THE MODERATOR ROLE OF ADVERTISEMENT IN INFLUENCING THE PURCHASING INTENTION OF RECYCLABLE PRODUCT

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DECLARATION

I hereby declare that:

    (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

    (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

    (3) The word count of this research report is __19,240_____.

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ABSTRACT

Consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for organic and environmentally friendly products. The world is facing with the environmental degradation issues and research has shown that human behavior is the main root of this matter. The Malaysian government as a part of the world tries to protect and preserve the ecology. The government encourages the public to change their behavior towards the environment via various campaigns and events. In view of this, recyclable products are promoted to the desired consumers by the marketers in order to reduce the environmental footprint.

The main purpose of this study is to identify the key factors influencing recyclable product's purchase intentions of Malaysian, specifically in the Klang Valley area. It also aims to test the relationship between recyclable product purchasing intention and its antecedents such as price influential, quality influential and advertisement influential. The research design chosen for this research is quantitative and data were collected from 150 respondents through the distribution of questionnaires survey. The justification to choose quantitative method is that it helps in defining the relationship among dependent and independent variables.

Key Words: Consumer purchase intention, price influential, quality influential, advertising influential.

1 INTRODUCTION

1.0 Introduction

Environmental problems have been the main issue for the consumers in the last three decades. This consciousness has increased due to factors like media coverage, awareness of environmental problems, activities of pressure groups, strict legislation (both national and international) and effects of industrial disasters on people's attitude (Tapon & Leighton, 1991).

Some people believe that marketing is responsible for partly damaging the environment because they produce the products which have short time life and using advertisement, they encourage people to buy different goods, and these activities increase people's consumptions. (Yam-Tang & Chan, 1998). Example of creation by businesses, example of utilization and customers' conduct cause natural issues straightforwardly or in a roundabout way (Said, Ahmadun , Paim , & Masud, 2003). What's more with these proceeding with examples, natural issues expanded and afterward prompt environmental debasement. The ecological corruption has brought about issues to environment like an unnatural weather change, exhaustion of stratospheric ozone layer, contamination of the ocean and streams, commotion and light contamination as well as corrosive downpours (Ramlogan, 1997). It is noted that nearly 30-40 percent of environment corruption is originated from private families (Grunert, 1993).

Malaysia is one of the fastest developing countries in Asia, and its economy has grown over the last few decades, from industrialization, agribusiness and tourism. Notwithstanding, Malaysia now confronts issues of deforestation, contamination of inland marine waters, soil and waterfront disintegration, over angling and coral reef annihilation, alongside air contamination, water sullying and the issue of waste transfer (Hawthorne & Alabaster, 1999).

1.1 Background of study

According to Awang, Goh, & Tiong (1990), Malaysia is confronted with a lot of poisonous and perilous synthetic waste materials framed from the rapid development in the assembling division. To name a few of the ecological issues, there are air quality, waterway water quality, deforestation, family squanders and perilous squanders.

Streams are valuable assets that need to be safeguarded. They are hotspots for household and modern water supply, business angling, force era and watering system. There are also habitats for various kinds of aquatic organisms. Deplorably, streams are regularly tainted with residential and mechanical wastewater, strong waste, chemicals and different poisons from human exercises. Waterway contamination is quick turning into a disturbing issue in Malaysia. Since 1995, the quantity of clean waterways has diminished from 48 to 34 streams. Regardless, the quantity of abundantly contaminated streams has dropped marginally in the same period from 14 to 12 (Department of Statistics, 2001). In 2004, 18 stream bowls in Malaysia were classified as dirtied, 37 as somewhat contaminated and 65 as clean, using the Biochemical Oxygen Demand (BOD) parameter. The Department of Environment began the marine water quality observing in 1987. In 2004, the contaminants of the marine water were totally suspended strong materials, Escherichia coli and oil. As per the interval marine water quality benchmarks, 77 percent of the specimens surpassed the norms for aggregate suspended solids, 50 percent for Escherichia coli and 49 percent for oil. A study from the Department of Environment (Sekitar) in 1996 uncovered that engine vehicles contributed 82% to air contamination. Different sources contribution to air contamination are force stations, 9%; residential and business heaters, 0.2%; and open smoldering at robust waste transfer destinations, 0.8% (Sedek, Ramli, & Yahaya, 2006). Robust local waste is one of the major ecological issues which most regions encounter, particularly in urban zones. Albeit thorough battles of reusing campaigns and promotions, the reusing rate has only increased from 1-2 percent in 1997 to simply 5 percent in 2001 (Aini & Roslina, 2002).

Malaysia imports recyclable waste from different nations so as to deliver its own recyclable items. Not just does reusing intend to secure environment, it likewise can help the economy by recuperating and reusing important materials (Isa, Asaari, Ramli, Ahmad, & Siew, 2005). There are four primary recyclable categories in Malaysia:

1) Hued and clear glass, including beverage flasks, nourishment holders, vitamin jugs and corrective containers.
2) All sorts of aluminum and steel jars like beverage jars and sustenance jars
3) Paper, books, daily paper, magazines, paper scraps, timetables phone directories, indexes, handouts, cards, conceals & container boxes
4) Plastics shopping packs, market sacks plastic mineral water jugs, plastic sustenance compartments &vitamin holders.

Deforestation is another natural issue in Malaysia. There are numerous reasons for deforestation; a standout amongst the reasons is populace development. Increase interest for house as population increase. Numerous backwoods were cleared to satisfy this interest. In the meantime, alternate drive of deforestation in Malaysia is creating sections of land for palm oil estates. In this way, now Malaysia has the greatest palm oil ranches on the planet. Other environment issues identified with deforestation is the loss of territory for the animals and insufficient sustenance for them to stay in the woodland. An alternate impact of deforestation is increasing avalanches. As trees are chopped down, the dirt would be exposed and when it rains, the robust would stream and its structure would be feeble.

Since 1970s, environment issue is known as the earth's cordial client. More shoppers have understood that their utilization exercises will prompt natural issues and have transformed their surroundings concern without hesitation (Kangun, Carlson, & Grove, 1991). Suchard and Polonski (1991) pointed out that environmentally cognizant shoppers will attempt to secure the nature in different shapes. At the end of the day, they would concentrate on the practices like reusing, where at the period of 'watching that a bundle is made of recyclable material' and the 'purchasing just recyclable items'. Research also demonstrated

that buyers have interpreted their ensuing natural concern into effectively obtaining recyclable items (Smith, Self, & Cheeseman, 1990). As highlighted by Bridget and Antonis (1995), organizations answer the call of expanding purchasers concerns on environment by delivering a mixed bag of recyclable items. A case study conducted in UK suggests that 80 percent of individuals were mindful about the nature's domain and one in five shoppers bought recyclable items (Kangun, Carlson, & Grove, 1991). Smith, Self, and Cheeseman (1990) inferred that with expanding buyer awareness to environment issues, they were eager to purchase recyclable items.

Various researchers has named this group of individuals who cares about the environment and the ecosystems at large with technical terms. For instance, naturally dependable utilization refers to an unique sort of socially cognizant or socially mindful shopper conduct that may be seen as including a 'tree hugger viewpoint' (Scheffer, 1991) and might likewise be termed as 'recyclable consumerism' (Elkington , Hailes, & Makower, 1990) or 'ecologically concerned utilization' (Henion & Kinnear, 1976).

A genuine danger to people and their surroundings is the consistent and quickening abuse and devastation of common assets (Fransson & Gärling, 1999). Remembering this, it is tragic that endeavors to forever change individuals' earth ruinous conduct through intercessions have regularly not been met with achievement. A fundamental condition may be an increment in ecological concern and learning about the impacts and outcomes of the progressing natural weakening for future eras (Fransson & Gärling, 1999). As a result, people are now more cautious about their actions towards the mother earth and attempts to reduce the environment footprint when consuming products.

Individuals these days are mindful that there is no planet B after earth and this worrisome has pulled the spotlight of numerous scholarly specialists and turn into an essential point on the planet these days. Ecological issue like ozone exhaustion, air contamination, overpopulation, corrosive downpours, an unnatural weather change and perilous waste had cause a sharp climb in environmentalism

developed in the US and western Europe. As per Alwitt and Pitts (1996) study (as referred to in Rahbar and Wahid, 2011), the increment of the ecological mindfulness in people since 1970s will change the customer's conduct towards natural inviting related items. In this manner, it prompts to begin of the recyclable item, to avoid further inconvenience to the nature's domain. The key clients changed to capable compel in recyclable consumerism and they needed enterprises to be in charge of their general public and social issues (Peattie, 2001). In this way, consideration was drawn towards recyclable items and recyclable methods.

According to Mangun and Thurston (2002), recyclable item is characterized as producers bear the financial load of gathering and transfer of items toward the end of their valuable lives. Reuse or remanufacturing of a few segments may be more practical than transfer and give a chance to recuperation of their monetary worth (Mangun & Thurston, 2002).

Both businesses and shoppers these days are getting to be more alarm about the nature and postured exceptionally plausibility to switch into the recyclable items and administrations. Nonetheless, to move into recyclable item, it may seem, by all accounts, to be expensive at first, however because of economy of scale, the expense of item may cut down marginally later on (Savale, Sharma, & Patil, 2012). Along these lines the contemplating of the determinants of purchasers' buy conduct focused around recyclable item value, advertisement, and quality would profits to the organizations.

In 1992, European Commission exhibited directions about marks which demonstrate environment help on this premise, companies tried new endeavors in the field of recyclable innovations by making naturally neighborly items. Then again, Rex and Baumann research (2007) showed that enterprises made incredible interest in making and marking items all the more successfully however their piece of the pie is still low. The significance of the demeanor conduct hole was uncovered, when 30% of UK customers report concern over natural issues, however were moderate to make an interpretation of such concerns into really

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going recyclable (Lin & Huang, 2012). Truth be told, these days, a standout amongst the most critical difficulties that advertisers and organizations which are working in the field of recyclable items and administrations experience, is to distinguish and point out what variables have impact on green purchasers conduct and inevitably induce them to purchase recyclable items. Without knowing this issue, enterprises and associations can't extend consumer's particular systems for expanding their business sector partition by utilizing new requests identified with recyclable business sector and expert advertisers.

As indicated by the significance of this issue, the motivation behind this study is to present an applied model keeping in mind the end goal to recognize and concentrate measurements, segments and pointers which have impact on consumers "Recyclable buying plan by using narrative studies and the legitimacy of proposed model was affirmed by utilizing experts" view and subjective investigation approaches.

1.2   Problem statement

The quick development of the worldwide economy is constantly connected to the expanding of customers' utilization around the world. The earth disintegration brought on by the over utilization and usage of characteristic assets from the buyers is dependably a worry from the general population. As the nature keeps on worsening, it has turned into a steady open concern in created nations. Also, it additionally stirs creating nations to the recyclable item development for protection of the nature.

In year 2007, Malaysians delivered an abundance of 7.3 million tons of waste which is sufficient to top off 42 units of Petronas Twin Towers (Choong, 2008). Consequently it is much prescribed for Malaysian to buy recyclable items which can be recyclable, keeping in mind that the outcome is to diminish the waste. Despite the fact that there are numerous eco-accommodating items with recyclable properties and profits have been presented in Malaysia yet regardless it neglected

to draw the consideration from general society (Rahbar & Wahid, 2011). As indicated by Ottman (1992) (as referred to in Chan, 2001), the elements of this purchaser dealer association will prompt further progression of the recyclable upheaval over the entire nation.

Since 1970s, numerous examinations have been carried out on shopper conduct for recyclable items. Variables such as qualities, convictions/information, needs & inspirations, disposition, and demographics were proven to drive shopper decision as to buying recyclable products (Bui, 2005). It is noted that there are not many research that study the mediator of advertising influence in affecting buying plan, specifically on recyclable products. In this manner, this paper is taking a gander at whether advertisement, cost, and quality will impact purchaser buying proposition on recyclable items.

A survey of the surviving writing in Malaysia demonstrated that few studies have been carried out in testing the forerunners of recyclable items buy proposition. Majority of the studies focused around directing impact of advertising endorsement. Thus, in order to close the examination crevice, this research study concentrates on recognizing and affirming the determinants of recyclable items buying intention in the context of Malaysian shoppers.

In light of the above contention, this research paper aims to evaluate whether the purchase of recyclable item is affected by the state of mind and subjective standard of the consumers. This research paper hopes to contribute to the society by promoting a more environmental friendly policy for a sustainable business.

1.3 Research Objective

Based on the research background and problem statement mention above, the objectives of this study are as follows:

1) To investigate the relationship between price influential and recyclable products purchasing intention.

2) To investigate the relationship between quality influential and recyclable products purchasing intention.

3) To investigate the relationship between advertisement influential and recyclable products purchasing intention.

4) To investigate the moderator effect of advertisement influential towards price influential and recyclable products purchasing intention.

5) To investigate the moderator effect of advertisement influential towards quality influential and recyclable products purchasing intention.

This research examines relationship between factors that affect the recyclable products purchase intentions of consumers. Recyclable consumerism refers to recycling, purchasing and using environment friendly products that have minimal damage to the environment. The research focuses on influence of four major independent variables derived from literature including price influential, quality influential, and advertisement influential on the dependent variable green purchase intention in Malaysia.

1.4 Research Question

The questions of this research are as follows:

1) What is the relationship between price influential and recyclable products purchasing intention?

2) What is the relationship between quality influential and recyclable products purchasing intention?

3) What is the relationship between advertisement influential and recyclable products purchasing intention?

4) What is the moderator effect of advertisement influential towards price influential and recyclable products purchasing intention?

5) What is the moderator effect of advertisement influential towards quality influential and recyclable products purchasing intention?

1.5   Hypotheses of the study

H1: There is positive relationship between price influential and recyclable products purchasing intention.

H2: There is positive relationship between quality influential and recyclable products purchasing intention.

H3: There is positive relationship between advertisement influential and recyclable products purchasing intention.

H4: There is moderator effect of advertisement influential towards price influential and recyclable products purchasing intention.

H5: There is moderator effect of advertisement influential towards quality influential and recyclable products purchasing intention.

1.6   Research Framework

Independent Variable

Advertisement Influential

H3 and H4

Dependent Variable

-Price Influential
-Quality Influential

-Purchasing Intention

H1 and H2
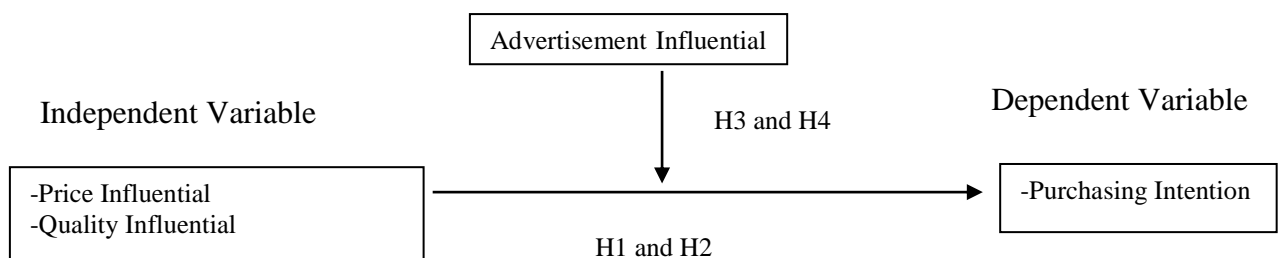
1.7   Significant of study

This study will be beneficial to the business related to recyclable product by revealing its market potential towards green consumers. The contributions of this study are:

I. To help businesses to gain knowledge of the potential of the recyclable product market.

II. To help businesses to gain knowledge of the trend of recyclable product purchasing behavior

III. To help businesses to gain knowledge of the purchasing behavior of green consumers.

This study will identify factors which have effect on the intention of consumers to choose recyclable products and it will also indicate how they make decision for buying these products and to create ecologically sensitive marketplace.

1.8 Practical Significances

This study is huge to comprehend the individuals' information concerning ecological insurance that is imperative to sway individuals to buy recyclable items. The exploration discoveries will be profited in the accompanying ways:

Firstly, this study is critical in driving the customers' consciousness about their duties towards the ecological security. This promotes the inspirational state of mind to the nature's turf and hence consumers tend consider the usage of recyclable items. As advocated by Krause (1993), shoppers with expanding natural mindfulness will be more cautious about their regular buying conduct, and the impacts that they could create on the earth.

This study provides data on media impact to the buyer towards recyclable items. It enlightens individuals on the environment footprint that can sway them to have constructive conviction towards environment security. Consequently, this will encourage individuals to consider the usage of recyclable items, in contrast to non-recyclable items.

Thirdly, the assembling businesses in Malaysia can make use of the information from this study and apply innovatively into work processes to create recyclable

items. Along these lines, more assortments of recyclable items can be created to suit and fulfill distinctive needs and requests of the Malaysian shoppers. Yam-Tang & Chan (1998) suggested that there is a mixed bag of recyclable items highly accessible in North America and Europe, however, this is not so in the greater part of Asia.

1.9   Organization of the chapter

Basically, chapter 1 is the introduction of the study. Chapter 2 is the literature review, a theoretical framework that is developed to show the relationship between variables and hypotheses. Chapter 3 focuses on the methodology of the study that covers the research design, population and sampling method, variables, measures, data collection and data analysis. The results of the study are presented in Chapter 4. Chapter 5 discusses and concludes the finding of the study.

2 LITERATURE REVIEW

2.0 Introduction

Naturally capable or "recyclable" advertising endorsement refers to the fulfillment of shopper needs, wants, and wishes, while promoting conservation and protection of the indigenous habitat (Scheffer, 1991). Considering an interesting expression by numerous (on the grounds that regardless it advances utilization), recyclable ad controls the two components of the promotion blend which is cost and quality to offer items and administrations offering recyclable natural advantages as lessened waste, expanded vitality productivity, as well as diminished arrival of lethal outflows (Savale et. al, 2012).

Characterizing recyclable advertising endorsement is not a basic undertaking in light of the fact that few implications cross and negate one another (Fill, 2005). An illustration of this is the presence of changing social, natural and retail definitions appended to this term. Other comparative terms utilized are Environmental Advertisement and Ecological Advertisement. As indicated by the American Marketing Association (2014), "recyclable promotion is the showcasing of items that are dared to be naturally protected". In this manner, recyclable commercial joins an expansive scope of exercises, including value adjustment, changes in the generation methodology to upgrade quality item, and changing advertising endorsement. Polansky in an altered book of K. Suresh characterizes recyclable ad as, "All exercises intended to produce and encourage any trade expected to fulfill human needs or needs such that fulfilling of these needs and needs happen with negligible inconvenient enter on the indigenous habitat." Recyclable ad includes creating and advancing items and administrations that fulfill clients need and requirement for Quality, Affordable Pricing and Convenience without having a negative include on the nature and ready to be recyclable (Polonsky, 1995).

2.1 Environment Knowledge

In Laurian (2003) points of view, knowledge was made of two discrete and logical components: awareness and information. Awareness is defined as just knowing about existing of one issue while being informed is defined as knowing specific details about the issue and awareness is a precondition of being informed.

Particularly, D'Souza, Taghian and Lamb (2006) pointed out that environmental information is a segment which is made out of two areas. Firstly there must be mindfulness by the buyer about the general effect of the item to the nature. Besides that, clients need to be guaranteed that the creation technique is environment well disposed. For example, the utilization of any items prompts natural contamination. Surely, zero contamination is unrealistic, yet contamination can be controlled inside admissible breaking points. A purchaser who has sufficient environment information about contamination, and is mindful of its unfriendly effect on the earth, would definitely have more good mentality towards recyclable items (D'Souza, Taghian, & Lamb, 2006).

Additionally, Laurian (2003) highlighted that natural information has picked up its imperative and is conceptualized as a two-stage process. Firstly, appropriation of natural information aid in building a general society that comprehends the flow of the physical environment. Then again, this kind of information appropriation advances ecological training among general society completely (Wilcox, 1994; Macnaghten & Jacobs, 1997). Besides that, expanding on the contention of an expansive based natural instruction, ecological learning illuminates general society about 15 issues and calls for native support in ecological choices, encouraging ecological citizenship (Smyth, Blackmore, & Harvey, 1997; Hawthorne & Alabaster, 1999). McComas and Scherer (1999) are in line with Laurian (2003), advocating that data expands the viability of national cooperation in making a strategy for natural. In this way, having information about environment and items that have impact on environment can influence buyers' settling on choice to purchase recyclable items. Subsequently, by expanding buyers' data towards environment, organizations create an assortment of

recyclable items and stipend these necessities (Kangun, Carlson, & Grove, 1991). As noted by Laroche, Bergeron and Barbaro-Forleo (2001), information is an important and huge variable that influences how purchasers gather and compose data. Additionally (Alba & Hutchinson, 1987), concentrating on the amount of data is utilized as a part of choice making (Brucks, 1985) and how purchasers assess items and administrations (Murray & Schlacter, 1990).

In addition, Chan (2001) accepts that when purchasers figure out more about environment issue and are mindful of naturally utilization, they then tend to think about recyclable items. Smith, Self, and Cheeseman (1990) presumed that with expanding purchaser cognizant to environment issue they were ready to purchase recyclable items. Moreover, Laroche et al., (2001) demonstrate that, "Shopper exploration perceived Knowledge as a basis that impacts all stages in choice procedure".

For instance, as general perspectives, individuals have inaccurate information about soapsuds that is "utilizing more soapsuds, cleaner their material will be". Yet actually in the event that they are 16 mindful of the hurtfulness of this compound item to environment, it has an enormous impact on their choice in utilizing this specific item. Petrzelka, Korsching and Malia (1996) found with changing rancher's information about economical farming likewise changed their natural demeanor and conduct to feasible horticulture.

One essential examination that is carried out by Said et al. (2003), illuminate the way that, despite the fact that the ecological information of gathering of individuals can be direct, but since of the poor comprehension and discernment causes a ton of natural issues. To show, they have examined to focus the level of information, natural concern and environmentally cognizant purchaser conduct and perceive the level of concern in nature-relate exercises of gathering of teachers in Selangor, Malaysia. It is advantageous to say that, despite the fact that they had a genuinely decent understanding of the general natural issues, causes and general effect of the human exercises to the nature, yet they were not able to accurately answer the hidden reasons for ecological issue and the answer for

resolution these ecological issues, for example, waste issue, water and air contamination. In addition, interestingly, very nearly all the respondents have concurred that the obligation to keep up and ensure the nature is the obligation of all including the legislature, private segments and people.

2.2 Environment Attitude

At first, demeanor is characterized as a singular's certain or negative feeling about performing a particular sort of conduct (Fishbein & Ajzen, 1975). Besides, according to Athiyaman (2002), state of mind alludes to singular's assessment about the conclusion of performing a conduct.

Particularly, demeanor towards the conduct is characterized when individual assess the specific conduct by addressing of himself to figure out the level of the good and unfavorable of that conduct (Ajzen, 1991). Therefore, when the conduct ends up being great, the expectation of individuals to perform that specific conduct firmly increments. In the other hand, the more attractive the conduct get, the stronger is in individuals' plan to perform that conduct (Ajzen, 1991).

Also, demeanor can be measured either through immediate or conviction based measure. Conviction based measure of demeanor is the weighted normal of the qualities and aftereffect of assessment of individual's behavioral convictions (Ajzen, 2002). Buttel (1979), elucidate that ecological state of mind are catching people's levels of consideration and enthusiasm about specific or general parts of natural, for example, biological, or vitality sparing phenomena.

Moreover, the relationship in the middle of mentality and information has been mulled over in a few mixtures of populaces and behavior. As Kaiser, Ranney, Hartig and Bowler (1999), specified "accurate information about the earth is precondition of one's ecological disposition." The relationship in the middle of learning and mentality is a convoluted one and is not totally comprehend (Zimmerman, 1996). Besides, Ramsay and Rickson (1976) point out that

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inspirational state of mind towards the earth are not basically demonstrative of large amounts of natural information.

With a specific end goal to make sense of the essentialness of relationship in the middle of information and state of mind, numerous reviews is carried out as such. Case in point, Synodinos (1990) contended that there is no noteworthy relationship existed in the middle of information and demeanor, heading him to presume that learning is autonomous of state of mind. On the other hand, as indicated by Bradley, Waliczek and Zajicek (1999), analyses to figure out the relationship in the middle of learning and natural state of mind, he found that after the ecological science course for secondary school understudies, understudies had handle higher natural information and mentality between the pre and posttest. To illuminate, in both the preened post-test, understudies who improve scores, likewise had shown higher mentality to environment contrasted and understudies who had lower natural information scores. In the event that a buyer has learning about the nature and contamination declaration, the reasons and effect on the earth, then their mindfulness levels would increment and in this manner would, possibly, advance a great disposition towards recyclable items. (D'Souza, Taghian, & Lamb, 2006).

Bradley, Waliczek and Zajicek (1999) examined about understudies' natural learning and their mentality to environment. They discovered those understudy's information that took the natural science course, is expanded pretty nearly 22% contrasted and the past time before taking this specific course. Additionally, the examination shows that the natural mentality of this gathering of understudies' absolutely moved forward. As per Laroche, Tomiuk, Bergeron and Barbaro-Forleo (2002), disposition is the most noteworthy indicators of shoppers' eager to pay more for biologically positive items. As indicated by these creators, they found that the two most variables that are impact disposition are imperativeness and disadvantage. In points of interest, imperativeness appreciation to the nature's domain can be characterized as the extent to which one communicates worry around 19 ecological issues (Amyx, DeJong, Lin, & Wiener, 1994). Also, burden

alludes to, how badly arranged is reasonable for the single person to carry on in a biologically perfect style (Laroche, Bergeron, & Barbaro-Forleo, 2001).

Case in point, McCarty and Shrum (1993) find the relationship in the middle of recyclable and drawback is negative. To outline, on account of the way that, people accepted recyclable was badly designed, in this manner, they are less inclined to do it. Then again, convictions about the criticalness of recyclable were not altogether identified with recyclable conduct. Thus, it gives the idea that paying little heed to how essential people accepted recyclable to be, the impression of the impairment of the recyclable movement had a more noteworthy impact on their activities. Simultaneously, one of the primary clarifications that keep individuals from taking part in naturally benevolent exercises is their apparent level of relationship toward oneself around the insurance of the earth (Wiener & Sukhdial, 1990).

Considering natural issues particularly recyclable could be compelling in buy conduct and can emphatically build buyers' ability to pay for recyclable items. Laroche et al, (2001) found that, shoppers that ready to pay more for a recyclable item does not accept to carrying it in an environmentally attractive way are awkward. On the other hand, they trust it is essential to carry on in biologically attractive way.

Disposition is thought to be exceedingly corresponded with one's propositions, which thus is a sensible indicator of conduct (Fishbein & Ajzen, 1975). At last, as indicated by a few studies that been examined, the relationship between natural mentality and item buy inclination. On the off chance that we make clients more included with the 20environment, the more probable they are to buy recyclable items (Schuhwerk & Lefkoff-Hagius, 1995). As referred to Gopi and Ramayah (2007) many studies have demonstrated the noteworthy impact of mentality towards plan (Shih & Fang, 2004; Ramayah, Mohd Nasurdin, Noor, Nasser, & Hassan, 2003; Ramayah, Nasurdin, Noor, & Sin, 2004; Ramayah & Suki, 2006; Chin & Ibrahim, 2005; Eri, 2004).

2.3 Ethic in Recyclable Market

Friedman (2009) says that business has no social obligation past that of expanding benefits so long as it stays inside the guidelines of the diversion, that is, take part in open and free rivalry without misdirection or extortion. As it were, business has no business to consider inquiry of great or fiendishness, stillness of social equity or natural practicality. This brings up the issue of whether there is a refinement to be drawn between moral activity and great business sense. Recyclable ad may be seen as a methodology for the future or for gainfulness. Choice making in business has ended up intricate as natural inquiries have been raised about all parts of corporate movement. Since business is in the group and works inside a physical and moral schema, it needs to consider the earth as a moral issue. The rate of natural corruption has increased. The nineteenth century saw the organizations huge scale contamination as organizations outfitted themselves to deliver merchandise as quick as it could reasonably be expected, with virtual negligence to human or ecological prosperity. Countries combat for mechanical matchless quality utilizing crude materials and making contamination at a stunning rate. As nations got to be monetarily stronger, rivalry likewise developed. More proficient generation routines were utilized, and not very many organizations, gave a thought to the effect they were having on their surroundings. With expansion in water contamination from concoction works, and air contamination from the iron and steel industry, towns and urban communities started to pay the cost for high mechanical gainfulness.

The three Rs of environmentalism are:

1. Reduce
2. Reuse and
3. Recyclable

Recyclable advertising endorsement considers the more extensive relationship of the association and its items to the surroundings. It is around a more mindful, open, focused on and touchy approach that incorporate the key connection

between the organization, the earth and ad, instead of being fundamentally concerned with strategic correspondence opportunities. The prime attention is on creating connections and fulfilling separate stakeholder needs in an earth and socially mindful way. The key stakeholders are clients, speculators, the guardian organization, chiefs, representatives, the group, administrators, weight gatherings, supplier, and the media. Recyclable promotion contrasts from its societal and environmental antecedents by entwining of natural and social concerns, in the broadness of the biological plan that it handles, and in its potential application over various sorts and areas of business.

2.4   Recyclable Consumer Behavior

2.4.1   Recyclable Consumer

A recyclable customer is one who is extremely worried about the nature's turf and, along these lines, just buys items that are earth amicable or eco-accommodating. Items with practically zero bundling, items make from characteristic fixing and items that are made without creating contamination are all cases of eco-accommodating items. The recyclable purchaser would be the sort to drive a mixture vehicle, purchase items made with hemp or those produced using recyclable materials. Recyclable shoppers can be characterized as one:

"Who is aware of environment related issues and commitments, and is steady of natural reasons to the degree of exchanging faithfulness starting with one item or supplier then onto the next regardless of the possibility that it involves higher expense."

Commercial to the Recyclable Consumer frequently settle on buy choices focused around data about the item instead of an infectious advertising endorsement campaign. As indicated by Jacquelyn Ottman of J. Ottman Consulting (Ottman , 1993; Ottman, 2003), recyclable customers search out the accompanying when settling on buy choices:

- Recyclable buyers need to know how crude materials are obtained and where they originate from, how nourishment is developed, and what their potential effect is on the nature once they arrive in the waste canister.

- Recyclable purchasers disparage producers and retailers they trust and blacklist the products of suspected polluters.

- Recyclable customers frequently don't have the same destructive using examples as the mass purchaser.

2.4.2 Recyclable Consumerism

Recyclable Consumerism is focused around open familiarity with pressing ecological issues. Recyclable promoter would like to exploit this by creating methodologies that permit purchasers to incorporate recyclable items into their ways of life. A lot of people such endeavors by recyclable sponsor have met with extensive achievement. The "natural" business, for instance, which has some expertise in the offer of naturally, based sustenance, wellbeing and nutritious items, and other recyclable way of life things.

2.4.3 Recyclable Consumer Purchasing Behavior

Shopper conduct includes the mental procedures that shoppers experience in perceiving needs, discovering approaches to tackle these needs, gather and translate data, make arrangements, and execute these arrangements (e.g. By participating in examination shopping of really acquiring an item), settling on buy choices (e.g. whether to buy an item and, assuming this is the case, which mark and where) and post buy conduct. In basic words, buyer conduct can be characterized as, "Investigation of how individuals or association carry on when getting, utilizing, and discarding items and administrations". Recyclable Consumer conduct includes the utilization and transfer of items and also the investigation of how they are bought. This implies understanding the buyer's conduct as a procedure in buying merchandise and administrations. Item utilize is regularly of incredible enthusiasm to the promoter, in light of the fact that this

may impact how an item is best situated or how we can energize expanded recyclable utilization.

2.5   Advertising Endorsement Model

Advertising endorsement has been viewed as an approach to give an entirely accurate data, and supposed perception data. The primary formal model of advertising endorsement was Attention-Interest-Desire-Action (AIDA). This model is a standout amongst the most ordinarily utilized advertising endorsement models (Vakratsas & Ambler, 1999). From that point forward, advertising endorsement has created and is today an essential piece of an association's showcasing correspondence in the method for corresponding with present and potential clients.

The destinations of advertising endorsement are to make mindfulness, advising clients and to make a sought recognition for the item or brand. The reason for advertising endorsement is additionally to make an inclination for the item or brand and to influence shoppers to buy the item (Bendixen, 1993). Advertising endorsement can likewise help to impact groups of onlookers to separate an item from others in the commercial center and by that, achieve extensive crowds through messages that help the buyers to comprehend the item, and settle on their definite conclusion (Percy & Rosenbaum-Elliott, 2012; Fill, 2005).

Advertising endorsement ought to give data or make a positive feeling that goes past simply getting the purchaser's consideration for the notice; it ought to be intended to give data with a specific end goal to make a positive brand mentality, structured by a great impression (Percy & Rosenbaum-Elliott, 2012). The substance and conveyance of advertising endorsement message is gotten from an understanding of the connection of where the commercial is to be utilized (Fill, 2005).

2.5.1   How Advertising Endorsement Works

The fundamental destinations of advertising endorsement are to assemble mindfulness, impel engagement and to position marks by changing the client's recognition or state of mind and can make an aggressive advantage for the publicist (Fill, 2005). Making the ideal advertisement is a complex undertaking; the customer must have the chance to give careful consideration to the commercial and after that addition an understanding of the introduced message lastly take the choice to follow up on it (Percy & Rosenbaum-Elliott, 2012). The multifaceted nature of creating the right message exists in the trouble of seeing how human have diverse potential outcomes in their reasoning, feeling and carrying on towards items and administrations. People are equipped for being sensible, irrational, objective, subjective, clear and unobtrusive in the meantime (Vaughn, 1980).

Based on the findings of 25 conclusions of previous research, Vakratsas and Ambler (1999) made a hypothesis proposing how advertising endorsement functions. The notice itself ought to function as info for buyer and trigger an oblivious or cognizant reaction. The notice ought to additionally go for a mental impact, for instance mindfulness, memory or mentality, before it can have an impact on the conduct of the buyer. It is noted that the advertising endorsement impact two reactions, namely emotional (feelings) and cognitive (considering). Furthermore, the memory or experience likewise assumes a real part in the buyers' brain. Customers usually have cognizant or oblivious memories of item buying or utilization, which implies that the memories influence the conduct of the purchaser.

Singular reactions to advertising endorsement are additionally influenced by variables, for example, inspiration and the capacity to process data, which are components that can have an enormous effect on the reaction. Calculates that influence reactions, can work as channels between the advertising endorsement include, the buyers and their conduct. Dahlén, Lange and Smith (2010) contend that advertising endorsement is the connection between promoting correspondences and buyer conduct and that the recent has changed to a more

cognitive introduction. Framing state of mind is a paramount piece of advertising endorsement and a compelling showcasing crusade can structure or change a disposition towards an organization or item in the brain of the purchasers. Dahlén et al., (2010) recommends a few cases of why organizations use advertising interchanges where repositioning of the brand, building validity, changing execution and property convictions of an item and in addition making new disposition about the organization's rivals items, are illustrations of why an organization would make a powerful and effective showcasing correspondences method.

2.5.2 Motives and Appeals in Advertising Endorsement

As mentioned, advertising endorsement is continually utilized by organizations to make mindfulness, to advise their clients about new items and can likewise be utilized when making certain inclination for a brand and even as a method for inducing the client to buy an item (Bendixen, 1993). Advertising endorsement can make distinctive feelings among its viewers, by containing certain offers, keeping in mind the end goal to make a certain feeling among the clients. In light of the reason for the proposition, to look at purchasers' disposition to advertising endorsement, an understanding of the genuine promotion is likewise required.

A primary objective of advertising endorsement is to influence the customer to buy a specific item. There is however distinctive intentions behind clients' obtaining decision and to empower an understanding of what mentality clients may hold towards printed advertising endorsement when all is said in done and printed recyclable advertising endorsement, comprehension the part of advertising endorsement is additionally of significance to make a comprehensive perspective of the concentrated on subject.

Inside advertising endorsement, there are distinctive claims that advertisers use to draw in clients and they are frequently started upon what intention is behind the client's choice to buy an item, whether it is a hedonic or utilitarian thought process (Percy & Rossiter, 1992). Further, they recommend that there is either a positive

or negative rationale behind purchasing a specific item. Negative thought processes identify with when the client wishes to maintain a strategic distance from a certain conclusion, or uproot an issue, though positive intentions happens when the client wishes to achieve social regard, tangible happiness or a learned incitement (Percy & Rossiter, 1992).

2.5.3 Emotional and Rational Appeals in Advertising Endorsement

Advertising endorsement is a restricted organization that is unoriginal; consequently the promotion must contain both normal and enthusiastic cases to make up for the indifference (Vaughn, 1980). Promoters can make utilization of diverse speaks to trigger a kind of feeling among clients and is generally utilized when the intention behind the buy is created by a feeling. The term feeling inside advertising endorsement hypothesis identifies with the influence program hypothesis, which incorporates six primary feelings: amazement, resentment, dread, disturb, bitterness and satisfaction (Percy & Rossiter, 1992; Percy & Rosenbaum-Elliott, 2012). At the point when advertising endorsement an item that fits in with all the more a worth expressive extent, with hedonic thought processes, enthusiastic bid are frequently more suitable (Albers-Miller & Stafford, 1999).

Levelheaded claims identify with the procedure where advertisers wish the client to process a certain measure of data found in the advertisement, and by this settle on a balanced and consistent choice (Albers-Miller & Stafford, 1999). A commercial with reasonable offers typically includes discerning contentions and data that clarify why a certain item would profit the client and case in point the earth. Past exploration has proposed that normal bids inside advertising endorsement makes a higher rate of validity among the clients, and can thusly prompt a higher acquiring rate and an inspirational state of mind at the item. Balanced bids in advertising endorsement have been demonstrated suitable for items with utilitarian qualities (Albers-Miller & Stafford, 1999).

2.5.4 Recyclable Advertising Endorsement

The enthusiasm for ecological issues in the general public has prompted all the more naturally centered purchasers. This has therefore headed to associations showing ability to react to the shoppers' enthusiasm of ecologically sheltered items. Because of the higher purchaser attention to natural issues, organizations have received a more recyclable profile so as further bolstering addition a good fortune over contenders (Kangun, Carlson, & Grove, 1991; Ahmad, Shah, & Ahmad, 2010) furthermore to make a more ideal picture of the brand.

Promoters have balanced their advertising endorsement to meet the "recyclable clients" and have utilized ecological cases to demonstrate the profits of an item or an administration. These cases could impact the buyer's inclination of an item or administration, either in a positive or in a negative manner. As such, if a sponsor utilizes the natural claims as a part of the right way the item or picture of the organization can be upgraded, and if utilized as a part of a wrong path, by making false claims, can harm the item and the organization's reputation (Davis, 1993).

It is ought to be noted that promoters can tend to "push the limits" in terms of advancing these sort of claims, for instance recyclable requests (Zinkhan & Carlson, 1995). Cases can be befuddling, deluding or trifling and the potential for ill-use inside ecological cases are high. Numerous associations have utilized false or less genuine ecological claims with a specific end goal to be profiled as more recyclable than they are as a general rule (Kangun, Carlson, & Grove, 1991).

There are various reasons that natural advertising endorsement can be befuddling or deceiving to the client. Words like degradable, earth amicable or ozone-accommodating have no acceptable significance and organizations can use the same terms to advance distinctive profits. Investigative Consumer mentality to recyclable advertising endorsement knowledge may be obliged to comprehend certain natural cases, since they can be entangled and hard to comprehend (Kangun, Carlson, & Grove, 1991). It can likewise be addressed how buyers fathom particular natural cases, for example, recyclable or earth cordial. Studies

have demonstrated that there can be extraordinary varieties between distinctive people in the understanding of the same cases (Morris, Hastak, & Mazis, 1995). Research has backed the view that customers have structured doubtful demeanor towards recyclable advertising endorsement, prompting evasion in obtaining. The higher the level of saw cunning and misdirection has been discovered associated with lower levels of saw validity (Ahmad, Shah, & Ahmad, 2010).

Publicists may utilize dubious or unspecific natural cases without any truthful backing to depict an item's qualities or profits, where a sample of unclear wording could be "better for the nature's domain" (Davis, 1993). At long last the ecological profits uses are frequently restricted to one advantage, which can result in instability in the shoppers mind about the entire part of the natural issues identifying with an organization (Kangun, Carlson, & Grove, 1991).

David (1993) proposes that ecological cases ought to fulfill three criteria:

1. "Specific ecological cases give subtle elements" is the most paramount perspective. Ecological advertising endorsement cases ought to be enlightening and valuable in helping the customer to focus contrasts in items and to help them settle on a finer choice. Purchasers need to be in framed to settle on item choices and they anticipate that recyclable advertising endorsement will be particular, useful and itemized, and sponsors ought to dodge data that is viewed as dubious. Therefore, publicists ought to give data so the shoppers can assess item traits and settle on a fitting choice.

2. Specific ecological cases introduce genuine profits", valuable data; a typical advertising endorsement system is to suggest predominance claims. A sample of these cases is "No one cleans better". Buyers seem to reject these sorts of cases in the connection of recyclable advertising endorsement in light of the fact that they assert it doesn't give much data about how great they are and it could be translated as "our cleaning capacity is in any event on a par with our rivals".

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3.   "Specific natural cases give genuine profits", the results of recyclable advertising endorsement ought to help a compelling change of the nature's domain. A shopper appears to reject promoting support that just gives insignificant natural change. Recyclable advertising endorsement ought to present genuine ecological affectability and promoters ought to concentrate on creating items with genuine profits and not trust that advertising endorsement will persuade the buyer overall.

2.6 Hypothesis of Study

According to the chapter 1, I have identified variables to be tested in my study such advertising endorsement, quality, and prices as recyclable products purchasing intention. Therefore, we build the following hypotheses for this study.

H1: There is positive relationship between price influential and recyclable products purchasing intention.

H2: There is positive relationship between quality influential and recyclable products purchasing intention.

H3: There is positive relationship between advertisement influential and recyclable products purchasing intention.

H4: There is moderator effect of advertisement influential towards price influential and recyclable products purchasing intention.

H5: There is moderator effect of advertisement influential towards quality influential and recyclable products purchasing intention.

3 RESEARCH METHODOLOGY

3.0 Introduction

According to Jackson (2010), research methodology is a plan that will assist in investigation on your research in order to answer the research questions then achieve the objectives. Research methodology also helps in executing the research in a systematic format (Jackson T. , 2002). The hypotheses are generated and identified through which the researcher can analyze and gather the data collected from respondents. According to Cohen, West and Aiken (2013), this research uses quantitative approach because hypothesis are designed in prior and then only analyze the information which relate to the effect of consumer purchasing intention towards recyclable product is defined. The questionnaire was designed and pilot testing was done in order to find the weaknesses and do necessary improvement in the questionnaire. The data was collected from public in Klang Valley areas.

The Conbach's alpha test was performed in order to check the reliability. The value of Conbach's alpha was within the range of 0.7 to 0.9, which shows that the data gathered through the help of questionnaire was reliable and accurate. Furthermore, descriptive analysis, inferential analysis, Pearson correlation analysis and multiple regression analysis were performed.

3.1 Research Framework

The proposed conceptual framework drawn below consisted of three independent variable which are price influential, quality influential, and advertisement influential; moderator variable which is advertisement influential; dependent variable which is consumer purchasing intention on recyclable products.

```
                          ┌─────────────────────────┐
                          │ Advertisement Influential │
                          └─────────────────────────┘
                                        │
                                        │ H3 and H4
                                        │
Independent Variable                    │                  Dependent Variable
                                        ▼
┌──────────────────────┐                              ┌──────────────────────┐
│ -Price Influential    │ ────────────────────────▶   │ -Purchasing Intention │
│ -Quality Influential  │         H1 and H2            │                      │
└──────────────────────┘                              └──────────────────────┘
```
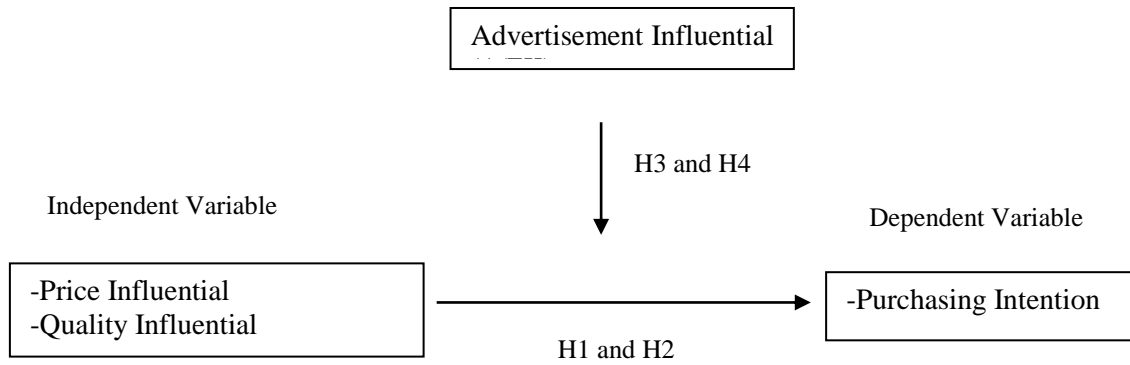
3.2   Research Hypotheses

In the preceding chapter, Promotosh and Sajedul (2011) helped to evaluate the research topic and identify three key variables that are likely to affect the purchase intention of consumers. Consonant with these researches, this study is aimed at justifying the following hypotheses;

H1:   There is positive relationship between price influential and recyclable products purchasing intention.

H2:   There is positive relationship between quality influential and recyclable products purchasing intention.

H3:   There is positive relationship between advertisement influential and recyclable products purchasing intention.

H4:   There is moderator effect of advertisement influential towards price influential and recyclable products purchasing intention.

H5:   There is moderator effect of advertisement influential towards quality influential and recyclable products purchasing intention.

Survey research instrument is selected to gather primary data on the research topic. Hence, below are the independent, dependent and moderator variables that are considered to complete the research:-

Independent variables:
- Price Influential (PIn)
- Quality Influential (QIn)

Dependent variable:
- Recyclable Products Purchasing Intention

Moderator Variable:
- Advertisement Influential (AIn)

3.3   Sampling and Data

For this research, the non-probability based sampling technique is adopted to collect the data. A group of respondents was randomly selected from the large population. Within the non-probability based sampling, the convenience sampling method is used, as this allows the researcher to pick up the sample randomly from a population without any specified method, where the researcher can approach the respondents freely at ease in collecting the data. The most challenging part of this technique is the time and efforts made by respondents to collect the data. Moreover, the respondent must agree to participate based on their availability of time. It provides a freedom to the researcher to approach whosoever available and interested (Silverman, 2004).
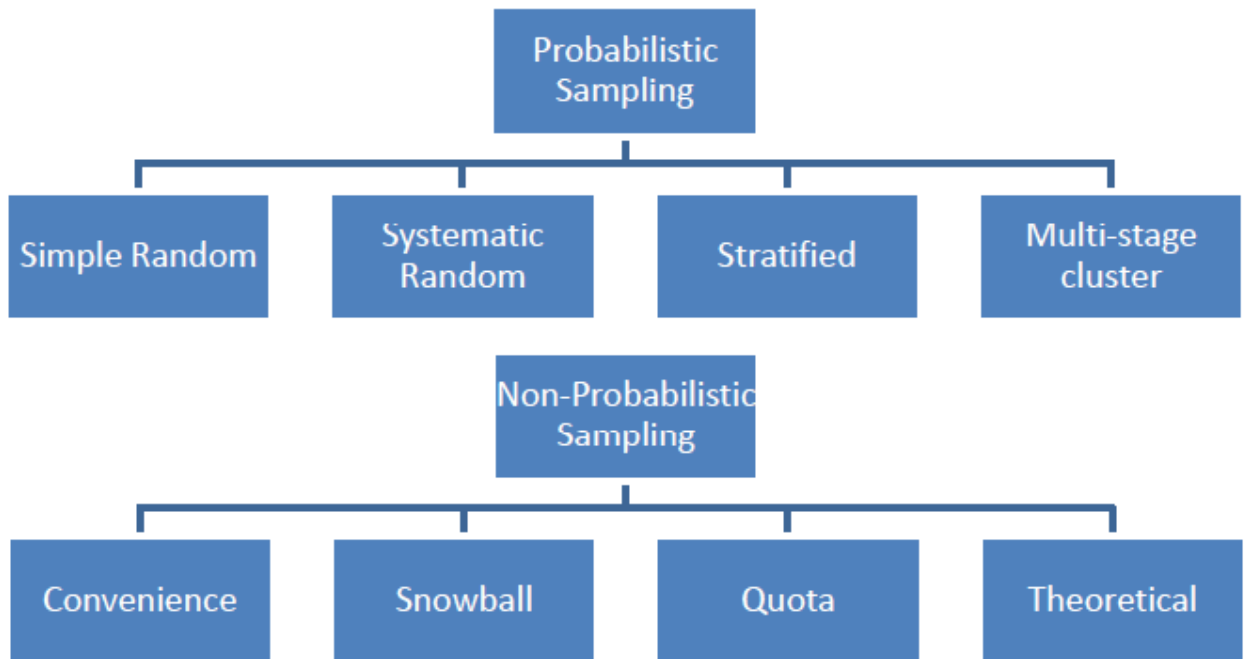
As per Jackson (2010), the focal points that analyst will get from this methodology is that it is less demanding and the ability to obtain input rapidly. Then again, the disservice of this methodology is that results obtained are focused around general methodology of information (Gratton & Jones, 2010).

In collecting the data, personal survey methods such as face to face, telephone and emailing method are used. Nonetheless, the utilization of these methodologies was relying upon the interest of respondents and their accessibility. This allow the collection of data without influencing the time and endeavors of respondents.

3.3.1 Sample Selection

An aggregate of 180 respondents were selected as the sample size which comprised of 30 respondents from pilot test and 150 respondents from the examination. All respondents are from Klang Valley and they are those existing clients or potential clients of recyclable items in Malaysia. The respondents were diverse in terms of age, sex, education level etc. This survey is open for public to participate and they are allowed to input their comments towards recyclable item buy plan. Likewise, understudies were additionally cheerfully welcomed to take

an interest on the grounds that they have information and comprehension idea towards recyclable environment and the utilization of recyclable item. The population ranges from as young as 20-year-old and below to elderly who are age 61-year-old and above, is included in this research as they ought to have ecological concerns and social concerns.

A pilot test is conducted to ensure the effectiveness and the substances of data are suitable. Thirty samples were gathered from people in general to verify the validity and reliability of the data. At the present time of pilot testing, a few oversights are recognized in questionnaire and have been amended. Accordingly, the inputs from 150 respondents are valid and reliable.

The taking part rate was 100% in light of the fact that the respondent was gathered arbitrarily, which implies that all respondents consented to give their comments. Thus, the researcher had the capacity gather reaction from 150 respondents.

3.3.2 Description of Data

The information is partitioned into two sorts, for example, qualitative and quantitative, it is imperative for the research where the information will be gathered and dissected with a specific end goal to characterize the conclusions to meet the destination of the research. However, the qualitative data up keeps the informative materialized data and the quantitative data deals with figures and the numerals. Besides, this research utilizes quantitative methodology to dissect the information accumulated from the questionnaire which is focused around the buyer's buy aim to recyclable item.

3.3.3 Data Sources and Collection

The method of data collection are the ways which the researcher gathers the data. This research is based on primary data where the data are collect from the respondents directly according to the hypothesis and the theoretical framework. Primary data can be useful when comes to conducting survey to understand factors affecting consumer purchase intention. However, the data collected might

contain errors as quality of the data collected can be questioned due to data collected not being tested by other researchers in different scenarios.

The target sampling of this research are university students and young working adults in Klang Valley. The reason to select working adults is that they are the large consumer group and have high purchasing power or disposable income. They represent 67.3% (Statistics, 2011)of the consumer group, and so it was preferable to consider them for data collection in order to gather the real time responses. In this way, it was identified whether that do these participants are willing to buy green products or not. Furthermore, students were targeted as they represented the future consumers of the next generation and are aware of the importance of green product, thus it was important to obtain their views as well in order to study the research in a more critical manner.

3.3.4 Research Strategy

In this research, there are two types of research strategy such as inductive strategy and deductive strategy. This research is based on deductive strategy and later on hypotheses were designed to match the strategy. This is a top-to-bottom approach, which helps in focusing on instrument of data collection through forming theoretical framework (Denscombe, 2007). The justification to choose the deductive approach is that it supports quantitative design and instrument. Therefore, results are generated through supporting facts and testing variables.

3.3.5 Research Design

The research design is aimed to benefit the researcher by identifying the sources of information. Research can be divided into 2 methods which are qualitative method and quantitative method. The research design uses in this research is quantitative method and it will help to explain the complexity of the variables and generate the transparency for the research (Saunders, Lewis , & Thornhill, 2011). Therefore, the relationships among the independent variables are able to analyze and define. It is also the justification why deductive method is being chosen to support quantitative method.

The reason behind to adopt the quantitative approach is because it is more convenience and it will assist in defining the relationship between dependent variable and independent variable. In addition, it will be also wider the audiences' views regarding the affect consumer purchasing intention towards green product. After this, the data will be keyed into SPSS as numerical format in order to analyze the results by using graph, chart, fact, table, percentage and so on.

3.4   Questionnaire Design

According to Alvesson and Sandberg (2011), document is the main instrument of the data collection to gather responses from participants. The instrument used in this research is questionnaire. Questionnaire is applicable to be the instrument of the study as the researcher has little control over events and the focus is on contemporary phenomena (Morel & Kwakye, 2012). This study focused on collecting, analyses, and compared data to get opportunity to find critical elements influencing consumer purchase intention and make comparison between the independent variables on the dependent variable. A questionnaire is a research instrument consisting of series of questions and other prompts for the purpose of gathering information from respondents. According to Sekeran (2003), 'A questionnaire is a pre-formulated written set of questions to which respondents' records their answers, usually within rather closely defined alternatives.

The choice of the questionnaire as one of the means of gathering data is borne of the fact that it is cheap, do not require as much effort from the questioner as verbal or telephone survey, not time consuming and often have standardized answers that make it simple to compile data and it allow the respondents to supply answers that are confidential to them (Sekaran, 2003). These questionnaires were handed directly to the respondents by the researchers which gave the researcher the privilege to introduce the topic and encourage the respondents in answering the questionnaire.

In deciding the questions, it is a good idea to keep two principles. First, to make sure the questions and answers address your objective. Second, to set the length limits of the survey instrument.

Both open-ended and closed-ended survey questions are employed in this research. For open-ended type, survey respondents are asked to answer each question in their own words and respondents are usually categorized into smaller list of responses that can be counted by the study team for statistical analysis.

As for closed-ended type survey, the respondents are given a list of predetermined responses from which to choose their answer. The list of responses should include every possible response and the meaning of the responses should not overlap. For example of a closed-ended question would be "Please rate how strongly you will agree or disagree with the following statement. Do you strongly agree, agree, normal, not agree, and strongly not agree?" A likert scale, which is used in the example above, is a commonly used to set responses for closed-ended questions. Closed-ended questions are preferred in this survey research because of the ease of counting the frequencies of each response survey are generally closed-ended type. Closed-ended question limit the responses customers can provide. They may include yes/no answers, categories of responses, rank-ordered, or scale. With closed-ended question, it is relatively easy to record and analyze responses, and to minimize irrelevant responses.

This is a self-administered questionnaire and was distributed to participants in various places at Klang Valley. The questionnaire was developed according to the literature review. The questionnaire consists of Section 1 and Section 2. Section 1 is about general information like demographic profile such as gender, age, and status.

In this research the section 1 question format will be used is:

Section 1

1. Gender:

Female ❑   Male ❑

2. Age:

❑ 19 to 24 Years

❑ 25 to 31 Years

❑ 32 to 38 Years

❑ 39 to 45 Years

❑ 46 to 55 Years

❑ 55 Years and Above

3. Status?

❑ Employed

❑ Self-Employed

❑Unemployed

❑Student

❑Retired

❑Housewife

For Section 2, Respondents are asked to indicate their responses in a five point likert type scale, ranging from "Strongly Disagree" to "Strongly Agree". The likert scale is designed to examine how strongly the subjects are satisfied or dissatisfied with the statement on a five point scale with the following anchors:-

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

3.4.1 Primary Data

Primary data are always original as it is collected by the researcher. Suitability of the primary data will be positive because it has been systematically collected. However, primary data are expensive and time consuming. Primary data is the information gathered directly from the researcher, when secondary data is not available or unable to contribute meeting researcher objectives (Sekaran, 2003). The collection of primary data involves the use of research instruments, such as questionnaires and interview schedules that has been constructed exclusively for the purpose of a specific study. For the purposes of this research, primary data were collected by questionnaire and interviews. The main concern of a researcher is to ensure that the results of the research are accurate and applicable. Therefore, once the instrument used for the conduction of the research is ready, then the reliability and validity of the measures are established (Sekaran, 2003).

The data will be collected through the questionnaire in the area of Klang Valley. Questionnaire contains closed ended questions and Likert Scale technique like the example above. The questionnaires will be given to the random people in Klang Valley. Likert scale is used by the researcher to measure the respondent's degree of the agreement or disagreement with the series of statement about the stimulus factor.

3.4.2 Secondary Data

Secondary data on the other hand refers to the data that has been collected by another party. Secondary data lacks originality. It is a synthesis of published and unpublished documents related to the research and it is of highly important, as it comprises the logical framework of the research (Sekaran, 2003).

3.5 Research Validity and Reliability

In every research, validity and reliability quality of research information assumes indispensable part to the credibility of the research discoveries. The reliability test of the research demonstrates that the extent to which the research information is credible focused around its testability. It helps the analyst to comprehend the nature of accumulated actualities and confirmations. The reliability analysis can be measured by the value of Cronbach's Alpha. The value of Cronbach's Alpha shows the reliable and validity of the data at an alternate rankings (Banyard & Flanagan, 2006). In the present study, the researcher performs Cronbach's alpha test to measure the reliability and authenticity of data gathered from a particular sample.

3.6 The Variables and Measurements

The independent variables and dependent variables are the very important factors for any research. Variables are stated represent the components that will be contemplated by the researcher of the study to accomplish their goals. Variables are the basic segments on which the study is based. The variables utilized as a part of this research comprise of three sorts, for example, independent variables, dependent variable and moderating variable. Independent variables are defined as the factor that will influence the behaviors of the dependent variable. However, dependent variables are termed as the result of the consideration of the independent variables. Moreover, moderating variables are clarified as the ones who got the effect towards the independent variables over the dependent variable.

Survey research instrument is selected to gather primary data on the research topic. Hence, following are the independent, dependent and moderator variables that are considered by the researcher to complete the research.

Independent variables:
- Price Influential (PIn)
- Quality Influential (QIn)

Dependent variable:
- Recyclable Products Purchasing Intention

Moderator Variable:
- Advertisement Influential (AIn)

The above elements can be separated into three groups of variable, namely, independent, dependent and moderate variables. Most importantly, these components will later help in breaking down the key segments on which the study is based. The subject has distinctive dimensions and these dimensions are the independent, dependent and moderate variables. These are the most noteworthy parts of the study as they clarify the fundamental and major substance of the study subject.

3.7 Equations and Statistical Procedures

Inferential analysis was studied in this research, among the focus was towards results generated based on the statistical value. The statistical value helps the researcher to make interpretation easier and clearer for all the audiences because all the results were in percentage basic. Therefore, this research uses Multiple Regression Analysis and Pearson's Correlation Matrix as the tool to gather all facts and generate all results.

Another test conducted was of Multiple Regression. According to Cooper and Schindler (2011), Multiple Regression Analysis will help in estimating the linear

relationship between dependent and independent variables. To conduct multiple regressions, the equation was developed as below:

$y = a + b_1x_1 + b_2x_2 + b_3x_3 \ldots\ldots + b_nx_n + \varepsilon$

Equation;

$PI = \alpha + b_1PIn + b_2QIn + b_3AIn + \varepsilon$

Where;

PI = Purchase Intention

α = constant

PIn = Perceived Price

QIn = Perceived Quality

AIn = Advertising Influential

ε = standard error

b = beta value

From the above equation, the researcher was able to study the impact of independent variables towards dependent variable more accurately based on alpha and beta value. Therefore, it will lead the researcher to interpret the results more informative and make the conclusion more effective.

3.8 Ethical Consideration

There are some ethical considerations that the analyst must take into account when carrying out the research. This will help to improve the information productivity and bring more useful actualities, which can reduce the wastefulness and immateriality of the examination. According to Saunders, Lewis and Thornhill (2011), one must uphold the attribute of ethics and integrity which set the ground for research. It also helps the researcher to evaluate whether one is ethical-ready to perform the research.

As indicated by Alvesson, and Sandberg (2011), the researcher attempted to keep up the exploration quality by asking respondents to impart their reaction genuinely

as opposed to picking choices haphazardly without reading the statements. In addition, the researcher has to assured that their reactions would be strictly confidential and are gathered for research purpose only (Alvesson & Sandberg, 2011).

Respondents were furnished with fundamental points of interest to increase their trust for imparting their perspectives. Additionally, the researcher likewise furnishes them with an acceptance sheet that aided in upgrading the research work effectiveness.

The researcher utilized Harvard Referencing method to quote scholarly references and sources as part of the research to ensure the reliability as well as the quality of content. Moreover, the researcher did not duplicate others' work to maintain a strategic distance from plagiarism and any dishonest method for interpretation of information.

4   ANALYSIS OF RESULTS

4.0   Introduction

Chapter 4 is aimed to analyze and report the outcomes from the data collected through questionnaires towards the purchase intention of recyclable product. All the data obtained from questionnaires are further analyzed using the Reliability Test, Respondent Profile Analysis, Multiple Regression and Hierarchy Regression. There are further discussions on the results in order to explain the findings. The results are also being assessed against the hypothesis established in Chapter 1.

First of all, the reliability test is carried out to ensure the data collected from the survey is reliable and valid to proxy the independent variables and dependent variable. The computation of result in this research paper is then followed by the respondent profile analysis in order to understand the demographic and the characteristic of respondents. In addition, multiple regressions is performed to identify the relationship between independent variables and dependent variable. The last analysis in this paper will be the hierarchy regression which is aimed to measure the interaction effect of the moderator towards the relationship between independent variables and dependent variable. With reference to the multiple regression and hierarchy regression analysis, the hypothesis will then be evaluated whether the assumptions made are accepted or rejected. This paper will try to explicate some of the possible reasons from the results obtained and a brief summary of chapter which provides an overview of the chapter will be given.

4.1   Reliability Test

This section discusses the reliability test of the independent variable and variable from the questionnaires. The aim of the reliability test is to measure the consistency and validity of the data gathered. Cronbach's Alpha is used to identify

the extent of reliability on how much the data gathered is consistent and valid to measure the independent variables and dependent variable. According to Price and Oswald (2008), the acceptable value of Cronbach's Alpha in reliability test is 50% and above, this shows that the data considered is consistent and valid to measure the independent variables and dependent variable. Otherwise, it may cause the inaccurate interpretation.

Therefore, in order to identify the consistency and validity of data, reliability test is performed and the results of Cronbach's Alpha are shown in the below table:

Table 1: Reliability Test

Reliability Test

Variables	N of Items	Cronbach's Alpha
Purchase Intention	6	65.40%
Price Influential	6	65.80%
Quality Influential	5	66.10%
Advertising Influential	6	67.80%
Overall	4	55.30%

4.1.1 Reliability Test on Purchase Intention of Recyclable Product

Purchase intention of recyclable product is dependent variable. The consistency and validity of the data gathered with Cronbach's Alpha's value is 65.40% which is greater than 50%. Therefore, the data collected for purchase intention of recyclable product to measure the dependent variable is consistent and valid to be used and performed further tests.

4.1.2 Reliability Test on Price Influential

Price influential is independent variable. The consistency and validity of the data gathered with Cronbach's Alpha's value is 65.80% which is greater than 50%.

Therefore, the data collected for price influential to measure the independent variable is consistent and valid to be used and performed further tests.

4.1.3 Reliability Test on Quality Influential

Quality influential is an independent variable. The consistency and validity of the data gathered with Cronbach's Alpha's value is 67.80% which is greater than 50%. Therefore, the data collected for purchase intention of recyclable product to measure the independent variable is consistent and valid to be used and performed further tests.

4.1.4 Reliability Test on Advertising Influential

Advertising influential is an independent variable. The consistency and validity of the data gathered with Cronbach's Alpha's value is 65.40% which is greater than 50%. Therefore, the data collected for purchase intention of recyclable product to measure the dependent variable is consistent and valid to be used and performed further tests.

4.1.5 Overall Reliability Test

The overall dependent variable of purchase intention of recyclable product and independent variables of price influential, quality influential and advertising influential are tested on the mean. The consistency and validity of the overall data gathered with Cronbach's Alpha's value is 55.30% which is greater than 50%. Therefore, the data collected for the overall variables are consistent, valid to be used and performed for further tests.

4.2 Descriptive Analysis

Second, this section discusses the various respondent profiles towards using the purchase intention of recyclable products. Each profile factor will be discussed separately. It is essential to identify the different profile and characteristic of respondents in order to know the category and distribution of the respondents

when generate the results in this research paper. Generally, respondent profile consists of age, gender, profession, income, education, status and etc. but the perception of each profile will be different from each other because due to the research topic. In this research six respondent characteristics are discussed:

- Gender
- Age
- Status
- Education
- Income
- Intention to use

4.2.1 Descriptive Analysis on Overall Respondent Profiles

The overall respondent profiles that gathered from the survey is summarized in the table below:

Table 2: Overall Respondent Profiles

Year	n	Mean	Mode	Med	Std. Dev	Min	Max
Gender	150	1.41	1	1.00	0.49	1	2
Age	150	2.12	2	2.00	0.73	1	6
Status	150	1.47	1	1.00	1.08	1	6
Education	150	3.57	4	4.00	1.03	1	6
Income	150	2.11	2	2.00	0.85	1	5
Intention to use	150	1.19	1	1.00	0.40	1	2

The above table is the summary of overall respondent profiles. The information of data was collected from a sample size of 150 respondents. Each of the respondent profiles were described in the form of mean, mode, median, standard deviation, minimum and maximum, and each of the forms can be explained. For example, mean is defined as the average of the respondent profiles, mode is defined as the most frequent respondent profiles, median is defined as the middle of the respondent profiles and lastly standard deviation defined as the dispersion from the average of the respondent profiles. The details of each respondent profiles are shown in the following pie charts for further discussion. The pie chart is represented by the distribution of the different respondent profiles.

4.2.2 Descriptive Analysis of Gender

Gender

40.67%
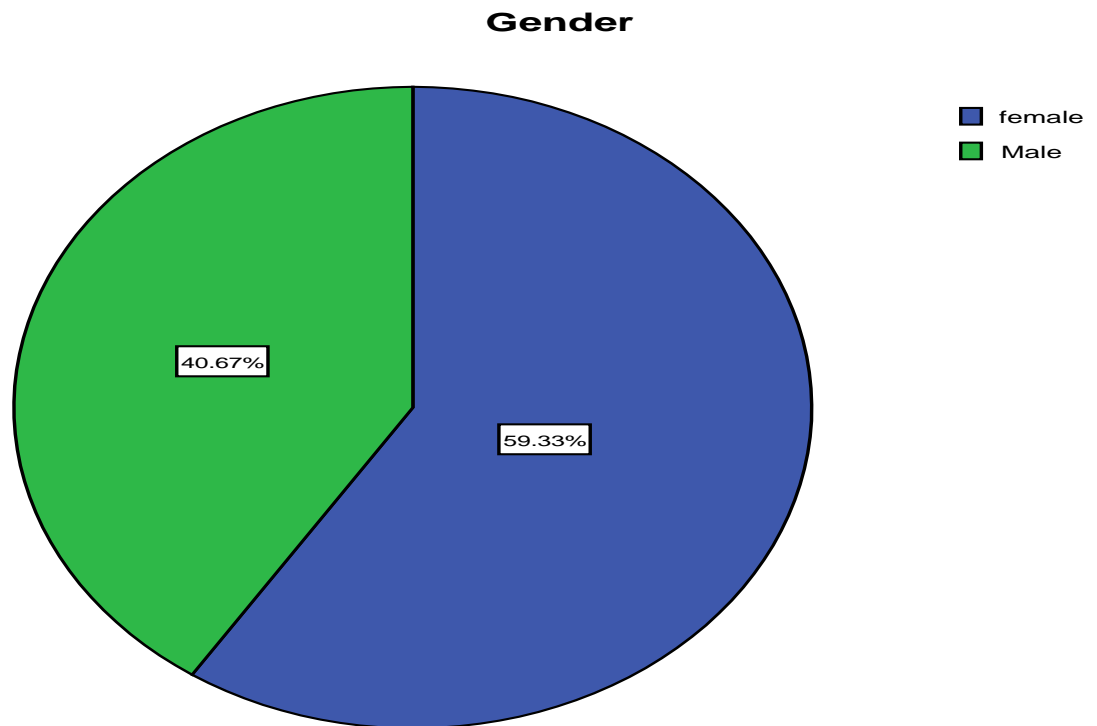
59.33%

▪ female
▪ Male

Figure 1: Pie Chart of Gender

The above pie chart shows the allocation of the total sample of 150 respondents, 59.33% of respondents are female while 40.67% of respondents are male. According to Larsson and Khan (2012), there is no different between male and female and no impact on the purchase intention of recyclable product. Therefore, gender do not has any impact on the purchase intention of recyclable product because there is no difference on the behavioral of the consumer.

4.2.3 Descriptive Analysis of Age

Data collection targeted to different age group of respondents and the results are obtained in the below pie chart:
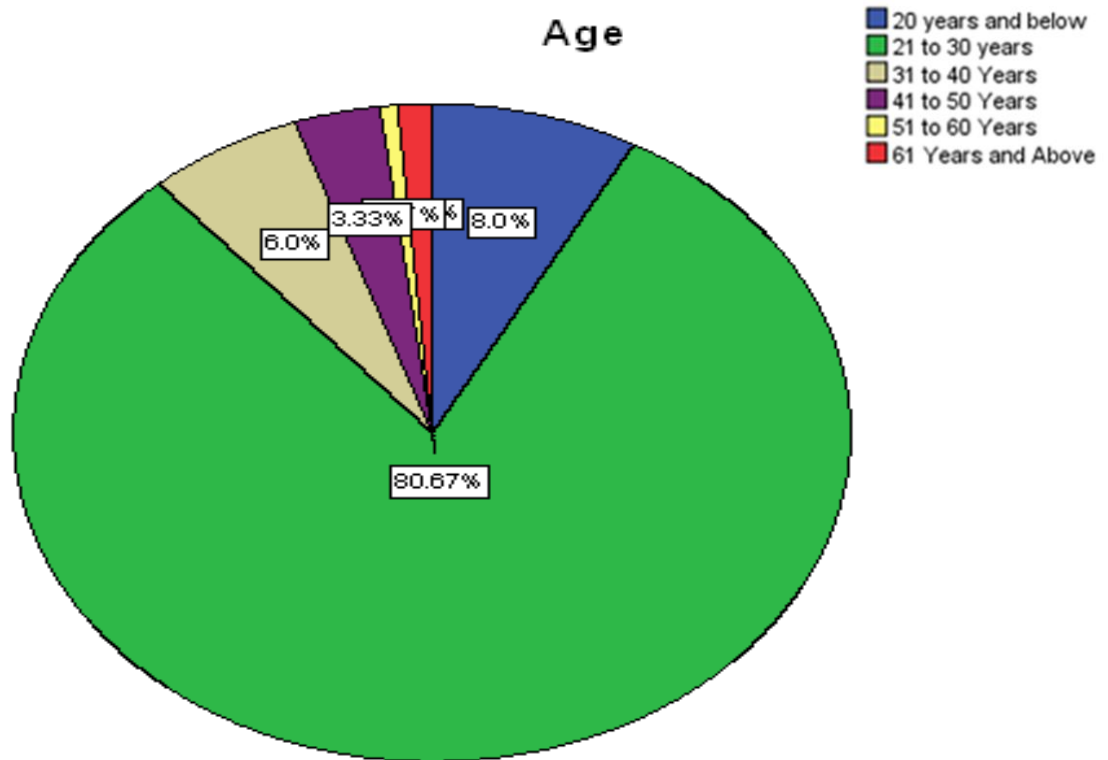
Figure 2: Pie Chart of Age

The above pie chart shows the allocation of different age group and the highest frequency of respondent in this research is from the age group of 21-30 years which represented by a total percentage of 80.67%. Moreover, the lowest frequency of respondent in this research is from the age group of 51-60 years which represented by a total percentage of 0.70% only, therefore, most of the respondents in this research are young respondents and with a higher potential of consumption of recyclable product. The rests of the age group are 20 years and below with 8.00%; 31-40 years with 6.00%; 41-50 years with 3.30%; 61 years and above with 1.30%.

4.2.4 Descriptive Analysis of Status

The status of respondent is the living style, and it will be affected by education level, profession, income, societies, area of reside and so on. This research is conducted based on different status of respondents and the results are obtained in the below pie chart:
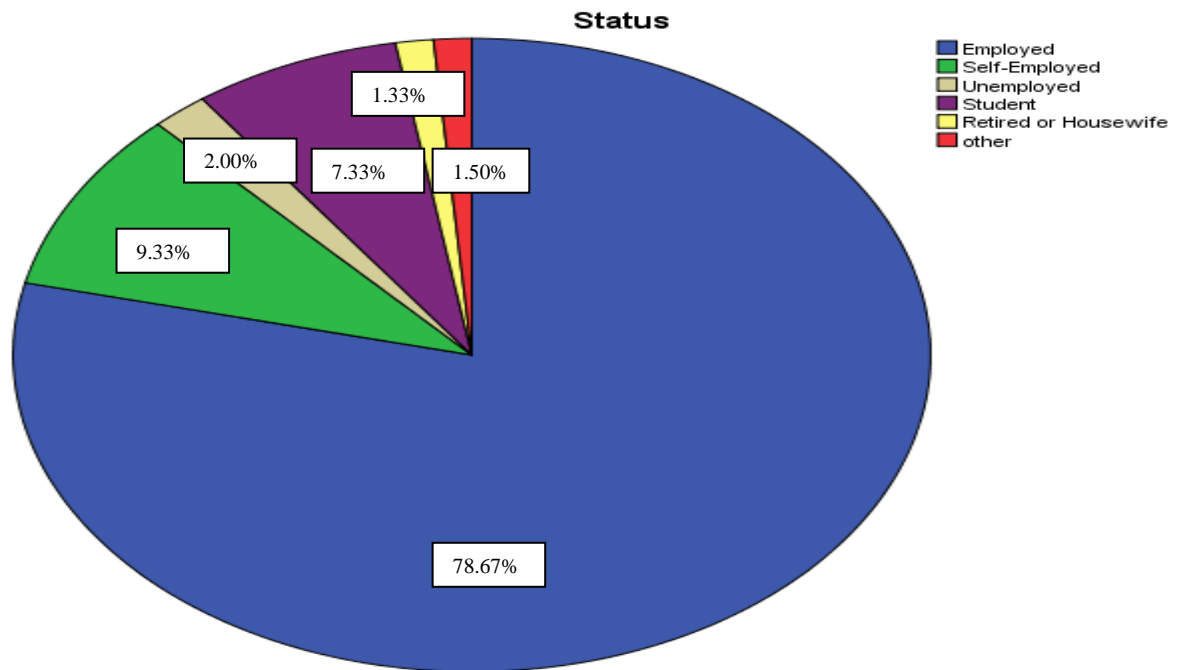
Figure 3: Pie Chart of Status

The above pie chart shows the allocation of different status group and the highest frequency of respondent in this research is the employed group which represented by a total percentage of 78.67%. Moreover, the lowest frequency of respondent in this research is from the status group of retired and housewife who represented by a total percentage of 1.3% only, therefore, most of the respondents in this research are employed group and afford to use the recyclable product. The rests of the status group are self-employed with 9.30%; students with 7.30% and unemployed with 2.00% and others with 1.50% such as no intention to work or disable person or etc.

4.2.5   Descriptive Analysis of Education Level

The factor of education will directly impact on the perception and attitude of respondents, which influence their purchase decision. Educated respondents more concern with the environmental factor that will benefit to environment and health.
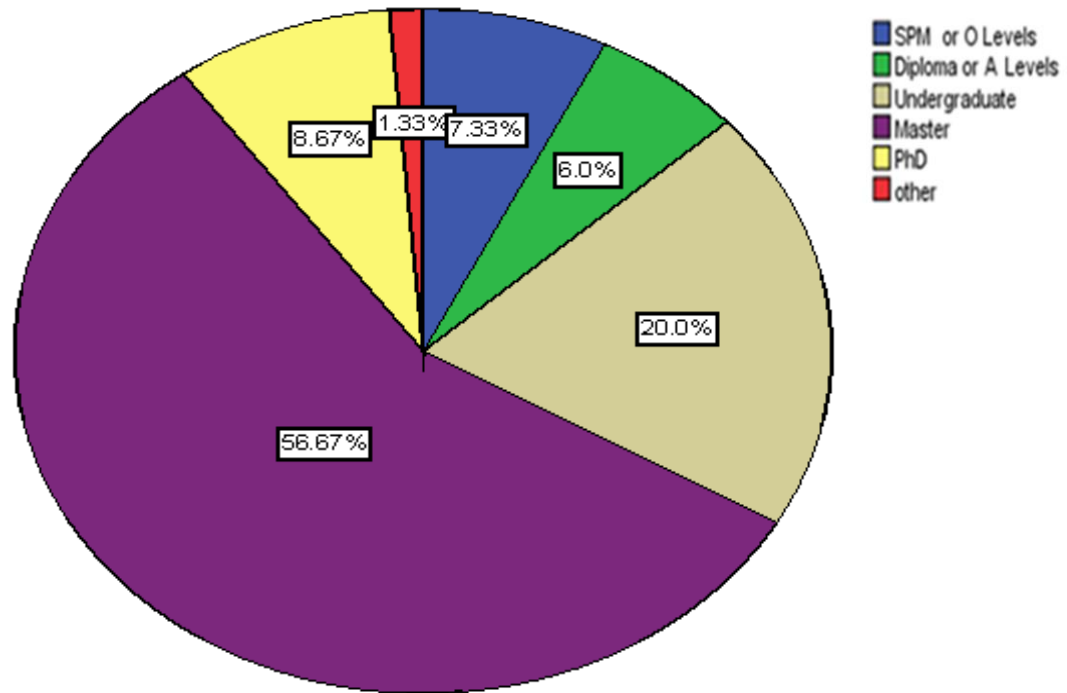
Figure 4: Pie Chart of Education Level

The above pie chart shows the allocation of different education level and the highest frequency of respondent in this research is the master group which represented by a total percentage of 56.67%. Moreover, the lowest frequency of respondent in this research is from the other who represented by a total percentage of 1.33% only, therefore, most of the respondents in this research are master group and they are well-educated and have a good knowledge about recyclable product. The rests of the status group are undergraduate with 20.00%; PhD with 8.67% and SPM or O level with 7.33%.

4.2.6 Descriptive Analysis of Income Level

What is your income level

- MYR2000 and below
- MYR 2001 – MYR 4000
- MYR 4001 – MYR 6000
- MYR 6001 – MYR 8000
- MYR 8001 and above

3.30%
16.70%
4.00
9.30%
66.70
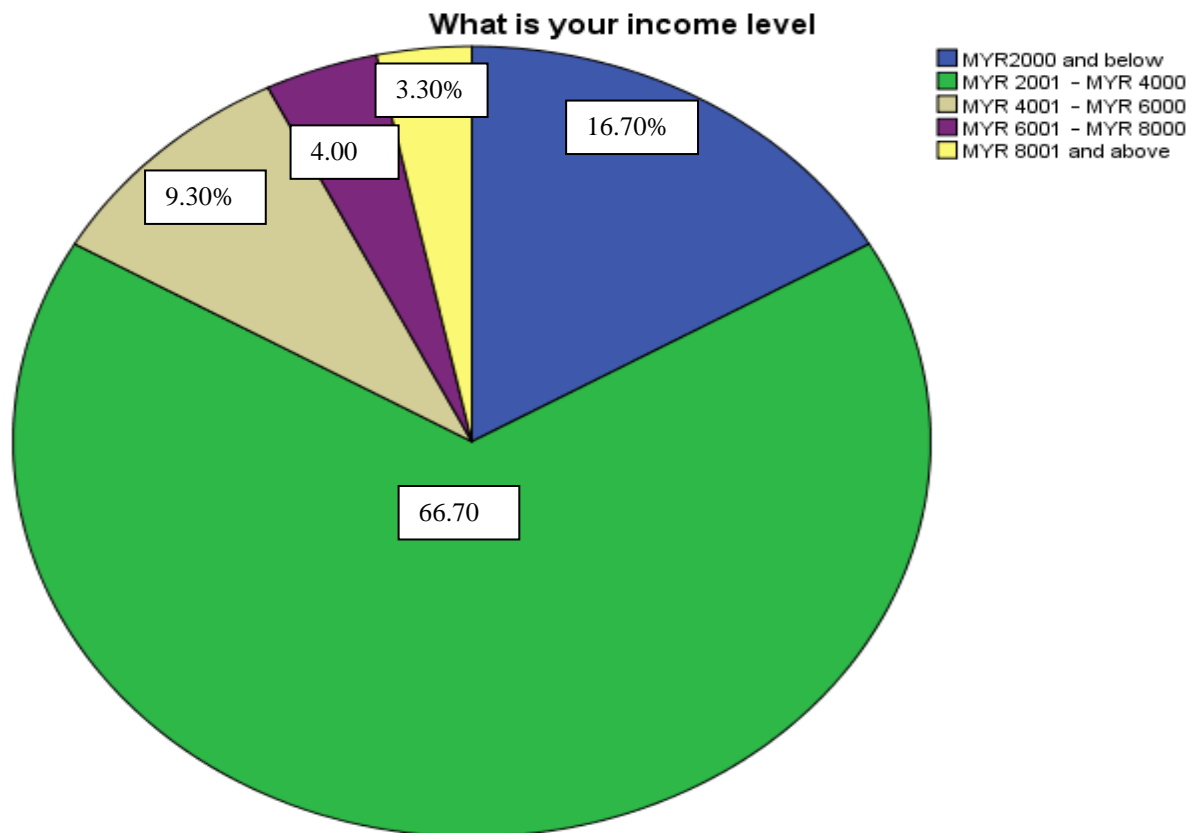
Figure 5: Pie Chart of Income Level

The above pie chart shows the allocation of different income level and the highest frequency of respondent in this research is the MYR2001-4000 level which represented by a total percentage of 66.70%. Moreover, the lowest frequency of respondent in this research is from the income level of MYR8000 and above who represented by a total percentage of 3.30% only, therefore, most of the respondents in this research are MYR2001-4000 level and they can afford to purchase recyclable product. The rests of the income level are MYR2000 and below with 9.30%; MYR4001-6000 with 9.30% and MYR6001-8000 with 4.00%.

4.2.7 Descriptive Analysis on the Intention to Use
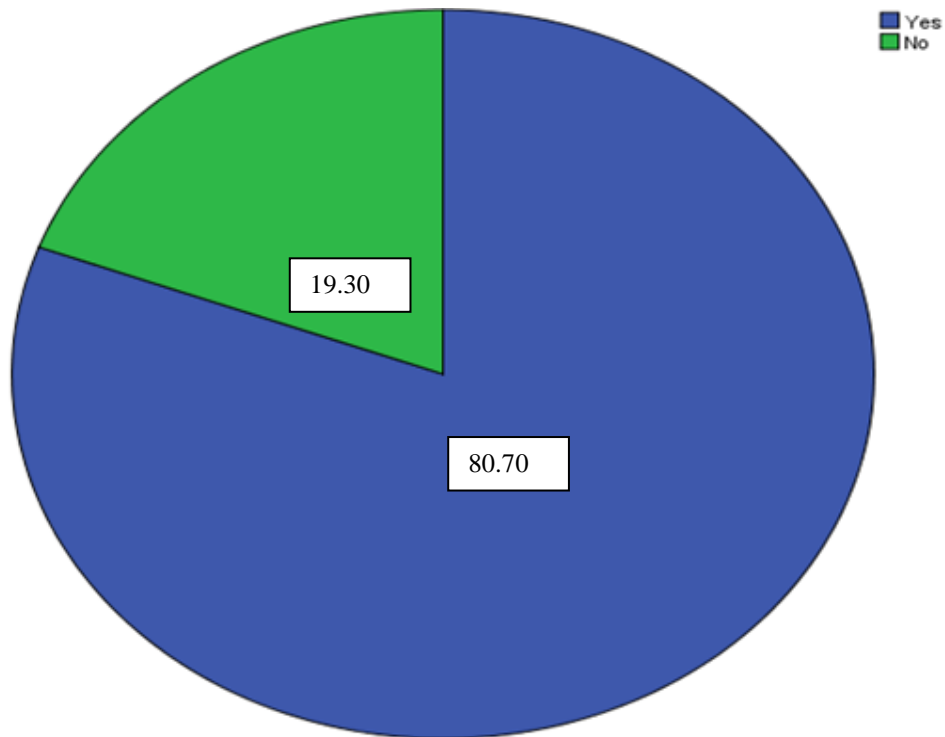
Figure 6: Pie Chart of Intention to Use

The above pie chart shows the allocation of intention to use recyclable products and the highest frequency of respondent in this research is with intention to use recyclable products which represented by a total percentage of 80.70%. Moreover, the lowest frequency of respondent in this research is from the group of without intention to use recyclable products that represented by a total percentage of 19.30%, therefore, most of the respondents in this research has intention to use recyclable products.

Consumers with positive perceptions about the recyclable products, they must aware of functional benefits, social benefits and emotional benefits of recyclable products and they sure satisfy with the purchase of recyclable products and this will encourage having a repeated purchase by consumer (Choi & Kim, 2013).

4.3 Correlation of Independent Variables and Dependent Variable

This section discusses the correlation of independent variables and dependent variable. The purpose of correlation is to identify the relationship of each of the variables with another variable. Pearson correlation is adopted to measure the direction of positive relationship or negative relationship between the two variables. The values of relationship between two variables represented by the range of +1 to -1. The nearer the value to +1 means there is a strong relationship between two variables and -1 means there is a weak relationship between two variables and 0 value is the neutral relationship or no relationship between two variables. The existence of relationship will be confirmed by the confidence interval.

Table 3: Correlation of independent variables and dependent variable

	MIntention	Mprice	MQua	MAdvert
Construct	Correlation	Correlation	Correlation	Correlation
MIntention	1	0.19*	0.23**	0.24**
MPrice	0.19*	1	0.25**	0.23**
MQua	0.23**	0.25**	1	0.28**
MAdvert	0.24**	0.23**	0.28**	1

Note:

1. MIntention = Mean Purchase Intention of Recyclable Product; MPrice = Mean Price Influential; MQua = Mean Quality Influential; MAdvert = Mean Advertising Influential

2. *Correlation is significant at the 0.05 level and **correlation is significant at the 0.01 level

4.3.1 Correlation of Price Influential and Purchase Intention of Recyclable Product

The above table presents the correlation of price influential towards purchase intention of recyclable product. The result shows there is a positive correlation of 0.19, and it is significant at the 0.05 level. The positive correlation of 0.19 is considered as a moderate positive correlation and it means when the price influential increases by 1%, this will cause the purchase intention of recyclable product increases by 0.19%.

4.3.2 Correlation of Quality Influential and Purchase Intention of Recyclable Product

The result shows there is a positive correlation of 0.23, and it is significant at the 0.01 level, this result is slightly higher than the correlation of price influential towards purchase intention of recyclable product. The positive correlation of 0.23 is considered as moderate positive correlation and it means when the quality influential increases by 1%, this will cause the purchase intention of recyclable product increases by 0.23%.

4.3.3 Correlation of Advertising Influential and Purchase Intention of Recyclable Product

The result shows there is a positive correlation of 0.24, and it is significant at the 0.01 level. The positive correlation of 0.24 is considered as a moderate positive correlation and it means when the advertising influential increases by 1%, this will cause the purchase intention of recyclable product increases by 0.24%. Comparing with price influential and quality influential, advertising influential will have a greater impact on purchase intention of recyclable product.

4.3.4 Correlation of Price Influential and Quality Influential

Fourth, the above table shows the correlation of price influential towards quality influential and vice versa. The result show there is a positive correlation of 0.25, and also the correlation is significant at the 0.01 level. The positive correlation of 0.25 is a moderate positive correlation and it means when the price influential increases by 1%, it will cause the quality influential increases by 0.25%.

4.3.5 Correlation of Price Influential and Advertising Influential

The result shows there is a positive correlation of 0.23, and also the correlation is significant at the 0.01 level, this result slightly lower than correlation of price influential toward advertising influential. The positive correlation of 0.23 also considers moderate positive correlation and it means when the price influential increased by 1%, will cause the advertising influential also increased by 0.23%. Therefore, compare with quality influential and advertising influential, quality influential will have a higher impact on price influential.

4.3.6 Correlation of Quality Influential and Advertising Influential

The result shows there is a positive correlation of 0.28, and also the correlation is significant at the 0.01 level, this result slightly higher than correlation of price influential toward advertising influential and price influential toward quality influential. The positive correlation of 0.28 is a moderate positive correlation and it means when the quality influential increased by 1%, will cause the advertising influential also increased by 0.28%.

According to Cottrell (2011), multiple regression analysis is a process to determine the relationship between independent variables and dependent variable, the effect of independent variables toward dependent variable. For an example, the changes of independent variable will affect dependent variable in the regression. The relationship of how independent variables affect dependent variable measured by beta with the equation of $Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + e.$

The decision will be made based on the hypothesis developed either accept or reject.

Multiple regression tests are performed on the effect of independent variables towards dependent variable and later to conclude the hypothesis made is accept or not. The summary of multiple regression tests are shown in the below table:

Table 4: Multiple Regression Test on Independent Variables and Dependent Variable

	Hypothesis 1 Price Influential	Hypothesis 2 Quality Influential	Hypothesis 3 Advertising Influential
	B_1X_1	B_2X_2	B_3X_3
Beta	0.11	0.14	0.16
t-stat	1.34	1.78	2.04
p-value	0.18	0.08	0.04
Constant (B_0)	2.60***		
Observations (n)	150		
Durbin Watson	1.88		
Adj-R-square	0.08		
F-Value	5.10***		

Notes: Significance at the 10 per cent, 5 per cent and 1 per cent level of confidence as indicated by * and ** and *** respectively.

The above table presents the multiple regression results of three independents variables which are price influential, quality influential and advertising influential towards the impact and relationship with consumer's purchase intention on recyclable products.

4.3.7 Hypothesis 1 on Price Influential and Purchase Intention of Recyclable Products

The value of beta is important to identify whether the price influential has relationship to the purchase intention of recyclable product and the beta will confirm the t-value and p-value to determine the level of significance. The above table shows price influential does not has any relationship or no impact on the purchase intention recyclable product and even the value of beta is 0.11 which means that change in the price influential will not change the purchase intention of recyclable product by 11%. In addition, the regression for price influential shows the p-value is 0.18 which is greater than 0.10, so the relationship between price influential and purchase intention of recyclable product is not significant.

The result is in favor of the null hypothesis as opposed to the alternative hypothesis that states there is significant relationship between price influential and purchase intention of recyclable product. According to Morel and Kwakye (2012), and Ansar (2013), there is a positive relationship between price influential and purchase intention recyclable product, but this result contrasts with them and similar with Larsson and Khan (2012) who found there is no relationship between price influential and purchase intention of recyclable product. According to Larsson and Khan (2012), there is no relationship between price influential and purchase intention of recyclable product. Therefore, the result concludes that the null hypothesis is accepted and the alternate hypothesis is rejected, i.e. there is no relationship between price influential and purchase intention recyclable product.

4.3.8 Hypothesis 2 on Quality Influential and Purchase Intention of Recyclable Products

The above table shows quality influential does have relationship and has impact on the purchase intention of recyclable product. The value of beta is 0.14 which mean that change in the quality influential will positively change the purchase intention of recyclable product by 14%. In addition, the regression for quality influential shows the p-value is 0.08 which is lesser than 0.10, so the relationship

between quality influential and purchase intention of recyclable product is significant.

The result supports the alternate hypothesis as opposed to the null hypothesis that states there is no relationship between quality influential and purchase intention of recyclable product. According to Morel and Kwakye (2012), and Choi and Kim (2013), there is a positive relationship between quality influential and purchase intention of recyclable product, the result is in line with them. Therefore, the result concludes that the alternate hypothesis is accepted and the null hypothesis is rejected, where there is a relationship between quality influential and purchase intention of recyclable product.

4.3.9 Hypothesis 3 on Advertising Influential and Purchase Intention of Recyclable Products

The above table shows advertising influential does have relationship and impact on the purchase intention of recyclable product and the value of beta is 0.16 which mean that change in the advertising influential will positively change the purchase intention of recyclable product by 16%. In addition, the regression for advertising influential shows the p-value is 0.04 which is lesser than 0.05, so the relationship between advertising influential and purchase intention of recyclable product is significant.

The result supports the alternate hypothesis as opposed to the null hypothesis which states there is no relationship between advertising influential and purchase intention of recyclable product. According to Morel and Kwakye (2012), Zhu (2012, October) and Ansar (2013), there is a positive relationship between advertising influential and purchase intention of recyclable product, this result is similarly with them. In addition, Qader and Zianuddin, (2010) also found the similar results of the positive relationship between advertising influential and purchase intention of recyclable product. Therefore, the result concludes that the alternate hypothesis is accepted and the null hypothesis is rejected. There is a relationship between advertising influential and purchase intention of recyclable

product. Advertising influential do strongly affect consumers in purchasing recyclable product and the advertisement depends on the marketing department of company.

4.3.10 Overall Multiple Regressions on Purchase Intention of Recyclable Products

This section discusses the overall multiple regressions on purchase intention of recyclable products. The constant value is the B_0 to measure the overall regression results and found out 2.60, f-value is 5.10, significant at the 1 per cent confidence level; The total observations measure the total respondents, n is 150; The result of Durbin-Watson is 1.88 compared with the benchmark of 2.00 to measure the model to fit in the regression, therefore, the model is considered fit to the regression to explain variables. Lastly, the adjusted R-square, Adj R^2 to measure the relationship between independent variables on dependent variable, the higher the better results, the Adj R^2 obtained in the regression is only 8%, therefore, may have other hidden independent variables to be studied on the impact of purchase intention of recyclable products.

4.3.11 Hypothesis 4 on Advertising Influential Moderates the Relationship between Price Influential and Purchase Intention of Recyclable Products

This section continues to discuss the remaining hypothesis 4 and hypothesis 5. Hierarchy regression is tested on the data collected and the results are obtained in the table below.

The table 5 presents the moderator effect of advertising influential on the relationship of price influential toward purchase intention of recyclable products.

Table 5: Moderator effect on Price Influential and Purchase Intention of Recyclable Products

Independent Variable	Purchasing Intention of Recyclable Products (H4)	
	block 1 (before moderating) unstd coefficient/ t-value	block 2 (after moderating) unstd coefficient/ t-value
Constant	3.60/ 10.29***	2.94/ 6.81***
Price Influential	0.19/ 2.33**	0.14/ 1.73*
Moderation effect	-	0.20/ 2.51**
R^2/ (R^2 change)	0.04	(0.04)
F-value/ (F Change)	5.44	(6.29)
p-value	0.02	0.01

Notes: Significance at the 10 per cent, 5 per cent and 1 per cent level of confidence as indicated by * and ** and *** respectively

The hierarchy regression uses advertising influential as the moderator in this paper to identify the moderator effect of advertising influential on the relationship between independent variables toward dependent variable which are price influential toward purchase intention of recyclable products.

In the above table 5, the results show advertising influential moderates the relationship between price influential toward purchase intention of recyclable products. Refer to the above table discuss two scenarios which are block 1 and block 2. Block 1 excludes the moderator which is only the relationship between price influential toward purchase intention of recyclable products only. In block 2, the analysis includes advertising influential as the moderator effect to test whether the advertising influential enhances the relationship between price influential toward purchase intention of recyclable products or not.

The previous results in table 4 show the price influential does not have any relationship with purchase intention of recyclable products but and surprisingly when moderator is added in this relationship, the results show the relationship is strengthen by the moderator when is applied to the purchase intention of recyclable products. In block 2 after the moderating effect, the result shows the advertising influential enhances the impact of price influential on purchase intention of recyclable products which indicated by the t-value of 2.51, significant at 5% confidence level on the moderator effect and f-change value of 6.29, significant at 1% confidence level on the overall regression. Therefore, the result concludes that accepts the alternate hypothesis and reject null hypothesis which is advertising influential moderates the relationship between price influential toward purchase intention of recyclable products.

4.3.12 Hypothesis 5 on Advertising Influential Moderates the Relationship between Quality Influential and Purchase Intention of Recyclable Products

This research also discusses the advertising influential to moderate the relationship between quality influential and purchase intention of recyclable products as mentioned in the hypothesis 5. Hierarchy regression also tested on the data collected and the results are obtained in the table below.

The table 6 presents the moderator effect of advertising influential on the relationship of quality influential towards purchase intention of recyclable products

Table 6: Moderator effect on Quality Influential and Purchase Intention of Recyclable Products

Independent Variable	Purchasing Intention of Recyclable Products (H4)	
	block 1 (before moderating) unstd coefficient/ t-value	block 2 (after moderating) unstd coefficient/ t-value
Constant	3.47/ 10.28***	2.90/ 6.94***
Quality Influential	0.21/ 2.81***	0.16/ 2.09**
Moderation effect	-	0.18/ 2.30**
R^2/ (R^2 change)	0.05	(0.05)
F-value/ (F Change)	7.88	(5.30)
p-value	0.00	0.02

Notes: Significance at the 10 per cent, 5 per cent and 1 per cent level of confidence as indicated by * and ** and *** respectively

The above table 6 also applies hierarchy regression and uses advertising influential as the moderator in this paper to identify the moderator effect of advertising influential on the relationship between independent variables toward dependent variable which are quality influential toward purchase intention of recyclable products.

In the above table 6, the results show advertising influential moderates the relationship between quality influential toward purchase intention of recyclable products. Refer to the above table also discuss two scenarios which are block 1 and block 2. Block 1 excludes the moderator which is only the relationship between quality influential toward purchase intention of recyclable products only.

In block 2, the analysis includes advertising influential as the moderator effect to test whether the advertising influential enhances the relationship between quality influential toward purchase intention of recyclable products or not.

The previous results in table 4 show the quality influential does have relationship with purchase intention of recyclable products and this result in line with the previous results when moderator is added in this relationship, the results show the relationship is strengthen by the moderator when is applied to the purchase intention of recyclable products. In block 2 after the moderating effect, the result shows the advertising influential enhances the impact of quality influential on purchase intention of recyclable products which indicated by the t-value of 2.30, significant at 5% confidence level on the moderator effect and f-change value of 5.30, significant at 5% confidence level on the overall regression. Therefore, the result concludes that accepts the alternate hypothesis and reject null hypothesis which is advertising influential moderates the relationship between quality influential toward purchase intention of recyclable products.

4.4   Decision Made Based on Hypothesis Testing

According to Anderson, Burnham and Thompson (2000), hypothesis is a statement that the assumptions on is made what we want to do in the research. Hypothesis consists of null hypothesis (H_0) and alternate hypothesis (H_1). The null hypothesis defined as a statement that undertakes a verification in order to identify if it should be accepted or rejected and frequently is opposite with what we want to obtain the results. The alternate hypothesis is defined as a statement that undertakes what we are trying to assume the observed effect in the research and frequently match with what we want to obtain the results. Ideally, the null hypothesis is rejected and the alternate hypothesis is accepted. The overall summary of the 5 hypothesis testing are shown in the table 7 and the decision will be made based on the results obtained.

Table 7: Overall Summary of 5 hypothesis testing

Hypothesis Testing

H_0: There is no relationship between price influential and purchasing intention of recyclable products
H_1: There is a relationship between price influential and r purchasing intention of recyclable products
Decision: Accept H_0 and reject H_1 where the t-value is 1.34 and p-value is 0.18 at the 10 per cent confidence level

H_0: There is no relationship between quality influential and purchasing intention of recyclable products
H_2: There is a relationship between quality influential and purchasing intention of recyclable products
Decision: Accept H_2 and reject H_0 where the t-value is 1.78 and p-value is 0.08 at the 10 per cent confidence level

H_0: There is no relationship between advertisement influential and purchasing intention of recyclable products
H_3: There is a relationship between advertising influential and purchasing intention of recyclable products
Decision: Accept H_3 and reject H_0 where the t-value is 2.04 and p-value is 0.04 at the 5 per cent confidence level

H_0: There is no moderator effect of advertisement influential towards price influential and purchasing intention of recyclable products
H_4: There is moderator effect of advertising influential towards price influential and purchasing intention of recyclable products
Decision: Accept H_4 and reject H_0 where the f-value change is 6.29 and p-value is 0.01 at the 1 per cent confidence level

H_0: There is no moderator effect of advertisement influential towards quality influential and purchasing intention of recyclable products

H$_5$: There is moderator effect of advertisement influential towards quality influential and purchasing intention of recyclable products

Decision: Accept H$_5$ and rejectH$_0$ where the f-value change is 5.30 and p-value is 0.02 at the 5 per cent confidence level

4.4.1 Analysis and Decision Making on Hypothesis 1

Firstly, multiple regressions was used in hypothesis 1 to test the relationship between price influential and purchasing intention of recyclable products, the finding of the test shows there is no relationship between price influential and purchasing intention of recyclable products as indicated by the t-value is 1.34 and p-value is 0.18. Therefore, the decision made on this research is accepts H$_0$ and rejectsH$_1$ at the 10 per cent confidence level.

4.4.2 Analysis and Decision Making on Hypothesis 2

Secondly, multiple regressions was used in hypothesis 2 to test the relationship between quality influential and purchasing intention of recyclable products, the finding of the test shows there is positive relationship between quality influential and purchasing intention of recyclable products as indicated by the t-value is 1.78 and p-value is 0.08. Therefore, the decision made on this research is accepts H$_1$ and rejectsH$_0$ at the 10 per cent confidence level.

4.4.3 Analysis and Decision Making on Hypothesis 3

Thirdly, multiple regression was used in hypothesis 3 also to test the relationship between advertising influential and purchasing intention of recyclable products, the finding of the test shows there is positive relationship between advertising influential and purchasing intention of recyclable products as indicated by t-value is 2.04 and p-value is 0.04. Therefore, the decision made on this research is accepts H$_1$ and rejectsH$_0$ at the 5 per cent confidence level.

4.4.4 Analysis and Decision Making on Hypothesis 4

Fourthly, hierarchy regression was used in hypothesis 4 to test the moderator effect of advertisement influential towards price influential and purchasing

intention of recyclable products, the finding of the test shows there is moderator effect of advertisement influential towards price influential and purchasing intention of recyclable products as indicated by the f-value change is 6.29 and p-value is 0.01. Therefore, the decision made on this research is accepts H_1 and rejectsH_0 at the 1 per cent confidence level.

4.4.5 Analysis and Decision Making on Hypothesis 5

Lastly, hierarchy regression again was used in hypothesis 5 to test the moderator effect of advertisement influential towards quality influential and purchasing intention of recyclable products, the finding of the test shows there is moderator effect of advertisement influential towards quality influential and purchasing intention of recyclable products as indicated by the f-value change is 5.30 and p-value is 0.02. Therefore, the decision made on this research is accepts H_1 and rejectsH_0 at the 5 per cent confidence level.

4.5 Discussion on the Results

This paper analyses the data through reliability test, descriptive test, correlation test, multiple regression and hierarchy regression. Reliability test measures the consistency and validity of the data gathered. According to results, purchase intention of recyclable products, price influential, quality influential and advertising influential are consistent and valid as measured by the Cronbach's Alpha.

Descriptive test discusses the various respondent profiles such as gender, age, status, education, income, and intention to recyclable products. Respondents come from different background with different opinion to the purchasing intention of recyclable products and it may give some impact to the regression test later. According to results, 59.33% are female, 40.67% are male, 80.67% are 21-30 years, 8.00% are 20 years and below, 6.00% are 31-40 years, 3.30% are 41-50 years, 1.30% are 61 years and above, 0.70% are 51-60 years, 78.67% are employed, 9.30% are self-employed, 7.30% are students, 2.00% are unemployed,

1.3% are retired and housewife, 56.67% are master, 20.00% are undergraduate, 8.67% are PhD, 7.33% are SPM or O level, 6.00% are diploma or A level, 66.70% are MYR2001-4000, 9.30% are MYR2000 and below, 9.30% are MYR4001-6000, 4.00% are MYR6001-8000, 3.30% are MYR8000 and above, 80.70% are with intention to use recyclable products and 19.30% are without intention to use recyclable products.

Correlation test is conducted after the descriptive test to identify the relationship between dependent and independent variables. According to the results, there is a positive correlation between price influential towards purchase intention of recyclable product and significant at the 0.05 level, positive correlation between quality influential towards purchase intention of recyclable product and significant at the 0.01 level, positive correlation between advertising influential towards purchase intention of recyclable product and significant at the 0.01 level, positive correlation between price influential towards quality influential and vice versa and significant at the 0.01 level, positive correlation between price influential towards advertising influential and vice versa and significant at the 0.01 level, positive correlation between quality influential towards advertising influential and vice versa and significant at the 0.01 level.

Hypothesis 1, 2 and 3 are tested using multiple regressions. According to the results, in hypothesis 1, price influential does not has any relationship or no impact on the purchase intention recyclable product, p-value is 0.18 which is greater than 0.10, so the relationship between price influential and purchase intention of recyclable product is insignificant. Therefore, accepts the null hypothesis and reject alternate hypothesis.

In hypothesis 2, quality influential does has relationship and impact on the purchase intention of recyclable product, p-value is 0.08 which is lesser than 0.10, so the relationship between quality influential and purchase intention of recyclable product is significant. Therefore, accepts the alternate hypothesis and reject null hypothesis. In hypothesis 3, advertising influential does has relationship and impact on the purchase intention of recyclable product, p-value is 0.04 which is

lesser than 0.05, so the relationship between advertising influential and purchase intention of recyclable product is significant. Therefore, accepts the alternate hypothesis and reject null hypothesis.

From the above summary of the results, I found those four hypotheses are significant and one hypothesis is insignificant only at different confidence levels. The summary of the hypothesis are shown as below:

a. There is no relationship between price influential and purchasing intention of recyclable products
b. There is a relationship between quality influential and purchasing intention of recyclable products
c. There is a relationship between advertising influential and purchasing intention of recyclable products
d. There is moderator effect of advertising influential towards price influential and purchasing intention of recyclable products
e. There is moderator effect of advertisement influential towards quality influential and purchasing intention of recyclable products

4.6 Chapter Summary

Chapter 4 analyzes the results from the data that have been collected using different research analysis tool. The findings are identified to make decision based on the results obtained. This chapter is very essential as it analyzes the outcome from the data gathered from survey conducted which represents the respondents' point of views. Firstly, the reliability and validity to measure the consistency and validity of the data gathered is checked. According to the results, the values of Cronbach's Alpha are acceptable for each of the variables, therefore it is concluded that the data gathered all are consistent and valid to proceed for further analysis. Secondly, descriptive analysis is done to discuss the various respondent profiles. Thirdly, the correlation test is conducted to identify the relationship between the dependent and independent variables.

Fourthly, multiple regression tests are performed to analyze the relationship between independent variables towards the dependent variable. The results show there is no relationship between price influential toward purchasing intention of recyclable products but there is a relationship between quality influential and advertising influential toward purchasing intention of recyclable products.

Lastly, hierarchy regression tests are performed to analyze the moderation effect on the relationship between independent variables towards the dependent variable. The results show there is moderator effect of advertising influential towards price influential and quality influential towards purchasing intention of recyclable products. Therefore, based on the results, H_2, H_3, H_4 and H_5 are significant and accepted at different confidence levels. On the other hand, H_1 is insignificant and hence rejected.

5 CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

Chapter 5 describes the overall summary and key results as shown in the results analysis from Chapter 4, thereafter the discussion on the key results in the support of empirical studies and the literature review. This chapter also discusses in details from the results assessment through the research hypotheses with a summary and explanation of the key results. In addition, this chapter identifies some of the limitations from the research has conducted and also make some recommendations for the future research and further improvement.

5.1 Overall Key Results

According to the Chapter 2 on literature review, there is a change of the purchase intention and purchase behavior of consumers either in Malaysia or across the world in the recent years. Based on the literature review, the previous research shows that the purchase intention of consumer on recyclable product can be affected by different kind of factors such as environmental factors and social factors. This paper studies the factors of price influential, quality influential and advertisement influential to affect the purchase intention and the moderating role of advertisement influential to the relationship of price influential and quality influential to the purchase intention. This paper finds that the factors of quality influential and advertisement influential affect the purchase intention of recyclable products and there is moderator effect of advertising influential towards price influential and quality influential to the purchasing intention of recyclable products. Chapter 3 discusses the data and methodology adopted in this research paper and Chapter 4 analyses the data with proper methods.

In practical, the price of a product is will influence the consumer purchase intention and this is the reaction from the consumers towards the changes of the

price. According to the results, there is no relationship between the price influential towards the consumer purchase intention, meaning to say, the decrease or increase in the price of recyclable product, do not affect the consumers to continue to purchase recyclable product. In normal circumstances, the changes of price level of the recyclable products will encourage consumers buy more of recyclable products that will create the awareness of the consumers.

One of the significant factors is the quality of a product; in this research the perceived quality is essential to influence the purchase intention of the consumers to use recyclable products. Quality of a product will directly lead to the value added for the business and encourage the purchase and repurchase intention of the consumers. There is also some correlation between price and quality of a product, quality and advertising of a product. According to the results, there are high correlation between price and quality of a product, quality and advertising of a product.

In reality, there are many different products in the markets. When all the non-recyclable products and recyclable products are sold together in the market at the same time, the market will become more saturated because of the complexity and consumer will be confused on how to choose the recyclable products.

In this research, it is important to study the recyclable products in order to create the awareness to the market consumer on the quality scale of the recyclable products and encourage them to have a good behavior in adopt the recyclable products and will become brand loyal to the recyclable products where will add value to the society by the nature of their usage, more healthy to the environment.

The results show there is significant to the marketers in promoting recyclable products by using advertisement such as newspaper, media, road show, campaign and several techniques. Some of the techniques widely used by marketers such as emphasizes on the price influential and quality influential of the recyclable products in order to create the awareness of public to buy more recyclable

products rather than non- recyclable products, and will help the business to increase the sale.

5.1.1 Discussion on the Hypotheses Results

The results below discuss the all the 5 hypotheses results such as the advertising influential as moderator variable in hypothesis 4 and hypothesis 5, and the relationship between independent variables such as price influential, quality influential and advertising influential to the dependent variable such as purchasing intention on recyclable products in hypothesis 1, hypothesis 2 and hypothesis 3. The overall results show that only quality influential and advertising influential play a significant role to affect purchasing intention on recyclable products and advertising influential moderates the relationship between price influential, quality influential and advertising influential to the purchasing intention on recyclable products.

Table 8: Summary on the Discussion of the Hypotheses Results

Hypothesis	Regression (Constant)	t-value (f-value)/ Confidence Level	Hypothesis (Accept/ Reject)
H_1: There is a relationship between price influential and purchasing intention of recyclable products	0.11	1.34 /0.18	Accept H_0 and reject H_1
H_2: There is a relationship between quality influential and purchasing intention of recyclable products	0.14	1.78/0.08	Accept H_2 and reject H_0
H_3: There is a relationship between advertising influential and purchasing	0.16	2.04/0.04	Accept H_3 and reject H_0

intention of recyclable products			
H_4: There is moderator effect of advertising influential towards price influential and purchasing intention of recyclable products	2.94	(6.29)/0.01	Accept H_4 and reject H_0
H_5: There is moderator effect of advertisement influential towards quality influential and purchasing intention of recyclable products	2.90	(5.30)/0.02	Accept H_5 and reject H_0

5.1.2 Hypotheses Analysis

In the first hypotheses, the results show accepts H_0 and reject H_1 even at 10% confidence level, there is no relationship between price influential and purchasing intention of recyclable products, the constants value for the regression is reported at 0.11. There is no impact for the price influential to affect the purchasing intention of recyclable products.

In the second hypotheses, the results show accepts H_2 and reject H_0 at 10% confidence level, there is a relationship between quality influential and purchasing intention of recyclable products, the constants value for the regression is reported at 0.14. There is an impact for the quality influential to affect the purchasing intention of recyclable products.

In the third hypotheses, the results show accepts H_3 and reject H_0 at 5% confidence level, there is a relationship between advertising influential and purchasing

intention of recyclable products, and the constants value for the regression is reported at 0.14. There is an impact for the advertising influential to affect the purchasing intention of recyclable products.

In the fourth hypotheses, the results show accepts H_4 and rejectH_0 at 1% confidence level, there is moderator effect of advertising influential towards price influential and purchasing intention of recyclable products and the f-value for the regression is reported at 6.29. There is an impact for the advertising influential to moderate the relationship price influential and purchasing intention of recyclable products.

In the last hypotheses, the results show accepts H_5 and rejectH_0 at 5% confidence level, there is moderator effect of advertising influential towards quality influential and purchasing intention of recyclable products and the f-value for the regression is reported at 5.30. There is an impact for the advertising influential to moderate the relationship quality influential and purchasing intention of recyclable products.

5.1.3 Summary and Justification of Results

The results obtained help in justify and conclude different kind of aspects that what we actually looking at in our variables. The overall of the results in this research definitely will help to further enhance and improve the purchase intention of the recyclable products for the industry or company level to adopt their strategy. It will also benefit to the community to create the awareness among the consumers for the sake of to increase the usage of recyclable product.

Moreover, it also concluded that the quality and advertising influential are the main factors to impact on the awareness of the usage of recyclable product and lead to the more benefits to all of the relevant parties. Conversely, price influential is found that price influential is not the factor that impact on the awareness of the usage of recyclable product and does not lead to the any benefits to all of the relevant parties. The reasons are this research is the new breakthrough of the

outcomes show price is not a factor to influence the purchase intention of recyclable products because the buyers of recyclable products more influenced by the quality and advertisement, the price not sensitive to the purchase intention of buyers. Besides that, this research solely independent based on the consumer purchase intention and not necessary to agree with the previous literatures.

The section will follow by the recommendations that will discuss the research gaps based on the previous research that lacking of the complete aspects on the purchase intention of recyclable products due to its limitations. In a nutshell, this paper has contributed to the social conscience; society, companies, industry and etc. in create the awareness of the purchase intention of recyclable products among the consumers.

5.2   Contribution of the Study

Recyclable products are important in the emerging society for its non-toxic nature and wellbeing of society, all these due to the overconsumption of plastic, toxic materials to our environment. According to Lee, Ling, Yeow and Hassan (2012), recyclable products are solely manufactured by the utilized recycling resources and it has been found clean and healthy to the environment.

The contribution of the results are help in learning various significant environment aspects related to recyclable products and the rewards and benefits evolved from there which could best to consider for the welfare of the society such as to show good image of the environment to the world in the effort of utilization of non-toxic products and the awareness of recyclable products usage in building up a healthy environment.

In addition, this research is possible to analyze on repurchasing intention of the recyclable products of the consumer and their behavior. It is ended up in finding the most preferred behavior of consumers within recyclable products that these products are suitable in creating an environment that is healthy, does not carry

toxic fumes which could pollute the natural environment. The study then account in for spreading awareness among the population, the increase in usage of healthy environment products is significant for the wellbeing of society.

From the point of view of business aspect, this research add values to the organizing by identifying the sequence of consideration when consumers are considering to purchase recyclable products, i.e. first by advertising, followed by quality and then by price. Advertising plays an important role in moderating the independent variable, referring to table 8 as H_1 was rejected and when advertising play as a moderator in H_4, price variable is significant. Therefore, the findings suggests that advertising is an important aspect to be considered into business as well as marketing planning.

5.3 Limitation of Research

This section discusses the limitations of the research and in normal circumstances all the variables will expose to the potential threat which will have an impact on the significance of the study.

There is a possibility for a researcher to face with some form of limitations in the field of study, hence, it will affect the scope of study and significance of the result from the data analysis. For example, due to geographical constraint, this research is limited to the population who reside in the urban city, i.e. Klang Valey and may left out some potential respondents such as those in the rural areas.

Correspondingly, this paper has identified some limitations that have restricted the researcher to look at each of the areas related to consumer purchase intention of recyclable product in the context of Malaysian market more critically. The limitations are as below:

a) The lack of time allocation when conducting the survey, the compilation of data and data analysis will have an impact on the research.

b) The geographical constraint where the study was conducted in Klang Valley to represent the Malaysian population and other market's response could also be significant to the analysis for future amendments or suggestions.

c) Insufficient sample size for the research, as the number of sample size only limited to 150 respondents and might not be enough in representing thought and perception of respondents within the Malaysian study. It also brings the impact over the scope of study.

d) Given that the price variable is found to be not significant to the results, therefore it is suggested to study on price behavior for future research.

5.4   Recommendations for Future Research

In this report, it is noted that there are still a lot of aspects that influence the consumer's purchase intention on recyclable products. The previous research shows that there are some gaps between the preceding and the current prospect for research in the same areas. It is beneficial to fill the gap and determine the factors that influence consumer marketing regards to the recyclable products

It is also recommended to conduct research based on more specific area such as "the influential of recyclable product's market influence towards consumer behavior" and "to study how the specific advertising strategies would help more recyclable product company to build customer loyalty".

Furthermore, it is also advisable to study how significance brand advertisement awareness campaign could help cooperation in capturing a bigger consumer market. It is vital to measure how effective are these branding awareness campaign or strategies in influencing consumer's purchase intention on recyclable products.

Therefore, it is suggested to conduct further research on these different aspects that would lead to a growth in recyclable products which eventually increase consumer's purchase intention.

5.5   Chapter Summary

Chapter 5 summaries the whole research that have contributed to the subject knowledge related to the consumer's purchase intention on recyclable products. The beginning of this chapter provides a brief idea related to the main objectives of the study and the overall in what research is all about. This research further carried significant results of the overall findings described the current situation of the consumer's purchase intention on recyclable products.

According to the analysis of the overall scenarios with regards to both the previous studies and attributes of the study, the hypothesis generated has shown the findings and had contributed in critically by analyzing the market response and scenario through consumer's purchase intention on recyclable products.

This chapter also states the contribution of this paper and highlighted the areas for improvement as well as the limitations incurred in this research. Lastly, it compiles a few topics for recommendations which are to be used in further research   for   the   same   field   of   studied   variables.

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APPENDIX

Reliability: Reliable Analysis (Advertising)

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.678	.676	6

Item Statistics

	Mean	Std. Deviation	N
Advertising1	4.49	.565	150
Advertising2	4.53	.620	150
Advertising3	4.29	.522	150
Advertising4	4.34	.622	150
Advertising5	4.43	.595	150
Advertising6	4.46	.609	150

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.424	4.287	4.533	.247	1.058	.009	6
Item Variances	.348	.273	.387	.114	1.418	.002	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Advertising1	22.05	4.024	.202	.072	.700
Advertising2	22.01	3.919	.202	.063	.706
Advertising3	22.26	3.710	.406	.329	.638
Advertising4	22.21	3.239	.524	.339	.593
Advertising5	22.11	3.282	.539	.423	.590
Advertising6	22.09	3.113	.612	.424	.560

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26.55	4.800	2.191	6

Reliability: Reliable Analysis (Intention)

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.654	.655	6

Item Statistics

	Mean	Std. Deviation	N
Intention1	4.57	.572	150
Intention2	4.22	.503	150
Intention3	4.31	.590	150
Intention4	4.45	.574	150
Intention5	4.51	.565	150
Intention6	4.45	.640	150

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.417	4.220	4.567	.347	1.082	.017	6
Item Variances	.331	.253	.410	.157	1.618	.003	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Intention1	21.93	3.485	.262	.090	.655
Intention2	22.28	3.398	.389	.189	.612
Intention3	22.19	3.150	.417	.195	.599
Intention4	22.05	3.213	.403	.178	.605
Intention5	21.99	3.188	.429	.213	.595
Intention6	22.05	3.044	.411	.197	.602

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26.50	4.372	2.091	6

Reliability: Reliable Analysis (Price)

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.658	.657	6

Item Statistics

	Mean	Std. Deviation	N
Price1	4.36	.571	150
Prcie2	4.38	.575	150
Price3	4.35	.579	150
Price4	4.41	.592	150
Price5	4.39	.601	150
Price6	4.44	.573	150

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.388	4.347	4.440	.093	1.021	.001	6
Item Variances	.339	.326	.361	.035	1.108	.000	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Price1	21.97	3.670	.232	.202	.669
Prcie2	21.95	3.487	.319	.125	.640
Price3	21.98	3.322	.401	.261	.611
Price4	21.92	3.470	.310	.275	.644
Price5	21.93	2.949	.578	.453	.541
Price6	21.89	3.148	.505	.408	.574

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26.33	4.503	2.122	6

Reliability: Reliable Analysis (Quality)

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.661	.664	5

Item Statistics

	Mean	Std. Deviation	N
Quality1	4.46	.598	150
Quality2	4.38	.564	150
Quality3	4.43	.572	150
Quality4	4.49	.576	150
Quality5	4.54	.526	150

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.460	4.380	4.540	.160	1.037	.004	5
Item Variances	.322	.277	.357	.081	1.291	.001	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Quality1	17.84	2.471	.315	.136	.657
Quality2	17.92	2.477	.352	.132	.637
Quality3	17.87	2.366	.413	.215	.610
Quality4	17.81	2.224	.502	.262	.567
Quality5	17.76	2.331	.505	.272	.570

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.30	3.419	1.849	5

Reliability: Reliable Analysis (Mean)

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.553	.553	4

Item Statistics

	Mean	Std. Deviation	N
MIntention	4.4167	.34851	150
MPrice	4.3878	.35368	150
MQua	4.4600	.36984	150
MAdvert	4.4244	.36514	150

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.422	4.388	4.460	.072	1.016	.001	4
Item Variances	.129	.121	.137	.015	1.126	.000	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MIntention	13.2722	.597	.306	.095	.507
MPrice	13.3011	.585	.319	.104	.496
MQua	13.2289	.547	.365	.134	.458
MAdvert	13.2644	.554	.360	.131	.462

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.6889	.883	.93980	4

Descriptive (Respondent Profile)

Frequencies

Statistics

		Gender	Age	Status	What is your Education level?	What is your income level	Do you currently use green products or intent to use it in future
N	Valid	150	150	150	150	150	150
	Missing	0	0	0	0	0	0
Mean		1.41	2.12	1.47	3.57	2.11	1.19
Median		1.00	2.00	1.00	4.00	2.00	1.00
Mode		1	2	1	4	2	1
Std. Deviation		.493	.732	1.079	1.032	.845	.396
Variance		.243	.536	1.164	1.065	.713	.157
Minimum		1	1	1	1	1	1
Maximum		2	6	6	6	5	2

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	89	59.3	59.3	59.3
	female	61	40.7	40.7	100.0
	Total	150	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
	20 years and below	12	8.0	8.0	8.0
	21 to 30 years	121	80.7	80.7	88.7
	31 to 40 Years	9	6.0	6.0	94.7
Valid	41 to 50 Years	5	3.3	3.3	98.0
	51 to 60 Years	1	.7	.7	98.7
	61 Years and Above	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
	Employed	118	78.7	78.7	78.7
	Self-Employed	14	9.3	9.3	88.0
	Unemployed	3	2.0	2.0	90.0
Valid	Student	11	7.3	7.3	97.3
	Retired or Housewife	2	1.3	1.3	98.7
	other	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

What is your Education level?

		Frequency	Percent	Valid Percent	Cumulative Percent
	SPM	11	7.3	7.3	7.3
	Diploma or A or O Levels	9	6.0	6.0	13.3
	Undergraduate	30	20.0	20.0	33.3
Valid	Master	85	56.7	56.7	90.0
	PhD	13	8.7	8.7	98.7
	other	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

What is your income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MYR2000 and below	25	16.7	16.7	16.7
	MYR 2001 – MYR 4000	100	66.7	66.7	83.3
	MYR 4001 – MYR 6000	14	9.3	9.3	92.7
	MYR 6001 – MYR 8000	6	4.0	4.0	96.7
	MYR 8001 and above	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

Do you currently use green products or intent to use it in future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	121	80.7	80.7	80.7
	No	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
MIntention	4.4167	.34851	150
MPrice	4.3878	.35368	150
MQua	4.4600	.36984	150
MAdvert	4.4244	.36514	150

Correlations

		MIntention	MPrice	MQua	MAdvert
MIntention	Pearson Correlation	1	.188[*]	.225[**]	.237[**]
	Sig. (2-tailed)		.021	.006	.003
	N	150	150	150	150
MPrice	Pearson Correlation	.188[*]	1	.254[**]	.233[**]
	Sig. (2-tailed)	.021		.002	.004
	N	150	150	150	150
MQua	Pearson Correlation	.225[**]	.254[**]	1	.279[**]
	Sig. (2-tailed)	.006	.002		.001
	N	150	150	150	150
MAdvert	Pearson Correlation	.237[**]	.233[**]	.279[**]	1
	Sig. (2-tailed)	.003	.004	.001	
	N	150	150	150	150

*. Correlation is significant at the 0.05 level (2-tailed).

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

T-Test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
MIntention	Male	89	4.3970	.37056	.03928
	female	61	4.4454	.31435	.04025

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
MIntention	Equal variances assumed	1.069	.303	-.834	148	.406	-.04835	.05799	-.16294	.06624
	Equal variances not assumed			-.860	141.316	.391	-.04835	.05624	-.15953	.06283

Multiple Regression Analysis

Descriptive Statistics

	Mean	Std. Deviation	N
MIntention	4.4167	.34851	150
MPrice	4.3878	.35368	150
MQua	4.4600	.36984	150
MAdvert	4.4244	.36514	150

Correlations

		MIntention	MPrice	MQua	MAdvert
Pearson Correlation	MIntention	1.000	.188	.225	.237
	MPrice	.188	1.000	.254	.233
	MQua	.225	.254	1.000	.279
	MAdvert	.237	.233	.279	1.000
Sig. (1-tailed)	MIntention	.	.011	.003	.002
	MPrice	.011	.	.001	.002
	MQua	.003	.001	.	.000
	MAdvert	.002	.002	.000	.
N	MIntention	150	150	150	150
	MPrice	150	150	150	150
	MQua	150	150	150	150
	MAdvert	150	150	150	150

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MAdvert, MPrice, MQua[b]	.	Enter

a. Dependent Variable: MIntention

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.308[a]	.095	.076	.33498	1.879

a. Predictors: (Constant), MAdvert, MPrice, MQua

b. Dependent Variable: MIntention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.715	3	.572	5.094	.002[b]
	Residual	16.383	146	.112		
	Total	18.097	149			

a. Dependent Variable: MIntention

b. Predictors: (Constant), MAdvert, MPrice, MQua

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.592	.473		5.484	.000	1.658	3.527
	MPrice	.109	.081	.111	1.342	.182	-.052	.270
	MQua	.141	.079	.149	1.783	.077	-.015	.297
	MAdvert	.162	.079	.170	2.040	.043	.005	.319

a. Dependent Variable: MIntention

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.8287	4.6528	4.4167	.10728	150
Residual	-1.11873	.73000	.00000	.33159	150
Std. Predicted Value	-5.481	2.202	.000	1.000	150
Std. Residual	-3.340	2.179	.000	.990	150

a. Dependent Variable: MIntention

Moderator Analysis: (MPriceMAdvert)

Descriptive Statistics

	Mean	Std. Deviation	N
MIntention	4.4167	.34851	150
MPrice	4.3878	.35368	150
MAdvert	4.4244	.36514	150

Correlations

		MIntention	MPrice	MAdvert
	MIntention	1.000	.188	.237
Pearson Correlation	MPrice	.188	1.000	.233
	MAdvert	.237	.233	1.000
	MIntention	.	.011	.002
Sig. (1-tailed)	MPrice	.011	.	.002
	MAdvert	.002	.002	.
	MIntention	150	150	150
N	MPrice	150	150	150
	MAdvert	150	150	150

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MPrice[b]	.	Enter
2	MAdvert[b]	.	Enter

a. Dependent Variable: MIntention

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.188[a]	.035	.029	.34343	.035	5.441	1	148	.021	
2	.274[b]	.075	.062	.33745	.040	6.292	1	147	.013	1.884

a. Predictors: (Constant), MPrice

b. Predictors: (Constant), MPrice, MAdvert

c. Dependent Variable: MIntention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.642	1	.642	5.441	.021[b]
	Residual	17.456	148	.118		
	Total	18.097	149			
2	Regression	1.358	2	.679	5.963	.003[c]
	Residual	16.739	147	.114		
	Total	18.097	149			

a. Dependent Variable: MIntention

b. Predictors: (Constant), MPrice

c. Predictors: (Constant), MPrice, MAdvert

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	3.603	.350		10.288	.000	2.911	4.294		
	MPrice	.186	.080	.188	2.333	.021	.028	.343	1.000	1.000
2	(Constant)	2.944	.433		6.805	.000	2.089	3.800		
	MPrice	.139	.080	.141	1.725	.087	-.020	.297	.946	1.057
	MAdvert	.195	.078	.205	2.508	.013	.041	.349	.946	1.057

a. Dependent Variable: MIntention

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	MAdvert	.205[b]	2.508	.013	.203	.946	1.057	.946

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Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	MPrice	MAdvert
1	1	1.997	1.000	.00	.00	
	2	.003	24.935	1.00	1.00	
2	1	2.992	1.000	.00	.00	.00
	2	.005	24.361	.00	.57	.66
	3	.003	33.280	1.00	.42	.34

a. Dependent Variable: MIntention

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.9461	4.6139	4.4167	.09547	150
Residual	-1.10420	.75252	.00000	.33518	150
Std. Predicted Value	-4.929	2.066	.000	1.000	150
Std. Residual	-3.272	2.230	.000	.993	150

a. Dependent Variable: MIntention

Moderator Analysis: (MQuaMAdvert)

Descriptive Statistics

	Mean	Std. Deviation	N
MIntention	4.4167	.34851	150
MQua	4.4600	.36984	150
MAdvert	4.4244	.36514	150

Correlations

		MIntention	MQua	MAdvert
	MIntention	1.000	.225	.237
Pearson Correlation	MQua	.225	1.000	.279
	MAdvert	.237	.279	1.000
	MIntention	.	.003	.002
Sig. (1-tailed)	MQua	.003	.	.000
	MAdvert	.002	.000	.
	MIntention	150	150	150
N	MQua	150	150	150
	MAdvert	150	150	150

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MQua[b]	.	Enter
2	MAdvert[b]	.	Enter

a. Dependent Variable: MIntention

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.225[a]	.051	.044	.34074	.051	7.875	1	148	.006	
2	.289[b]	.084	.071	.33589	.033	5.304	1	147	.023	1.879

a. Predictors: (Constant), MQua

b. Predictors: (Constant), MQua, MAdvert

c. Dependent Variable: MIntention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.914	1	.914	7.875	.006[b]
	Residual	17.183	148	.116		
	Total	18.097	149			
2	Regression	1.513	2	.756	6.704	.002[c]
	Residual	16.584	147	.113		
	Total	18.097	149			

a. Dependent Variable: MIntention

b. Predictors: (Constant), MQua

c. Predictors: (Constant), MQua, MAdvert

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	3.472	.338		10.279	.000	2.805	4.139		
	MQua	.212	.075	.225	2.806	.006	.063	.361	1.000	1.000
2	(Constant)	2.894	.417		6.943	.000	2.071	3.718		
	MQua	.162	.077	.172	2.091	.038	.009	.315	.922	1.084
	MAdvert	.181	.078	.189	2.303	.023	.026	.336	.922	1.084

a. Dependent Variable: MIntention

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance
1 MAdvert	.189^b	2.303	.023	.187	.922	1.084	.922

a. Dependent Variable: MIntention

b. Predictors in the Model: (Constant), MQua

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	MQua	MAdvert
1	1	1.997	1.000	.00	.00	
	2	.003	24.241	1.00	1.00	
2	1	2.992	1.000	.00	.00	.00
	2	.005	24.791	.00	.65	.63
	3	.003	32.201	1.00	.35	.37

a. Dependent Variable: MIntention

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.9227	4.6082	4.4167	.10076	150
Residual	-1.08955	.73458	.00000	.33362	150
Std. Predicted Value	-4.903	1.901	.000	1.000	150
Std. Residual	-3.244	2.187	.000	.993	150

a. Dependent Variable: MIntention

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND
MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION

RESEARCH PROJECT

Title of the Research Project: The Moderator Role of
Advertisement in Influencing the Purchasing Intention of Recyclable Product

Survey Questionnaire

To whom it may concern,

I, Fong Kee Fei am a postgraduate student from Universiti Tunku Abdul Rahman. I am now conducting a research to identify the **The Moderator Role of Advertisement in Influencing the Purchasing Intention of Recyclable Product in Malaysia.** Hence, you are cordially invited to take part in this survey and give your valuable feedbacks which would assist us in shaping the future of recycle product purchase intention in Malaysia.

Thank you for your kind cooperation.

Instructions:

1) There are **TWO** (2) sections in this questionnaire. Please answer ALL the questions.

2) For each of the statement kindly specify your level of agreement or disagreement by putting a check mark in the appropriate box (Tick only one for each statement).

3) Please help to spare 5 to 10 minutes of your precious time to complete this survey.

Questionnaire

Dear Respondent: All the feedbacks given by you will be treated confidentially and it will not be revealed to anyone under any circumstances.

Below statements are pertaining to your opinion and suggestion toward Recycle Product Purchase Intention in Malaysia. Kindly specify your level of agreement or disagreement for every statement by putting a check mark in the appropriate box. (Tick only one for each statement)

Section 1

1. Gender:

❑ Male ❑ Female

2. Age:

❑ 20 Years and below ❑ 41 to 50 Years

❑ 21 to 30 Years ❑ 51 to 60 Years

❑ 31 to 40 Years ❑ 61 Years and Above

3. Status:

❑ Employed ❑ Student

❑ Self-Employed ❑ Retired/ Housewife

❑ Unemployed ❑ Others...........................

4. What is your Education Level?

❑ SPM ❑ Masters

❑ Diploma/ A Levels/ O Levels ❑ PhD

❑ Undergraduate ❑ Others...........................

5. What is your income level?

❑ MYR 2000 and below ❑ MYR 6001 – MYR 8000

❑ MYR 2001 – MYR 4000 ❑ MYR 8001 and above

❑ MYR 4001 – MYR 6000

6. Do you currently used any recycle product?

❑ Yes ❑ No

Section 2

7. The following statements related to the recycle product purchase intention. Please rate **ONLY** one from each statement according to the scale of 1 to 5 given.

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Consumer Intention						
1.1	I buy recycled product and hope to save environment	1	2	3	4	5
1.2	I purchase recycled product and hope to encourage others	1	2	3	4	5
1.3	I will swift to recycled product if other brands do not concern environmental impact	1	2	3	4	5
1.4	I prefer to choose the recyclable product	1	2	3	4	5
1.5	I buy recycled product only when the company ensure about its product is recyclable	1	2	3	4	5
1.6	I suggest my relatives and friends to purchase recycled product	1	2	3	4	5
2. Price Influential						
2.1	I am more concern on the price if the product is non-recyclable	1	2	3	4	5
2.2	I always compare the price between recycled and non-recycled product	1	2	3	4	5
2.3	I am willing to pay higher price for recycled product	1	2	3	4	5
2.4	I always value the quality of recycled product over the price value	1	2	3	4	5
2.5	I believe the price for recycled product is reasonable	1	2	3	4	5
2.6	I believe the cause of recycled product is more important compare to price	1	2	3	4	5

	3. **Quality Influential**					
3.1	Recycled product with poor quality is not acceptable at all the times	1	2	3	4	5
3.2	Poor quality causes negative impact to the environmental	1	2	3	4	5
3.3	I prefer a recycled product with good concern and quality	1	2	3	4	5
3.4	The recycled product always reproduce with good quality	1	2	3	4	5
3.5	There is high quality of recycled product if company concerns to the environment and natural resources	1	2	3	4	5
	4. **Advertising Influential**					
4.1	Product brand should endorse celebrities to support natural environment	1	2	3	4	5
4.2	I believe advertisement able to create awareness for public to use recycled product	1	2	3	4	5
4.3	I prefer the advertisement on recycled product	1	2	3	4	5
4.4	I prefer product advertisement emphasis on natural environment benefit	1	2	3	4	5
4.5	I accept any recycled product which does not have advertisement	1	2	3	4	5
4.6	Advertising is a good channel to promote recycled product	1	2	3	4	5

***End of Survey** Thank you.*