intention for your young Malaysian. This proves that family members, friends, and people with similar interests could play an important role to enhance young consumers' in Malaysia

to purchase green products. Individuals could cultivate, reinforce and circulate a specific norm that supports environmental behavior (Lee,2008). This could be due to the tight relationships Malaysian people have with their families and friends, and the main reason for such a finding is that knowing others have purchased these products and are encouraging them to do so bring confidence to purchasing green products. The findings may show how referral marketing is important and could play a big role to encourage consumers to purchase a specific product.

On the other side of this research which found that knowledge, satisfaction, and eco-label do not have an influence on green purchasing. This could show that there is insufficient knowledge on the importance of green products and green purchasing. As indicated earlier in the literature review of this research, while consumers in western countries understand that green products are those products that are environmentally friendly, many of the consumers in Malaysia view them as specialty products that are specified for certain consumers (Shahnaei, 2012). This specific result shows that the importance of green products and their benefit to the environment should be exposed more to different consumers especially the young.

In terms of satisfaction which showed no significant influence on young consumers' intention to purchase green products, this result could come from the fact that those consumers did not try these products, and without consuming such products it will be difficult for them to expect a certain satisfaction.

Eco-label is the third variable that showed no influence on young consumers' intention to purchase green products. This indicator is very important as it can come from the fact that packaging of green products did not reach the level that catches young consumers' attention to what is inside these products. Another possibility is that this young generation doesn't see eco-label a determinant for their purchasing behavior, if these products had valuable information on their packaging of how beneficial and important they are but were priced highly, were difficult to find and were not recommended by their friends and families, apparently young consumers will still not pay much attention to them.

As mentioned in chapter four, out of the 250 distributed questionnaires, 192 questionnaires were returned and from respondents feedback they had different suggestions and recommendations either for companies selling green products, researchers, or even the government in ways to encourage green products, Table 5.2 illustrates ten of the most common recommendations by respondents.

Table 5.2

*Selected Recommendations by Respondents*

No.	Recommendation
1	Green products should be available more and customers should find them easily in order to increase their awareness.
2	Companies should promote green products by giving samples for different customers in order to try them and build a trust on these kinds of products.
3	If green products remain high people won't afford to buy them, these products should be offered with lower prices in order for everyone to participate in saving the environment.

Table 5.2 (Continued)

4	We know little about these products, the government has to create more campaigns in order to get our attention to green products.
5	There are few if no advertisements for green products in Malaysia, more promotions are needed for these products.
6	These products either come with low price and low quality or high price and high quality; companies should introduce these products with lower prices but not on the cost of quality.
7	Malaysians need to be exposed to green products and going green from young age in order to make it a life style for everyone.
8	The design of green products is usually boring and suits only older generation, more attractive packages will help attracting young consumers.
9	The government should implement a green product culture in all public sectors and enforce laws that support the same approach for private sectors.
10	Educational institutes have to plant this kind of education on young Malaysians, starting from schools and ending by universities. Such an attempt will raise a whole nation that is aware of the environment.

### 5.3 Implications of the Study

There are some implications that could be derived from this study's results which will help in growing the body of literature in green purchasing and provide benefits to the companies that sell these products to different customers.

Generally, this current study's findings provide evidence on what influences young consumers' intention towards purchasing green products in Malaysia. Unlike several researches that have been conducted on actual consumers who are generally adults, this research focuses on young consumers despite their ability to actually purchase the green products, instead, this research studies their intention to make future green purchases. Besides that, this study discusses several factors in a comprehensive framework contributes in giving a

better understanding of young consumers' intention to purchase green products using integrated dimensions. The results of this study helps in filling the gap of previous literatures by proving the significance of price, time, and social influence on young consumers' intention to purchase green products as to recent studies the effect of these variables were still questionable.

Furthermore, in the practical side, this study is significant for firms that offer green products. It suggests those firms to provide green products with better prices, make consumers spend less time to find green products by making them available more in different stores and by enhancing a group of consumers, they will influence more consumers to join this segment. Understanding young consumers' intention to purchase these green products helps firms plan sustainable strategies to target those consumers in the future as those consumers are the future leaders of Malaysia and understanding their intentions helps companies in stretching their target market.

While many marketers focus on promotions and packaging the unsupported variables of this study shows that they should take a different approach, if these products are still expensive and difficult to find young consumers will not show a positive attitude towards them. Finding from this research young consumers need to be educated more and gain enough knowledge about these products either by advertising them or by conducting different campaigns. Marketers should also consider approaching young consumers with free samples of green products in order to plant a certain experience which could result in satisfaction when trying these products and thus raising their attention to purchase them in the future.



The study also helps students and young consumers understand the importance of green purchasing and bring their attention to several issues that are concerned with the environment and how they could contribute to be part of the solution.

Policy makers could gain some benefits from this research as it can help them decide on what approaches they should follow in order to enhance young Malaysian to support green products. They could also play a role by enforcing less tax on green products to encourage young consumers to purchase green products and they could raise different campaigns to bring more awareness to different people.

#### **5.4 Limitations of the Study**

The first limitation of this study is that it was only conducted on students, however there are other young consumers who are not students and might be working and hence could have different intentions due to their ability to purchase or to their different background than those who are more educated.

Another limitation is that this study was conducted on students in Universiti Utara Malaysia; which is located in a green supporting environment and is a public university. Other students in other universities could come out with different results as some universities are located in more urban locations which could have an effect on their perspective on environment and going green, while other private universities contain young consumers who probably would have a stronger purchasing power as well as a different background. Therefore

the findings of this study could not be generalized to all population of young consumers in Malaysia.

Furthermore, this study examined only six variables that could influence young consumers' intention to purchase green products in Malaysia which are price, time, knowledge, satisfaction, eco-label and social influence; however these variables are not the only determinants. There are many purchasing considerations for young consumer which could help in determining whether they would have the intention to purchase green products or not.

### **5.5 Recommendations for Future Research**

Future studies should be conducted on young consumers from different sectors such as those who are working as this study focused only on students who in result could have different intentions than working consumers.

Due to the results of lack of knowledge on green products importance future researches could focus on the environmental education factor as Coddington (1993) indicated that the seeds which are scattered in the appropriate environmental marketing are the environmental education seeds. Gaining such a behavior could take time, and when consumers are educated since they are young, this could enhance their environmental concern and drive them to be green consumers.

In terms of the sample that was chosen, it is recommended to compare between students of two different universities such as Universiti Utara Malaysia and Universiti Sains Malaysia and order to find whether the environment that those students are in could come out with different results or not.

Lastly, future researches could study more variables in a more comprehensive framework including new variables such as self-image, government initiative, and environmental education.

## **5.6 Conclusion**

From this study we can understand the potential of green marketing, green products, and green purchasing. The main predictors of young consumers' intention to purchase green products in the future are price, time, and social influence. Price has been and will always be a key factor in consumers' purchasing intention, consumers are always price sensitive and with high competency in the market green products should be offered in lower prices in order to attract young consumers to purchase them. Time is another important factor as consumers have less and less time to spend in purchasing different items, they always tend to find faster and easier ways to buy their desired products and with green products being scarce in the market young consumers intention will reflect in accordance. The third factor that contributes in raising consumers' attention to purchase green products is social influence, with the strong family oriented culture and Malaysian consumers including those young ones, they will show more intention towards green purchasing when they see people in their surroundings doing that too.

In the other hand knowledge, satisfaction, and eco-label showed that they don't have a significant influence on young consumers' intention towards future green purchasing, and this reveals many facts of how green marketing is operating and what steps should be taken to encourage more young consumers to go green.

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