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THE DIRECT AND INDIRECT EFFECT OF GREEN
PURCHASING BEHAVIOR OF CONSUMERS IN THE
NORTHERN REGION OF MALAYSIA



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BEHAVIOR OF CONSUMERS IN THE NORTHERN REGION OF MALAYSIA



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Thesis Submitted to the
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ABSTRACT

In the recent years, consumers have started to express their concern over environmental issues, which caused manufacturers together with governments and policy makers to introduce green products as a partial solution. Many studies have put a significant thumbprint in this field, however, with this being an emerging market, there are still many gaps in both literature and in practice. Therefore, this research examines the influence of the perceived value of green products, environmental concern, green advertisement and eco-labels on Malaysian consumers' purchasing behaviour of green products. Furthermore, the study examined the moderating effect of green trust in order to provide a better understanding of the Malaysian consumers' green product purchasing behaviour. This quantitative study presents and discusses empirical findings from a survey of 383 respondents residing in the northern region of Malaysia using partial least squares-structural equation modelling (PLS-SEM). The results from the structural model revealed that the perceived value of green products together with green advertisement and price were crucial in directly affecting Malaysians' green purchasing behaviour. However, hypothesized paths for environmental concern, eco-label and availability of green products were not supported. The findings further indicate that the links between environmental concern and green purchasing behaviour are stronger when the respondents have high green product trust, supporting the moderating effect of green product trust. Finally, the implications are discussed, and the limitations of the study and future directions are briefly outlined.

Keywords: green purchasing behavior, green trust, environmental concern

ABSTRAK

Sejak kebelakangan ini, pengguna mula menyatakan kebimbangan terhadap isu-isu alam sekitar yang menyebabkan pengeluar, kerajaan dan pembuat dasar memperkenalkan produk sebagai sebahagian daripada cara penyelesaian. Banyak kajian penting telah dijalankan dalam bidang ini. Walaupun hal ini mendapat perhatian yang semakin meluas, masih terdapat banyak jurang dari sudut praktikal dan kajian lampau. Oleh itu, kajian ini menyelidik pengaruh faktor-faktor seperti produk hijau, keprihatinan alam sekitar, iklan hijau, dan label *eco* terhadap tingkah laku pembelian produk hijau dalam kalangan pengguna di Malaysia. Selain itu, kajian ini juga meneliti kesan pengantaraan keyakinan produk hijau untuk memberikan pemahaman yang lebih baik tentang tingkah laku pembelian produk hijau. Kajian kuantitatif ini menunjukkan dan membincangkan penemuan empirikal hasil kaji selidik daripada 383 responden yang menetap di wilayah utara Malaysia menggunakan *partial least squares-structural equation modelling (PLS-SEM)*. Dapatan daripada model struktur menunjukkan bahawa produk hijau bersama dengan iklan hijau dan harga adalah penting dalam mempengaruhi tingkah laku pembelian produk hijau oleh rakyat Malaysia. Walau bagaimanapun, hipotesis keprihatinan alam sekitar, label *eco* dan kebolehdapatan produk hijau didapati tidak disokong. Penemuan ini juga menyokong kesan pengantaraan keyakinan terhadap produk hijau apabila hubungan antara keprihatinan alam sekitar dengan tingkah laku pembelian produk hijau didapati lebih kuat apabila responden mempunyai keyakinan tinggi dengan produk hijau. Akhir sekali, implikasi kajian dibincangkan, batasan kajian dan hala tuju kajian dijelaskan secara ringkas.

Kata kunci: tingkah laku pembelian produk hijau, keyakinan produk hijau, keprihatinan terhadap alam sekitar

"Allah will raise those who believe from among you, and those to whom knowledge is given, to degrees of rank. And Allah is Well-Aware of what you do"

-Quran, 58:12-

"If God were to hold all Truth concealed in his right hand, and in his left only the steady and diligent drive for Truth, albeit with the proviso that I would always and forever err in the process, and offer me the choice, I would with all humility take the left hand, and say: O' God, I will take this one - the pure truth is for You alone"

-Gotthold Ephraim Lessing-

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
CFL	Compact Fluorescent Light
CR	Composite Reliability
CSR	Corporate Social Responsibility
DV	Dependent Variable
EU	European Union
EVT	Expectancy-value Theory
GDP	Gross Domestic Product
IV	Independent Variable
KL	Kuala Lumpur
PBC	Perceived Behavioral Control
RM	Ringgit Malaysia
SIRIM	The Standard and Industrial Research Institute of Malaysia
SPM	Sijil Pelajaran Malaysia
SPSS	Statistical Package for the Social Sciences
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UK	The United Kingdom
USA	The United States of America
WEPI	World Environmental Performance Index

CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

Starting from the early 1990s, consumers' concern to environmental issues have increased, with the majority of the concerned consumers becoming a strong force of green consumerism requesting companies to play their social responsibility and come up with solutions (Peattie, 2001). Such a force has led marketers from these corporations to start considering green products and green processes in their plans. This issue drove global communities in many countries to pass strict and new laws that support the environment (Ramezani, Ismailpor & Tondkar, 2010). The first actual change towards going green among corporations was applied in 1992, when guidelines on labels that designate environment support were enforced by the European Commission (Hessami & Yousefi, 2013).

The term 'green marketing' refers to marketing environmentally-friendly products or services (Mishra & Sharma, 2010). As a concept, it is associated with the whole marketing activities starting with the production phase, to having it consumed by the final customer, and finally by having the products disposed in a way that does not harm the environment. Many consumers started to recognize the impacts of their behavior on the environment over the years, and many studies suggest that environmentally concerned consumers usually turn their backs on some products and

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APPENDICES

Appendix A-1

QUESTIONNAIRE

(English Version)



Dear Respondents

The researcher would appreciate your help this research survey, which is designed to provide an understanding of Malaysian consumers' green purchasing behavior and knowing their actual behavior towards green products. Therefore, the accuracy and objectivity of your responses carefully reflect the extent of your interest and concern to our access to accurate and precise results that will benefit everyone.

The present survey is a part of my study for PhD degree that tries to determine the factors that affect the purchasing behavior of green product in Malaysia.

Please be assured that your response will be treated confidentially and will be used for the purpose of the research only.

Please read the questions carefully and answer them to the best of your ability.

With sincere thanks and appreciation,

Sincerely
Muhammed Abdullah Sharaf
PhD Candidate

Part A: Demographic profile of the respondents

For each question please place (√) in the boxes where appropriate or fill in the details in the spaces provided.

1. Age Year
2. Gender: ☐ Male ☐ Female
3. Race: ☐ Malay ☐ Chinese ☐ Indian ☐ Others
4. Education Level: ☐ SPM ☐ Undergraduate ☐ Postgraduate ☐ Other
5. Place of residence: ☐ Penang ☐ Perlis ☐ Kedah
8. Income/month: ☐ Less than 2000 ☐ 2000-3999 ☐ 4000-5999
- ☐ 6000-7999 ☐ 8000-9999 ☐ more than10000

PART B:

Dear Respondents

Please indicate your response to the following statements according to the scale below.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

In your rating please remember the following points.

- 1- Please answer each of the statement related to the questions by ticking (√) alongside the cell that best describe your answer.
- 2- Some of the questionnaire may appear to be similar but they do address somewhat different issue, please read each question carefully.
- 3- Please answer all questions- do not omit any.

4- Never tick more than one answer.

Part B is divided into five sections

SECTION ONE

Purchasing Behavior

Purchasing Behavior		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I often buy green products					
2	I make a special effort to buy paper and plastic products that are made from recycled materials					
3	When I have a choice between two equal products, I purchase the one less harmful to other people and the environment					
4	I make a special effort to buy household chemicals such as detergents and cleansing solutions that are environmentally friendly.					
5	I have avoided buying products that have potentially harmful environmental effects.					

SECTION TWO

Perceived Value and Environmental Concern		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
6	I get very good value from Green products' function					
7	I am satisfied with Green products' performance					
8	I purchase a green product because it has more environmental benefits than other products					
9	I purchase a green products because it has more environmental concern than other products					
10	I purchase a green products because it is environmentally friendly					
11	I am highly concerned about the environment					
12	I think environmental issues are consumers' responsibility					
13	I wish to see less packaging waste generated by processed products.					
14	I am worried about how all of my activities affect the environment.					
15	I believe that environmental issues are an emergency issue.					
16	I often think about how the environmental quality of Malaysia can be improved.					

SECTION THREE

Green Advertisement and Eco-label		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
17	I have seen advertisement recommending the use of green products.					
18	I believe advertising contributes to the knowledge about benefits of green products.					
19	I trust green advertisements.					
20	I think green advertisements are attractive.					
21	I make proper purchasing decisions based on green advertisements guidance.					
22	I enjoy watching broadcasts of green advertisements.					
23	I consider what is printed on eco-labels to be accurate.					
24	I easily understand The information on eco-labels.					
25	I'm satisfied with the information available on the eco-label of the green products I purchased.					
26	I understand the information on green products.					
27	I believe in the information on green products.					
28	I appreciate the package/design of green products.					

SECTION FOUR

Price and Availability of Green Products		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
29	I know where the green product displays are in my supermarket.					
30	I easily find green products in my supermarket.					
31	I am willing to buy green products if they are accessible/available in my supermarket.					
32	I always find green products that I want to buy.					
33	I find green products that I need easily.					
34	Green products are easy to reach.					

35	I would choose environmentally friendly goods and services, campaigns or companies if the price were the same.					
Price and Availability of Green Products “continued”		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
36	I'm willing to pay more for environmentally friendly products.					
37	If the price of green products is less expensive I'm willing to change my lifestyle by purchasing green products.					
38	To me, it is acceptable to pay more for groceries that are produced, processed and packaged in an environmentally friendly way.					
39	I would accept paying more for an environmental cleanup program.					
40	I would be willing to spend an extra in order to buy less environmentally harmful products.					
41	I feel proud to have environmental friendly products in my house though they cost more.					

SECTION Five

Trust

Trust		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
42	I believe that green product's environmental image is generally reliable.					
43	I think that green product's environmental functionality is generally dependable.					
44	I believe that green product's environmental claims are trustworthy.					
45	The green product's environmental performance meets my expectations.					
46	The green products keep promises for environmental improvement.					

Thank you for your time and cooperation..!

Appendix A-2

QUESTIONNAIRE

(Bahasa Melayu Version)

SOAL SELIDIK



Responden yang dihormati,

Penyelidik amat menghargai bantuan anda dalam kajian yang direka untuk memahami tabiat sebenar pengguna Malaysia terhadap pembelian produk 'hijau'. Oleh itu, ketepatan dan objektiviti jawapan anda mencerminkan tahap kecenderungan dan keperihatinan kepada kami untuk mendapatkan keputusan yang tepat dan mendalam bagi memanfaatkan orang ramai.

Kajian ini merupakan sebahagian daripada kajian ijazah PhD saya untuk menentukan faktor-faktor yang mempengaruhi tingkah laku pembelian produk hijau di Malaysia.

Jawapan anda akan dirahsiakan dan akan digunakan untuk tujuan penyelidikan sahaja.

Sila baca soalan dengan teliti dan jawab dengan terbaik mengikut kemampuan anda.

Dengan ucapan terima kasih dan setinggi-tinggi penghargaan,

Yang ikhlas,
Muhammed Abdullah Sharaf
Calon PhD
Pusat Pengajian Pengurusan Perniagaan

Bagi setiap soalan sila tandakan (✓) di dalam ruang yang bersesuaian atau isikan maklumat di ruangan yang disediakan.

1. Umur..... Tahun
2. Jantina: ☐ Lelaki ☐ Perempuan
3. Bangsa: ☐ Melayu ☐ Cina ☐ India ☐ Lain-lain
4. Tahap pendidikan : ☐ SPM ☐ Sarjana Muda ☐ Sarjana ☐ Lain-lain
5. Tempat tinggal : ☐ Pulau Pinang ☐ Perlis ☐ Kedah
8. Pendapatan/sebulan: ☐ Kurang 2000 ☐ 2000-3999
☐ 4000-5999 ☐ 6000-7999
☐ 8000-9999 ☐ lebih 10000

BAHAGIAN B:

Para responden,

Sila tandakan respon anda untuk menyatakan pendapat anda mengikut skala yang diberikan.

1 Sangat tidak setuju	2 Tidak setuju	3 Tidak pasti	4 Setuju	5 Sangat Setuju
--------------------------	-------------------	------------------	-------------	--------------------

Sila gunakan skala tersebut di dalam penilaian anda.

1- Sila jawab setiap pernyataan di bawah dengan menandakan (✓) dalam kotak mengikut jawapan terbaik anda.

2- Sesetengah soal selidik berkemungkinan berulang tetapi ia berkait dengan isu yang berlainan. Sila baca dengan teliti.

3- Sila jawab semua soalan- jangan dibiarkan kosong.

4- Jangan tanda melebihi satu jawapan.

Bahagian ini dibahagikan kepada lima bahagian.

BAHAGIAN I

Tabiat pembelian

Tabiat pembelian		1	2	3	4	5
		Sangat tidak Setuju	Tidak Setuju	Tidak Pasti	Setuju	Sangat Setuju
1	Saya selalu beli produk 'hijau'					
2	Saya usaha lebih untuk membeli kertas dan plastic yang diperbuat daripada barangan kitar semula.					
3	Apabila saya mempunyai dua pilihan produk yang sama, saya membeli produk yang kurang berbahaya terhadap orang ramai dan persekitaran.					
4	Saya usaha lebih untuk membeli bahan pencuci berkimia seperti detergen dan pencuci bahan larut yang mesra alam.					
5	Saya mengelak dari membeli barangan yang berpotensi memberi kesan berbahaya kepada alam sekitar.					

BAHAGIAN II

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		1	2	3	4	5
		Sangat tidak Setuju	Tidak Setuju	Tidak Pasti	Setuju	Sangat Setuju
6	Saya mendapat nilai yang bagus dari fungsi produk 'hijau'.					
7	Saya berpuas hati dengan prestasi produk 'hijau'.					
8	Saya membeli produk 'hijau' kerana ia lebih banyak memberi faedah kepada alam sekitar berbanding produk yang lain.					
9	Saya membeli produk 'hijau' kerana ia lebih mengutamakan alam sekitar berbanding produk lain.					
10	Saya membeli produk 'hijau' kerana ia lebih mesra alam.					
11	Saya sangat prihatin terhadap alam sekitar.					
12	Saya berpendapat isu alam sekitar adalah tanggungjawab pengguna.					
13	Saya berharap agar kurangnya sisa pembungkusan hasil daripada produk yang telah diproses.					

14	Saya khuatir tentang bagaimana semua aktiviti saya memberi kesan kepada alam sekitar.					
15	Saya yakin isu alam sekitar merupakan isu penting.					
16	Saya seringkali memikirkan tentang bagaimana kualiti alam sekitar Malaysia dapat ditingkatkan.					

BAHAGIAN III

		1	2	3	4	5
		Sangat tidak Setuju	Tidak Setuju	Tidak Pasti	Setuju	Sangat Setuju
17	Saya telah melihat pengiklanan yang mencadangkan penggunaan produk 'hijau'					
18	Saya yakin pengiklanan menyumbang kepada pengetahuan mengenai faedah produk 'hijau'.					
19	Saya percaya pengiklanan 'hijau'.					
20	Saya merasakan pengiklanan 'hijau' adalah menarik					
21	Saya membuat keputusan yang bijak berdasarkan daripada pengiklanan 'hijau'.					
22	Saya menikmati menonton siaran pengiklanan produk 'hijau'.					
23	Saya mempertimbangkan apa yang dicetak diatas Eko-label adalah tepat.					
24	Saya mudah memahami maklumat yang terdapat pada eko-label.					
25	Saya berpuas hati dengan maklumat yang terdapat pada eko-label produk 'hijau' yang telah dibeli.					
26	Saya memahami maklumat yang terdapat pada produk 'hijau'.					
27	Saya percaya dengan maklumat yang terdapat pada produk 'hijau'.					
28	Saya menghargai pembungkusan atau reka bentuk produk 'hijau'.					

BAHAGIAN IV

		1	2	3	4	5
		Sangat Tidak Setuju	Tidak Setuju	Tidak Pasti	Setuju	Sangat Setuju
29	Saya tahu dimana produk 'hijau' dipaparkan di dalam pasar raya.					

30	Saya dapat mencari produk 'hijau' dalam pasar raya dengan mudah.					
31	Saya sanggup membeli produk 'hijau' jika ia ada/boleh didapati dalam pasar raya.					
32	Saya sentiasa mencari produk 'hijau' yang dikehendaki.					
33	Saya dapat mencari produk 'hijau' yang saya perlu dengan mudah.					
34	Produk 'hijau' senang didapati.					
35	Saya rela memilih produk dan servis yang mesra alam, kempen atau syarikat jika harganya sama.					
36	Saya sanggup membayar lebih bagi produk yang mesra alam.					
37	Jika harga produk 'hijau' lebih murah, saya sanggup mengubah gaya hidup dengan membeli produk 'hijau'.					
38	Bagi saya, ia boleh diterima bagi barangan runcit yang dihasilkan, diproses dan dibungkus secara mesra alam.					
39	Saya rela membayar lebih bagi program pembersihan alam sekitar.					
40	Saya sanggup berbelanja lebih bagi membeli barangan yang tidak berbahaya terhadap alam sekitar.					
41	Saya merasa bangga memiliki barangan mesra alam di dalam rumah saya walaupun harganya mahal.					

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BAHAGIAN V

Kepercayaan

Kepercayaan		1	2	3	4	5
		Sangat Tidak Setuju	Tidak Setuju	Tidak Pasti	Setuju	Sangat Setuju
42	Saya percaya imej mesra alam produk 'hijau' secara umumnya boleh dipercayai.					
43	Saya merasakan fungsi mesra alam produk 'hijau' secara umumnya boleh diharapkan.					
44	Saya percaya bahawa dakwaan produk 'hijau' adalah mesra alam boleh dipercayai.					
45	Prestasi mesra alam produk 'hijau' mencapai jangkaan saya.					
46	Produk 'hijau' menepati janji untuk peningkatan alam sekitar.					

Terima kasih di atas masa dan kerjasama anda...!

Appendix B

Descriptive Statistics for Demographic Variables

age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <20	30	5.5	5.5	5.5
2-29	240	44.2	44.2	49.7
30-39	130	23.9	23.9	73.7
40-49	99	18.2	18.2	91.9
≥50	44	8.1	8.1	100.0
Total	543	100.0	100.0	

gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	219	40.3	40.3	40.3
female	324	59.7	59.7	100.0
Total	543	100.0	100.0	

race

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid malay	300	55.2	55.2	55.2
chinese	191	35.2	35.2	90.4
indian	47	8.7	8.7	99.1
other	5	.9	.9	100.0
Total	543	100.0	100.0	

education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid spm	197	36.3	36.3	36.3
undergraduate	201	37.0	37.0	73.3
postgraduate	78	14.4	14.4	87.7
other	67	12.3	12.3	100.0
Total	543	100.0	100.0	

income/month

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <2000	244	44.9	44.9	44.9
2000-3999	203	37.4	37.4	82.3
4000-5999	67	12.3	12.3	94.7
6000-7999	19	3.5	3.5	98.2
8000-9999	5	.9	.9	99.1
≥10000	5	.9	.9	100.0
Total	543	100.0	100.0	

Appendix C

Missing data Result Variables

	Result Variable	N of Replaced Missing Values	Case Number of Non-Missing Values		N of Valid Cases	Creating Function
			First	Last		
1	pb1_1	1	1	394	394	SMEAN(pb1)
2	pb2_1	1	1	394	394	SMEAN(pb2)
3	pb3_1	1	1	394	394	SMEAN(pb3)
4	pb4_1	0	1	394	394	SMEAN(pb4)
5	pb5_1	0	1	394	394	SMEAN(pb5)
6	pv1_1	0	1	394	394	SMEAN(pv1)
7	pv2_1	0	1	394	394	SMEAN(pv2)
8	pv3_1	2	1	394	394	SMEAN(pv3)
9	pv4_1	2	1	394	394	SMEAN(pv4)
10	pv5_1	1	1	394	394	SMEAN(pv5)
11	ec1_1	5	1	394	394	SMEAN(ec1)
12	ec2_1	0	1	394	394	SMEAN(ec2)
13	ec3_1	3	1	394	394	SMEAN(ec3)
14	ec4_1	0	1	394	394	SMEAN(ec4)
15	ec5_1	0	1	394	394	SMEAN(ec5)
16	ec6_1	1	1	394	394	SMEAN(ec6)
17	ga1_1	0	1	394	394	SMEAN(ga1)
18	ga2_1	0	1	394	394	SMEAN(ga2)
19	ga3_1	1	1	394	394	SMEAN(ga3)
20	ga4_1	3	1	394	394	SMEAN(ga4)
21	ga5_1	1	1	394	394	SMEAN(ga5)
22	ga6_1	1	1	394	394	SMEAN(ga6)
23	el1_1	0	1	394	394	SMEAN(el1)
24	el2_1	1	1	394	394	SMEAN(el2)
25	el3_1	1	1	394	394	SMEAN(el3)
26	el4_1	2	1	394	394	SMEAN(el4)
27	el5_1	0	1	394	394	SMEAN(el5)
28	el6_1	1	1	394	394	SMEAN(el6)
29	pa1_1	0	1	394	394	SMEAN(pa1)
30	pa2_1	1	1	394	394	SMEAN(pa2)
31	pa3_1	2	1	394	394	SMEAN(pa3)
32	pa4_1	2	1	394	394	SMEAN(pa4)
33	pa5_1	0	1	394	394	SMEAN(pa5)
34	pa6_1	0	1	394	394	SMEAN(pa6)
35	pp1_1	0	1	394	394	SMEAN(pp1)
36	pp2_1	1	1	394	394	SMEAN(pp2)
37	pp3_1	1	1	394	394	SMEAN(pp3)
38	pp4_1	0	1	394	394	SMEAN(pp4)
39	pp5_1	2	1	394	394	SMEAN(pp5)
40	pp6_1	1	1	394	394	SMEAN(pp6)
41	pp7_1	1	1	394	394	SMEAN(pp7)
42	t1_1	1	1	394	394	SMEAN(t1)
43	t2_1	1	1	394	394	SMEAN(t2)
44	t3_1	2	1	394	394	SMEAN(t3)
45	t4_1	1	1	394	394	SMEAN(t4)
46	t5_1	1	1	394	394	SMEAN(t5)

Appendix D

Test of Non-respondent Bias

Group Statistics

	Bias	N	Mean	Std. Deviation	Std. Error Mean
Pbehavior	1.00	365	18.0966	3.44740	.18045
	2.00	168	18.2640	3.18586	.24579
Value	1.00	365	19.2922	2.86051	.14973
	2.00	168	19.5707	3.05372	.23560
Econcern	1.00	365	24.2885	3.38818	.17735
	2.00	168	24.5121	3.57855	.27609
Advertise	1.00	365	22.6076	3.62889	.18994
	2.00	168	22.6937	3.77422	.29119
Ecolabel	1.00	365	22.9104	3.39611	.17776
	2.00	168	22.8739	3.20090	.24695
availability	1.00	365	20.0512	4.23168	.22150
	2.00	168	19.8671	4.61220	.35584
Price	1.00	365	26.5605	4.19556	.21961
	2.00	168	26.0279	4.25178	.32803
trust	1.00	365	19.3647	2.98524	.15625
	2.00	168	19.0893	2.98265	.23012

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Pbehavior	Equal variances assumed	.870	.351	-.533	531	.594	-.16738	.31394	-.78410	.44934
	Equal variances not assumed			-.549	349.006	.583	-.16738	.30492	-.76709	.43233
Value	Equal variances assumed	2.079	.150	-1.022	531	.307	-.27851	.27248	-.81379	.25677

	Equal variances not assumed			-.998	306.218	.319	-.27851	.27915	-.82781	.27078
Econcern	Equal variances assumed	3.555	.060	-.695	531	.487	-.22365	.32157	-.85536	.40806
	Equal variances not assumed			-.682	309.098	.496	-.22365	.32814	-.86932	.42203
Advertise	Equal variances assumed	1.276	.259	-.251	531	.802	-.08605	.34265	-.75916	.58706
	Equal variances not assumed			-.248	313.329	.805	-.08605	.34766	-.77010	.59800
Ecolabel	Equal variances assumed	.051	.822	.118	531	.906	.03658	.31102	-.57439	.64755
	Equal variances not assumed			.120	342.680	.904	.03658	.30428	-.56191	.63506
availability	Equal variances assumed	2.386	.123	.453	531	.650	.18408	.40602	-.61352	.98168
	Equal variances not assumed			.439	300.767	.661	.18408	.41914	-.64075	1.0089 0
Price	Equal variances assumed	2.946	.087	1.356	531	.176	.53256	.39281	-.23910	1.3042 2
	Equal variances not assumed			1.349	320.685	.178	.53256	.39476	-.24408	1.3091 9
trust	Equal variances assumed	.378	.539	.990	531	.323	.27546	.27824	-.27113	.82205
	Equal variances not assumed			.990	324.820	.323	.27546	.27815	-.27175	.82267

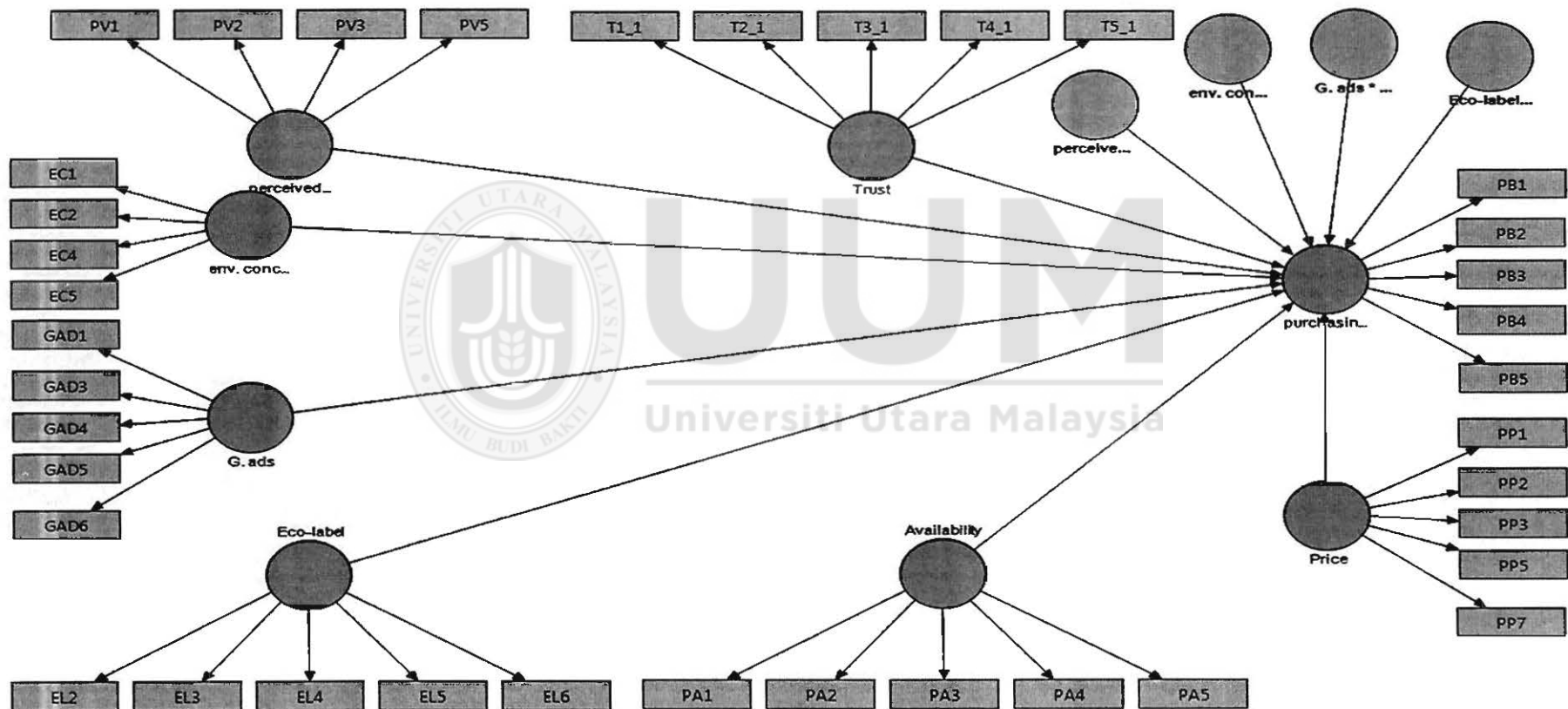
Descriptive

	SMEAN (pb1)	SMEAN (pb2)	SMEAN (pb3)	SMEAN (pb4)	SMEAN (pb5)	SMEAN (pv1)	SMEAN (pv2)	SMEAN (pv3)	SMEAN (pv4)	SMEAN (pv5)	SMEAN (ec1)	SMEAN (ec2)	SMEAN (ec3)	SMEAN (ec4)	SMEAN (ec5)	SMEAN (ec6)	SMEAN (ga1)	SMEAN (ga2)	SMEAN (ga3)	SMEAN (ga4)	SMEAN (ga5)	SMEAN (ga6)
N Valid	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	3.63	3.69	3.97	3.80	3.91	3.84	3.81	3.94	3.94	3.99	4.07	4.24	4.18	3.92	4.20	3.95	3.83	3.96	3.838	3.79	3.85	3.76
Std. Deviation	.834	.796	.826	.815	.745	.673	.712	.723	.717	.697	.714	.724	.717	.766	.787	.799	.728	.740	.790	.794	.766	.781
Minimum	1	1	1	1	1	1	1	2	1	2	1	2	2	1	1	1	1	1	1	1	1	1
Maximum	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

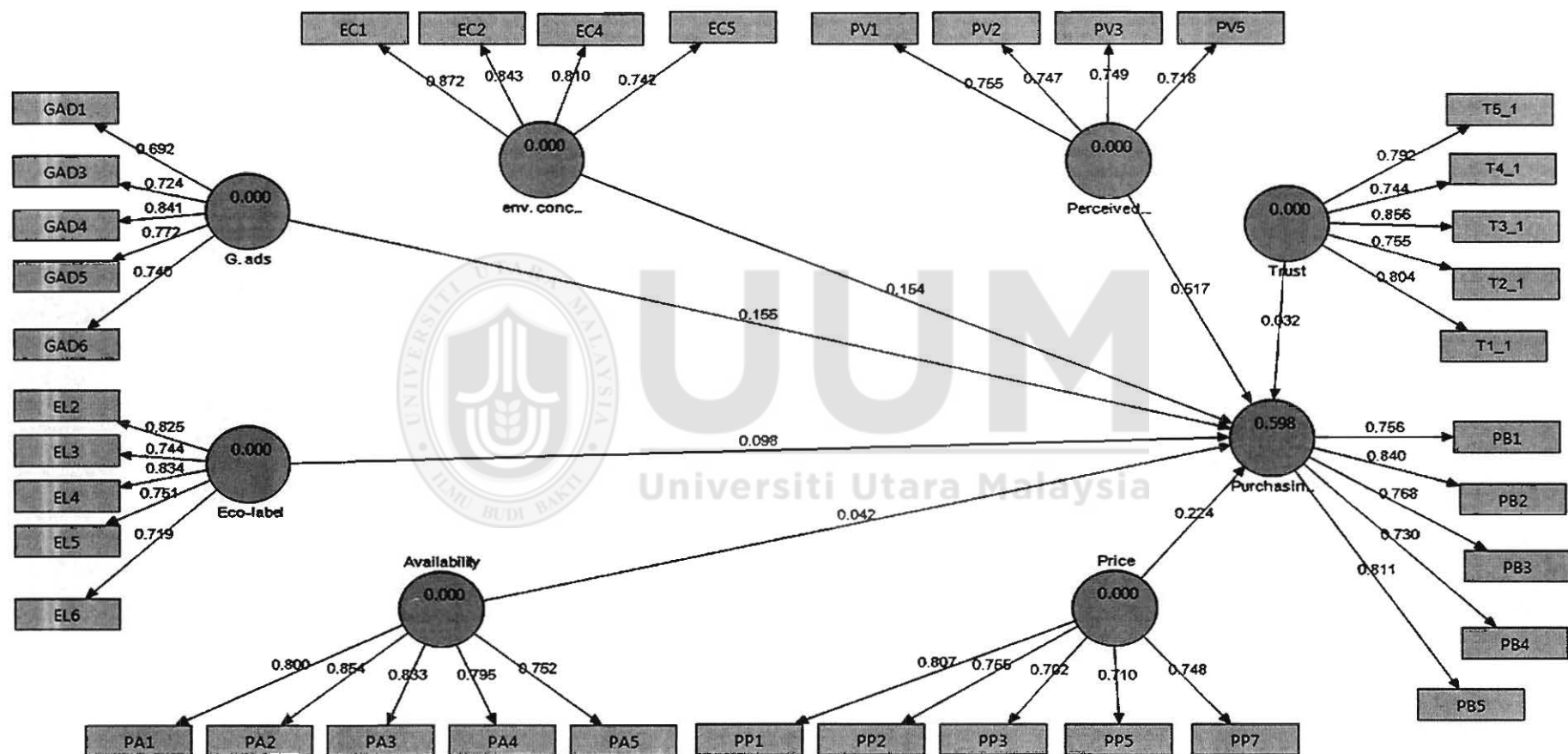
	SMEAN (el1)	SMEAN (el2)	SMEAN (el3)	SMEAN (el4)	SMEAN (el5)	SMEAN (el6)	SMEAN (pa1)	SMEAN (pa2)	SMEAN (pa3)	SMEAN (pa4)	SMEAN (pa5)	SMEAN (pa6)	SMEAN (pp1)	SMEAN (pp2)	SMEAN (pp3)	SMEAN (pp4)	SMEAN (pp5)	SMEAN (pp6)	SMEAN (pp7)	SMEAN (t1)	SMEAN (t2)	SMEAN (t3)	SMEAN (t4)	SMEAN (t5)
N Valid	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532	532
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	3.78	3.83	3.19	3.86	3.91	4.03	3.45	3.53	3.78	3.60	3.59	3.58	4.00	3.70	4.04	3.84	3.78	3.81	3.77	3.90	3.89	3.93	3.80	3.95
Std. Deviation	.779	.718	.712	.735	.706	.681	.914	.939	.727	.807	.921	.935	.738	.830	.774	.720	.761	.764	.845	.634	.733	.690	.768	.749
Minimum	1	1	1	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1
Maximum	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

Appendix E

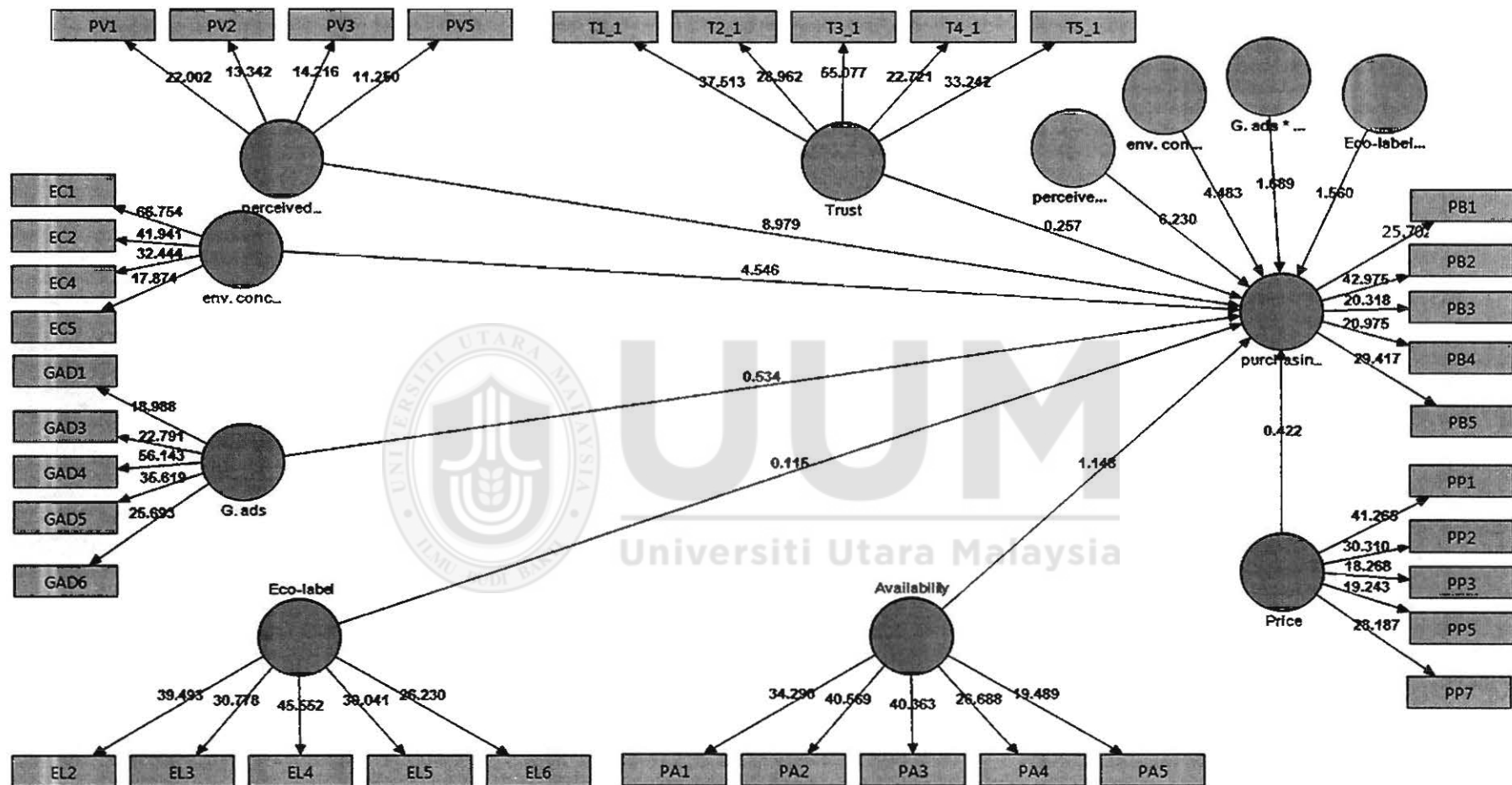
Analysis Phases of the Study's Model In PLS

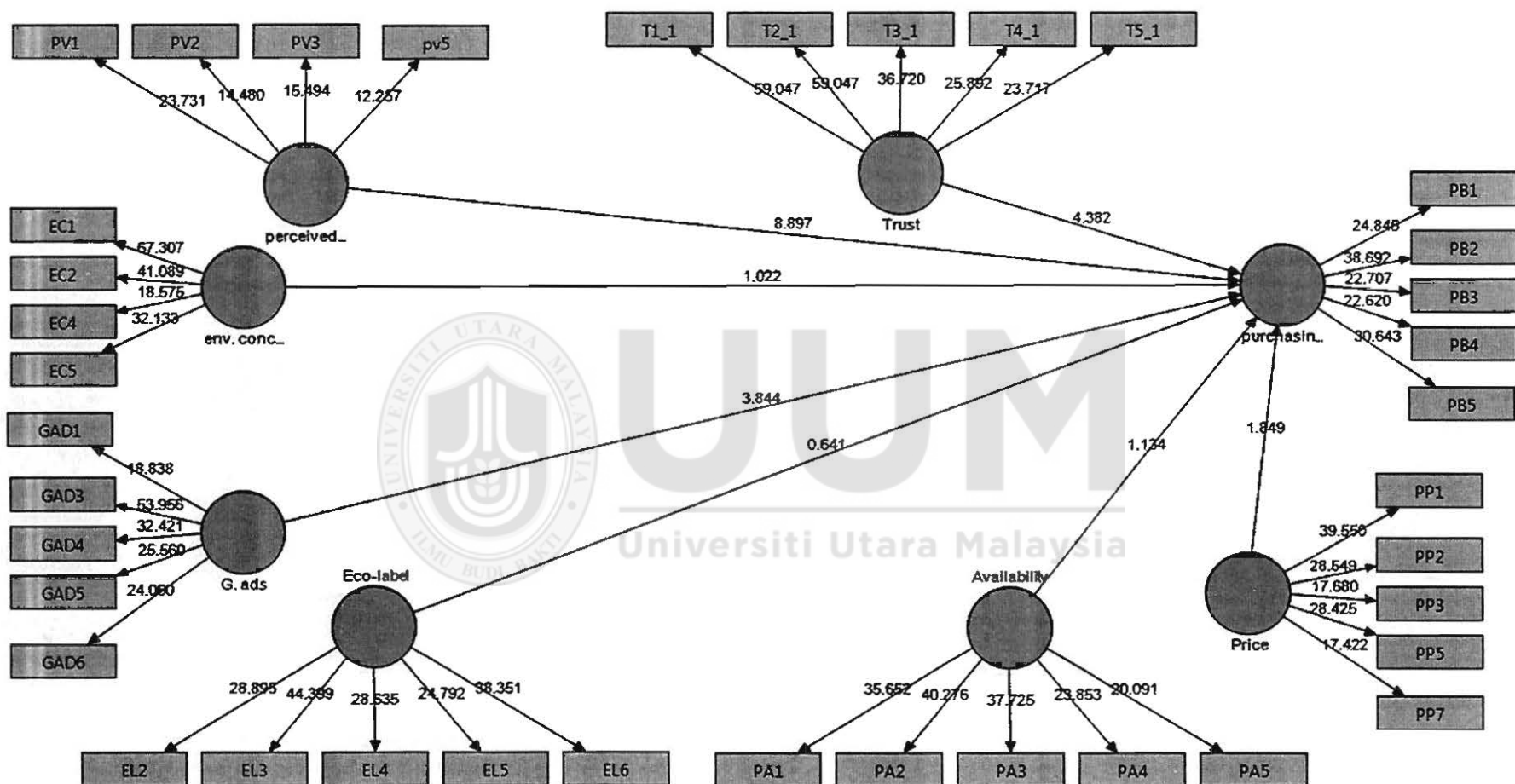


Original Study Model



Items Loading, Path coefficient and R² values





PLS Bootstrapping (t-value) for the study model without moderator

Appendix F

Research Assistant

Name	Occupation	Place of work	Contact number	Location of assistance
Nur Wahidah Binti Muhammad	HR admin	Young Living Malaysia Sdn Bhd	017-558-9402	Kedah-Perlis
Nadiatul Nadira Binti Abdul Rahim	Customer services and admin executive	FM Global Logistics Sdn Bhd	014-908-2417	Kedah
Lau Shun Man	Director and founder	Candela Talent Centre	016-440-3054	Penang
Pee Zhi Jun	Sales executive	Monarch Aesthetic Sdn Bhd	016-567-9395	Penang