

**THE EFFECT OF GREEN MARKETING TOOLS ON
MILLENNIAL INTENTION TO PURCHASE GREEN
PRODUCTS**

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**MASTER OF SCIENCE
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PRODUCTS**

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ABSTRACT

The objective of this research is to examine the effect of green marketing tools (eco-label, eco-brand, environmental advertising and trust) on millennial intentions to purchase green products. The sample size of this study is 374 samples represent of UUM local students. Multistage non probability sampling technique which is the combination of convenience and quota technique was used in this study. The questionnaires were analyzed with the Statistical Packaged for Social Science (SPSS) using descriptive, correlation and multiple regression analysis. The findings of this study indicated that eco-brand, environmental advertisement and trust have significant relationship with the millennial intention to purchase green product, however, eco-label had no influence. The discussion of analysis is provided in this study.

Keywords: Green marketing strategies concept, perception of eco-labeling, perception of eco-brand, environmental advertising, trust, customers' intention.

TABLE OF CONTENTS

ABSTRACT	1
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF TABLE	viii
LIST OF OF FIGURES	x
CHAPTER 1 : INTRODUCTION	1
1.0 Introduction	1
1.1 Background of the Study	1 - 5
1.2 Problem Statement	6 -9
1.3 Research Questions	9
1.4 Research Objective	10
1.5 Significance of the Study	11
1.5.1 Theoretical Significance	11
1.5.2 Managerial Significance	11
1.6 Operational of Key Terms	12 - 14
1.7 Scope and Limitation of the Study	15 -16
1.8 Organization of the Dissertation	16 - 17
CHAPTER 2 : LITERATURE REVIEW	
2.0 Introduction	18
2.1 Review of related Literature	19

2.1.1	Green Marketing Strategies Concept	19 - 20
2.1.2	Perception of Eco-Labeling	20 - 22
2.1.3	Perception of Eco-Brand	23 - 25
2.1.4	Environmental Advertisement	25 -26
2.1.5	Trust in eco-label and eco-brand	27 - 30
	2.1.5.1 Trust in Eco-Label	27 - 29
	2.1.5.2 Trust in Eco-Brand	29 - 30
2.1.6	Consumers' Intention	31 - 32

CHAPTER 3 : METHODOLOGY

3.0	Introduction	33
3.1	Research Framework	33-34
3.2	Hypotheses	34-35
3.3	Research Design	
	3.3.1 Type of Study	35-36
	3.3.2 Unit Analysis	37
3.4	Measurement of Variables	37-38
3.5	Instrument in the Study	39-42
3.6	Data Collection	42
3.7	Sampling Design	
	3.7.1 Population and Sample Size	43
	3.7.2 Sampling Technique	43-44
3.8	Data Collection Procedure	44-45
	3.8.1 Questionnaire Rate of Return	45

3.9 Techniques of Data Analysis	
3.9.1 Statistical Analysis	46
3.10 Pilot Test	46
3.11 Reliability Test	46-47

CHAPTER 4 : RESULT AND DISCUSSION

4.0 Introduction	48
4.1 Overview of Data Analysis	
4.1.1 Research Response Rate	48
4.1.2 Demographic Characteristic	48-51
4.2 Goodness of Measure	51
4.2.1 Reliability Analysis of Variables	51
4.2.2 Descriptive Statistic	52-53
4.3 Correlation Analysis	54
4.4 The Regression of Analysis	55-57

CHAPTER 5 :CONCLUSION AND RECOMMENDATION

5.0 Introduction	58
5.1 Discussion of the Findings	58
5.1.1 The effect of eco-brand on consumer intentions to purchase Green products.	59
5.1.2 The effect of environmental advertisements on consumer intentions to purchase Green products.	59-60

5.1.3 The effect of trust in eco-labelling and eco-brand on consumer intentions to purchase Green products.	60
5.1.4 The effect of eco-labelling on consumer intentions to purchase Green products.	61
5.2 Implications of the Study	61-62
5.3 Recommendations for Future Research	62
5.4 Conclusion	63
REFERENCES	63-70
APPENDIX	71-88

LIST OF TABLES

Table 1.1 Operational of Keys Terms	12-14
Table 3.1 Measurement of Scale	37
Table 3.2 Summary of the Questionnaire	38
Table 3.3 Eco-Labeling	39
Table 3.4 Eco-Brand	40
Table 3.5 Environmental Advertisement	41
Table 3.6 Trust	41
Table 3.7 Customers' Intention	42
Table 3.8 Summary of Data Collection Procedure	45
Table 3.9 Reliability Analysis to Overall Measurement	47
Table 4.1 The Respondents' Demographic Characteristic	49
Table 4.2 Cronbach's Alpha Value	52
Table 4.3 Descriptive Statistics	53
Table 4.4 Pearson Correlations	54
Table 4.5 Model Summary	55
Table 4.6 ANOVA	56
Table 4.7 Coefficient Table	56
Table 4.8 Hypotheses Summary	57

LIST OF FIGURES

Figure 1.1 The Concept of Evolution Green Marketing	2
Figure 3.1 Research Framework	34

CHAPTER 1

INTRODUCTION

1.0 Introduction

Chapter one covers (1) background of the study, (2) the statement of the problem, (3) the question of research, (4) the objective of the research, (5) the significance of the study, (6) the scope and limitation of the study and lastly (7) organizational of the remaining chapter.

1.1 Background of the Study

According to Jacquelyn A. Ottman (2011), a decade ago to bring green products into people shopping was a very fringe trend. But, times have changed and everyone is worried about today's environmental issues, since among the nation in the world reflected that the earth are getting old from time to time and numerous people react the environmental issues positively. Hence, positive change awareness increasingly every year since two decade ago that causes the communities now aware the effects of the environmental issue has been a part of lives.

In addition, Kam and Wong (2012) mention that, there are two causes the corporate business towards on the environmental phenomenon. Firstly, environmental problem such as global problem, global warming, pollution, climate change, ozone depletion, green house effect and nuclear condense respect no border. Due to that, several international multilateral or bilateral agreement and national law have enforced to legalize and control environmental acts. Secondly, people now are aware that human activities also contributed for environmental issues. Thus, most people nowadays are

aware how serious this environmental issue and now they considered to change their behavior to look for green mainstream (figure1). Moreover, the cooperation between consumers and firms can make a big impact in order to protect and preserve the environment.

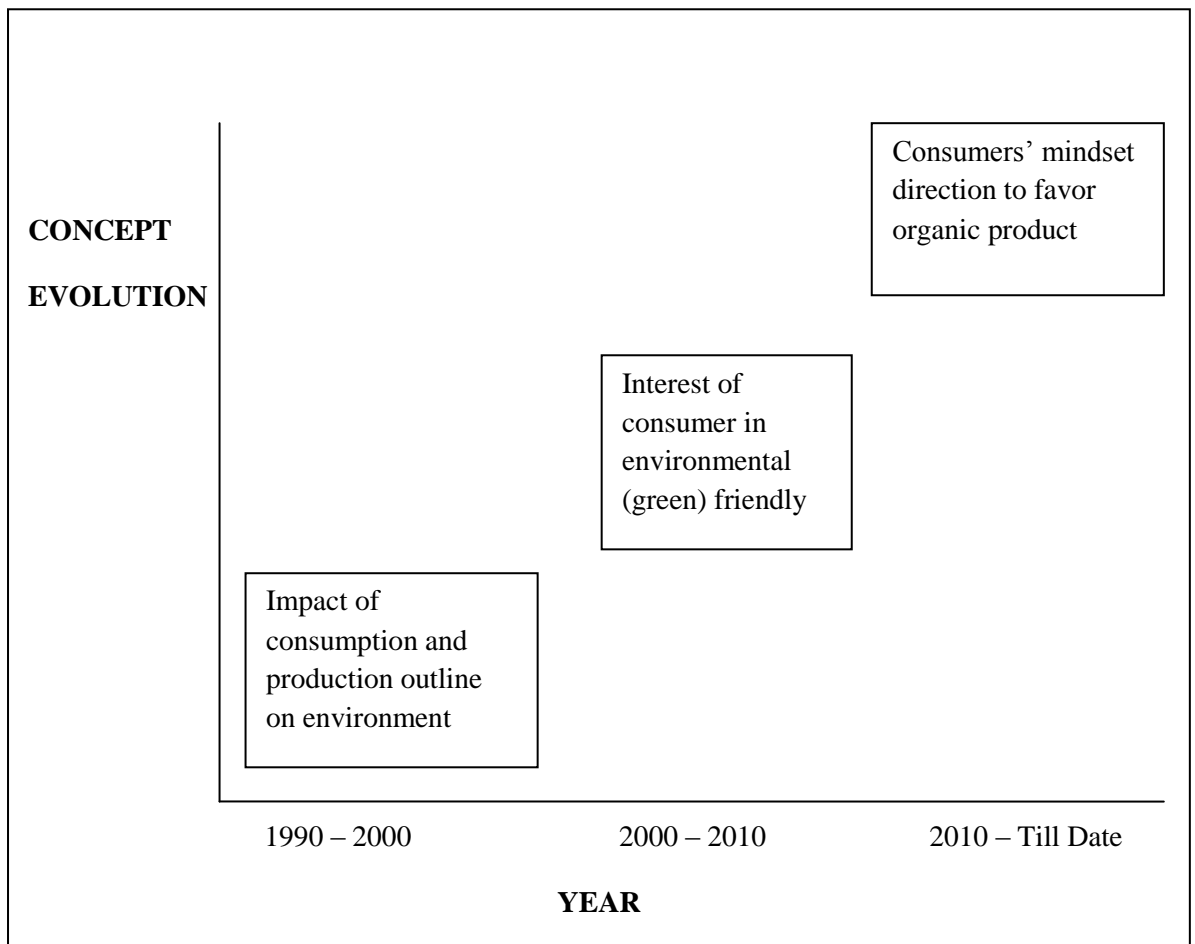


Figure 1.1: The Concept of Evolution Environmental Marketing

Figure 1.1 indicate that the paradigm shift in concept of green marketing or green mainstream. According to Chahal, Dangwal and Raina (2014), Green marketing not only involves on product development but also can change the people actions to look for green element in their life routine. Thus, the shift of green mainstream has different focuses across the evolutionary period from 1990 till date. For example, in early stages 1990-2000, green element only impact on consumption and production

pattern of environment. Second stages 2000-2010, it can see that the consumer has getting involve to show their interest in environmental (green) friendly. At this stage also, mostly people are aware that how serious for them to keep environmental safely. And for the third stage 2010-till date, it show that, consumer s today can accept the fully element of green in their life style which is their mindset orientation consider to prefer green product (Chahal, Dangwal & Raina, 2014).

People always blamed industrial pollution as a major contribution to the environmental issues and responsiveness from the issue has risen sharply over a recent year. Therefore, concern for the environmental issues now occupies an important place in public awareness. Thus, most business organizations understand that they must conduct their corporate social responsibility approach such as developing products that will give benefit rather than harm the environment (Anonymous, 2013).

Therefore previous studies indicate, there are increasing trend of companies to take consideration for environment protection into their corporate social responsibility and produce green product (Chen Ching & Chang, 2013; Wiedmann, Henning, Behrens & Klarman, 2014). Besides that, Chen Ching and Chang (2013) also proof that more foresighted manufactures would like to take benefits of the green opportunities. Thus, companies should provide consumer with information about their product and also clarify how their companies contribute to retain and preserve environment in order to capture a market potential. In additional, D'Souza (2006) also states that the part of how companies should understand customers in making decisions to purchase green product are the most important. Because in the market for green product the degree of consumers tend to be green are varies which means consumers respond in many way for the degree of greenness sentiment. For example,

regarding study by Weisstein, Asgari and Way Siew (2014) surprisingly indicate that 50 until 60 percent of consumers not purchase green or organic products even they already show their interest to the environmental concern respectively. Conversely, only 15 percent of them can be considered as actual green consumers in term of green purchase decision making and the remaining percentage of consumers can be assumed they not sensitive about the environmental issues in their surroundings.

Hence, environmental marketing or green marketing have emerged to build up strategies for the firms' social growth such as improve the firms' tangible benefit through implementing strategies that are innovative and necessary with environmental initiatives (Chahal, Dangwal & Raina, 2014). So, the green marketing strategies that consists trust and green marketing tools like eco-label, eco-brand, environmental advertisement motivate consumer into purchasing environmentally friendly product. The reason is green marketing tools can create an initial perception and awareness about green product attributes and characteristic in consumer's mind, then, the impact of conventional product on the environmental can be decrease. (Rahbar & Abdul Wahid, 2011; Juwaheer, Pudaruth, Monique & Noyaux, 2012).

Previous study shows that most of American consumers with 36 percent consume green product in their daily routine (Montague & Murkhejee, 2010). That report has been supported by Haytko and Matilich (2008) that the term of "be a green" hit a million times in internet that people always seeks,, showing consumer interest about green products. Furthermore, Lu,Bock and Joseph (2013) reveals the majority of consumers willing to pay their money on green product at premium price even during recession.

However, compare to Malaysia consumers, regarding survey was conducted by the information group TNS and the global market insight in 2008 in term of eco-friendliness of habits and behaviour found that, only 8 percent of Malaysian consumers considered that they have willing to change their habit for the environmental concern (Our Green World, 2008). This is because green product has been considered a new market for Malaysia business compared to an environmental service such as green hotel that already grown 30-40 percents over a year (Shahnaei, 2012; Mohd Suki & Mohd Suki, 2015).

There are few formal studies about the green product, green consumers and green marketing in Malaysia. This has been supported by Suki (2013) and Lee (2008) that the studies about green marketing issues are extensively carried out in western country however little research covered among Asian countries including Malaysia.

Even though green marketing is considered as a new market for Malaysia which is business and consumer, this issue still get a positive interest from Government of Malaysia in order to establish that government has serious commitment to reach the environmental objective, such as launched the Product Certification Program, Malaysia's national labelling program by the Standard and Industrial Research Institute of Malaysia (SIRIM) and other considerable environmental policy which were support by Agricultural Department and Federal Agriculture Marketing Authority (FAMA) and the Malaysia Energy Commission are related to agricultural product and energy efficiency (EE) (Rahbar & Abdul Wahid, 2011).

1.2 Problem Statement

Previous studies found that, not many scholars have been study about the green purchasing behaviour (Ooi, Kwek & Keoy, 2012). Thus, the studies on the influence of green marketing tools (eco-label, eco-brand, environmental advertisement and trust) on purchase behaviour have been focus on latest studies. However, most of them already conducted in develop countries but the result always different because it is depend on many factors such as geographical, time and cultural. (Rahbar & Abdul Wahid, 2011).

Rahbar and Abdul Wahid (2011) also claim under a certain cultural and demographical situation, generalization is no effective because the purchasing behaviour of green consumers is unpredictable. Thus, research from previous studies found that demand and attitudes for green or organic products in market segments and cultures is not smooth due to unpredictable green consumers in purchasing behaviour. As a result, studies about the influences of green marketing tools on purchase behaviour in potential Asian market can be assumed timely.

Interestingly, based on Goh and Abdul Wahid (2015) that the general trend among Malaysian purchasing green products tend to be different in terms of geographical location which is in Peninsula Malaysia and Sabah. The different is demographics in term of age, level of education and gender especially play an important role in Peninsula Malaysia. For example, in Peninsula Malaysia, previous study found that female is more likely to purchase green product than males and those with a higher educational level positively tend to choose green product. Conversely in Sabah, the finding show, they more tend to recycle behaviour and also most of them are willing to pay for green product.

In addition, study by Abdul Wahid (2011) state that there are still low practices of green purchase behaviour in Malaysia, even though some of them seemed to show an interest level of environmental knowledge but not for generally especially issues related of waste. However, study by Md Harizan and Haron (2012) claim that the trends of demand for the green product in future are potentially to increase in Asia as well as Malaysia.

Thus, in order to create green awareness among consumers, marketers should play an important role to form initial perception to consumers about green products such as through product label or media advertising. Previous studies explain that consumers need accurate information on product label to avoid them to be suspicious about the term of green has been used on product label (D'Souza, Taghian, & Lamb, 2006).

In addition, doubtful also remains with respect to how well consumers understand the information provided on product labels (Proto, Malandrino, & Supino, 2007). Recognizing logo label is different to understand the meaning and consequently many consumers fail to fully understand even quite simple label, for example the term of “recyclable” or “recycled” (Thorgersen, 2002; Tzilivakis, Green, Warner, McGeevor, & Lewis, 2012).

Previous studies defined that image of natural environments can help create a positive products attribute and trust besides that enhance the product characteristic and salience environmentally sound. However, if eco-brand attribute are not successful communicated, basically it will give a negative impact to the products in commercially. Thus, some scholars claim that, it is necessary to investigate further how the green brand factors impact attitude and green purchase behaviour (Hartmann & Ibáñez, 2012).

Advertising plays a significant function in representing the image of pro-environmental and at the same time harnessing an eco-friendly perception between stakeholders. However, Pickett-Bakerr and Ozaki (2008) found that most consumers cannot recognize environmental product except for detergent product. The rationale is generally green labels communication are failed to reach consumers' mind. Therefore, green marketer assumes that green communication is main area of weakness (Green Biz Staff, 2009). Besides that, previous study states that the reliability of eco- advertisement is quite low (Juwaheer, Pudaruth, Monique, & Noyaux, 2012).

Trust is another crucial element in influencing customers' intentions to purchase green products. Because trust can be one of the causes that people choose the companies, brands and products since they feel confident and can rely on it. Besides that, for the green consumers performance and reliability with respect to the environment is mostly important.

Hence, trust is significantly affecting the customers purchase decisions. However, trust is fragile entity which is it difficult to create but can easily to destroy. Thus, if any organizations that making false claims about the ecological-friendliness on its product it will reduce customers trust and it is hard for organization to gains back customers again which is loyalty from customers. On the other hand, organizations that prove to be trustworthy dependable can expect customers to demonstrate loyalty in return (anonymous, 2013).

Besides that, regarding Phau and Ong (2007) state the credibility of environmental claim is always questioned by public. For, example public tend to observe the “recycled” terms as weak due to lack of trust green claims. However, consumers can notice the green claims if they trust with the sources. If not customers tend to view the message of the sources with doubtful and suspecting, for instance, that their values and concerns are being exploited (Phau & Ong, 2007; Thorgersen, 2002).

Therefore, this study will deals with the problems that the customers’ recognition of various eco-label, eco-brand, environmental advertisement and trust (eco-label and eco-brand) on their response of intentions to purchase a green product in market, focus on Malaysia context.

1.3 Research Questions

Based on the background of the study and the research problem, this study attempts to answer the following research question:

- i. Does eco-labelling influence consumer’s intentions to purchase *Green* product?
- ii. Does eco-brand influence consumer’s intentions to purchase *Green* product?
- iii. Does environmental advertising influence consumer’s intentions to purchase *Green* product
- iv. Does trust in eco-labelling and eco-brand influence consumer’s intentions to purchase *Green* product.

1.4 Research Objective

Four primary research objectives motivate the study. Given the current literature on the effect of green marketing tools (eco-label, eco-brand, environmental advertisement and trust (eco-label and eco-brand)) on the objectives are as follow:

- i. To examine the effect of eco-labelling on consumer intentions to purchase *Green* products.
- ii. To examine the effect of eco-brand on consumer intentions to purchase *Green* products.
- iii. To examine the effect of environmental advertisements on consumer intentions to purchase *Green* products.
- iv. To examine the effect of trust in eco-labelling and eco-brand on consumer intentions to purchase *Green* products.

1.5 Significance of the Study

1.5.1 Theoretical Significance

The perception about green marketing has already accepted in both of the practical and educational fields in order to fulfil the green consumers' requirement prospectively. Previous literature found that, not many scholars have been study about the green purchasing behaviour. Thus, this study have brings new findings to contribute in current literature that can assist another researcher to conduct the next study.

1.5.2 Managerial Significance

The managerial or practically significance of this study will give awareness to manufacturers' about the importance to produce *Green* products, because today mostly consumer would prefer to choose organic or green product. So, this study can provide information to manufactures and marketers how they can expand their operation in Asia especially in Malaysia. Meanwhile, marketer should focus on packaging and eco-label promotion with creative approaches in order to attract consumers' to look for product label before make a purchasing.

1.6 Operational of Key Terms

This part will be explained the term of key used in this research.

Table 1.1: Operational of Key Terms

Construct	Definition
Green Marketing	<p>The perception about green marketing has already accepted in both of the practical and educational fields in order to fulfil the green consumers' requirement prospectively. Many scholars come up with new idea that green concept not only about the products development other than, it can change the individuals actions in term of purchasing decision of green products in daily basis. So, the changes indirectly can influence organization green product performance and marketability.</p> <p>(Chen Ching, & Chang, 2013& Chahal, Dangwal, & Raina, 2014).</p>
Green Consumers	<p>W. Wossen Kassaye, (2001) claim in their study that for some consumers there is no doubt that green can be emotional issues for example Ottoman, (1998), environmentalism indicate a core value of society and Huang and Rust (2011), augment that it also search happiness plus a spiritual rewards through consumption.</p> <p>Pedro, Luzio and Lemke (2013) defined a specific characteristic green consumer is female, middle age, educated and have low income. Besides that, the typical green consumer also as young and urban,</p>

Table 1.1 (Continued)

Green Product	<p data-bbox="558 255 1402 526">Green product can be refer as an environmentally preferable which means product that have less impact on environmental, less harmful for human body and also product that have high quality which is an artificial (non-organic) ingredient are replacing with natural (organic) ingredient.</p> <p data-bbox="558 593 1402 795">Green product regarding online website also refer as a recycle, reuse and reduce products or 3R principle. Also included energy and cost saving products respectively (Goh & Abdul Wahid, 2015).</p>
Eco-labelling	<p data-bbox="558 862 1402 1075">According to the study by Rotherham (1990) defined eco labelling and environmental labelling refer to the environmental impact message related with the ingredient of product and process that products have gone through.</p>
Eco-brand	<p data-bbox="558 1142 1402 1456">The term of “green” represents a symbol that has been used by business as strategies for brand positioning of their products, for example environmental friendly, organic and energy efficient. Previous studies define the pure environmental image can boost the value and attribute of the products and also create the salience of environmental sound on products characteristic.</p>

Table 1.1 (Continued)

Environmental advertisement	<p>Environmental advertisements are presenting visual images of mostly pure and untouched natural environments (Hartmann & Ibáñez, 2012).</p> <p>Besides that, advertising plays a significant function in representing the image of pro-environmental and at the same time harnessing an eco-friendly perception between stakeholders. (Leonidou, Leonidou, Palihawadana, & Hultman, 2011).</p>
Trust (eco-labelling and eco-brand)	<p>Previous study defined trust can be considered the belief on the other party that you can rely on it and react according to your expectations. Moreover, trust can be divide three types which is kindness, skill and truthfulness. Therefore, trust considerably can influence the consumers purchase decisions (Mourad & Eldin Ahmed, 2012).</p>
Intention	<p>Intention can be define the element of subjective probability that relating the person itself and their action. (Ajzen, 1991). According Oxford Dictionary (2005) define intention as to what you intend or plan to do or your aim.</p>

1.7 Scope and Limitation of the Study

The scope of this research is to seek the effect of green marketing tools on millennial intentions to purchase green product. The respondent of this study is individual the age above eighteen years old because the majority individuals at this age are considered well known with purchasing and can make a clear decision with purchasing a product. Thus, student at University Utara Malaysia (UUM) was considered to be a right location to collect a sample. The reason is this location has the difference of sample in term of education of level and age. Besides that, the term of millennial also is appropriate for UUM population because according to Lu, Bock and Joseph (2013) state Millennial Generation is refer for Generation Y or Echo Boomers that comprised individuals born throughout 1980 and early 2000.

Based on Kementarian, Tenaga, Teknologi Hijau dan Air (KeTTHA) of Malaysia, report that end users are the main contributors in greenhouse gas emission through daily activities. For example, use of the car, electricity, use of chemical such as pesticides and so on. So, in order to promote green culture, university student is very relevant because the characteristic of green consumer can seen through a several research studies for example Pedro, Luzio and Lemke (2013) defined a specific characteristic green consumer is female, educated, have low income and middle age. Besides that, the typical green consumer also as urban and young.

In additions, the scope of this study was used green marketing tools can be considered as a reasonable because from the green marketing tools green consumers can avoid the “green washing” which is there are several business was misuse “green” stance as an advantage for them to selling their products.

Meanwhile, the limitation of the study is in term of population that was limited in UUM students. Besides that, this study also not uses a specific product for consumer to make a differential between green product and conventional product.

1.9 Organization of the Dissertation

Organization of the thesis provides an idea of the whole chapters of the thesis. The study is on the subject of “The Effect of Green Marketing Tools on Millennial Intentions to Purchase Green Products and organized by five chapter in order to accomplish the aims of the study.

Chapter 1: Introduction provides an overview of the study. It is consists background of the study, the statement of the problem, the questions of the research, the objectives of the research, significance of the study, scope and limitations of the study and organization of the remaining chapter.

Chapter 2: Literature Review part will focus and explain on the green marketing in general and some key factors that were selected to describe how it will influence consumers’ intention to purchase green products. Besides that, relevant theory will be related to the hypothesis stated in this part in order to understand the relationship positive or negative between of them.

Chapter 3: Methodology explains the measurement and technique used in this study. It consist the elements of the framework of the research, the development of the hypotheses, the design of the research, the definition of operational, the variable measurement, instrument, the collection of data, sampling, the procedure of data collection and the technique of data analysis.

Chapter 4: Result and Analyses of the discussion will discuss about the data and findings of this research according the method was used in this study. It comprises the complete result and analysis of the study in order to achieve the aims of research.

Chapter 5: Conclusion and Recommendation are made based on the findings of this study. The significant of the findings and recommendations are necessary for the further study.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The literature review part will focus and explain on the green marketing in general and some key factors that were selected to describe how it will influence consumers' intention to purchase green products. Besides that, relevant theory will be related to the hypothesis stated in this part in order to understand the relationship positive or negative between of them. Prior studies became empirical evidence in obtaining the necessary information within the area of study. This is taking into account all the literatures within Malaysia and abroad. The information from secondary data provides the foundation of the theoretical of this research, the main key of variables and relationship of the proposed framework. The more detail in this study has two variables which dependent and independent of variables. The independent variables are environmental advertisement eco brand, eco label and also trust (eco-label and eco-brand), while, dependent variable is consumer purchasing behaviour.

2.1 Review of related Literature

2.1.1 Green Marketing Strategies Concept

According to Chahal, Dangwal and Raina (2014), green marketing has been studied by many researchers previously. According to Lee (2008) explained there are several phases for green marketing evolution. The initial phase is evolved when the first sensitivity of the green marketing arises in manufacturing since the 1980s (Peattie and Crane, 2005). In the 1990s, the green marketing enters into the next phase which is the specific reaction was experienced by marketers. Gradually, at this phase marketers are already aware about the consumers' concern regarding the environment but, at the same time consumers are just showing their concern only and not converting into purchasing behaviour. And the last phase of the green marketing evolution begins at year 2000s. At this phase green marketing gets a new injection of evolution due to assistance from the establishment of government regulation, increase of green awareness globally and also innovation of advanced green technology (Rahbar & Abdul Wahid, 2011).

The perception about green marketing has already been accepted in both of the practical and educational fields in order to fulfil the green consumers' requirements prospectively. The green marketing or environmental marketing encompasses all activities. Previous studies claim that businesses should use dynamic strategies on different markets in order to capture the degree of green consumers in the marketplace. The reason is there is not any single green marketing tool that would be suitable for all businesses.

Moreover, the instrument of communication is not only recognised by the increase of environmental management in terms of products, services and process but

management can use the effective of marketing tools as a strategies in environmental perspective.

Three green marketing tools and trust are considered in this study as the capable elements to increase consumer's knowledge about the green products. Presently, these tools are eco-label, environmental advertisement, eco-brand and trust. The relevant is these tools were being able to assists consumers differentiate between environmentally product and conventional products (Juwaheer, Pudaruth, Monique & Noyaux, 2012; Rahbar & Abdul Wahid, 2011; Ornella & Supino, 2007).

2.1.2 Perception of Eco-Labeling

Eco-label one of the considerable green marketing tools for green product. According to the study by Borin, Cerf, and Krishnan, (2011) defined eco labelling and environmental labelling refers to the information the environmental impacts that a related with the ingredient of product and process that products have gone through. For example, labels are significant of sign of symbol that display symbolic value of product because label as a product indicator whether firms produce them by method friendly to the environment is widely regarded as an appropriate, though partially response to environmental problem (Liu, Chen, & He, 2014).

Based on study Michels (2008) claims an environmental label is similar to the nutritional labelling requirement. Consumer who care about the environment have a great opportunity to be influenced by negative label compare the positive label. The result from this will prevent the sensitivity of consumer to keep the things to be worse rather than making things recovered. Related on that prior studies explains that consumer always seek the environmental label to get information about the positive

nutrient and as a guide in order to choose the green product (Borin, Cerf, & Krishnan, 2011; D'Souza, Taghian, & Lamb, 2006).

As a supportive Skuras and Vakrou (2002) indentifies the legislative framework is most important tool to supports the appropriate labelling and the quality attributes that provide the authentication of the scheme and its following credentials by both consumer and market.

Thus, in order to create green awareness among consumers, marketers should play an important role to form initial perception to consumers about green products such as through product label or media advertising. Previous studies explain that consumers need accurate information on product label to avoid them to be confused about the term of eco-friendly has been used on products label. Mostly finding research prove that a strong relationship for labelling information. However, doubtful always appear about the level of message that reach in consumers mind and also the level of message on products label can influence consumers (D'Souza, Taghian, & Lamb, 2006). For example, previous studies claims that the different green terms are used on product label caused consumer confused and confusion about that (Juwaheer, Pudaruth, Monique, & Noyaux, 2012).

In addition, doubtful also remains with respect to what the degree of consumers understand the message on the products labels (Proto, Malandrino, & Supino, 2007). Recognizing logo label is different to understand the meaning and consequently many consumers fail to fully understand even quite simple label, for example the term of “recyclable” or “recycled” (Thorgersen, 2002; Tzilivakis, Green, Warner, McGeevor, & Lewis, 2012).

The eco label tools have potentially to influence consumers purchasing decision to purchase a green product which is help consumers to recognize products those are more environmentally preferable than other similar products (D'Souza, 2004; Nik Abdul Rashid, 2009). However, Rahhbar and Abdul Wahid (2011) found that eco-labelling as a green marketing tool is ineffective in market with less consumer's responsiveness about the environmental concern.

The aims of eco-labelling scheme were introduce in order to encourage the green consumption among consumers. According to program of environmental labelling, Blue Angel state that Germany is the first country in the world that developed eco-labelling at the late 1977s. Recently, Asia countries such as Japan, Korea, China, Malaysia, Thailand, Singapore and India also have their own eco-labelling schemes.

Today, Malaysia consumers optimistically respond to the green labels, so, it challenges to the Malaysian business sector to respond an increase demand from consumers towards on green product. Hence, in 1996, Malaysia was officially introducing their first eco-labelling under Standards and Industrial Research Institute of Malaysia (SIRIM). Before that, there are green labelling related to agricultural products, recycled paper, energy conservation and hazardous metal free (Rahbar & Abdul Wahid, 2011).

This study will deals with the consumers' awareness about the green label, and how they interpret of eco-labels meaning and message.

2.1.3 Perception of Eco-Brand

Kotler and Keller (2009) defined brand is “a name, term, sign, symbol, or design, or combination the goods and services of one seller, or group of sellers and to differentiate them those of competitors”. This concept already acceptable for eco-brand too. Previous study point out the term of “green” also can be used as strategies in brand positioning for example environmental friendly, organic and energy efficient (Huang, Yang & Wang, 2014; Mourad, Serag, & Ahmed, 2012).

Thus, previous studies defined that image of natural environments can help create a positive products attribute belief, enhance the salience environmentally sound product features (Hartmann & Ibáñez, 2012). For example, Borin, Mullikin and Krishnan (2013) explain that many consumers prefer to purchase environmental friendly products from established brands because the brand name can reduce consumer concern about lower quality of recycled products. Consequently, this is due the media and activists are more closely supervise businesses that have that well-known brand (Dekhili & Achabou, 2014).

However, based on Juwaheer, Pudaruth, Monique and Noyaux (2012) explain that if green brand attribute are not successful communicated, basically it will give a negative impact to the products in commercially because related to the previous study state that green positioning is the important aspect to evaluate the level of successful strategies of the eco-brand. Thus, some scholars claim that, it is necessary to investigate further how the green brand factors impact attitude and green purchase behaviour (Hao, Tzong, & Tzu, 2014).

Based on study by Rahbar and Abdul Wahid (2010), claims that most of consumers in Malaysia consume non eco-friendly products such as detergent, pesticide, plastic container, aerosols and non-organic fertilizer. Those products are being the part of contribution factor in environmental impact today. Hence, with the increase of green level awareness among Malaysian, it can be assumed that consumers in Malaysia will optimistically towards on products that have eco-friendly features such as eco-branded products. Meanwhile, several studies in western countries such as USA and Germany have positive action towards on eco- friendly brand, for examples Green Energy and Body Shop (Rahbar & Abdul Wahid, 2011).

The theoretical framework has been develop by Chen (2009) indicate that, there are three aspects can be influence the increases of green brand equity which is green brand image, green brand satisfaction and green trust. All the three of them can be stand points of instruments that enhanced the green brand equity in order to evaluate the concept of environmental marketing in new perspectives (Mourad, Serag, & Ahmed, 2012).

Thus, the strength positioning of green brand can be used to addressed that eco-product also can perform a same function and quality like a conventional product ones. This strategy is important to help consumers make a decision to choose green product even there are variety of similar brand with the same function of products in marketplace. As a result, the consumers purchasing behaviour will change to buy environmental friendly products due to the benefit of green brand offered. The proof is some scholar state the emotional appeal in brand benefit can be a major factor to motivate consumers to purchase green products. Indirectly it also can influence consumers that acknowledge themselves as an environmental friendly person to

select eco-friendly products in their actual purchase in order to satisfy their emotional wishes (Rahbar & Abdul Wahid, 2011).

So, the purchasing behaviour will change to buy environmental friendly products as a result of consideration of the benefit of green brands. The consumers who acknowledged themselves as an environmental conscious consumers prefer to select the green products in their actual purchase to satisfy their emotional needs (Rahbar & Abdul Wahid, 2011).

2.1.4 Environmental Advertisement

Environmental concern has become valued and mainstream since environmental consciousness has been arising. The latest expansion of green marketing has led to drive in advertisements presenting visual images of mostly pure and untouched natural environments (Hartmann & Ibáñez, 2012). Taking consideration of that many scholars found, the most of organisation are aware with the effectiveness of adopting environmental marketing strategies and green appeals on consumers' behaviour (Hao, Tzong, & Tzu, 2014).

Previous studies state, the advertising plays a significant function in representing the image of pro-environmental and at the same time harnessing an eco-friendly perception between stakeholders. (Leonidou, Leonidou, Palihawadana, & Hultman, 2011). Moreover, study by Kaur and Aggarwal (2013) state the function of advertisement is also to allow honest comparison of product with the competitor and making consumer well known about the product. That means it not only promotes the transparency of the market but also help to keep prices down and enhance the product through motivating competition.

Pickett-Baker and Ozaki (2008) found that most consumers cannot recognize environmental product excluding for detergent product. This is because, generally green communication on labels are failed to reach on consumers' minds. Therefore, green marketer assumes that green communication is a main area of weakness (Green Biz Staff, 2009). In addition study by Juwaheer, Pudaruth, Monique and Noyaux (2012) state that the reliability of eco- advertisement is quite low.

However, some study clarifies the key of perception process can be measures with the advertisements that have emotional elements that can captured audience attention. The creative appeal in advertising such as emotional message can considered more effective strategy in order to bear in consumers' mind rather than improved awareness. The assumption of creative ads consist of emotional appeal that implemented in green product can be relevant to assume it is more successful. Besides that, advertising work smoothly together with creative advertising that can influence in consumers' decision process (Baker & Ozaki, 2008).

Rahbar and Abdul Wahid (2011) state an environmental advertisement helps to shape a consumer's values and interpret all the values into the green products purchasing. Similarly, study by Baker and Ozaki (2008) also state when consumers involves in decision making, they rarely judge the product in segregation but they often translate the new information based on information occurs. There are several factor would be conclude in order organization to reach their target by changing consumers purchasing behaviour which are through advertising promotion, convenient product offering and marketer must be stress the green knowledge in their organizations (Juwaheer, Pudaruth, Monique, & Noyaux, 2012).

2.1.5 Trust in eco-label and eco-brand

Previous study defined trust can be considered the belief on the other party that you can rely on it and react according to your expectations. Moreover, trust can be divide three types which is kindness, skill and truthfulness. Therefore, trust considerably can influence the consumers purchase decisions (Mourad & Eldin Ahmed, 2012).

i. Trust in eco-labelling

Eco-friendly product is one of the exclusive methods by number of organizations today in order to attract consumers' in the market Eco-labelled can be one of the helpful strategies to be implemented to attract consumers' responsiveness about the eco-friendly products in market (Rahbar & Wahid, 2010).

According to Grunert and Wills (2007) state that the role of eco-label is to support and maintain the customers' freedom of choice the products without compromising them. Besides that, the information of customers search cost can be decrease which is the actual information that provide by eco-label onto the green product can be relying on by consumers. Besides that, the less of consumers trust toward on eco-label scheme be one of the reasons for that ineffectiveness.

As a result, consumer's distrust of eco-labels can be expressed through their ignorance in identifying eco-labels and the regulations which allow companies to place labels on their products (Rahbar & Abdul Wahid, 2011).

Eco-label is an indicator of the product environmental performance and to avoid consumers to be confused over the claims of eco-friendly products, it can be seen through the whole process that involve of product life cycle that including production, distribution, use and disposal. This is because through the whole process, the credence attribute of the product features was transform to search the functions as remainder of the products (Thogersen, Haugaard, & Olesen, 2010).

Previous studies found that, several issues to undertake including scientific credibility, strength, and consumer perception of what such labels actually mean and how they are used in order to avoid consumer to be confuse over claims of environmental friendliness . There is also a lack of consistency in approaches to labelling (e.g. some labels are outcome-based and aim to present actual impacts, whereas as, others are more practice-based and focus on production standards and practices) resulting in a excess of labels which can multiple issues and result in a decrease in both their value and impact. (Tzilivakis, Green, Warner, McGeevor & Lewis, 2012).

Study by Juwaheer, Pudaruth, Monique and Noyaux, (2012) found that, individuals who have high knowledge and awareness of green label indicate a higher and positive tendency to purchase an eco-friendly product for example, energy saving bulb. Meanwhile, individuals who have low awareness of eco-label indicate a negative relationship. Therefore, it is clearly indicate that the individuals that have high awareness about the green labels more confident when making decision to purchase green products. Thus, it is indicate the awareness about the

green label can be a relevant factor to assist consumers' to make a differentiation between green and non-green products when they confronted in purchase decision making situation.

In addition, eco-labelling should be authenticated to the public that have independent verification since it assists in justifying corporate claims on environmental responsibility (D'Souza, 2004).

In conclusion customers need strong legislation to push for 'green labeling' or Eco Label. This can be done through the Life Cycle Assessment (LCA) process which LCA is green policy that has been launched by government of Malaysia to support their green technology. Both Eco Label and LCA are expressions of the ISO 14000 series. Only through valid labelling and data sharing, can customer determine the environmental impact caused by manufacturing processes, products or services rendered (Jabatan Alam sekitar / Kementerian Sumber Asli & Alam Sekitar, " 2010).

ii. Trust in Eco-Brand

There are two elements need to be consider when investigative the influence of that affect purchasing decisions which is consumer's values and beliefs. Brands are effective in order to translate the emotional preference that effect on the affective domain like rational reason. Thus, brand clearly can swing consumers' attitudes to more sustainable consumption such as could convert passive green consumers who are

willing to pay premium prices for pro-environmental products to greener consumption (Pickett-Baker & Ozaki, 2008).

Phau and Ong (2007) explain that the credibility of a brand with a green image might improve the emotional connection with the consumer and thus increase customer loyalty. Besides that, previous study suggests that the perceived expertise and trustworthiness of the brand owner for example its “name” or reputation will influence consumers’ attitudes. So, it clearly those brands are the important tool and well off source for consumer information to make a decision making.

In a conclusion, firm should develop their “experiential benefits” which is consumers experience in term of brand in order to satisfy consumers’ needs and indirectly for them to contribute in environmental concern. Thus, the “symbolic benefits” is more important because it reflects the emotional link with the green concept and hence the green brand preference (Mourad & Eldin Ahmed, 2012).

Previous studies indicate that, information from labelling can play an important role for consumers that has sensitive to a brand which is label should be display with the positive ethics, thus, it will encourage responsible consumption from consumers. Besides that, both of them which is eco-label and eco-brand must take the form of a certification that delivered by an independent third party such as the producer or the distributor in order to get a trust from customer in marketplace (Dekhili & Achabou, 2014).

2.1.6 Consumer's Intention

Previous studies provide evidence that factors affecting environmentally friendly purchasing behaviour determined by attitude, knowledge and value. Yet, even these factors have been acknowledge that consumers influence of environmental purchasing behaviour, only some of research focuses on environmental friendly marketing activities as a motivation to influence consumers' purchase for ecological products. According to previous study state that most of the countries are already increase their green marketing activities because through green marketing activities it can influence consumers' by two parts which is improve knowledge of consumers and change consumers behaviour to involve on green purchasing products (Rahbar & Abdul Wahid, 2011).

Study by Montague and Mukherjee (2010) claims that even green consumers would prefer products that will protect or benefit the environment, but they still seek that product will have the quality or change in their lifestyles. For example, Vermillion and Peart (2010) state that a product must also contain an added benefit, such as safety, health, or cost efficiency. So, Ginsberg and Bloom (2004) defined in their study that green and non-green products must be deemed equal in regards to these attributes in order for most consumers to even consider purchasing the green product (Kaur & Aggarwal, 2013).

Some scholars found that actual green purchase behaviour is an indicator of environmental involvement. Several studies, also state that this can be actual behaviour or behavioural intentions in order to support that founding (Matthes, Wonneberger, & Schmuck, 2013). Moreover, previous research found that the majority of the consumers with 86 percent are willing to pay premium price for domestic products that made from recycled resources. Hence, it proof that most of the

consumers are willing to pay extra for eco-friendly products (Essoussi & Linton, 2010).

2.2 The Summary of Chapter

The literature review in this study focus and explain about the green marketing strategies in generally and the more detail about the two variables which is independent variable such as eco-label, eco brand, environmental advertisement and trust, while, dependent variables is consumer's intention.

CHAPTER 3

METHODOLOGY

3.0 Introduction

Methodology is the most critical part in this study. Therefore, methodology included the framework of the research, hypotheses, the design of the research, the operational definition, the variable measurement, sampling, the procedure of data collection and the data analysis technique.

3.1 Research Framework

Based on the literature review regarding the study variables for perception of eco-labelling, perception of eco-brand, environmental advertisement and trust (eco-labelling and eco-brand) the research framework is presented in figure 3.1.

The researcher will examine on whether all the independent variable (perception of eco-labelling, perception of eco-brand, environmental advertisement and trust) have positive relationship on consumers intentions to purchase green product.

Independent Variable

Dependent Variable

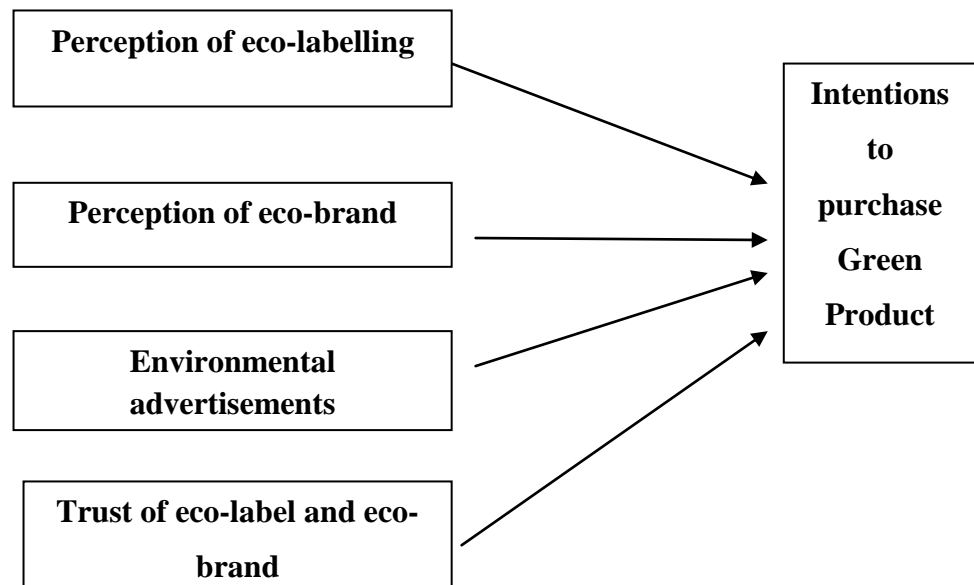


Figure 3.1: Research Framework

3.2 Hypotheses

3.2.1 Hypotheses 1 (perception of eco-labelling and intentions to purchase green product)

H1: There is a significant and positive relationship between perception of eco-labelling and intentions to purchase green product.

3.2.2 Hypotheses 2 (perception of eco- brand and intentions to purchase green product)

H2: There is a significant and positive relationship between perception of eco- brand and intentions to purchase green product.

3.2.3 Hypotheses 3 (environmental advertisements and intentions to purchase green product)

H3: There is a significant and positive relationship between environmental advertisements and intentions to purchase green product.

3.2.4 Hypotheses 4 (trust (eco-label and eco-brand) and intentions to purchase green product)

H4: There is a significant and positive relationship between trust (eco-label and eco-brand) and intentions to purchase green product

3.3 Research Design

3.3.1 Type of Study

To bring out this study, researcher decided to use the descriptive research analysis that consists frequencies and percentage is used as a main point of the sample. Thus, in this study researcher tend to use the cross – sectional study because it involves a selected element of sample from the population that interested and it will be measured at a single point in time.

In this study, the individuals over the age eighteen years old will be describe as a sample and they need to answer the questionnaire just in one time. Because at this age individual can be considered are familiar with purchasing and capable to make a decision when to choose the actual items in variety of choices in marketplace, hence, it can be assume the environmental concern in their purchasing (Rahbar & Abdul Wahid, 2011).

The primary data in this study was collected through the distribution of structured questionnaire. In this study the questionnaire is derived from the research efforts involving the factors influencing the consumer's intention to purchase green product. The questionnaire was selected as the main method to collect data because it simple to analysis and also is can be self administered. The questionnaire of this study will have two section which are section A and section B that will be adapt from several studies in related fields. The item in section A will focus on the part of demographic characteristics respondents including gender, age, level of education, sector of occupation and yearly income. Meanwhile, the section B will focus on the part of independent variable and dependent variables which is design by using nominal, ordinal and scale.

In addition, in order to evaluate the strength of the relationship between dependent and independent variable Pearson correlation coefficient has been used in this research. The objective of this study tends to examine the relationships between four dimensions of independent variables with dependent variable. Based on David (1971) state that Pearson correlation test will use to interpret the relationship between two variable which is independent and dependent variables. The hypothesis testing whether variables expected to be related or not and collect data on two more variables for each participant in the research study.

3.3.2 Unit Analysis

This study will investigate factors that influence the customer's intentions to purchase green products. The factors are whether eco-labelling, eco-brand, environmental advertisement and trust. For this purpose, the data will be collected from the respondent at age above eighteen years old and the unit of analysis is the individual.

3.4 Measurement of Variable

In this section, the main focus is on the questionnaire was measure by five point Likert type of scale (table 3.1). The survey instrument consists of a four page questionnaire (Appendix 1) with total 24 questionnaires. The questionnaires are divided into two sections which is section A and section B as shown in (Table 3.2). Section A related to the demographic characteristics of respondents, while, section B consists questionnaires related all the variables.

Table 3.1: Measurement scale

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1	2	3	4	5

Table 3.2: Summary of the Questionnaire Design

Profile / Variables	No of Items	Question No
Section A		
Gender	1	Section A : 1
Age	1	Section A : 2
Level of Education	1	Section A : 3
Yearly Income	1	Section A : 4
Sector	1	Section A : 5
Section B		
Perception of eco-labeling	4	Section B :1-4
Perception of eco-brand	4	Section B :5-8
Environmental advertisements	4	Section B :9-12
Trust in eco-label and eco-brand	4	Section B :13-16
Green purchase intention	3	Section B:17-19

In the section A, the respondents demographic were asked respectively; gender, age, level of education, yearly income and sectors of occupations. In the section B, there are two variables which is independent variables and dependent variable that consists 19 items in total and required respondents to rate items based on a 5-point Likert scale. The independent variables consists 16 items, while, dependent variable consists 3 items. All the items were adopted from the previous studies in different researcher.

3.5 Instruments in the Study

Based on theoretical framework in figure 3.1 of chapter 3, predictor variables in this study will be represented by independent variables (eco-label, eco-brand, environmental advertisement and trust), meanwhile, dependent variable (customer intentions to purchase green product).

3.5.1 Perception of Eco-labelling

Perception of Eco-Labelling was derived from Rahbar and Abdul Wahid (2011) with reliability 0.70; and Juwaheer, Pudaruh, Monique and Noyaux (2012) with reliability 0.742. This item was measured using 5 items from Likert scale. The local eco-label (Malaysian Best) has been chosen for this study to make sure a logo or symbol that selected is recognizable to respondents. Refer Table 3.3. A short explanation about Malaysian's best eco-label is provided in (Appendix 2).

Table 3.3

Eco-labelling

No	Items
1.	I am aware of the Malaysian best logo
2.	The Malaysian best logo is easily recognizable for me
3.	I believe that eco-label are easy to read
4.	Information on eco-label is accurate for green product

3.5.2 Perception of Eco-brand

Perception of Eco- brand was derived from Rahbar and Abdul Wahid (2011) with reliability 0.84; and Juwaheer, Pudaruh, Monique and Noyaux (2012) with reliability 0.837. This item was measured using 5 items from Likert scale. Refer Table 3.4

Table 3.4

Eco-brand

No	Items
1.	I am aware of eco-brands
2.	Eco-brands are symbol of product reliability
3.	I believe eco-brand is truthful
4.	I feel good about buying brands which less damaging of the environment

3.5.3 Environmental Advertisement

Environmental Advertisement was derived from Rahbar and Abdul Wahid (2011) with reliability 0.78; and Juwaheer, Pudaruh, Monique and Noyaux (2012) with reliability 0.593. This item was measured using 5 items from Likert scale. Refer Table 3.5.

Table 3.5

Environmental Advertisement

No	Items
1.	Environmental advertisement enhance my knowledge about green product
2.	I enjoy watching broadcast environmental advertisement
3.	Environmental advertisement guide customers to making an informed purchasing decision
4.	Green advertisement should promote environmental friendly product in trustworthy manner

3.5.4 Trust (eco-label and eco-brand)

Trust (eco-label and eco-brand) was derived from Rahbar and Abdul Wahid (2011) with reliability 0.54; and Rahbar and Abdul Wahid (2010). This item was measured using 5 items from Likert scale. Refer Table 3.6.

Table 3.6

Trust

No	Items
1.	I am doubtful of the Malaysia Best logo
2.	I am doubtful of the eco-brand
3.	Malaysia Best is symbol of product reliability.
4.	I believe Malaysia Best logo is truthful

3.5.5 Customers Green purchase Intentions (dependent variable)

Customer's intentions measurement was derived from Hassan (2014) with reliability 0.789, using three items to measure the Customers intentions. Five point Likert scale was used.

Table 3.7

Consumers' Intention

No	Items
1.	Over the next month, I will consider buying a green product because they are less polluting
2.	Over the next one month, I will consider switching to other brands for ecological reasons.
3.	Over the next one month, I plan to switch to a green version of a product

3.6 Data Collection

For this study researcher use both primary and secondary data sources. Primary data is important as the main sources of information in this study. In this research, questionnaire will used as instrument to collect primary data. Besides that, researcher also will use a secondary data as a reference that was obtained from journal articles, textbook, industry analysis offered by websites and media.

3.7 Sampling Design

3.7.1 Population and Sample Size

Sekaran and Bougie (2010) classify the population as the total group of people, events or things that the researcher requests to explore. In this research it will focus on the individuals over the age eighteen years old and university or college student will be describe as a sample and they need to answer the questionnaire just in one time.

Sekaran and Bougie (2010) also state if the population is 30,000 peoples; the appropriate sample size is 379. Thus, in this study at least 400 questionnaires were distributed among university student at University Utara Malaysia (UUM) with the population around 25,000 according to the HEA's 2013 report. UUM was choosing in this study to conduct survey because it is a proper place generally in term of diversity in age and the respondent level of education.

3.7.2 Sampling Technique

The sampling technique of the study relied on non probability sampling design included convenience and purposive sampling technique, there are two types sampling methods under purposive which is judgement and quota. Thus, for this study, the most appropriate sampling is multistage sampling where the researcher combined two sampling techniques which are convenience and quota sampling. The rationale of using multistage non probability was because the method enabled researcher to deal with the number of students in UUM in the most efficient approach.

Firstly, researcher used the quota samples. Basically this sample from subject is selected non- randomly. Related to this study, among population in UUM included staffs, visitors and international students researcher only focus on local students for this study, the rationale is from the result of pre-test that was conduct by researcher it show that almost international student cannot recognized the Malaysia Best Logo respectively .

The second stage, researcher used convenience sampling in order to approach a number of local students in UUM. Convenience technique is selected for the second stage because the gathering of information from members of the population who are conveniently available to provide it. The procedure is not random whereby the respondent has been selected because they happen to be at right time and to be at right places.

3.8 Data Collection Procedure

Distribution questionnaire was used to collect data for this study. The questionnaire was done in two ways; firstly, manually approaches by researcher include three different locations in UUM which is respondents in area of library by selecting when they do leisurely things, researcher approaches the respondent randomly in different colleges and the last approaches was done in the different of student residential, Dewan Penginapan Pelajar (DPP). Every students that approached by researcher was given at least 15 minute to answer the questionnaire excluded students in DPP because they were given a week to answer the questionnaire. Secondly, from helping by friend which is researcher gives a number of sets questionnaires to friends for distributed in one programme (Kursus Kahwin) that occur in Pusat Islam at UUM at 17 April 2015.

Table 3.8

Summary of data collection procedure

Duration	Activities
Week 1	<ul style="list-style-type: none"> ➤ Researcher distributed questionnaire attached together with the cover letter to respondent by hand. ➤ Respondent in DPP has been given one week to complete the questionnaire.
Week 2	<ul style="list-style-type: none"> ➤ Researcher friend's help distributed questionnaire in one programme at Pusat Islam UUM ➤ Collect the questionnaire from respondent at DPP

3.8.1 Questionnaire Rate of Return

Researcher distributed 400 sets of questionnaire among UUM students. According to Sekaran and Bougie (2010), required respondents as sample for that population are 379. The response rate with 374 returned was 93 percent. However, 7 percent of questionnaires are considered lost due to unable the respondents returned the questionnaire during the programme and some questionnaire distributed was unanswered.

3.9 Techniques of Data Analysis

3.9.1 Statistical Analysis

The data replied from respondents would be analyzed by Statistical Package for Social Science (SPSS) computer program. To present the characteristics of sample the descriptive statistics test would be used and also means and standard deviation as a measurement to analyze the data. Besides that, reliability analysis was conducted to get the value of Cronbach's alpha and lastly, in order to evaluate the strength of relationship between two variables Pearson correlation was used.

3.10 Pilot Test

Researcher will use a pilot test as a trial in order to run procedures and instrument before starting the process of collecting the real data in this study. The purposes of pilot test are to test the reliability and validity of all items in the questionnaire.

To validate the questionnaire it requires minimum 30's respondent's to participate in a pre test. The response from the pilot test was used to test whether the questionnaire needs to redesign or not. The questionnaire will be measure the real data if the values of the Cronbach's Apha are 0.6 a low reliability, 0.8 a high reliability and the range between 0.6 until 0.8 reflects an acceptable.

3.11 Reliability Test

According to Sekaran (2003), the reliability analysis is aimed to test the reliable of the instrument by the score of Cronbach's coefficient alpha because cronbach's alpha can be interpret as a correlation coefficient, it ranges in value from 0 to 1. Besides that, Sekaran (2003) also state the reliabilities between 0.6 until 0.8 are

acceptable and while, those over 0.8 are considered to be good. Reliability analysis for every measurement and variables are shown in Table 3.9.

Table 3.9

Reliability Analysis for Overall Measurement

Measurement	Questionnaires	Result Alpha Value of the Study	Comparison Results of Previous Study
Eco-Labeling	Q1-Q4 (4 items)	0.782	0.74
Eco-brand	Q5-Q8 (4 items)	0.756	0.84
Environmental Advertisement	Q9-Q12 (4 items)	0.828	0.59 – 0.78
Trust	Q13-Q16 (4 items)	0.680	0.54
Customer intention To Purchase Green Products	Q17-Q19 (3 items)	0.879	0.789

CHAPTER 4

RESULT AND DISCUSSION

4.0 Introduction

This chapter covers the result of the data analysis. The result and outcome of the data has been analysis by methods that elaborated in chapter 3. The objective of this chapter is to report the findings of the study by using SPSS 2.0 program. The result has been divided by two parts which is first part the respondents frequency of demographic profile and second part is correlation and multiple regression were used to test hypotheses.

4.1 Overview of Data Analysis

4.1.1 Research Response rate

Researcher distributed 400 sets of questionnaire among UUM students. Out of this number, 374 questionnaires were returned with a response rate 93 percent. The respondents filled up the questionnaire and returned to the researcher after 15 minute and a week later.

4.1.2 Demographic Characteristic

In Section A of the questionnaire shows the demographic characteristics of the respondents. Five demographic items was chosen for data analysis, namely gender, age, education level, income and sectors of occupation. The characteristic of respondent was shown in table 4.1.

Table 4.1

The Respondents' Demographic Characteristics

Variable	Characteristics	Number of Respondents N=374	Percentage (%)
Gender	Male	75	20.1
	Female	299	79.9
Age	21-25	332	88.8
	26-30	37	9.9
	31-35	5	1.3
Education level	Certificate	29	7.8
	Diploma	29	7.8
	Bachelor Degree	285	76.2
	Master	29	7.8
	PhD	2	0.5
Income	PTPTN	261	69.8
	Scholarship	34	9.1
	Others	79	21.1
Sectors of Occupation	Student	354	94.7
	Government	5	1.3
	Private	10	2.7
	Others	5	1.3

Gender

In term of gender, the 374 sample of respondents was successful distributed in two major categories of gender. The quantity of sample contained 75 males and 299 males with percentage 20.1 and 79.9. The different between of males and female is 59.8 percent. Refer to Table 4.1

Age

Majority of respondents at the age of 21-25 years with percentage 88.8 percent total is 332 of the respondents. While, 9.9 percent represent 37 totals of the respondents come from the age 26-30years. Only 1.3 percent with 5 of respondents is at the age of 31-35 years. Refer to Table 4.1 for details

Educational Level

Most of the respondents were educated at degree level with 76.2 percent (n=285). While, three level of education which is Certificate, Diploma and Master shown the same percentage 7.8 percent and (n=29) the number of respondents. Followed by PhD only 0.5 percent and (n=2) number of respondents in this study. Refer to Table 4.1 for details.

Yearly income

Based on Table 4.1 the most of respondents yearly income is PTPTN with the 69.8 percent (n=261). Followed by others with 21.1 percent (n=79), researcher assume that income derived from others comes from respondents parents and employment. Only 9.1 percent (n=34) income of total respondents comes from scholarship.

Sectors of Occupation

The majority of respondents are student (refer to Table 4.1) with 94.7 percent (n=354). The second is private with 2.7 percent (n=10). Followed by government and others 1.3 percent (n=5) of total respondents. The reasons that sector of occupation include in demographic characteristic because some of the respondents are a student but at the same time are worker in variety of field.

4.2 Goodness of Measure

The data output from the reliability analysis indicated reliability means it reliable to proceed with the analysis.

4.2.1 Reliability Analysis on Dependent and Independent Variables

A reliability analysis was run regarding on independent variables consisted of eco-label, eco-brand, environmental advertisement and trust in order to find the reliability of each variable using Cronbach's alpha. Table 4.2 indicates the alpha value for the four independents variables.

From the Table 4.2 it can be observe that the cronbach's alpha of all variables is .888 and the cronbach's alpha for the dependent variable is .811, meanwhile, the cronbach's alpha for the independent variables range between .737 until .819, thus, from that mentioned values in Table 4.2 also, the reliability of all both variables which is the dependent and independent variables separately were considerably reliable and acceptable as suggested Sekaran (2003).

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	.888	.829
Dependent variable	Intentions to purchase green products	.811	.782
Independent variables	Eco-label	.819	.756
	Eco-brand	.737	.828
	Environmental advertisement	.814	.680
	Trust	.761	.879

4.2.2 Descriptive Statistics

Descriptive statistics was conducted to explore the data collected and to summarise and describe those data to determine the mean scores and standard deviation for the construct. The statistics output as shown in Table 4.3.

Previously in chapter 3, the mean score of less than 3.00 is considered low, score is 5.00 is considered high, while, the value range between 3.00 until 5.00 are considered moderate.

Table 4.3

Descriptive statistics of All Principle Construct (N=374)

Constructs	Dimension	Mean	Standard Deviation
Independent variables	Eco-labelling	3.44	.649
	Eco-brand	3.74	.541
	Environmental Advertisement	4.17	.528
	Trust	3.76	.503
Dependent variable	Intention	3.82	.587

Regarding on the Table 4.3 above shown that the mean scores for all variable are moderate as both of variables are above 3 and there are no low level of mean scores. The high means score for advertisement 4.17 and trust 3.76, suggest that, both of those variables should be and taken into consideration.

Besides that, the standard deviation for the study variables range between .503 until .649 and this can be considered that the presence of satisfying variability in the data. Moreover, it shows that all the answers were different from respondent to another and also this signifies the tolerable variance in responses.

4.3 Correlation Analysis

The correlation analysis describes a relationship between the dependent variable and the independent variable whether exist or not. Starting with consumers' intentions to purchase green products, it is shown that there are a significant and positive relationship with all the independent variables include eco-label ($r = 0.259$), eco-brand ($r = 0.466$), environmental advertisement ($r = 0.508$) and trust ($r = 0.372$) at $p < 0.01$.

Table 4.4 indicated the conclusion from this analysis is environmental advertisement is the strongest and have significant positive correlation with the intention ($r = 0.508$). Furthermore, the overall correlation coefficient values of the study variables range between 0.259 until 0.508 $p < 0.01$, hence, the result show there are relationship among the dependent and independent variables.

Table 4.4

Pearson Correlations of Study Variable (N = 374)

	Intention	Eco-label	Eco-brand	Environmental advertisement	Trust
Intention	1				
Eco-label	.259**	1			
Eco-brand	.466**	.562**	1		
Environmental Advertisement	.508**	.261**	.393**	1	
Trust	.372**	.507**	.563**	.268**	1

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

4.4 The Regression of Analysis

Multiple regressions are equation that represents which variable from all independent variable in this study has an influence on millennial consumers' intention to purchase green product. The result of regression the four independent variables can be seen in Table 4.5 the 'Model Summary' which is the four independent variables that are entered into the regression model, the R (0.598) which is the correlation of the four independent variables with the dependent variable. After all the inter correlations among four independent variable are taken into account, the R Square Value is 0.358. This is the explained variance and is actually the square of the multiple R $(0.598)^2$. Hence, the studied independent variables explained 35.8 percent of millennial in Malaysia intentions' to purchase green products.

Table 4.5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598	.358	.351	.47319

a. Predictors: (Constant), trust, advertisement, label, brand

Table 4.6 shows the ANOVA which means that the F value of 51.339 is significant at 0.000 levels. This result reflects that 35.8 percent of the variance (R-Square) in consumers' intention to purchase green products has been significantly explained by the four independent variables.

Table 4.6

ANOVA

	Model	Sum of Squares	df	Means Square	F	Sig.
1	Regression	45.981	4	11.495	51.339	.000 (b)
	Residual	82.623	369	.224		
	Total	128.604	373			

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 millennial intentions 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 eco-brand, environmental advertisement and trust while the output shows that eco-label does not influence millennial intention to purchase green product currently.

Table 4.7

Coefficient Table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.		
	B	Std. Error	Beta				
	(Constant)	.520	.241		2.159	.031	
	Label	-.063	.048		-.070	-1.327	.185
1	Brand	.293	.062		.270	4.745	.000
	advertisement	.421	.051		.379	8.337	.000
	Trust	.178	.061		.153	2.910	.004

Table 4.8

Hypothesis Summary

Hypothesis	P	
H1: There is a significant and positive relationship between perception of eco-labelling and intentions to purchase green product.	.185	Not Supported
H2: There is a significant and positive relationship between perception of eco- brand and intentions to purchase green product.	.000	Supported
H3: There is a significant and positive relationship between environmental advertisements and intentions to purchase green product.	.000	Supported
H4: There is a significant and positive relationship between trust (eco-label and eco-brand) intentions to purchase green product	.004	Supported

Based on Table 4.8 summary of hypothesis revealed that eco-brand (H2), environmental advertisement(H3) and also trust (H3) had shown significant and positive relationship with millennial intention to purchase green products future. However, the eco-label (H1) did not have significant and relationship millennial consumers' intention.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter covers the discussion of the finding, conclusion and recommendation. To recapitulate, this research tested hypotheses by looking at the reliability analysis, descriptive analysis, correlation and multiple regressions of independent variables and dependent variable.

5.1 Discussion of the Findings

The objective of this study is to examine the effect of green marketing strategies included green marketing tools (eco-label, eco-brand and environmental advertisement) and trust on consumers' intention to purchase green product and directly answer the research questions. Besides that, several demographic factors have been taking into consideration to describe the respondents' characteristic such as gender, age, level of education, and sectors of occupation.

There are four independent variables that have been examine in this study, but, only three of them which are eco-brand, environmental advertisement and trust had significant or influence on consumers' intention to purchase green product. Conversely, eco-label had no significant or influence the dependent variable and this will be justified later in this discussion.

5.1.1 The effect of eco-brand on consumer intentions to purchase *Green* products.

The first objective of this study is to examine the effect of eco-brand on consumer intentions to purchase *Green* products. The presence of this construct was approved when the study found that eco-brand has significant influence on consumers' intention to purchase green product with P value of 0.000 which is less than 0.05. This is show the green brand positioning strategy has been successful implemented due to consumers responsive about the green brand in marketplace and also lead them to purchase green products (Rahbar & Wahid, 2011). Because most of green consumers would prefer purchase green products that brands are already established due to avoid them concern about the lower quality of products especially recycled products (Borin, Mullikin and Krishnan, 2013). As highlighted by Juwaheer, Pudaruth, Monique and Noyaux (2012) a positive image of green brand can change the consumers' mind-set towards on green products.

5.1.2 The effect of environmental advertisements on consumer intentions to purchase *Green* products.

These findings to fulfil research objective two of the study. The study revealed that environmental advertisement also had significant influence on consumers' intention to purchase green products with P value is 0.000. As suggested by Leonidu, Leonidu, Palihawadana and Hultman, (2013) state environmental advertisement strategies acts an important role in communication area between businesses and consumers in order to form environmental image in consumers mind especially through environmental message. Study by Abd Rahim and Ahmad Zukini (2012) generally state most consumers in Malaysia prefer the broadcast media (television) as a medium for them

to receive an effective green message compared to others medium (e.g. online, road shows, and exhibition). This is because broadcast medium such as television provides sight and sound that can give them more clear understanding about green message delivery and directly guide them in green purchasing decision. Moreover, the advantage of the green advertisement can be allowing consumers to make transparency comparison between green and conventional products because the green appeals content in green ads can encourage them toward on greener consumption in future.

5.1.3 The effect of trust in eco-labelling and eco-brand on consumer intentions to purchase *Green* products.

Trust is third dimension that a predictor of green purchasing for millennial consumers in Malaysia with P value is .004 and can be considered as a significant factor. Trust is fragile entity, that difficult to build but can easily to damage. If any businesses make a false claim about the greenness on their products it can affect the consumers trust, directly reduce their loyalty and it is hard for businesses to retain their consumers again. Besides that, the result of this study in term of trust is similar between studies by Rashid (2007), Rahbar and Abdul Wahid (2011) and Rahbar and Abdul Wahid (2010) found that consumers' in Malaysia trust in eco-label and eco-brand as a product reliability symbol that influence their intention to purchase and considered as a n actual purchase in green product. Hence, it is indicate trust can be an effective green strategy in order to approach Malaysia consumers' to purchase and consumption green product in future.

5.1.4 The effect of eco-labelling on consumer intentions to purchase *Green* products.

On the other side of this research found that eco-label do not have influence on green product purchasing and this finding is similar with the study by Rahbar and Abdul Wahid (2011). The information on eco-label can be main tools to help consumers to search specific products in marketplace. But, Rahbar and Abdul Wahid (2011) state in Malaysia, eco-label is not significant tools in order to encourage Malaysian consumers to purchase green product, because the result shows there is no significant increase since the introduction of Malaysia national eco-label in 1999 even for consumers who have knowledge about eco-label. Besides that, the packaging of the product by producer did not attract the consumers attention can be one of the assumption in failure of eco-label.

5.2 Implications of the Study

The implication of this study will give awareness to manufacturers' about the importance to produce *Green* products, because today mostly consumer would prefer to choose organic or green product. So, this study can provide information to manufactures and marketers how they can expand their operation in Asia especially in Malaysia. Besides that, manufactures must be honest in their "green" claim in order to capture consumers trust. Because from the trust strategy manufacturer can increase their market shares in term of consumers' loyalty. Meanwhile, marketer should focus on packaging and eco-label promotion that one of the unsupported variables in this study with differently and creative approaches in order to attract consumers' to look for product label before make a purchasing.

Furthermore, government should establish the green programme such as green promotion and campaign to increase the public awareness about the term of “green” in their consumption especially product related the foods and beverages. This is important to create a green culture among Malaysian consumers’ in future. Besides that, through government policy it should control and regulate those business that misuse the green term on their products label in order to avoid green consumer distrust the real green products and look green message with a cynicism.

5.3 Recommendations for the Future Research

Future research should conduct in order to increase the understanding and awareness of green marketing strategies on consumers in Malaysia. This study recommends another research should deals with millennial consumers outside in order to explore if differences exist between student and public in term of outcome because this study only focus on student at UUM.

Besides that, in future researcher should use specific product to make consumers easier compare between green product and conventional product. Lastly, in term of sample that was chosen, it’s recommended to compare students in different universities within in Malaysia in order to find whether the geographical and environment factors influence the way of students reflect on green product.

5.4 Conclusion

Basically the research objective had been realized and the research questions were answered. The finding answered all four research questions and directly accomplished the four research objective. Thus, this study provides a conceptual framework the potential of green marketing or environmental marketing such as green strategies, green product and also the consumers' green pattern of consumption in future.

The main predictors of millennial intentions to purchase green products in the future are eco-brand, environmental advertising and trust in eco-label and eco-brand. Environmental advertising has been the main key factors influences consumers' intention to purchase green products due to the effectiveness function of advertising that provide an efficient medium for consumers to catch the information about the product in market. Eco-brand is another important factor to capture consumers to purchase green products because some of them believe to the established brand can give them a high-quality of the product and also consumers willing to pay for premium price for established eco-brand. The last factor can contributes in rising consumers' intention is trust; trust is fragile factor that business must careful to keep it from destroy and from this strategy business can increase their market share and gain a profit.

In other hand, eco-label indicates no significant to influence consumers' intention to purchase green products in future and it reveals the facts of how green marketing is operating and what steps should be taken to encourage more Malaysian consumers be a green as a culture in future.

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