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

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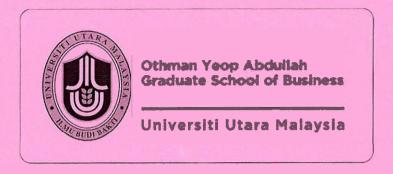
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### **ABSTRACT**

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 M	farketing Strategies Concept	19 - 20
2.1.2	Percepti	on of Eco-Labelling	20 - 22
2.1.3	Percepti	on of Eco-Brand	23 - 25
2.1.4	Environ	mental 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	Consum	ers' Intention	31 - 32
СНАРТ	TER 3 : MI	ETHODOLOGY	
3	.0 Introduc	tion	33
3	.1 Researcl	h Framework	33-34
3	.2 Hypothe	eses	34-35
3	.3 Research	n Design	
	3.3.1	Type of Study	35-36
	3.3.2	Unit Analysis	37
3	.4 Measure	ement of Variables	37-38
3	.5 Instrume	ent in the Study	39-42
3	.6 Data Co	llection	42
3	.7 Samplin	g Design	
	3.7.1	Population and Sample Size	43
	3.7.2	Sampling Technique	43-44
3	.8 Data Col	llection Procedure	44-45
	3.8.1	Questionnaire Rate of Return	45

3.9 Technique	es of Data Analysis	
3.9.1	Statistical Analysis	46
3.10 Pilot Test		46
3.11 Reliability	7 Test	46-47
CHAPTER 4: RE	SULT AND DISCUSSION	
4.0 Introducti	on	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	on Analysis	54
4.4 The Regre	ession of Analysis	55-57
CHAPTER 5 :CON	NCLUSION AND RECOMMENDATION	
5.0 Introducti	on	58
5.1 Discussio	n 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

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
	42
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-Labelling	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
Table4.7	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 of 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

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