CHAPTER 1 : RESEARCH OVERVIEW

1.0 Introduction

This research is going to study on consumers' purchase intention toward green food and identify independent variables which involved self-identity, long term orientation, deontology, collectivism, and income level that influence consumers' purchase intention toward green food. Background of research will be conducted in order to give readers a better understanding of green food. Problem statement will be carried out to provide readers a clear description of issues. Subsequently, research objectives and research question will be formulated. Lastly, hypothesis statement of relationship between variables will be testable and significance of study will be clearly defined of how these variables influence green food purchase intention as well as their contribution to the government, society, academic researcher and marketers.

1.1 Research Background

Over the past few decades, green food consumptions are still at the introductory stage in Malaysia (Phuah, Rezai, Mohamed, & Shamsudin, 2011) where most of the people do not have much knowledge about green food. However, as Malaysia is moving toward developing country today, Malaysian is getting educated and started to change their food consumption pattern. As consumers have started to realize their consumption will have great impact on the environment (Vazifehdoust, Taleghani, Esmaeilpour, Nazari, & Khadang, 2013).When the consumers realize the advantages of green consumption will benefit to the environment, this will lead to the changing of purchasing behavior from the conventional ones to green products (Rahim, Shamsudin, Radam & Mohamed, 2011). Besides, the rise in concerns about environmental quality and food safety has also encouraged people to change their purchasing and consumption behavior

to a greener consumption (Phuah et al., 2011). The shift from ecology to "green" was along with a change in consumer preferences, the standard of living, improved technical in agriculture and marketing which encourage the society to demand for green food.

Green food falls into seven categories which including grain and oil, fruit, poultry, aquatic and marine products, milk and eggs, vegetable, liquor and drinks (Cheng, 2014). According to Rubin (2010), green food also covers wheatgrass and other cereal grasses such as barley, oats, as well as celery, spinach and parsley. Green food comprises of two dimensions that is the food safety and sustainability have induced to high food quality and making it so famous in worldwide (Yu, Gao, Zeng, 2014). These two essential dimensions in food quality can be explained by the limited amount of chemicals, pesticide, fertilizers and additives used in green food production where consequently build green foods an image of nutritious, natural, and environmental friendly. Based on Wang (2009), green food is also constructed extremely thorough and strictly adhered to supervision, rules and regulation in producing, storage and distributing. In order to have a better environment performance, it is essential to sustain the consumption of green food.

According to Aman, Harun, and Hussein (2012), green consumers are usually less price sensitive on purchasing eco-friendly goods, because they are willing to pay for higher quality, safe foods, and simultaneously improve animal welfare. In addition, developing countries like Malaysia which has a positive growth of economic structure will lead to higher demand for green foods due to higher purchasing power (Phuah et al., 2011). However, there are other determinants that might influences green food decision making among Malaysian instead of price. Thus, this research is going to look into the factors that are most likely to affect consumers' intention to purchase green foods.

1.2 Problem Statement

Based on Euromonitor International (2004), food safety has become a great challenge that every food industry will face due to the frequent food issues in Malaysia such as food poisoning. Malaysian consumers are started to emphasize on food safety. Theoretically, this study will look into exploring the underlying attitudes among consumers and variables that will influence the consumer purchase intention on green food whether directly or indirectly. Thus, this research project focuses on the effect of Theory Planned Behavior's (TPB) elements which are attitude, subjective norms and perceived behavioral control. There are few variables that lead to consumers' purchase intention on green food. The variables that used to test the consumers' purchase intention on green product are self-identity, long term orientation, deontology, collectivism, and income level. This study has found out that there are numbers of research studies on purchase intention organic food but only few researches study on purchase intention of green foods in Malaysia. Therefore, this research took the opportunity to conduct a research to find out how TPB can predict the consumers' purchase intention on green foods by using these five variables that mentioned above. TPB is used to predict the food selecting among consumer in many previous researches because it is one of the most persuasive and substantial social psychological theories in foreseeing human behavior (Ajzen, 1985).

According to Tan (2013), self-identity can be defined as the societal roles that identified by individuals through the purchasing products that match with their self-image. Different individuals have their own perception on self-identity and they normally create their own identity through consumption decision (Cherrier, 2007). Thus, some of the Malaysian consumers have awareness on the environment and they will purchase green food to create their green identity. However, there are some of the Malaysian consumers will still have no intention on purchasing green food although they have green identity. This might be due to different individuals have their own perception on purchasing green food. Some people might think it is not worthy to purchase high cost green food where they can engage in other low cost ecological activities to create their green identity. For

example, some of the people engage in recycling to create their green identity instead of paying for high price premium of green food. Therefore, it is essential to understand the perception that shaped in the consumers' mind because it will determine their purchase intention on green food.

Deontology is an ethical approach that consists of a set of ethical values, principles, and moral rules that determine whether the intention and/or consequences of a particular duty is right or wrong (Chan, Wong, & Leung, 2008). Deontology ethics motivate people to behave in a morally way and they will guilty if not follow the rules. A person with a deontological view will purchase and consume green food as this will benefit to the life for humans, animals, plants, or ecosystems (Leonidou, Leonidou, & Kvasova, 2010). However, the benefits of purchasing green food might be unseen or invisible due to there are still many Malaysian consumers who do not have much knowledge about green food consumption (Rahim et al., 2011). Thus, it might not be able to attract people to purchase green food although they have deontological view. In addition, when deontological individuals are unclear with the benefits of consuming green food, the benefits might not be able to encourage them to purchase green food. This might due to green food consuming do not act as the moral duty to deontological people.

Based on Wong, Lee, Lin, and Low (2012), collectivistic individuals will follow the perceptions of their family, peer, political organization, and religious society as a referent to make sure whether their action can be performed or cannot be performed. The knowledge about green food is spreading widely to the consumers in Malaysia and this lead to the change in consumer preferences, the standard of living, and improved technical in agriculture as well as marketing. The society is started to concern about the environment and demand for green food (Phuah et al., 2011). In this way, collectivism helped to form the perceptions toward green food among Malaysian populations by encouraging consumers to shift from conventional food to green food. In this growing green consumption trend, collectivistic people will tend to purchase green food. Green food consumption of collectivistic people will be strengthened when the referent group is also

performed in this way. However, the popularity of green food consumption is still considered as low compare to other countries.

Developing countries like Malaysia are encountering environmental issues such as deforestation, household waste and industry waste, and excessive use of non-renewable natural resources (Phuah et al., 2011). These environmental issues are therefore prompting Malaysian consumers to purchase green foods. Malaysian consumers also started to realize the benefit of green food consumption will have great impact to the environment. In fact, Samarasinghe (2012b) has point out that long term oriented people are likely to develop values and attitudes in order to protect the natural environment. Thus, long term orientation (LTO) plays an important role to motivate consumers' purchase intention on green food. People who are long term oriented will motivate themselves to consume green food in order to obtain a healthy lifestyle in the future. However, it might difficult to maintain green food consumption in the long run.

On the other hand, consumers' attitude might be changed according to external factors such as socio demographic profiles which included income level and influenced by the consumers' knowledge as well as awareness about the environment (Phuah et al., 2011). Income level of consumers will build up their confidence and trust towards green food purchasing. Consumers may rely on their purchasing power to purchase green food. Thus, high income level will have stronger purchase intention toward green food due to their higher purchasing power.

Furthermore, there are few previous researches have figured out that 70% of consumers have shown their concern about the environment but they did not engage in green purchasing (Wong et al., 2012). Therefore, it can be indicated that consumers' intention is not reliable. This might be due to different consumers' point of views toward green purchasing result in different purchase intention (Wong et al., 2012). Hence, problem statement has been built up in order to understand the underlying development of purchasing intention of consumers toward green food.

1.3 Research Objective

1.3.1 General Objective

The main objective of this study is to examine the factors contributing to the consumers' purchase intention on green food.

1.3.2 Specific Objective

- To determine the relationship of independent variables (self identity, long term orientation, deontology, income level and collectivism) on consumers' green food purchase intention.
- To investigate the influence of independent variable on consumers' green food purchase intention.
- To identify the strongest predictor to the consumers' purchase intention on green food.

1.4 Research Questions

- Is there any relationship between independent variables (self identity, long term orientation, deontology, income level and collectivism) on consumers' purchase intention on green food?
- Which independent variable is the have the most influence on consumers' purchase intention on green food?
- Which is the strongest predictor to the consumers' purchase intention on green food?

1.5 Hypothesis of the study

H_0 : There is no significant relationship between self identity and intention to purchase green foods.
H_1 : There is significant relationship between self identity and intention to purchase green food.

H_0 : There is no significant relationship between long term orientation and intention to purchase green foods.
H_2 : There is significant relationship between long term orientation and intention to purchase green foods.

H_0 : There is no significant relationship between deontology and intention to purchase green foods.
H_3 : There is significant relationship between deontology and intention to purchase green foods.

H_0 : There is no significant relationship between collectivism and intention to purchase green foods.
H_4 : There is significant relationship between collectivism and intention to purchase green foods.

H_0 : There is no significant relationship between income level and intention to purchase green foods.
H_5 : There is significant relationship between income level and intention to purchase green foods.

1.6 Significant of study

The major significant of the study is to increase consumers' awareness toward green food. The study of purchase intention of green food can develop ethical behavior of marketers towards green food as they will understand more about consumers' consumption behavior. In this way, different parties can come out with the most effective way to build positive attitudes among consumers on green food.

Government plays a significant role to encourage the consumers to purchase more green food. The framework can arouse the awareness of government toward the importance of going green. Government can figure out the determinants of purchase intention on green food. Lin and Huang (2011) suggested government to provide subsidies and some supportive policies to encourage businesses to set up more distribution channels to raise the visibility of green products and bring convenience to purchasing process. Government could provide subsidies to some of the green products and technologies in order to reduce the prices of the green products to encourage the consumers to going green (Tan, 2013). Besides that, Yu et al. (2014), also stated that government should reinforce strengthen the enforcement of the certification system such as Safe Food, Certification, Green Food Certification, and Organic Food Certification in order to build up trust of the consumers toward certified green food. Government intervention can help to provide quality assurance and improve the demand and supply equilibrium of food safety (Xu, Zeng, Fong, Lone, & Liu, 2012).

Realizing the seriousness of environmental issues continues to worsen, it has increased the public concern toward the limited natural resources (Rezai, Phuah, Mohamed, & Shamsudin, 2013), and the environment degradation. The framework (self identity, deontology, income level, long term orientation and collectivism) is beneficial to the society as it will increase individuals' awareness of green food consumption. According to Jang, Kim, and Bonn (2011), the awareness of green food consumption is essential to create an environmental ethic and subsequently change the consumption behavior. The framework will display a

better understanding about consumers' behavior and intention toward green food consumption and consequently increase the awareness and knowledge on green foods. As a result, it motivates people to engage in ecological behaviors more often in order to enhance the environment and life quality of community (Haryanto, 2014). Laroche, Bergeron, and Barbaro-Forleo (2001) stated that consumers will go green when they know their behaviors have an impact on environment. For example, ecological conscious that define one's self identity will lead them to purchase more green food as they believe green consumption able to fight against environmental degradation. The green food concept can be more popularized in Malaysia if the society becomes more familiar with environmental issues and the framework is apparently contributing to the society.

Furthermore, marketers are able to generate knowledge about consumers' purchase intention on green food from this research. Marketers can refer to this research in order to develop green marketing strategy which involved advertisement, green packaging, promotion and green awareness program. According to the Soonthonsmai (2007), marketers can minimize environmental problems by engaging in ecological activities such as green marketing. Green marketing is a management process which responsible to determine, planning, providing the beneficial toward the society and customer in order to satisfy their requirement in a sustainable way (Chen & Chai, 2010). Marketers who promote green marketing can satisfy customers' needs and at the same time avoiding harmful effect on the environment. However, marketers who pursue green marketing will confront with many challenges due to the high cost and high demand of consumer (Chen & Chai, 2010).

The framework provides a clear picture of the study for researchers to predict consumers' purchasing intention on green food. According to Khan (2012), additional factors can be explored for future research on purchase intention on green food. Researchers who intend to conduct relevant studies in the future can refer to this framework in order to support and improve the reliability of data. Future researchers are able to predict the behavior of the green consumers based on the purchase intention that has been analyzed in this framework. Future

researchers can refer to the method that adopted in this research when they are studying on the similar variable.

1.7 Chapter layout

This study consists of 5 chapters:

1.7.1 Chapter 1: Research Overview

This study is to identify consumer's purchase intention toward green food which involved introduction, background of study, problem statement, research objectives, research questions, hypothesis and significant of study to better define this research. An overview of studies will be conducted by researcher.

1.7.2 Chapter 2: Literature Review

This chapter involved published work that has done by previous researchers and the literature about consumer's purchase intention toward green food will be founded in the journal and articles. Besides that, the conceptual framework of hypothesis will be empirically tested and further established in this chapter.

1.7.3 Chapter 3: Methodology

All research method in terms of research design, data collection method, sampling design, and analysis method will be determined by researcher.

1.7.4 Chapter 4: Data Analysis

This chapter will showed different type of table, pie chart, bar chart to clearer respond research finding and Statistical Package for Social Science (SPSS) will be used to measure the significant and not significant of data collection.

1.7.5 Chapter 5: Discussion, Conclusion and Implication

This chapter will draw a summary of overall chapter that have been discussed and it consists of limitations and implications of the research. Recommendation will be suggested by researcher for future research conducted.

1.8 Conclusion

This study tested the measurement of consumer's purchase intention toward green food, problem statement and research objectives will be developed and declare, research questions will be drawn to better identify the research answer, a number of hypothesis will be established in relation to study, and significant of study will be conducted.

CHAPTER 2 : LITERATURE REVIEW

2.0 Introduction

This chapter is primarily discussing about the relevant variables and theoretical framework which are related in the previous research. In this chapter, secondary data which involved some resources have been used in order to support the research conducted. Thus, this chapter consists of literature review, theoretical framework model, hypothesis development and conclusion was included to sum up this chapter

2.1 Overview on Green Food

2.1.1 Green Food History

Green food is defined as food that complies with National Health Security Food Standard for permission to use the green food label and is acknowledged by professional institution (Cheng, 2014). Cheng (2014) stated that green food is plant in pollution-free environment and the process of producing the green food is strictly control on avoiding the usage of harmful substance. This is supported by Paull (2008) that green Food is produced in a controlled process and reduced the usage of pesticides. Besides that, green food is produce under a rigorous supervision in food processing (Zhou, Helen, & Liang, 2011).

2.1.2 Green Food Studies

Some of the previous researchers have conducted few studies to measure consumer purchase intention toward green food and the variables being measured under this study are Theory of planned behavior (TPB). In TPB, an individual behavior intention could be forecast by attitude, subjective norm and perceive behavior control. For instances, an individuals' internal value could considered as attitude, subjective norms could consider as individuals' intention to buy green food would influenced by their external environment while perceive behavior control could refers to the available of food for everyone (Zhu, Li, Geng, & Qi, 2012). These all variables would influences consumers' intention toward green food consumption. Besides that, according to Wang (2009), attitudes, locus of control, personal responsibility, knowledge of issues and action skill are the five variables conducted in the previous study and these five variables stated have positive relationship toward consumers' purchase intention of green food. In addition, another study conducted by Ooi, Kwek and Tan (2012) had established the framework based on the Theory of Reasoned Action (TRA) which involved other variables such as environmental knowledge, environmental attitude, government initiative, peer pressure and eco-label toward individual green purchase intention. TRA was carried out to argue that an individual 'attitude and subjective norm on environment could affect on consumers' action toward green consumption.

2.1.3 Green food in Malaysia

In Malaysia, green food is still a new concept to Malaysian (Phuah et al., 2011). There is limited knowledge about the green consumption pattern of consumers in Malaysia although many green campaigns have been conducted. In addition, Malaysia is one of the countries that take serious consideration about the environment by endorsing the "Environment Quality Act" in early stage (Ooi et al., 2012). The Malaysian government

has promoted strategies to raise sustainability awareness to the community by initiating some sustainable events (Chen, & Chai, 2010).In this way, Malaysian consumers are started to move toward a healthier lifestyle due to shift in consumer preferences, improved living standard, higher purchasing power, and technical advancement in food industry (Ooi et al., 2012). In addition, the introduction of green food is enhanced by the rising concern on the usage of pesticides, insecticide and chemical in production of agriculture. Based on Euromonitor International (2004), food safety has become a great challenge that always faced by the foods industry due to the frequent food issues in Malaysia such as food poisoning. Thus, Malaysian consumers are started to emphasize on food safety (Radam, Lee, Shamsudin, Mohamed & Selamat, 2007) and begin to demand for green foods. The demand for green food is rising in Malaysia (Cheah, 2009; Chen & Chai, 2010).Besides that, developing countries like Malaysia are encountering environmental issues such as deforestation, household waste and industry waste, and excessive use of non-renewable natural resources. These environmental issues are therefore prompting Malaysian consumers to purchase green foods.

2.2 Theoretical Model

2.2.1 Theory of Planned Behavior

Theory of planned behavior (TPB) is one of the most significant social psychological theories that predicting individual behavior (Dean, Raats, & Stepherd, 2012). According to Ajzen (1991), TPB claimed that the individuals' behavioral intention can be predicted by attitude towards behavior, subjective norm and perceived behavioral control. Behavioral intentions are forecasted by individuals' attitudes, perceived social pressure, and the level of control that individual feel that they have over the behavior (Dean et al., 2012). According to TPB, the positive attitude of

the person, the strong subjective norms and higher perceived control over behavior will increase the behavioral intention on the person (Rise, Sheeran, & Hukkelberg, 2010). Individuals are probable to perform a particular behavior only if they believe that particular behavior will have valued outcomes (Kim & Han, 2010).

TPB has been applied in many previous researches in different context of green consumption to explain consumers' behavior and proven that it is highly reliable to predict and explain individual behavior. For instance, this model has applied in a research that investigated consumers' intention to purchase green produced food in Malaysia by Rezai, Mohamed, Shamsudin and Phuah in 2011. It has proven that positive perception (attitude and awareness towards the green concept), subjective norms (green movement) and perceived behavior control (Food Safety, Environmental Friendliness and Animal Welfare) are significantly influence Malaysian purchase intention on green food as suggested by the TPB model (Rezai et al., 2011).

TPB model also applied in the research of green and sustainable homes to understand and predict the purchase intention of the consumers that done by Tan (2013). The result shown that purchase intention of house buyers toward the green and sustainable homes in Malaysia will influenced by their attitude, subjective norms (social referent) and perceived behavioral control (availability of resources). By applying TPB in this research, researcher can have better understanding on which marketing communication could affect the actual behavior of the house buyers (Tan, 2013).

In contrast, although TPB has been broadly used to predict and explain human behaviors, some of the research found out that TPB was not ideal and could not predict the behavior accurately all the time. Some of the researches need to add some constructs along with the existing elements in the TPB to strengthen the prediction of the consumer behavior. One of the

examples is the research done by Kim and Han (2010), which had extend the TPB model with additional construct to better understand the consumers' eco-friendly consumption. Environmentally conscious behaviors had added into the model in order to study the intention of the consumer to pay for conventional-hotel (non-green hotel) prices at a green hotel. This research has used the three elements (attitude, subjective norms and perceived behavior control) and one added element (environmentally conscious behaviors) to predict the consumers' behavior (Kim & Han, 2010). By using the extended TPB, it can help to improve the understanding of the researcher toward the consumers' intention to pay for standard-hotel prices for a green hotel (Kim & Han, 2010).

As conclusion, although TPB has some limitations, the evidences above also shown that TPB is adequate to explain and predict human behavior (Armitage & Conner, 2001). Therefore, TPB is chosen to evaluate on favorable or unfavorable attitude toward the green consumption, high or low subjective norms that might affect the consumption and the level of perceived behavioral control may significantly affect to an increase or decrease in the consumers' purchasing intention toward green foods.

2.3 Dependent Variable

2.3.1 Purchase Intention

According to Tan (2013), intention is a significant predictor on individual actual behavior in the future. It is an attitude-behavior relationship which might affect how much effort needed to perform the behavior (Ramayah, Jason, & Mohamad, 2010). The performance will be more likely when consumer have stronger intention toward a particular behavior (Francis, Lee, Lin, & Low, 2012). The purchase intention of the consumer is positively affect the probability of a consumer's actual purchase decision

on green products (Chen, 2013). In other words, it is assumed that the willingness of the consumer to purchase a particular product is higher when the purchase intention is high. Therefore, when consumers have strong intention towards the green foods, they are more likely to transfer it into actual purchase (Francis et al., 2012).

2.4 Independent Variable

2.4.1 Self Identity

According to Werff, Steg and Keizer (2013), self-identity is defined as the tag that people used to describe themselves and able to affect the attitude and intention on purchasing behavior (Michaelidou & Hassan, 2008). Ones' self-identity can be defined as the societal roles that an individual identify with and they will purchase the products that match with their self-image (Tan, 2013). Self-identity has been found to provide significantly to the prediction of food choice (Dean et al., 2012; Michaelidou & Hassan, 2008), living choice (Whitmarch & Neill, 2010), and recycling (Rise et al., 2010). Self-identity may affect one's attitude toward a specific behavior and lead to the actions regardless how they feel about the particular behavior (Whitmarch & Neill, 2010). Fielding, McDonald and Louis (2008) found out that green self-identity is an independent predictor of organic purchase intention although self-identity should influence consumers' intention through attitudes theoretically. Thus, consumers who are environmental concern are more likely to purchase green products that are environmental friendly (Michaelidou & Hassan, 2008; Tan, 2013). This is supported by Werff et al (2013) which argued that individual with strong environmental self-identity will be motivated to act in environmental-friendly manner because they will feel guilty when not act in what they ought to do.

Based on the previous research, Michaelidou and Hassan (2008) argued that a green consumer is highly conscious and tend to purchase green and environmental products. The relationship of self-identity with behaviors can be explained by the identity theory (Fielding et al., 2008). According to the identity theory, individual tend to categorized themselves in a meaningful socially group (Rise et al., 2010). People who view themselves as individuals who are environmentally-friendly are more likely to behave as environmentalists than the people who have weak self-identity on environmental friendly (Werff et al., 2013).

2.4.2 Long Term Orientation

Long term orientation (LTO) exists when an individual is focusing on future perspective. Dimensions of culture are categorized into time space which linked to environmental concerned/attitudes (Samarasinghe, 2012b). According to Samarasinghe (2012b), LTO is the prospects perceived by an individual that a society to be ready to overcome its matter in future. According to Leonidou, Leonidou and Kvasova (2010), LTO is the extent to which an individual that focus on future-oriented perspective, rather than short-term point of view.

Samarasinghe (2012b) also highlighted that LTO people are more likely to develop values and attitudes in order to protect the natural environment. In fact, consuming green food is beneficial to the society in the long run (Khaola, Potiane, & Mokhethi, 2014). Health consciousness is one of the element that long term oriented people possessed as they are aware and concerned about their health condition in the future. In this respect, they are motivated to purchase green food because they want to maintain or improve their health condition (Kulikovski & Agolli, 2010).

Based on previous research has done by Samarasinghe (2012b), it is proved that LTO have strong positive correlations with environmental

concern or attitudes. A LTO person is intended to save the natural environment because this can generate benefits for his or her family and friends in future and keep the environment sustainable for future generations to enjoy (Leonidou et al., 2010). Individuals who are focusing on future oriented perspective will more likely to protect the environment for their younger generation to enjoy the healthy environment. In relation to this, public and private sector stakeholders around the world can exercise green purchasing to achieve a sustainable future for the global society (Hessami, Yousefi, & Goudarzi, 2013).

2.4.3 Deontology

Deontology is an ethical approach that characterized by focuses on the adherence to independent principles, moral rules or duties, whether the intention and consequences of the particular rules or duties are right or wrong (Chan et al., 2008). A deontological individual is behaving morally when following the duty; and is behaving immorally when fail to follow the duty. However, Staveren (2007) argued that deontology is the root of moral principles whereby these ethics have become universal norms that articulated through human will such as the action taken, behavior, and whether it is right or wrong regardless of the consequences. This statement is supported by deontological theory of ethics which is stated that deontology principle is only concerned with the rightness of an act, but not the outcomes (Kant, 1997). Besides, Davis (1991) also showed that deontological tend to be formulated negatively, narrowly framed and directed. Furthermore, deontology has been issued in certain field such as science and technology (Berzai, 2012), and medical (Oliveira & Azevedo, 2012). In science and technology, the ethical duties are applied in order to avoid the negative effect of dissemination of computer viruses. While in medical field, there is deontological code of nurses which is focused on "ethical care" in providing service (Oliveira & Azevedo, 2012).

Deontology plays an important role as a reference to values of humanity in ecological issues. According to Leonidou et al. (2010), green consumers who are adopting deontological approach think that they have a moral duty and responsible to protect and concern about the environment, animals, plants, or ecosystem and simultaneously they are very sensitive to any violation. Garcia-Rosell and Moisander (2008) suggested that the environment has a moral right to be treated well, and people with ecological conscious will take the environment protection as their moral duty. Thus, people with strong deontological views tend to engage themselves in consuming green food in order to protect the environment. Deontology approach helps in alleviating particular problems associated with the environment. Green consumers are basically sensitive to environmental deterioration and tend to take remedial actions on their consumption life-style such as purchasing green foods to minimize the problems (Freestone & McGoldrick, 2008).In the other word, green consumers will consume green food because it is environmental friendly and consistent to their principles, while, if the green consumers do not consume green food, they will feel guilty because they do not fulfill their moral duty.

2.4.4 Collectivism

The conviction towards collectivism emphasizes on "group" which mean that interaction among individual plays an important role to each other as the decision would be generated from the whole group of the people. Collectivistic individuals are usually driven by social norms and they are willing to share with others (Leonidou et al., 2010). Besides that, social norms are defined as an individual's attitude, feeling, action that will be influenced by referents group of people such as family, neighbors and others (Ramayah et al., 2010).

Based on Ajzen (1991), an individual's behavior performance is affected by referent individuals or groups which included family, peer, political organization, religious society and others. Individual will assume those referent individuals or groups play an essential role in their life. In this case, individuals will refer to those people they trusted in their life, meaning that if the referent group thinks that green consumption is good, this will increase the purchase intention of individuals toward green products. One of the study conducted by Pickett-Baker and Ozaki (2008) found that subjective norms have strong association with green consumption behavior and able to increase the purchase intention on green products among individuals. Based on the research conducted by Kim and Chung (2011), subjective norm has influences on consumers' purchase intention on organic skin care products. Consumers tend to refer to other people's opinion in decision making of purchasing organic skin care products. It is supported by Wahid, Rahbar and Tan (2011) who found out that collectivism is a significant predictor on consumer green behavior.

According to Samarasinghe (2012b), collectivistic individuals are more willingness to help each others, give more concern to the goals than individual goals, in group harmony, cooperation and concern on family safety which will motivate them to engage in environmental friendly behavior. In addition, Leonidou et al. stated that individuals show their interest toward welfare of society, and reinforce the essential of duties and responsibility toward environment. Thus, consumer purchase intention toward green food is derived from the value of collectivism (Perrea, Grunert, Krystallis, Zhou, Huang & Hue, 2014).

2.4.5 Income level

In environmental-friendly sector, income level acts as a predictor to determine environment awareness among each other (Junaedi, 2012). Income level and price are linked to one another and affecting the product

decisions among consumers. Based on some researches that have been conducted in low income countries found out that consumer is less willing to pay for high price eco-friendly products (Bloom & Jaypee, 2004; Junaedi, 2012). In this perspective, when consumers with low income level cannot afford high price green products, they will be less concerned about environment compared with consumer who has high income level. Chia, Chow, Ong and Woon(2013) supported that high income individuals purchase more organic products because they are willing to pay for high price certified organic products. Besides, the rising in income encourage individuals to shift their food choices to greener consumption.

According to Samarasinghe (2012a), consumers with high income level able to purchase higher price of green product and have high environment awareness. In contrast, consumers with low income level have lower interest in environmental-friendly products compared to conventional product (Paco, Raposo, & Filho, 2008). This can be concluded that income level is one of the predictors of purchase intention on green food (Chia et al., 2013).

According to Rezai et al. (2011), consumers possess high income level will be more intended to purchase green food because they realized that consuming green food can lead them to a healthier lifestyle and at the same time environmental issues can be solved. This is supported by research conducted by Yu, Gao, and Zeng (2014) stated that the increased in income level will motivate consumers to change their preferences toward green food. This study has defined that consumer's income level will influence their concern about health, social and animal welfare, environment concern and green food consumption.

2.5 Conceptual Framework

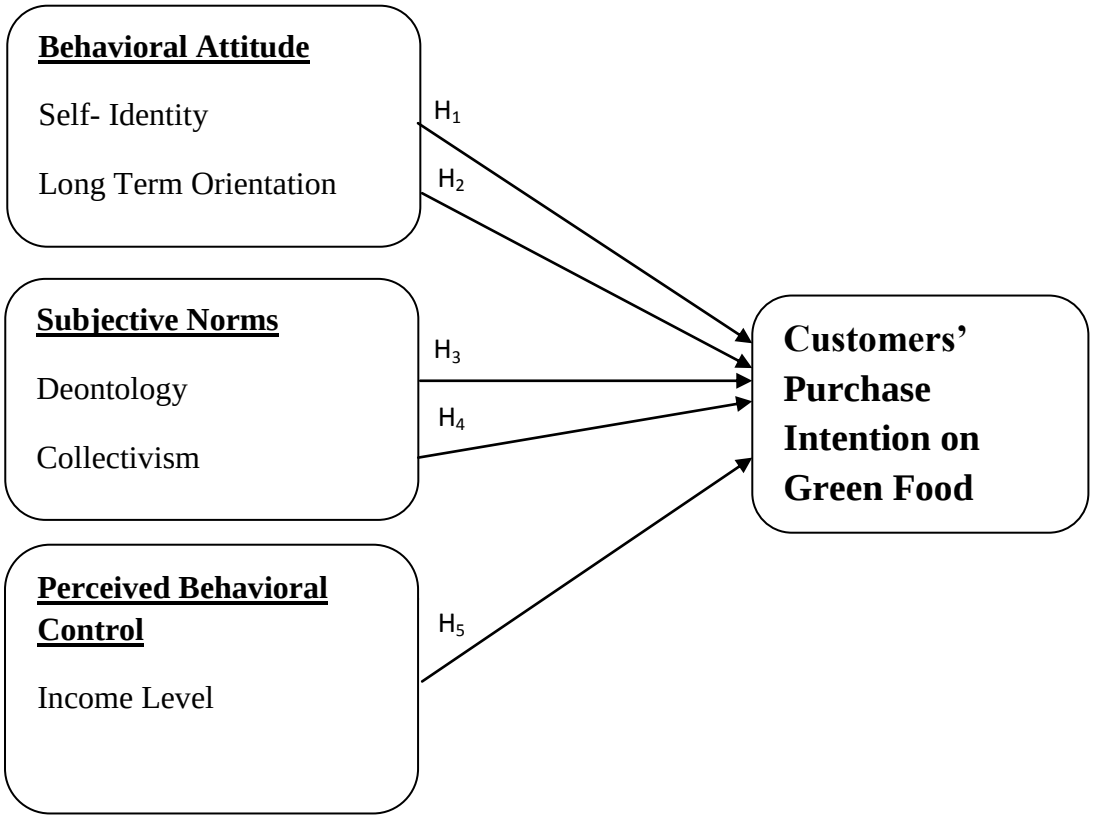


Figure 2.1 Proposed Conceptual Framework

2.6 Hypothesis Development

2.6.1 Self identity

H_0: There is no significant relationship between self-identity and intention to purchase green foods.
H_1: There is significant positive relationship between self-identity and purchase intention on green foods.

According to Michaelidou and Hassan (2008), self-identity is the most important predictor of purchase intention of organic food. The favorable attitude of the consumers toward organic food is affected by the ethical issues and it might also increase the motivation of actual purchase behavior directly (Michaelidou & Hassan, 2008). This statement is supported by Rise et al. (2010) saying that self-identity is a key factor of consumer's motivation to formulate purchase intentions in order to strengthen, support and prove their self-identity. The result of the researches shown that self-identity is a significant predictor of intention (Michaelidou & Hassan, 2008) and should be included as a component of theory of planned behavior (Rise et al., 2010).

However, Rise et al. (2010) found that self-identity will influences behavioral intentions when TPB variables and past behavior have been taken into account. The previous research conducted by Dean et al. (2012) found that individual's repeated behavior may influence one's self-concept and may also lead to the motivation of actual behavior. This indicated that individual who consumed green product will have stronger intention to purchase as they already showed their identity as a green consumer in their past behavior (Dean et al., 2012). The more frequently of performed behavior showed higher correlation between self-identity and behavioral intention of an individual (Dean et al., 2012).

According to Fielding et al. (2008), self-identity is considered as independent factor to predict the environmental activism intention. In short, individual have greater intention to purchase green products when they see themselves as environmental activists. Besides that, Dean et al. (2012) also mentioned that individual who classified themselves as green consumers will have strong intention to purchase organic foods. In the research of environmental activism conducted by Fielding et al. (2008), the correlation of self-identity and intentions is strong and support the argument that self-identity is an significant measure of consumers' behavioral intention.

2.6.2 Long Term Orientation

H_0: There is no significant relationship between LTO and intention to purchase green foods.
H_2: There is significant relationship between LTO and intention to purchase green foods.

Recent research have shown that individuals that focus on future and cultures are long-term oriented and tend to protect the natural environment by purchasing green food (Khaola et al., 2014). Consumers prefer actions required over long period than one in the short period because they could have more time to solve it or reduce the perceived conflict (Bertoli, Codini & Miniero, n.d.). Based on this future benefits, LTO will positively impact on green consumption. This is supported by Chairy (2012) saying that the greater the values of LTO, consumers will have more intention toward green consumption. In short, LTO is significantly influence on attitude toward green food.

Khaola et al. (2014) refer that LTO was a strong determinant of attitude towards green foods, which in turn influenced green purchase intentions. However, attitude towards green foods fully interfere the relationship between LTO and green purchase intentions and this also explained that

LTO only had an indirect influence on green purchase intentions through domain specific attitudes. Khaola et al. (2014) argued that environmental concern was weakly related to green purchase intentions. The weak relationship between the LTO and green purchase intentions can be explained for two reasons. First, it is possible specific behaviours via the activation of situation-specific attitudes will be affected by general attitudes like LTO. The second reason is they noted that pro-environmental behaviours differ from the general purchase related behaviours in the sense that, while the concluding are often driven by assessment of the costs and benefits that accumulate to the individual; Long term oriented people are not likely to deliver instant personal gain or fulfilment. In other words, buying or using green products often produces benefits that accumulate to the society in the long run.

2.6.3 Deontology

H_0 : There is no significant relationship between deontology and intention to purchase green foods.
H_3 : There is significant relationship between deontology and intention to purchase green foods.

In this hypothesis, researchers believe that deontology has a significant relationship with the intention to purchase green foods. Deontology has been figured out as an ethical factor that is proved to be a strong driven in relation to environmental awareness. According to Leonidou et al. (2010), people with deontological ethics will think they have a moral duty and avoid unnecessary harm to people and animals. In this respect, deontology will significantly encourage the positivity attitude towards the environment and animal welfare. Leonidou et al. (2010) suggested that a deontological individuals will thus act more morally and responsible toward the environment. This is because they are tied with specific principles and also adhere to ethical values. This makes a person has a sense of moral in their

consumption pattern and thus stimulate the intention to purchase green foods which are less negative impact on the environment.

Another study conducted by Barbarossa (2012) showed that deontological principles will enhance the positive motives and consequently motivate the consumers to engage in green purchasing. From this point of view, the level of deontology will significantly influence the people to purchase and consume more green food in order to the environment and animal welfare because they think that it is a rightness action to do so. In addition, deontological individual will aware of the need for a better environment and they feel guilty for not behaving in the righteous way and resulting in sadness or distress. In this respect, deontological people will intend to purchase green foods to reduce distress (Haines, Street & Haines, 2008).

2.6.4 Collectivism

H_0: There is no significant relationship between collectivism and intention to purchase green foods.
H_4: There is significant relationship between collectivism and intention to purchase green foods.

In the aspect of individualism and collectivism orientations, many researchers (Kim and Choi, 2005; Sarigöllü, 2009; Leonidou et al., 2010) argued that individual goal in individualistic culture are more essential than group goals whereas group goal will be more essential than individuals' goal in collectivism culture. According to Triandis (1989), individual in the collectivistic culture are adapted themselves in a group, whereby in the individualistic culture, it is more concerned about independent, self-oriented and identity of an individual.

However, according to Samarasinghe (2012b), collectivistic cultures are primarily driving forces toward the behavior of consumer due to the

affiliation and admiration from others. Collectivistic people tend to be more focus on group oriented goals, group consensus and cooperation among other which able to lead consumers who are collectivism to establish environmental conscious manner. It is because they prefer to help each other in a group and emphasize on group goal rather than their individual goal. In the other hand, collectivistic people are obey to social norms which are more likely to engage in environmentally activities, and majority of the environmental concerned activities are promoted and suggested by public sector (Kim & Chung, 2011).

In the case of saving ecological well being, Kaufmann, Panni, and Orphanidou (2012) stated that individuals who are collectivistic will be more cooperative than individuals who are individualistic. This result showed a positive impact toward collectivistic individual's belief to recycling and indicated that collectivistic individuals are more willing to engage themselves in recycling activities due to their cooperation, group-oriented goal and willingness to support each other (Kaufmann et al., 2012). In addition, collectivism can enhance motivation among each other in a group in order to protect the environment through sustainable green food consumption. Therefore, it can conclude that collectivism influence on the consumers' green food buying intention (Kaufmann et al., 2012).

2.6.5 Income Level

H_0: There is no significant difference between income level and intention to purchase green foods.
H_5: There is significant difference between income level and intention to purchase green foods.

Paco et al. (2008) disputed that consumers with high income level are more associated with pro-environment behavior. Chia et al. (2013) supported that high purchasing power of individuals will be more willing

to purchase green products as when consumers' income level are increasing, they will look seriously into their health and the quality of food they are consuming. Thus, it will lead to a significantly change in their daily food habit which is from conventional food to green food (Chia et al., 2013).

However, Elliott (2013) argued that incomes level are not the main reason that will affected consumers' purchase intention toward green products and high income level do not seem to be a factor that will enhanced individuals' intention on green purchasing. Elliott (2013) further explained that consumer with more money would not mean their ability toward green purchasing will increase because more money does not represent appeal of green purchasing. Besides, there is no evidence to show that consumer with high income level prefer to buy more conventional products instead of green products (Elliott, 2013). Another research done by Laroche et al. (2001) argued that income level is not associated with eco-friendly behavior and some of the consumers possess low income level will still engage in environmental friendly activities. This is supported by Elliot (2013) that green purchasing is not related to individuals' economic resources although they possess high income level. This had proved that income level is less reliable to forecast environment awareness and green purchasing behavior of the consumers.

According to Laroche et al. (2001), consumers who earn middle to high income level tend to be more environmentally conscious and higher environmental sensitivity among these consumers. In addition, consumers who have high income level are categorized as loyal green consumers, while the consumers with low income level will be less concern about environment and less loyalty on green purchasing (Banyte, Brazioniene & Gadeikien 2010). In short, consumers with high income level will have green perceptions in their mind.

2.7 Conclusion

In this chapter, it gave an overview of five independent variables which are self-identity, long term orientation, deontology, collectivism and income level and one dependent variable which is purchase intention on green foods. Besides, a conceptual framework is developed to test the relationship of the independent variables and dependent variable. In the next chapter, research methodologies which included data collection methods and data analysis methods will be discussed.

CHAPTER 3 : METHODOLOGY

3.0 Introduction

In Chapter 3, this chapter discussed research design, data collection method, sampling design, research instrument, construct measurement, data processing and data analysis.

3.1 Research Design

According to Logasakthi and Rajagopal (2013), research design is an arrangement of conditions for data collection and data analysis. The purpose is to combine relevance to the research purpose with economy in procedure. A research design is a work plan that included details about what need to be done in order to complete the project. This is to ensure the project will follow the research design. Research design enables evidence to answer the initial question. Gaining relevant evidence consists of specifying the type of evidence needed to answer the research question, test on theory, evaluate a program or describe some phenomenon accurately.

3.2 Data Collection Methods

Data collection method is the way researcher used to collect primary data for a particular research and reusing the research material for further analysis (Hox & Boeiji, 2005). In this study, the researchers will make use of primary data and secondary data.

3.2.1 Primary Data

Primary data is information that was collected by researchers and conducted specifically for survey research assignment (Ut, 2013). Primary data is original in nature and compiled so that it can accessible to the public. According to Gulnazahmad (2011), primary data is more consistent, accurate, and unbiased as the data is developed from firsthand experience. There are various available methods can be used to gather the information. In this study, the primary data were collected through questionnaires and it is important to ensure the data is relevant to the topic. The researchers are using hand-in-hand and online questionnaire survey method. The questionnaire is divided into two main sections including demographic profile, and factors influencing consumer purchase intention toward green food to ensure the results are relevant and high degree of accuracy. All the data gathered from target respondents would be analyzed to make a conclusion. Questionnaire is used to collect primary data in this research because it is easier to reach the respondents.

3.2.2 Secondary Data

According to Smith (2008), Secondary data are the data collected by further analyze the existing research study in order to obtain data which are different from the original dataset. Secondary data is available in written, typed or in electronic forms. In this research, written form of secondary data is used such as books, articles, journals, and newspapers. Meanwhile the non-written form used in this study is online database (eprints, EBSCO Host, ScienceDirect, Jstor, and Emerald). A secondary data can prove and support a statement in effort to avoid incorrect information. As a result, a clear frame of mind and direction can be formed and contribute to better research study.

3.3 Sampling design

3.3.1 Target respondent

Target respondent is defined as a group of people who are able to meet the expectation of the survey. The objective of this research is to determine how the factors will influence consumers' purchase intention toward green food. In this research, respondents are consumers from 18 to 65 years old who have purchasing power to buy green food and have or do not have intention to purchase green food.

3.3.2 Sampling frame and sampling location

Sampling frame is a list that correctly indicate sample element. This research collected information by interview 200 respondents through hand-in-hand questionnaires and online survey regarding consumers' purchase intention toward green food. The hand-in-hand survey was carried out in supermarket such as Jusco, Cold storage and green food store because these area will be gather by consumer who want to buy their necessities especially their daily food consumption. Online survey is distributed through Google Docs to reach respondents effectively.

3.3.3 Sampling Elements

In this research, respondents are required to answer particular questions in order to have a better insight about consumers' purchase intention on green food. For instances, "Do consumers have purchase intention toward green food?" Respondents are required to answer because these particular questions can predict the intentions of consumers' adoption behavior and it is usually applied in behavior development (Van Ittersum & Feinberg,

2010).This is an important part of sampling element in order to ensure accuracy of data collected and relevant toward research topic.

3.3.4 Sampling Techniques

According to Zikmund, Babin, Carr and Griffin (2013), sampling techniques can be classified into two categories such as probability sampling and non-probability sampling. In probability sampling, the population of each element has a chance to be selected and known as nonzero probability which involved simple random sample. For non-probability sampling, the population of each element being selected is unknown which included convenience sampling.

In this research, non-probability sampling is being chosen due to the advantages of pragmaticand more flexible (Davis, 2006). Under non-probability sampling, convenience sampling is being selected because it is cost-effectively and efficiently (Zikmund et al., 2013). Thus, the hand-in-hand questionnaires were distributed to the respondents who are available to answer in the supermarket.

3.3.5 Sampling size

According to Saiful (2011), suggested that an applicable sample size is within 30 to 500 respondents. Thus, in this research, a total set of 200 questionnaires were designed and distributed to target respondent in order to reach the requirement and better representative of target population. According to Table 3.1 by Sudiyanti (2009), 200 of sample size is fair adequate to get reliable correlation coefficients results.

Table 3.1: Guidelines for the adequacy of the total sample size

Sample Size	Level of Adequacy
50	Very poor
100	Poor
200	Fair
300	Good
500	Very Good
1000 or more	Excellent

Source: Sudiyanti (2009, p. 46)

3.4 Research Instrument

In this research, self-administered questionnaire was distributed to respondents for the data collection and data analysis purposes. Self-administered questionnaire is the easiest and common method used for data collection. It does not require the assistance of interviewer where respondents can answer the question via questionnaire paper and internet themselves (Zikmund et al., 2013). Paper survey and online survey was conducted in order to reach large amount of potential respondent effectively.

3.4.1 Questionnaire Design

The design of the questionnaire plays an important role in the process of survey research. It is a crucial stage in order to meet the fundamental criteria of relevance and accuracy (Zikmund et all., 2013). The questionnaire is divided into two sections such as Section A (demographic profile) and Section B (factors that influence consumers' purchase intention toward green food).

The objective of the study, introduction of the research title as well as the details of the researchers are presented in the cover letter of the

questionnaire to inform and ensure that the respondent understand the title and the purpose of the survey. There are six fundamental questions on respondents' personal information in part A of the questionnaire which include gender, race, age, marital status, income level and employment. The purpose of the demographic question is to increase the understanding toward the targeted respondents. On the other hand, part B involved questions regarding four independent variables which are self-identity, long-term orientation, deontology and collectivism. It is used to examine how the independent variables influence consumers' purchase intention towards green foods.

A total of 200 questionnaires are prepared and distributed to target respondents through online and hand-in-hand survey form. Before the formal survey was carried out, total of 30 pilot test samples was distributed as pretesting process to minimize biased and ambiguous question in order to ensure the validity and reliability of questionnaires.

3.5 Construct Measurement

3.5.1 Scale Measurement

Questionnaire is a formalized set of questions to collect information and data from a sample of individual. It also enables researchers to categorize and quantify the variable according to the particular research topic.Scale measurement is defined as the process of determining the reliability and validity of certain statistical analyses. There are two sections in the questionnaire which are section A and section B and included three levels of scale measurements such as nominal scale, ordinal scale, and Likert scale.

Nominal scale is a scale measurement used to label qualitative variables for identification and classification purposes. In section A, nominal scale is used to measure the respondents answer.

Ordinal scale is the order of the values that allowing things to be arranged based on how important or significant of some concepts. The scales are range by the way from the most to the least preferred or from the least to the most preferred. The gross income and age are categorized as ordinal scale.

Section B includes the opinion of the respondents toward the independent variables (self-identity, long term orientation, deontology and collectivism) and dependent variable (purchase intention). In this study, 7-point Likert scales (as shown in Table 3.2) used as measuring method to ensure the questionnaire more sensitive. Likert scales used to measure the respondents' opinion by checking how strongly they are agree or disagree with the statements.

Table 3.2: 7-points Likert Scale Measurement

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Source: Developed for the research

3.5.2 Origin of Construct

The sources of construct measurement are adapted from few literatures.

Table 3.3: Origin of Constructs

Construct	Adapted From
Self-Identity	Tan, 2013
Long Term Orientation	Kulikovski & Agolli, 2010
Deontology	Tanner, Medin & Iliev, 2007
Collectivism	Kim & Choi, 2005
Purchase Intention	Jeger, Ham, & Leko, n.d.

Source: Developed for the research

3.5.3 Operational Definition

Table 3.4 shows the different measurements adopted in the questionnaire. All the items that will be use to test the five variables are shown below:

Table 3.4: Operation Definitions

Variables	Questions
Self-identity	1. I think I will engage in green purchasing behavior owing to moral concern. 2. Engaging in green food purchasing is an important part of who I am. 3. I purchased green food because I think of myself as someone who is very concerned with environmental issues.
Long Term Orientation	1. I usually make an attempt to eat well-balanced diet by consuming green foods, 2. In the long-run, people who take care of themselves stay healthy by consuming green food. 3. I consume green food because it is healthier than the

	conventional one. 4. I think that I am protecting my health for future by consuming green food.
Deontology	1. I choose to purchase green food because it is consistent with my principles 2. I choose to purchase green food because I have the moral duty to behave that way. 3. I choose to purchase green food because this behavior is definitely right. 4. I choose to purchase green food because the other alternative is morally forbidden such as animal testing food.
Collectivism	1. I respect majority's wish especially towards green food consumption. 2. I support my group, whether they are right or wrong towards green food consumption. 3. I respect decisions made by my group on green food consumption. 4. I purchase green food to maintain harmony in my group.
Purchase Intention	1. I am willing to go out of my way to obtain green food. 2. My personal goal is to consume as much as green food as possible. 3. I will make every effort to purchase green food. 4. I have seriously thought of buying more green food. 5. I have a firm intention to buy green food I the future.

Source: Developed for the research

3.6 Data processing

Data processing is the process of manipulating and transforming data into valuable information by documenting the facts and figures for future use. According to Wong et al. (2012), data processing involved data checking, data editing, data coding, data transcribing, and data cleaning.

3.6.1 Questionnaire checking

Based on Malhotra (2006), data checking is the process of checking the completeness and quality of the questionnaires in order to ensure high accuracy of the data. Data checking allows errors and problems to be detected at the earlier stage so that correction can make instantly. The questionnaires returned from the respondents will be checked to ensure the consistency of the data as well as optimal quality levels.

3.6.2 Data editing

Once the data checking is done, correction will be made on the errors and problems detected. Data editing is used to avoid incompleteness and inconsistency of responses such as missing data.

3.6.3 Data coding

After data editing, data coding need to be conducted for further purpose because the available data is not arranged in a proper order (Puri, 2008). Data coding is converting answers into numerical values and aligned into a certain system. As a result, the data would be more sensible and valuable.

3.6.4 Data transcribing

Transcribing data is the following step after data coding which is transferring the coded data from its original state such as questionnaire to another state (Malthorta, 2006). The data will be further processed. In this study, the researchers will use the Statistical project of Social Science (SPSS) software to run all the data from the questionnaires that are transcribed.

3.6.5 Data Cleaning

Based on Chapman (2005), data cleaning is a process used to identify and remove the errors detected in collected data such as inaccurate, incomplete, or omissions and using this information to improve the quality of data. The process is including the format checks, completeness checks, omission checks, and assessment of the data.

3.6.6 Pilot test

Pilot test is conducted before the actual survey to ensure the questionnaire is ideal without mistakes or errors. Pilot test is able to detect and identify the problems that might occur when preparing the questionnaire so that correction can be made at the earlier stage to increase the efficiency of the results (Pratt, 2008). In this research project, the pilot test will target on 30 respondents. By having this pilot testing, few mistakes have been identified from the respondents' feedback such as grammatical errors in the questionnaire, ambiguous and unclear question statements, and also typing errors. The structureof the questions, amendment for the grammar mistakes, and typing errors had been changed to make the statement more understandable.

3.7 Data Analysis

Data Analysis is the process of using statistical and logical techniques to illustrate, compact and evaluate the information collected (Jandagh & Matin, 2010).

3.7.1 Descriptive statistics

Descriptive statistics provide numerical and graphic measures to recap the data collected in a clear and understandable manner (Jaggi, n.d.). It helps to simplify data collected from 200 respondents by using numerical approach and reduce the large amounts of data in a sensible way. Besides that, it also computes the mean and standard deviation to measure the distribution of the data collected. Descriptive statistics also provide simple graphic analysis in effort to make the data comprehensible. According to Francis et al. (2012), descriptive statistic provides the first step in data analysis and helps to interpret and identify the summarized sets of sample data.

3.7.2 Scale Measurement

For the questionnaires, the researchers used the nominal, ordinal, and Likert scales to collect the information. For section A, researchers use the ordinal scale and nominal scale to collect the information of the respondents. For section B, the researchers use 7-point Likert scale to collect the data from the respondents.

3.7.2.1 Reliability test

According to Miller (n.d.), reliability is the extent that any measurement, test, observation or questionnaire procedures will perform the similar results in repeated administration. There are two conditions that reliable instrument must meet which are having a small random error and it must be single dimension. The most famous tool that used to measure the scale reliability is Cronbach's alpha (Cronbach, 1951). It determines the internal consistency and how closely the related set of items in the questionnaire (Santos, 1999).

According to Gliem and Gliem (2003), Cronbach's alpha reliability coefficient is normally fall between 0 and 1. The internal consistency of the items is greater when the Cronbach's alpha coefficient is closer to 1.0. Besides that, George and Mallery (2003) also provide a set of rules of thumb of Cronbach's alpha.

Table 3.5: Rules of Thumb of Cronbach's Alpha

Alpha Coefficient Range	Strength of Association
>0.9	Excellent
>0.8	Good
>0.7	Acceptable
>0.6	Questionable
>0.5	Poor
<0.5	Unacceptable

Source: George & Mallery (2003). SPSS for Windows step by step

3.7.3 Inferential Analysis

Inferential statistics is a study to make the conclusions about the population based on one experimental or observations of a sample. In short, the result of analyzing on sample can be used to represent the whole population of the sample. There are different type of inferential statistics which includes Pearson Correlation, Multiple Regression Analysis, Chi Square Statistic and confidence interval.

3.7.3.1 Pearson Correlation of coefficient

Pearson correlation coefficient is used to measure linear relationship between two variables and denoted as r. The null of hypothesis is tested by two-tailed significant level in this research. The range of correlation is from +1 to -1, which +1 means perfect positive linear relationship, -1 means perfect negative linear relationship and 0 means that there are no linear relationship between two variables. In this research, the correlation between independent variables (Self-identity, LTO, Deontology, and Collectivism) and dependent variables (purchase intention) is tested by Pearson Correlation Coefficient.

3.7.3.2 Multiple Regression Analysis

Multiple regressions is a technique use to predict the dependent variable from the independent variables. This analysis is used to determine the impact of independent variables toward the dependent variable. The multiple regression equation is $Y = a+B1X1+B2X2+B3X3+\ldots\ldots+BnXn+e,$ where Y represents the predicted linear relationship of turnover, a as the constant value/Y-

intercept, B as the unstandardized coefficient; Xn as the dimension of decision making and e is the random error.

3.7.3.3 One-way ANOVA

One way ANOVA is the simplest version of ANOVA (Ostertagova & Ostertag, 2013). It is used to test whether the means are different in any of the groups (Freeman & Campbell, 2007). One-way analysis of variance is used when the data are separated into groups according to one factor (Ostertagova & Ostertag, 2013). The Group T-test model is able to examine the differences in the mean value of the dependent variable for two groups, ANOVA models able to examine these differences for two or more groups. One-way ANOVA is used when there are an interval or ratio level dependent variable, and a nominal (or ordinal) independent variable which has two or more categories (Smith & Albaum, 2013).

3.8 Conclusion

This chapter discussed the research methodologies which has used SPSS version 20 software to analyze the data collected from respondents. A summary of methodologies which include research design, data collection methods, sampling design, research instrument, construct measurement, data processing and data analysis are included in this chapter. There are some justifications carried out to support the methodologies adopted in the following chapter. The result of statistical analysis will be discussed as well as interpretation of the hypothesis.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

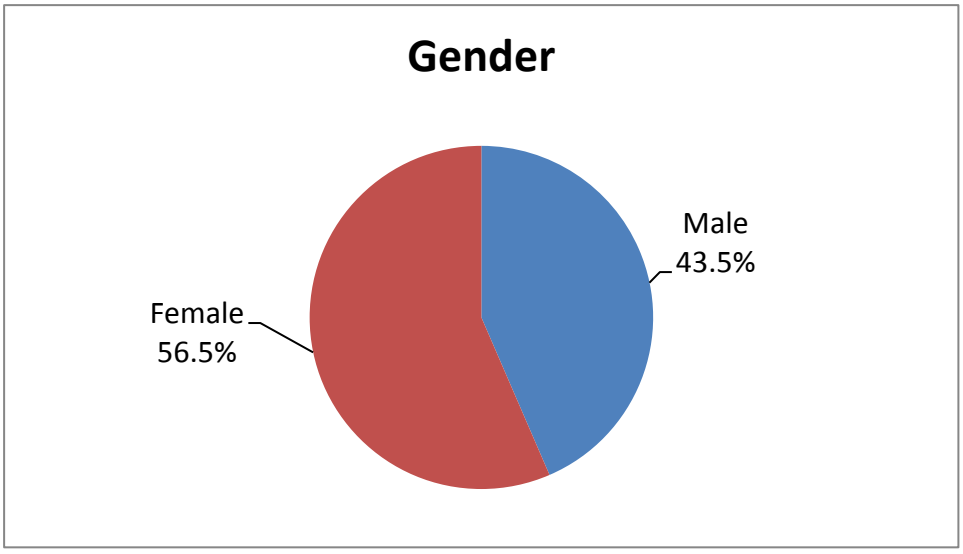
This chapter is about the results of the questionnaire surveyed respondent data. Statistical Package for Social Science Version 20 (SPSS) was used to analyze the data being collected from 200 respondents. The chapter consists of three sections which are descriptive analysis and inferential analysis including Reliability Analysis and Multiple Regression Analysis.

4.1 Descriptive Analysis

4.1.1 Respondent's Demographic Profile

Section A of the questionnaire is the demographic section which comprises of seven questions that were used to collect data from the 200 respondents about gender, race, age, marital status, employment, income level, and green food purchasing experience.

Figure 4.1: Gender of the Respondents



Source: Developed for the research

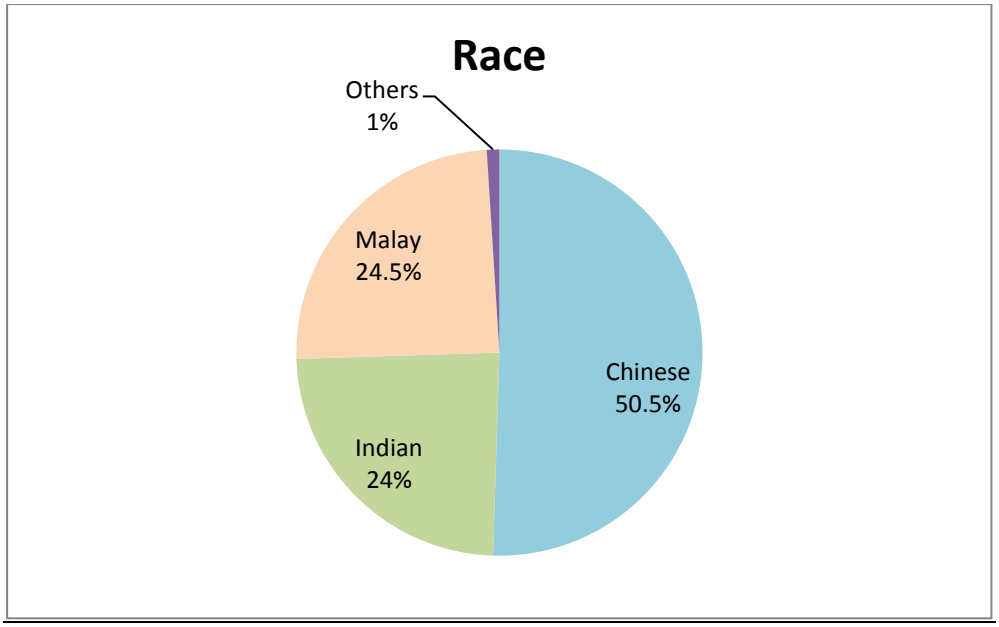
Table 4.1: Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	87	43.5	43.5	43.5
	Female	113	56.5	56.5	100.0
	Total	200	100.0	100.0	

Source: Developed for the research

From the total 200 respondents of the sample group, there are 87 of the respondents are male which represent 43.5% and 113 respondents are female, which represent 56.5%

Figure 4.2: Race of the Respondents



Source: Developed for the research

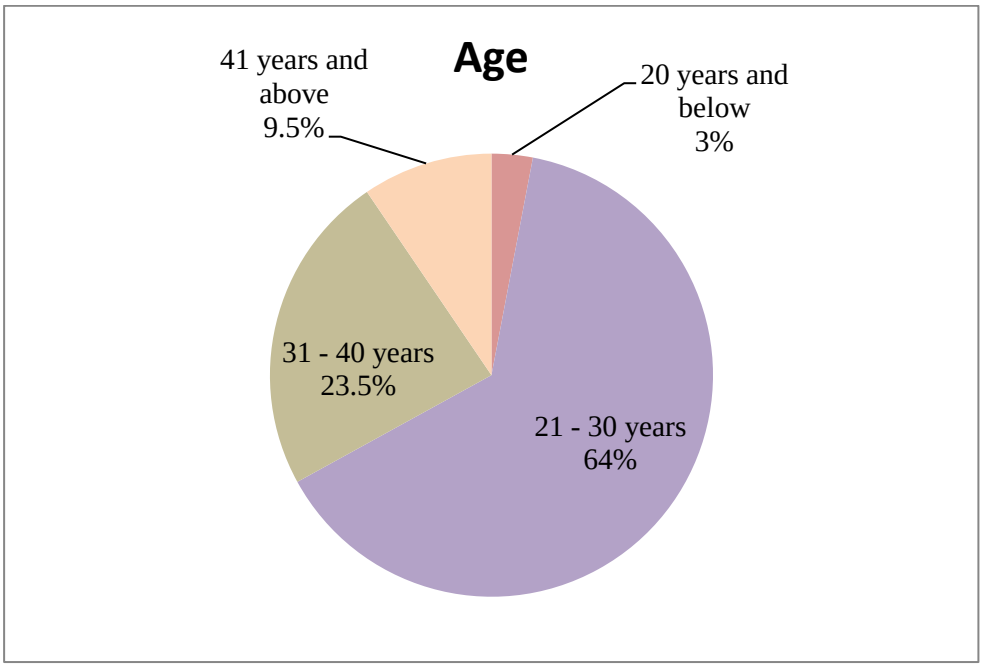
Table 4.2: Race of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	101	50.5	50.5	50.5
	Indian	48	24.0	24.0	74.5
	Malay	49	24.5	24.5	99.0
	Others	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Source: Developed for the research

Figure 4.2 and table 4.2 had shown the race of respondents included Chinese, Indian, and Malay. From the total of 200 respondents, majority of the respondents is Chinese which consists of 50.5 %. Next, Malay respondents consists of 24.5 %. There is followed by Indian respondents which consists of24.0 %, and remaining1% is from others races.

Figure 4.3: Age Group of the Respondents



Source: Developed for the research

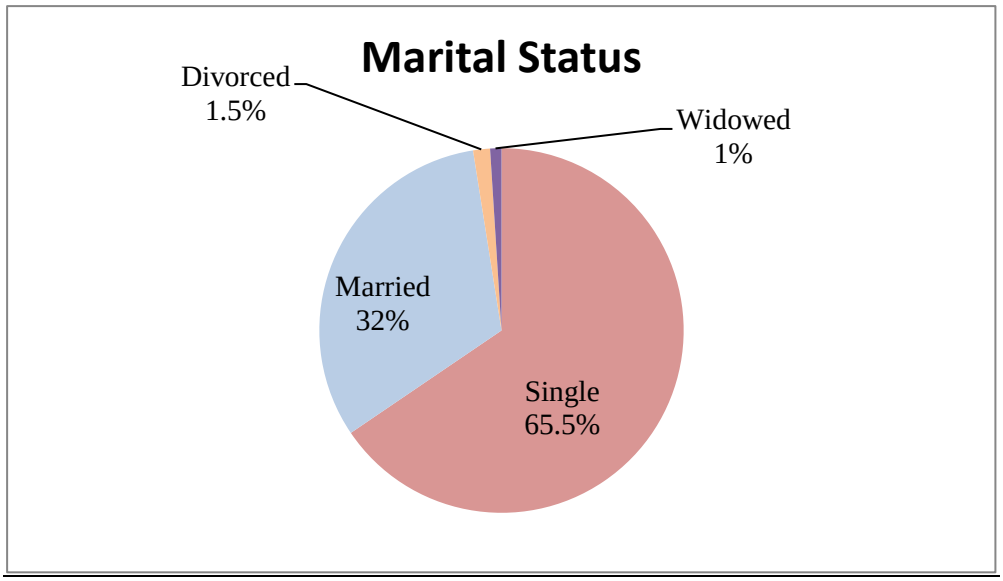
Table 4.3: Age Group of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 years and below	6	3.0	3.0	3.0
	21-30 years	128	64.0	64.0	67.0
	31-40 years	47	23.5	23.5	90.5
	41 years and above	19	9.5	9.5	100.0
	Total	200	100.0	100.0	

Source: Developed for the research

Based on Table 4.3, the age groups of 200 respondents have been separated into four categories. The age group that carries the highest percentage range from 21 to 30 years old, which is 64% followed by 23.5% for the age group between 31 to 40 years old, and 9.5% for the age group of 41 years and above. The least feedbacks received from respondents of 20 years and below which is only 3%.

Figure 4.4: Marital Status of Respondents



Source: Developed for the research

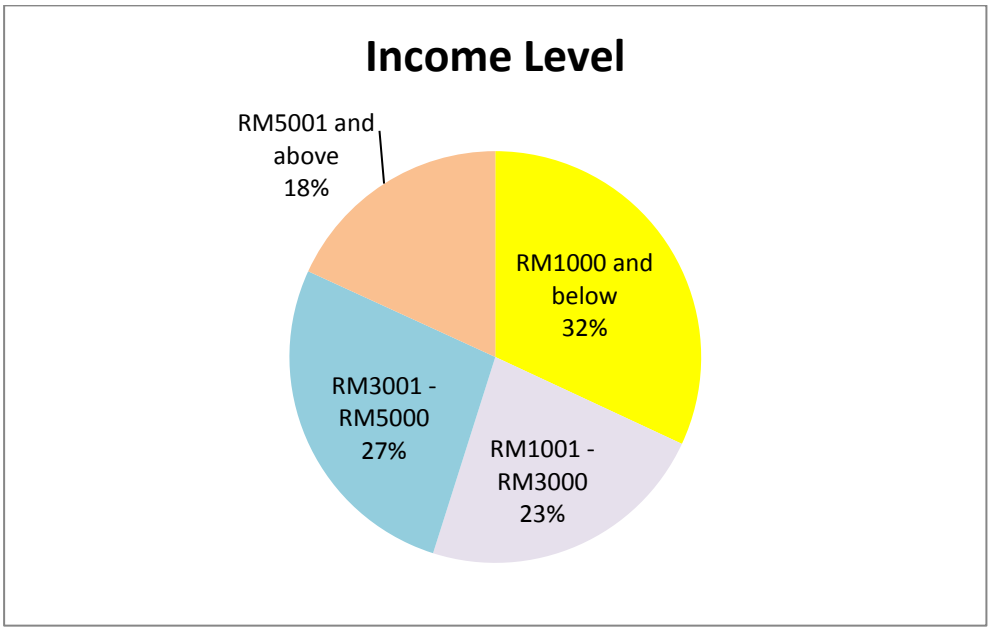
Table 4.4: Marital Status of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	131	65.5	65.5	65.5
	Married	64	32.0	32.0	97.5
	Divorced	3	1.5	1.5	99.0
	Widowed	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Source: Developed for the research

According to the Figure 4.4 and Table 4.4, the majority of respondents are single which consists of131 (65.5%) from the 200 respondents. Next, it is followed by respondents who are married and it consists of64 (32%) respondents. There are 3 (1.5%)of respondents who are divorced while the remaining 1% is from widowed.

Figure 4.5: Income Level of the Respondents



Source: Developed for the research

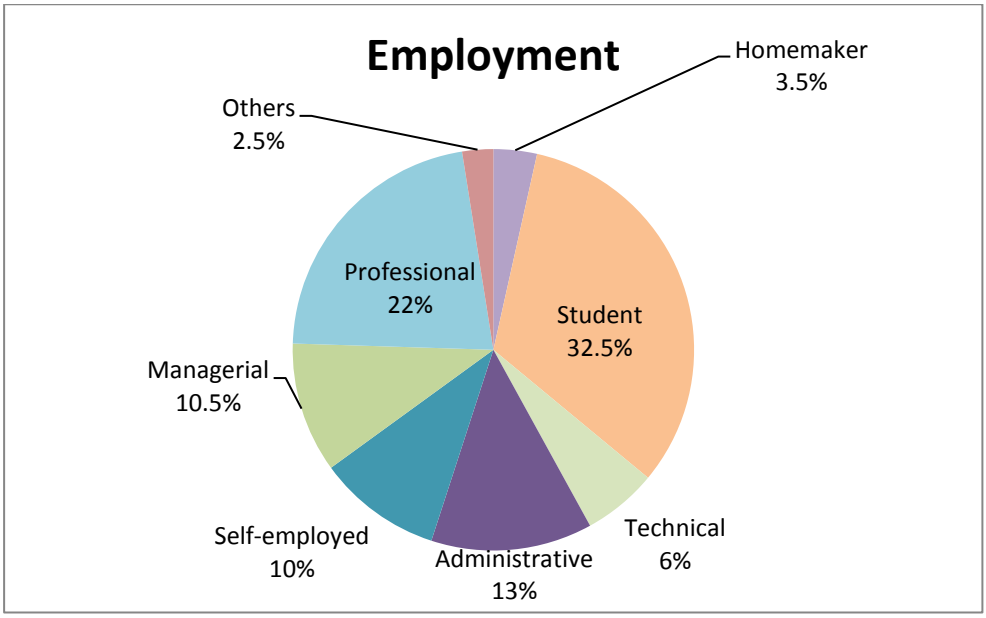
Table 4.5: Income Level of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM1000 and below	64	32.0	32.0	32.0
	RM1001-RM3000	46	23.0	23.0	55.0
	RM3001-RM5000	54	27.0	27.0	82.0
	RM5001 and above	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

Source: Developed for the research

As shown in Figure 4.5, most of the respondents' income level are below RM1000, which consists of 64 respondents and 32%, followed by 27% has a gross income between RM3001 to RM5000, 23% has a gross income in range of RM1001 to RM3000, and the least number of respondents which consists of 18% have their gross income of more than RM5000.

Figure 4.6: Employment of Respondents



Source: Developed for the research

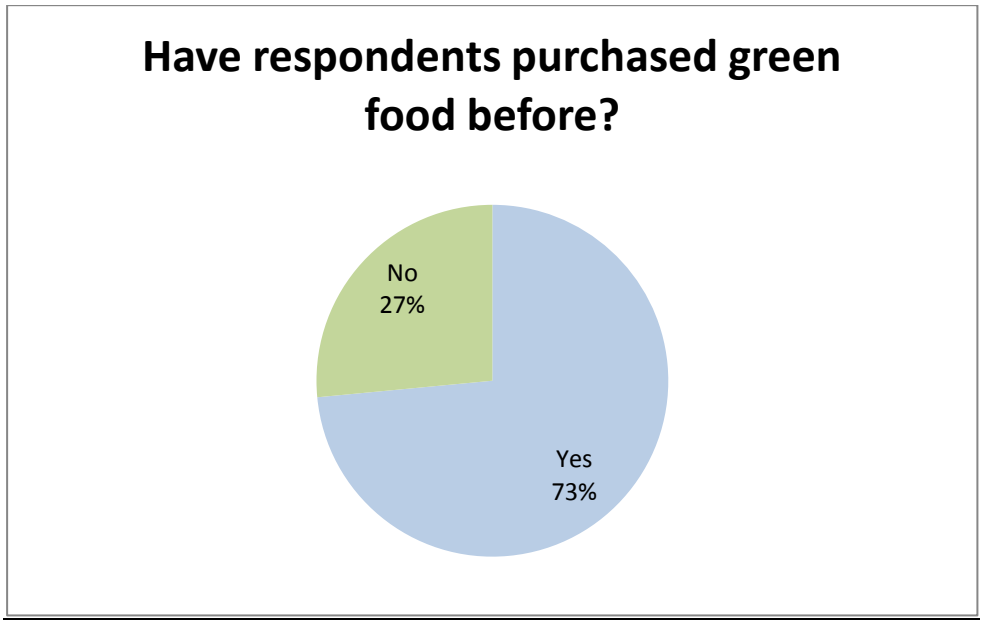
Table 4.6: Employment of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Homemaker	7	3.5	3.5	3.5
	Student	65	32.5	32.5	36.0
	Technical	12	6.0	6.0	42.0
	Administrative	26	13.0	13.0	55.0
	Self-employed	20	10.0	10.0	65.0
	Managerial	21	10.5	10.5	75.5
	Professional	44	22.0	22.0	97.5
	Others	5	2.5	2.5	100.0
	Total	200	100.0	100.0	

Source: Developed for the research

Table 4.6 shows that majority of the respondents are work as students and professional which constituted 65 students (32.5%) and 44 professionals (22%). 26 of the respondents are administrative (13%), 21 managers (10.5%), 20 of self-employed respondents (10%), 12 technical (6%), 7 homemakers (3.5%) and 5 respondents for others (2.5%).

Figure 4.7: Respondents' Experience on Green Food Purchasing



Source: Developed for the research

Table 4.7: Respondents' Experience On Green Food Purchasing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	147	73.5	73.5	73.5
	No	53	26.5	26.5	100.0
	Total	200	100.0	100.0	

Source: Developed for the research

Based on the figure 4.7, respondents who have purchase green food before consist of 147 respondents (73.5%) while 53 of respondents (26.5%) who have no purchase green food before.

4.1.2 Central Tendencies Measurement of Constructs

Each of the statement of every variable in the questionnaire had been analyzed. In order to define the ranking, the mean value and percentage of responses of every item are listed.

4.1.2.1 Self-identity

The result of analysis on self-identity variable are shown below (refer to table 4.8). The first statement "I purchase green food because I think of myself as someone who is very concern with environmental issues" had the highest mean which is 4.67 among the three items. The second statement "I think I will engage in green purchasing behavior owing to moral concern" with the mean of 4.66 and third statement "Engaging in green food purchasing is an important part of who I am" had the lowest scored with the mean of 4.37.

Table 4.8: Central Tendencies Measurement of Construct Self-Identity

Item	Str. Dis.	Dis.	Sli. Dis.	Neu.	Sli. A.	A.	Str. A.	Mean	Rank
I purchase green food because I think of myself as someone who is very concern with environmental issues.	1 %	6 %	13 %	22 %	27 %	25 %	6 %	4.67	1
I think I will engage in green purchasing behavior owing to moral concern.	2 %	3 %	12 %	28.5 %	26.5 %	20.5 %	7.5 %	4.66	2
Engaging in green food purchasing is an important part of who I am.	1 %	9 %	16.5 %	27 %	24 %	17 %	5.5 %	4.37	3

Source: Developed for the research

4.1.2.2 Long Term Orientation

The result of analysis on long-term orientation variable are shown below (refer to table 4.9). The first statement "I consume green food because it is healthier than the conventional one" had the highest mean which is 5.35. Next, both of the statements "In the long run, people who take care of themselves stayhealthy by consuming green food" and "Ithink that I am protecting my health for future by consuming green food" scored the same mean which are 5.17 and the lowest scored for the statement "I usually make an attempt to eat a well-balanced diet by consuming green food" with its mean of 4.81.

Table 4.9: Central Tendencies Measurement of Construct Long Term Orientation

Item	Str. Dis.	Dis.	Sli. Dis.	Neu.	Sli. A.	A.	Str. A.	Mean	Rank
I consume green food because it is healthier than the conventional one.	0.5 %	3 %	6.5 %	15 %	24 %	28 %	23 %	5.35	1
In the long run, people who take care of themselves stay healthy by consuming green food.	0.5 %	3 %	9 %	16 %	26 %	29 %	16.5 %	5.17	2

I think that I am protecting my health for future by consuming green food.	1 %	3.5 %	6.5 %	16.5 %	28.5 %	27 %	17 %	5.17	3
I usually make an attempt to eat a well-balanced diet by consuming green food.	0.5 %	4.5 %	16 %	19.5 %	22.5 %	26 %	11 %	4.81	4

Source: Developed for the research

4.1.2.3 Deontology

The result of analysis on deontology variable are shown below (refer to table 4.10). The highest mean which are 4.665 by the statement of "I choose to purchase green food because the other alternative is morally forbidden such as animal testing food". Followed by the statement "I choose to purchase green food because this behavior is definitely right" scored the mean of 4.555. The third higher mean is 4.315 with the statement by "I choose to purchase green food because it is consistent with my principle" and the statement "I choose to purchase green food because I have the moral duty to behave that way" scored the lowest mean which is 4.245.

Table 4.10: Central Tendencies Measurement of Construct Deontology

Item	Str. Dis.	Dis.	Sli. Dis.	Neu.	Sli. A.	A.	Str. A.	Mean	Rank
I choose to purchase green food because the other alternative is morally forbidden such as animal testing food.	2.5 %	4 %	12 %	25.5 %	27.5 %	19 %	9.5 %	4.665	1
I choose to purchase green food because this behavior is definitely right.	2 %	7 %	17 %	20 %	23.5 %	22.5 %	8 %	4.555	2
I choose to purchase green food because it is consistent with my principle.	2 %	9 %	14 %	30 %	27.5 %	10.5 %	7 %	4.315	3

I choose to purchase green food because I have the moral duty to behave that way.	2 %	8.5 %	19.5 %	29 %	22 %	12 %	7 %	4.245	4

Source: Developed for the research

4.1.2.4 Collectivism

The result of analysis on collectivism variable are shown below (refer to table 4.11). The highest mean 4.93 is by the statement "I respect decisions made by group on green food consumption". It is then followed by the statement "I respect majority's wish especially toward green food consumption" with the mean of 4.87. The third statement "I support my group, whether they are right or wrong toward green food consumption" with the mean of 4.57. The lowest scored is 4.125 mean by the statement of "I purchase green food to maintain harmony in my group".

Table 4.11: Central Tendencies Measurement of Construct Collectivism

Item	Str. Dis.	Dis.	Sli. Dis.	Neu.	Sli. A.	A.	Str. A.	Mean	Rank
I respect decisions made by group on green food consumption	0.5 %	1.5 %	8.5 %	25 %	31.5 %	24.5 %	8.5 %	4.93	1
I respect majority's wish especially toward green food consumption	3 %	2.5 %	9 %	23 %	25 %	27.5 %	10 %	4.87	2
I support my group, whether they are right or wrong toward green food consumption	1.5 %	5.5 %	14 %	26.5 %	24.5 %	22 %	6 %	4.57	3
I purchase green food to maintain harmony in my group.	6.5 %	8.5 %	14 %	32.5 %	19 %	14.5 %	5 %	4.125	4

Source: Developed for the research

4.1.2.5 Purchase Intention

The result of analysis on collectivism variable are shown below (refer to table 4.12). Statement starts with "I have a firm intention to buy green food in the future" scored 4.69 for mean which is the highest among five statements. Secondly, the mean scored with 4.51 by the statement "I will make every effort to purchase green food". Thirdly, it followed by the statement"I have seriously thought of buying more green food' with 4.42 for its mean. Fourth, the mean scored is 4.41 by the statement "I am willing to go out of my way to obtain green food". The fifth ranked is scored 4.325 for its mean value by the statement "My personal goal is to consume as much green food as possible".

Table 4.12: Central Tendencies Measurement of Construct Purchase Intention

Item	Str. Dis.	Dis.	Sli. Dis.	Neu.	Sli. A.	A.	Str. A.	Mean	Rank
I have a firm intention to buy green food in the future.	3 %	5 %	13.5 %	25 %	18 %	23 %	12.5 %	4.69	1
I will make every effort to purchase green food.	3 %	4.5 %	14 %	29.5 %	24 %	16 %	9 %	4.51	2

I have seriously thought of buying more green food.	2.5 %	7.5 %	15 %	26 %	25 %	17.5 %	6.5 %	4.42	3
I am willing to go out of my way to obtain green food.	3 %	6.5 %	17.5 %	23 %	24 %	21.5 %	4.5 %	4.41	4
My personal goal is to consume as much green food as possible.	5.5 %	7.5 %	17.5 %	24 %	19.5 %	16 %	10 %	4.325	5

Source: Developed for the research

4.2 Scale Measurement

4.2.1 Reliability Analysis

Table 4.13: Summary of Reliability Test

Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Self- Identity	0.865	0.865	3
Long Term Orientation	0.886	0.886	4
Deontology	0.856	0.856	4
Collectivism	0.811	0.817	4
Purchase Intention	0.921	0.922	5

Source: Developed for the research

According to Tavakol and Dennick (2011), Cronbach's Alpha provides a measure of the internal consistency which is expressed as a number between 0 and 1 for researchers to evaluate the study. Table 4.8 shows that the reliability coefficient analysis of each variable. George and Mallery (2003) provide the rules of thumb of Cronbach's alpha coefficient, alpha value that is more that 0.9 is excellent, 0.8 is good, 0.7 is acceptable, 0.6 is questionable, 0.5 is poor, and less than 0.5 is unacceptable. In this study, the Cronbach's Alpha for self-identity is 0.865 and 3 items were used to measure. For long term orientation, 4 items were used to measure it and falls into very good level which is 0.886. Besides, Cronbach's Alpha for deontology is 0.856 and the number of items used to measure it was 4. Next, Cronbach's Alpha for collectivism is 0.817 and 4 items were used to measure it. The values indicate that these four variables have a very good reliability in determining consumer purchase intention as they all fall in the range that more than 0.8.On the other hand, 5 items were used to measure purchase intention and the Cronbach's Alpha is 0.922. This shows that purchase intention has a very strong internal consistency. Overall, all the measurement scales items

adopted in the study have internal consistency. Thus, it indicated that the measurement for the constructs were internally consistent and reliable.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.14: Pearson Correlation Analysis

		Self-Identity	Long Term Orientation	Deontology	Collectivism	Purchase Intention
SI	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	200				
LTO	Pearson Correlation	.776**	1			
	Sig. (2-tailed)	.000				
	N	200	200			
DEO	Pearson Correlation	.793**	.721**	1		
	Sig. (2-tailed)	.000	.000			
	N	200	200	200		
COL	Pearson Correlation	.571**	.665**	.635**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	200	200	200	200	
PI	Pearson Correlation	.728**	.750**	.805**	.651**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

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

Source: Developed for the research

In order to measure the strength of the relationship between independent variables (self-identity, long term orientation, deontology and collectivism) and dependent variable (purchase intention), all the variables are included had been use in Pearson correlation analysis and the result are shown in Table 4.14. The rules of thumb for interpretation of Pearson correlation result are shown in Table 4.15.

Table 4.15: Rules of Thumb of Pearson Correlation

Pearson Correlation Range	Correlational Strength
0.0 - 0.2	Negligible
0.21 – 0.35	Weak
0.36 – 0.67	Moderate
0.68 – 0.90	Strong
0.91 – 1.00	Very Strong

Source: Prion & Haerling (2014)

According to Table 4.14 and Table 4.15, the p-value of all the independent variables and dependent variables are 0.000. The results show that they are significant at the 0.05 level (2-tailed). The coefficient of deontology (r = 0.805), long term orientation (r = 0.750), and self-identity (r = 0.728) are considered strong correlated to the purchase intention on green food. However, collectivism with r = 0.651 is moderate correlated to the purchase intention. Overall, it is proven that there are positive relationship between independent variables and dependent variables.

4.3.2 Multiple Regression Analysis

Multiple regression analysis on self-identity, long term orientation, deontology and collectivism of consumer purchase intention toward green food are shown as below:

Table 4.16: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848[a]	.718	.713	.69680

a. Predictors: (Constant), SI, LTO, DEO,COL

Source: Developed for the research

According to the Table 4.16, the value of the R Square is 0.718. This shows that about 71.8% of the dependent variable (consumers' purchase intention) can be described by the variances in all independent variables. (Self-identity, long term orientation, deontology and collectivism)

Table 4.17: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	241.633	4	60.408	124.417	.000[b]
	Residual	94.678	195	.486		
	Total	336.312	199			

a. Dependent Variable: AVPI

b. Predictors: (Constant), SI, LTO, DEO, COL

Source: Developed for the research

According to table 4.12, the F-value is 124.417 and the significant level is 0.000. In conclusion, there is a significant effect of the independent variables (self-identity, long term orientation, deontology and collectivism) on the dependent variable (consumers' purchase intention).

Table 4.18: Summary of Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.417	.239		-1.745	.083
	SI	.076	.077	.070	.985	.326
	LTO	.291	.074	.264	3.920	.000
	DEO	.519	.074	.474	7.013	.000
	COL	.160	.064	.134	2.517	.013

a. Dependent Variable: PI

Source: Developed for the research

According to Table 4.18, self-identity shows a negative correlation to consumers' purchase intention, because the p-value is higher than 0.05, which is 0.326. On the other hand, long term orientation, deontology and collectivism have positive correlations to consumers' purchase intention because p-values are less than 0.05, which are 0.000 and 0.013. Based on the table, an equation can be formed in order to determine the statistical significance of the independent variables on the dependent variable.

Regression equation:

Consumers' purchase intention= -0.417+ 0.076SI+ 0.291LTO+ 0.519DEO+ 0.160COL

Where SI= Self-identity

LTO= Long Term Orientation

DEO= Deontology

COL= collectivism

By referring to the result of standardized coefficients, deontology shows the most significant influences on consumers' purchase intention on green food with β= 0.474

4.3.3 One Way ANOVA

Table 4.19: One Way ANOVA

Purchase Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.500	3	2.500	1.490	.218
Within Groups	328.812	196	1.678		
Total	336.312	199			

Based on Table 4.19, p = 0.218 (p> 0.05), so there is no significant difference between means.

Table 4.20: Multiple Comparisons

Dependent Variable: Purchase Intention

Tukey HSD

(I) Income Level	(J) Income Level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval
					Lower Bound
RM1000 and below	RM1001-RM3000	-.49959	.25036	.193	-1.1483
	RM3001-RM5000	-.27882	.23933	.650	-.8990
	RM5001 and above	-.08438	.26984	.989	-.7836
RM1001-RM3000	RM1000 and below	.49959	.25036	.193	-.1492
	RM3001-RM5000	.22077	.25988	.831	-.4526
	RM5001 and above	.41522	.28822	.476	-.3316
RM3001-RM5000	RM1000 and below	.27882	.23933	.650	-.3413
	RM1001-RM3000	-.22077	.25988	.831	-.8942
	RM5001 and above	.19444	.27869	.898	-.5277

	RM1000 and below	.08438	.26984	.989	-.6148
RM5001 and above	RM1001-RM3000	-.41522	.28822	.476	-1.1621
	RM3001-RM5000	-.19444	.27869	.898	-.9166

Source: Developed for the research

Based on Table 4.20, Tukey HSD test shows that there is no significant difference between every pair of means which all $p>0.05$.

4.3.4 Test of Significant

Table 4.21: Test of Significant

Constructs	Significant value
Self-Identity	.326
Long term orientation	.000
Deontology	.000
Collectivism	.013

Source: Developed for the research

Self-Identity

H_0: There is no significant relationship between self-identity and intention to purchase green foods.

H_1: There is significant positive relationship between self-identity and purchase intention on green foods.

Reject H_0 if $p<0.05$.

Based on Table 4.21, Cronbach's Alpha of self-identity is 0.865, significant value for self-identity is 0.326, t-value of 0.985 and the unstandardized beta coefficient value will be 0.76. The significant value is above the p-value of 0.05. Therefore,

H_1 is rejected which indicates that there is no significant relationship between self-identity and purchase intention on green foods.

Long Term Orientation

H_0: There is no significant relationship between LTO and intention to purchase green foods.
H_2: There is significant relationship between LTO and intention to purchase green foods.

Reject H_0 if $p<0.05$

Based on Table 4.21, Cronbach's Alpha of long term orientation is 0.886, significant value of long term orientation is below the p-value of 0.05 ($p = 0.000 < 0.05$), t-value of 3.92 and the unstandardized beta coefficient value will be 0.291. Therefore, H_0 is rejected which indicates that there is a significant relationship between long term orientation and purchase intention on green foods.

Deontology

H_0: There is no significant relationship between deontology and intention to purchase green foods.
H_3: There is significant relationship between deontology and intention to purchase green foods.

Reject H_0 if $p<0.05$

Based on Table 4.21, Cronbach's Alpha for the deontology is 0.856, significant value of deontology is below the p-value of 0.05 ($p = 0.000 < 0.05$), t-value of 7.013 and unstandardized beta coefficient value will be 0.591. Therefore, H_0 is rejected which indicate that there is a significant relationship between deontology and purchase intention on green foods.

Collectivism

H_0: There is no significant relationship between collectivism and intention to purchase green foods.
H_4: There is significant relationship between collectivism and intention to purchase green foods.

Reject H_0 if $p<0.05$

Based on Table 4.21, Cronbach's Alpha of collectivism is 0.817, significant value of collectivism is below the p-value of 0.05 ($p = 0.013 < 0.05$), t-value of 2.517 and unstandardized beta coefficient value will be 0.16. Therefore, H_0 is rejected which indicate that there is a significant relationship between collectivism and purchase intention on green foods.

4.4 Conclusion

In this chapter, descriptive analysis was used to analyze respondents' demographic profile. The reliability analysis was used to test the reliable of the items of five variables. On the other hand, multiple regressions was used to analyze the relationship between independent variables and dependent variable. Next, in chapter 5 will focus on the detailed discussion of the major findings and conclusions of the study.

CHAPTER 5 : DISCUSSIONS, CONCLUSION AND IMPLICATION

5.0 Introduction

In this chapter, researchers will discuss on the data collected in the previous chapters. The topics that will be discussed in this chapter are the summary of the statistics analysis, discussion and recommendations, limitation of the research and conclusion of this research project.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

In this research, female respondents represent 56.5% which higher than male respondents which only 43.5% in terms of genders. For the race respondents, majority are from Chinese which consists of 50.5%, next is followed by Malay and Indians respondents represent 24.5% and 24% respectively and only 1% from the others. Majority of the respondents are grouped between (21to 30 years old) 64%, and the age group of 20 years and below are the least which only represents 3%. In terms of marital status, majority of the respondents are single (65.5%), respondents who are married which represents 32%, there are only 3 respondents (1.5%) are divorced and the least respondents are widowed (1%). Most of the respondents have an income earning below RM1000 (32%). 27% of the respondents have an income earning between RM3001 to RM5000, 23% of the respondents are earning an income RM1001 to RM3000 and only 18% having an income of RM5001 and above. Majority of the respondents are from students which constituted 32.5%, 22% of the respondents are professionals, followed by administrative (13%), managerial (10.5%), self-

employed (10%) and only 3.5% from homemakers and 2.5% from others. Besides that, out of 200 respondents, 147 of respondents have purchase green food before and only 53 of respondents who have no purchase green food before.

5.1.2 Central Tendencies Measurement of Construct

Based on the questionnaires of evaluating the self-identity variable, the statement that possesses the highest mean is "I purchase green food because I think of myself as someone who is very concern with environmental issues." While for the long term orientation variable, the statement of the highest mean is "I consume green food because it is healthier than the conventional one." Next, the statement of measuring the deontology variable that contributes to the highest mean is "I choose to purchase green food because the other alternative is morally forbidden such as animal testing food." As for the collectivism variable, the statement at the first ranked for mean is "I respect decisions made by group on green food consumption." Finally for the purchase intention variable, the statement of the highest mean is "I have a firm intention to buy green food in the future."

5.1.3 Scale Measurement

Scale measurement is identified by reliability test. According to Table 4.8, purchase intention has the highest Cronbach's Alpha value which is 0.921 among the five constructs. Next, it is followed by long term orientation (0.886), self-identity (0.865), deontology (0.856), and collectivism (0.811). Overall, this reliability test results show that all the measurement scales items adopted in the study are more than 0.8 which means the items used to measure five variables are consistent and reliable.

5.1.4 Inferential Analysis

5.1.4.1 Pearson Correlation

The Pearson Correlation Coefficient test had use to measure the strength of the relationship between the independent variables (self-identity, long term orientation, deontology and collectivism) and dependent variable (purchase intention). The analysis shown that all of the four variables are positive correlated with the consumers' purchase intention on green food.

According to Table 4.14 and Table 4.15, the deontology is the strongest correlated with purchase intention on green food which r = 0.805, followed by the long term orientation with r = 0.750, self-identity with r = 0.728 and collectivism with r = 0.651.

5.1.4.2 Multiple Regression Analysis

In the previous chapter, multiple regressions analysis had been done to test the relationship among independent variables against consumers' purchase intention on green food. Based on the result of regression, the value of adjusted R square is 0.713 which shows that there is 71.30% of consumers' purchase intention isaffected by self-identity, long term orientation, deontology and collectivism. The regression coefficient for SI is 0.076, LTO is 0.291, DEO is 0.519 and COL is 0.160. The constant is at -0.417; thus, the estimated regression equation for the model is:

Consumers' purchase intention= -0.417+ 0.076SI+ 0.291LTO+ 0.519DEO+ 0.160COL

Where SI= Self-identity

LTO= Long Term Orientation

DEO= Deontology

COL= Collectivism

5.2 Discussion of Major Finding

Table 5.1: The summary of hypothesis and results

Hypotheses	Results	Supported
H_1: There is significant positive relationship between self-identity and purchase intention on green foods.	p = 0.326	No
H_2: There is significant relationship between LTO and intention to purchase green foods.	p = 0.000	Yes
H_3: There is significant relationship between deontology and intention to purchase green foods.	p = 0.000	Yes
H_4: There is significant relationship between collectivism and intention to purchase green foods.	p = 0.013	Yes

Source: Developed for the research

5.2.1 Relationship between Self-identity and Purchase Intention

H_1: There is significant difference between self-identity and intention to purchase green foods.

Based on the result in this research, H_1 was not supported at 0.326 significant value which is more than p-value 0.05. Therefore it indicates that the self-identity of oneself has no significant difference with the purchase intention. Sparks and Shepherd (1992) argued that there is a possibility that self-identity may not be consistent with green food purchase intention in particular situation. In this sense, although attitudes would reflect a person's self-identity, this self-identity could be incompatible with other attitudes that the person may hold in some condition. For example, a green consumer will express a positive attitude toward green food consumption because of their green identity. However, a green consumer will also express a negative attitude toward green food consumption because of the taste and other sensory attributes (Sparks &

Shepherd, 1992). Thus, self-identity only plays a small part in affecting purchase intention on green food.

In this research, self-identity has no significant difference with purchase intention on green food because people who think themselves as a green identity person might not always have purchase intention on green food. It is because a green identity people will engage in other environmental-friendly activities to reflect their green identity. For example, they involved in recycling activities to show their concern about the environment instead of consuming green food. In this case, green identity people will not necessarily have purchase intention on green food due to different perception.

5.2.2 Relationship between Long Term Orientation and Purchase Intention

H_2: There is significant relationship between LTO and intention to purchase green foods.

Through this research project, the finding of H_2 has shown that it was supported at 0.000 significant value (p=0.000), which is lower than 0.05 whereby p=0.05. Therefore, it is same as the previous research on LTO that have positive significant relationship towards consumers' purchase intention. It is proved that when consumers intend to purchase green foods when they are long term oriented. (Sudiyanti, 2009; Khan, 2012).

LTO people that want to protect the natural environment are more likely to develop values and attitudes (Sarigollu, 2009). Green food is generally described as non-toxic, organic and environmentally-friendly food (Khaola et al., 2014). Therefore, LTO people will intend to purchase green food for the sake of protecting the environment. Other research shows that the former are future oriented behaviors which means LTO are unlikely to

deliver personal gain or satisfaction. This means that they buy or use green food often generate benefits to the society or themselves in the long run (Khaola et al., 2014). In other words, people who are health consciousness are intended to consume green food for their future health condition purpose. Consumers who are health conscious are encouraged to maintain or improve their health by purchasing green food as green food is healthier than conventional food which have more nutritious without chemical usage (Kulikovski et al., 2010). Green food is perceived as less associated with health risks in future compared with conventional food. A society with high value of long term orientation will be a promising market for green product marketer because they have higher intention to purchase green food (Chairy, 2012).

5.2.3 Relationship between Deontology and Purchase Intention

H_3: There is significant relationship between deontology and intention to purchase green foods.

There are several researches proved that there is positive significant relationship between deontology and purchase intention such as researches conducted by Leonidou et al. (2010) and Barbarossa (2012). Deontology has a p-value equal to 0.000 ($p<0.05$) and beta value of 0.591 in this research and supported by the previous studies. Therefore, H_3 is supported and deontology is proven to have positive influence to the purchase intention on green food.

Deontology is built on moral duty which includes the responsibilities of individual towards environment. Individual who are deontological have moral duty to protect the environment, therefore they have intention to purchase green food. It is supported by the research conducted by Leonidou et al. (2010) stated that individuals that have strong deontological perception believed that they have the responsibility to

protect the environment by purchasing organic food. In addition, people with deontological view will feel guilty when they are not act in moral duty (Haines et al., 2008) because they are tied with the deontology principle and holding ethical values.

The research that conducted by Barbarossa (2012) shown that deontology have positive significant influence to motivate the consumers to engage in green purchasing behavior. People with deontological principle believed that consuming or purchasing green food is considered as a right action which can protect the environment as well as the animal welfare.

According to Tabarcea (2012), one of the factors that influence deontological behavior is individual factors. Deontological behavior of individual can be affected by the past experience, level of education, family status and religion. Individual with different level of education will have different perception on the deontology principle. For instance, people who have been educated and instilled with moral principle since young will tend to act more ecologically and lead to green food purchase intention.

5.2 .4 Relationship between Collectivism and Purchase Intention

H4: There is a significant positive relationship between collectivism and intention to purchase green foods.

In this research project, the finding of H_4 has shown that it was supported at 0.013significant value, which is lower than $p<0.05$. Thus, this result had shown that collectivism is consistent with the earlier studies by other researches which have positive influence on purchase intention. It is supported by previous research that conducted by Leonidou et al. (2010) stated that when consumers are collectivistic, they are more likely to have intention to purchase green foods.

Consumers who have a collectivistic value will influence their purchase intention toward green food because they are more concerned about welfare of society, environmental issues than those individuals who are less collectivistic (Kumar, Philip& Sharma, 2014). In addition, collectivistic individual tend to be more focus on group oriented goals rather than individual oriented goals. Therefore, when the group is collectivistic, people will be more helpful and cooperative with others and this led them to establish an environmental awareness's manner. In this respect, they will engage themselves in ecological activities (Kim, 2011).

According to Chan and Lau (2002), collectivism is related to subjective norm because of the conformity needs among the group. Subjective norm is used to measure social influences based on the significant of the referent groups. The more important the referent group to an individual, the higher impact on individual's feeling, action and attitude (Schubert, 2008). These referent groups play an important role to affect an individuals' intention to purchase green product (Soonthonsmai, 2001). For example, individuals will increase their motivation toward green practice when they think the referent group is important to them. Therefore, it is proved that there is significant and positive relationship between collectivism and purchase intention toward green food.

5.2.5 Relationship between Income level and Purchase Intention

H_5: There is significant difference between income level and intention to purchase green foods.

In this study, the finding of H_5 has shown that it was not supported at 0.218 significant value, which $p>0.05$. This result had shown inconsistent with the previous research which statedthat income level is not positively influences purchase intention on green food. This research shown that income level is not the significant factor towards consumers' purchase intention on green food and it was proved by few researches debate on

individuals' income level are not the primary factor that will affect consumers' intention on green food consumption (Elliot, 2013; Laroche et al., 2001).

According to Elliot (2013), income level is not a positive indicator of consumers' intention on green consumption. It further explains that those individuals who have high income level do not show that they are more likely or willing to consume green food. Elliot (2013) is further explained that more money does not mean it will improve the appeal of green purchasing because they think that this green food cannot represent their ability to purchase. Thus, this result indicates that income level is not one of the factors to affect consumers' intention on green food consumption.

Furthermore, in the study of Laroche et al. (2001), income level is not consistent with environmental awareness of an individual and proved that do not have relationship between individuals' behavior and environment. This is supported by Elliot (2013) that high income consumers would not buy green food to display the differences in their economic resources. Therefore, it concludes the negative relationship between income level and consumers' purchase intention on green food.

5.3 Implication of the Study

5.3.1 Managerial Implications

The purpose of this research is to investigate factors that influence consumers' purchase intention toward green food. The results and findings of this research have provided several insights and knowledge about consumers' purchase intention on green food. It is important for the organization and related players in the green food sector to take these findings as guideline in programs and operations in order to increase consumers' intention on healthy food in the future.

In this research, deontology is the highest influences on the consumers' purchase intention toward green food as compared to other four elements which included self-identity, long-term orientation and collectivism. The result illustrated that it is important to enhance deontological value among consumers as it can increase intention to buy green food. In contrast, individuals who behave in an immoral way toward environment usually have less deontological value, whereas deontological individual will focus on their moral duties and behave in good roles to protect the environment. Therefore, marketers should motivate consumers to purchase green food by posting some relevant environmental awareness advertisement in order to arouse the morality of human. For example, posters that are displaying negative consequences toward environment for not protecting the environment could increase the guiltiness among consumers as they do not fulfill their moral duty.

Another implication from the research is long term orientation (LTO) which have positive significant toward purchase intention on green food. This research shows that it is important for individuals to have LTO mind thinking on green food. LTO exists when an individual is focusing on future perspective rather than short term perspectives toward purchasing green food (Samarasinghe, 2012b). Therefore, the advantages of LTO on green food consumption should be instilled into individuals' thinking especially when they are young. Some of the environmental-friendly activities and educations could be held in kinder garden or primary school. In the other hand, marketers could make use of social media such as Facebook, Twitter and Bloggers as approach to transfer their marketing messages on green food toward young generation because this is the best ways to spread positive messages to many individuals.

Collectivism is one of the positive predictors in consumers' intention on green food consumption. Collectivistic individuals are usually influenced by referent groups which include friends, families, political organization (Ajzen, 1991). The point of views and norms of referent group toward

green food could likely influence the purchase intention of collectivistic consumers. For example, individuals are intended to purchase green food when their referent groups purchase green food. Therefore, marketers could consider enhancing the environmental awareness among the consumers by conducting program and campaign to pass on the positive message of purchasing green food.

In this research, self-identity is not significant to consumers' purchase intention on green food. However, marketers can carry out some practices to enhance the purchase intention on green food. For example, marketers can deliver the benefits of consuming green food to the public in order to stimulate purchase intention on green food. The benefits of green food consumption included reduce the harmfulness toward the environment, animal welfare, and lead to a healthier lifestyle. Consumers who have green identity but do not have intention toward green food will increase their intention on green food consumption when they realize that this practice is beneficial to the environment.

For example, most of the items that used by Starbucks are recyclable such as tissues and paper bag(Starbucks Global Responsibility,2013), Body Shop's products are against animal testing and packaging are made from renewable and recycling materials (The Body Shop, 2007).

Income level is not significant to consumers' purchase intention on green food in this research. Government can offer subsidies to green foods producers in order to reduce the cost of green food and increase the production of green food. Increasing production may increase the product availability as well as increase the awareness of the consumers on green food. When consumers know more about green food and it is convenient to get green food, the purchase intention of green food might also increase. Marketers and government play an important role to promote the green consumption in Malaysia. The rise in green consumption could greatly reduce the negative impact to the environment. Thus, marketers and

government will increase the visibility of green food in order to have a higher environmental awareness among consumers.

5.4 Limitation of the study

The first limitation of this research is the limited sample size. 200 respondents are considered as limited sample size which is not sufficient to represent the whole population of people who have purchasing power to purchase green food aged between 18 to 65 years old. It is difficult to examine the relationship between the variables when the sample sizes are too small. This research is conducted in Malaysia but the respondents are being chosen randomly. Therefore, the reliability of the research might be affected as the sample size unable to represent the whole population of individual who intend to purchase green food.

Besides, the respondents itself is also a limitation to this study as some of the questionnaires were distributed through online where respondents can freely answer to the questionnaire. It is difficult to know the background of all the respondents and this might affect the validity and reliability of the study as respondent might not answer the questionnaire honestly. Moreover, respondents might find the easiest way to fill in the answer because it is hard for them to fill in the questionnaire when they do not understand the question or found out that the questionnaire is complicated. In order to save their time and efforts, respondent might choose the answer randomly and this might affect the accuracy of the result. Furthermore, there are only five independent variables that used to test the purchase intention in the research. Respondents are limited to answer the questionnaire based on the variables tested. However, there are other factors that might affect the purchased intention of consumers on green food which are not tested in this research. Researchers should expand the research to increase the independent variables in order to make the findings results more accurate and reliable.

5.5 Recommendation for Future Research

After completing the research, recommendations are suggested in order to overcome some of the limitations. It also used to improve the quality of this research project in future.

Firstly, the sample size of this study is quite limited which is only 200 respondents. This amount of respondents should be increased in future research because large number of respondents may increase the reliability of the result. Besides, the survey results will be more representative if the data of respondents are collected from different geographic regions in Malaysia. It is because diverse respondents will have different type of perceptions, and resulting in more reliable analysis results. In the future research, it is favorable to distribute more questionnaires and recruit more respondents from different states of Malaysia including Sabah and Sarawak in order to avoid biasness in the result.

Furthermore, the nature of respondents might affect the accuracy of the results. In future research, the survey should provide more different methods in order to be used in conducting this research besides questionnaire. For instance, conduct interview to gain more complete information on respondents' perception, insight, and experiences toward purchase intention on green food. In addition, interview allows instant responses from the respondents.

Moreover, there are some significant predictors have been over-looked in this study. These factors should be taken into consideration in the future research such as product quality (Chiew, Ariff, Zakuan, Tajudin, Ismail, & Ishak, 2014), concern over food safety, price attributes, and knowledge dimension (Rahim, Shamsudin, Mohemad, & Radam, 2013) because By this way, the future research can obtain better insight on purchase intention.

5.6 Conclusion

This chapter summarized the analysis test results and also major findings for the variables in this study. Some details about managerial implications have been included in this chapter. Besides, limitations of this study have been figured out and recommendations are provided in order to improve the future research.

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APPENDIX

Appendix A: Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

Dear Respondents,

We are final year students form Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM) majoring in Bachelor of International Business (HONS). We are conducting a final year research project on "Factors influencing Consumers Purchase intention on Green Food". Green foods are defined as foods that are safe to be consumed, concerned with animal welfare, and are produced with a controlled and restricted use of pesticides in an environmentally-sustainable manner. The objective of this survey is to understand and examine the relationship between the five variables and consumers' purchase intention on green food.

This questionnaire consists of two sections and it will take approximately 10 minutes to complete. Please be informed that all the information collected is only for final year report writing. We guarantee that the questionnaire is totally anonymous and all the information collected will be kept confidential.

Thank you for your time and effort in completing this questionnaire.

Research Group Members	**ID**
Er Lai Thing	12UKB04538
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SECTION A: DEMOGRAPHIC PROFILE

This part contains demographic questions for categorization purpose only. For each of the questions given below, please fill in the blank or tick (√) the most appropriate option that best describes you.

1. Gender: ☐ Male ☐ Female

2. Race: ☐ Chinese ☐ Indian ☐ Malay
☐ Others (Please specify): _____

3. Age: ☐ 20 years and below
☐ 21-30 years
☐ 31-40 years
☐ 41 years and above

4. Marital Status: ☐ Single ☐ Married ☐ Divorce ☐ Widow

5. What is your monthly gross income or allowance per month?

☐ RM1000 and below
☐ RM1001 – RM3000
☐ RM3001 – RM5000
☐ RM5001 and above

6. Which of the following best describes your employment?

☐ Homemaker ☐ Self-employed
☐ Student ☐ Managerial
☐ Technical ☐ Professional
☐ Administrative ☐ Others (Please specify):_____

7. Have you purchased any green foods before?

☐ Yes ☐ No

SECTION B: FACTORS THAT INFLUENCE CONSUMER'S PURCHASE INTENTION TOWARDS GREEN FOODS

The following statements relate to your perception and judgment towards green food purchasing. Please indicate the degree to which you agree or disagree with each of the following statements:

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

1. Self Identity

Q1. I think I will engage in green purchasing behavior owing to moral concerns.	1	2	3	4	5	6	7
Q2. Engaging in green food purchasing is a important part of who I am.	1	2	3	4	5	6	7
Q3. I purchased green food because I think of myself as someone who is very concerned with environmental issues.	1	2	3	4	5	6	7

2. Long Term Orientation

Q1. I usually make an attempt to eat a well-balance diet by consuming green foods.	1	2	3	4	5	6	7
Q2. In the long-run, people who take care of themselves stay healthy by consuming green food.	1	2	3	4	5	6	7
Q3. I consume green food because it is healthier than the conventional one.	1	2	3	4	5	6	7
Q4. I think that I am protecting my health for future by consuming green food.	1	2	3	4	5	6	7

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

3. Deontology

Q1. I choose to purchase green food because It is consistent with my principles.	1	2	3	4	5	6	7
Q2. I choose to purchase green food because I have the moral duty to behave that way.	1	2	3	4	5	6	7
Q3. I choose to purchase green food because this behavior is definitely right.	1	2	3	4	5	6	7
Q4. I choose to purchase green food because the other alternative is morally forbidden such as animal testing food.	1	2	3	4	5	6	7

4. Collectivism

Q1. I respect majority's wish especially towards green food consumption.	1	2	3	4	5	6	7
Q2. I support my group, whether they are right or wrong towards green food consumption.	1	2	3	4	5	6	7
Q3. I respect decisions made by my group on green food consumption.	1	2	3	4	5	6	7
Q4. I purchase green food to maintain harmony in my group.	1	2	3	4	5	6	7

5. Purchase Intention

Q1. I am willing to go out of my way to obtain green food.	1	2	3	4	5	6	7
Q2. My personal goal is to consume as much green food as possible.	1	2	3	4	5	6	7

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Q3. I will make every effort to purchase green food.	1	2	3	4	5	6	7
Q4. I have seriously thought of buying more green food.	1	2	3	4	5	6	7
Q5. I have a firm intention to buy green food in the future.	1	2	3	4	5	6	7

All the information is treated as "Private and Confidential".

Thank you very much for your participation in this survey.

Your time and opinions are deeply appreciated.

Appendix B: Output SPSS for Demographic Profile

Statistics

		Gender	Race	Age	Marital Status	Income Level	Employment
N	Valid	200	200	200	200	200	200
	Missing	0	0	0	0	0	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	87	43.5	43.5	43.5
	Female	113	56.5	56.5	100.0
	Total	200	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	101	50.5	50.5	50.5
	Indian	48	24.0	24.0	74.5
	Malay	49	24.5	24.5	99.0
	Others	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 years and below	6	3.0	3.0	3.0
	21-30 years	128	64.0	64.0	67.0
	31-40 years	47	23.5	23.5	90.5
	41 years and above	19	9.5	9.5	100.0
	Total	200	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	131	65.5	65.5	65.5
	Married	64	32.0	32.0	97.5
	Divorced	3	1.5	1.5	99.0
	Widowed	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM1000 and below	64	32.0	32.0	32.0
	RM1001-RM3000	46	23.0	23.0	55.0
	RM3001-RM5000	54	27.0	27.0	82.0
	RM5001 and above	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

Employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Homemaker	7	3.5	3.5	3.5
	Student	65	32.5	32.5	36.0
	Technical	12	6.0	6.0	42.0
	Administrative	26	13.0	13.0	55.0
	Self-employed	20	10.0	10.0	65.0
	Managerial	21	10.5	10.5	75.5
	Professional	44	22.0	22.0	97.5
	Others	5	2.5	2.5	100.0
	Total	200	100.0	100.0	

Have respondents purchased green food before.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	147	73.5	73.5	73.5
	No	53	26.5	26.5	100.0
	Total	200	100.0	100.0	

Appendix C: Output SPSS for Central Tendencies

Attitude

Statistics

		I think i will engage in green purchasing behavior owing to moral concerns.	Engaging in green food purchasing is an important part of who i am.	I purchase green food because i think of myself as someone who is very concern with environmental issues.
N	Valid	200	200	200
	Missing	0	0	0
Mean		4.660	4.370	4.670
Median		5.000	4.000	5.000
Mode		4.0	4.0	5.0

I think I will engage in green purchasing behavior owing to moral concerns.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.0	2.0	2.0
	Disagree	6	3.0	3.0	5.0
	Slightly Disagree	24	12.0	12.0	17.0
	Neutral	57	28.5	28.5	45.5
	Slightly Agree	53	26.5	26.5	72.0
	Agree	41	20.5	20.5	92.5
	Strongly Agree	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

Engaging in green food purchasing is an important part of who I am.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.0	1.0	1.0
	Disagree	18	9.0	9.0	10.0
	Slightly Disagree	33	16.5	16.5	26.5
	Neutral	54	27.0	27.0	53.5
	Slightly Agree	48	24.0	24.0	77.5
	Agree	34	17.0	17.0	94.5
	Strongly Agree	11	5.5	5.5	100.0
	Total	200	100.0	100.0	

I purchase green food because I think of myself as someone who is very concern with environmental issues.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.0	1.0	1.0
	Disagree	12	6.0	6.0	7.0
	Slightly Disagree	26	13.0	13.0	20.0
	Neutral	44	22.0	22.0	42.0
	Slightly Agree	54	27.0	27.0	69.0
	Agree	50	25.0	25.0	94.0
	Strongly Agree	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

Long Term Orientation

Statistics

		I usually make an attempt to eat a well-balanced diet by consuming green food.	In the long run, people who take care of themselves stay healthy by consuming green food.	I consume green food because it is healthier than the conventional one.	I think that i am protecting my health for future by consuming green food.
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		4.810	5.170	5.350	5.170
Median		5.000	5.000	6.000	5.000
Mode		6.0	6.0	6.0	5.0

I usually make an attempt to eat a well-balanced diet by consuming green food.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.5	.5	.5
	Disagree	9	4.5	4.5	5.0
	Slightly Disagree	32	16.0	16.0	21.0
	Neutral	39	19.5	19.5	40.5
	Slightly Agree	45	22.5	22.5	63.0
	Agree	52	26.0	26.0	89.0
	Strongly Agree	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

In the long run, people who take care of themselves stay healthy by consuming green food.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.5	.5	.5
	Disagree	6	3.0	3.0	3.5
	Slightly Disagree	18	9.0	9.0	12.5
	Neutral	32	16.0	16.0	28.5
	Slightly Agree	52	26.0	26.0	54.5
	Agree	58	29.0	29.0	83.5
	Strongly Agree	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

I consume green food because it is healthier than the conventional one.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.5	.5	.5
	Disagree	6	3.0	3.0	3.5
	Slightly Disagree	13	6.5	6.5	10.0
	Neutral	30	15.0	15.0	25.0
	Slightly Agree	48	24.0	24.0	49.0
	Agree	56	28.0	28.0	77.0
	Strongly Agree	46	23.0	23.0	100.0
	Total	200	100.0	100.0	

I think that I am protecting my health for future by consuming green food.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.0	1.0	1.0
	Disagree	7	3.5	3.5	4.5
	Slightly Disagree	13	6.5	6.5	11.0
	Neutral	33	16.5	16.5	27.5
	Slightly Agree	57	28.5	28.5	56.0
	Agree	54	27.0	27.0	83.0
	Strongly Agree	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

Deontology

Statistics

		I choose to purchase green food because it is consistent with my principles.	I choose to purchase green food because i have the moral duty to behave that way.	I choose to purchase green food because this behavior is definitely right.	I choose to purchase green food because the other alternative is morally forbidden such as animal testing food.
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		4.315	4.245	4.555	4.665
Median		4.000	4.000	5.000	5.000
Mode		4.0	4.0	5.0	5.0

I choose to purchase green food because it is consistent with my principles.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	2.0	2.0	2.0
	Disagree	18	9.0	9.0	11.0
	Slightly Disagree	28	14.0	14.0	25.0
	Neutral	60	30.0	30.0	55.0
	Slightly Agree	55	27.5	27.5	82.5
	Agree	21	10.5	10.5	93.0
	Srongly Agree	14	7.0	7.0	100.0
	Total	200	100.0	100.0	

I choose to purchase green food because I have the moral duty to behave that way.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	2.0	2.0	2.0
	Disagree	17	8.5	8.5	10.5
	Slightly Disagree	39	19.5	19.5	30.0
	Neutral	58	29.0	29.0	59.0
	Slightly Agree	44	22.0	22.0	81.0
	Agree	24	12.0	12.0	93.0
	Strongly Agree	14	7.0	7.0	100.0
	Total	200	100.0	100.0	

I choose to purchase green food because this behavior is definitely right.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	2.0	2.0	2.0
	Disagree	14	7.0	7.0	9.0
	Slightly Disagree	34	17.0	17.0	26.0
	Neutral	40	20.0	20.0	46.0
	Slightly Agree	47	23.5	23.5	69.5
	Agree	45	22.5	22.5	92.0
	Strongly Agree	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

I choose to purchase green food because the other alternative is morally forbidden such as animal testing food.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong Disagree	5	2.5	2.5	2.5
	Disagree	8	4.0	4.0	6.5
	Slightly Disagree	24	12.0	12.0	18.5
	Neutral	51	25.5	25.5	44.0
	Slightly Agree	55	27.5	27.5	71.5
	Agree	38	19.0	19.0	90.5
	Strongly Agree	19	9.5	9.5	100.0
	Total	200	100.0	100.0	

Collectivism

Statistics

		I respect majority's wish especially toward green food consumption.	I support my group, whether they are right or wrong toward green food consumption.	I respect decisions made by group on green food consumption.	I purchase green food to maintain harmony in my group.
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		4.870	4.570	4.930	4.125
Median		5.000	5.000	5.000	4.000
Mode		6.0	4.0	5.0	4.0

I respect majority's wish especially toward green food consumption.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.0	3.0	3.0
	Disagree	5	2.5	2.5	5.5
	Slightly Disagree	18	9.0	9.0	14.5
	Neutral	46	23.0	23.0	37.5
	Slightly Agree	50	25.0	25.0	62.5
	Agree	55	27.5	27.5	90.0
	Strongly Agree	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

I support my group, whether they are right or wrong toward green food consumption.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.5	1.5	1.5
	Disagree	11	5.5	5.5	7.0
	Slightly Disagree	28	14.0	14.0	21.0
	Neutral	53	26.5	26.5	47.5
	Slightly Agree	49	24.5	24.5	72.0
	Agree	44	22.0	22.0	94.0
	Strongly Agree	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

I respect decisions made by group on green food consumption.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.5	.5	.5
	v	3	1.5	1.5	2.0
	Slightly Disagree	17	8.5	8.5	10.5
	Neutral	50	25.0	25.0	35.5
	Slightly Agree	63	31.5	31.5	67.0
	Agree	49	24.5	24.5	91.5
	Strongly Agree	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

I purchase green food to maintain harmony in my group.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	6.5	6.5	6.5
	Disagree	17	8.5	8.5	15.0
	Slightly Disagree	28	14.0	14.0	29.0
	Neutral	65	32.5	32.5	61.5
	Slightly Agree	38	19.0	19.0	80.5
	Agree	29	14.5	14.5	95.0
	Strongly Agree	10	5.0	5.0	100.0
	Total	200	100.0	100.0	

Purchase Intention

Statistics

		I am willing to go out of my way to obtain green food.	My personal goal is to consume as much green food as possible.	I will make every effort to purchase green food.	I have seriously thought of buying more green food.	I have a firm intention to buy green food in the future.
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		4.410	4.325	4.510	4.420	4.690
Median		4.500	4.000	4.000	4.000	5.000
Mode		5.0	4.0	4.0	4.0	4.0

I am willing to go out of my way to obtain green food.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.0	3.0	3.0
	Disagree	13	6.5	6.5	9.5
	Slightly Disagree	35	17.5	17.5	27.0
	Neutral	46	23.0	23.0	50.0
	Slightly Agree	48	24.0	24.0	74.0
	Agree	43	21.5	21.5	95.5
	Strongly Agree	9	4.5	4.5	100.0
	Total	200	100.0	100.0	

My personal goal is to consume as much green food as possible.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	5.5	5.5	5.5
	Disagree	15	7.5	7.5	13.0
	Slightly Disagree	35	17.5	17.5	30.5
	Neutral	48	24.0	24.0	54.5
	Slightly Agree	39	19.5	19.5	74.0
	Agree	32	16.0	16.0	90.0
	Strongly Agree	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

I will make every effort to purchase green food.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.0	3.0	3.0
	Disagree	9	4.5	4.5	7.5
	Slightly Disagree	28	14.0	14.0	21.5
	Neutral	59	29.5	29.5	51.0
	Slightly Agree	48	24.0	24.0	75.0
	Agree	32	16.0	16.0	91.0
	Strongly Agree	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

I have seriously thought of buying more green food.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	2.5	2.5	2.5
	Disagree	15	7.5	7.5	10.0
	Slightly Disagree	30	15.0	15.0	25.0
	Neutral	52	26.0	26.0	51.0
	Slightly Agree	50	25.0	25.0	76.0
	Agree	35	17.5	17.5	93.5
	Strongly Agree	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

I have a firm intention to buy green food in the future.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.0	3.0	3.0
	Disagree	10	5.0	5.0	8.0
	Slightly Disagree	27	13.5	13.5	21.5
	Neutral	50	25.0	25.0	46.5
	Slightly Agree	36	18.0	18.0	64.5
	Agree	46	23.0	23.0	87.5
	Strongly Agree	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

Appendix D: Output SPSS for Reliability

Self-identity

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	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
.865	.865	3

Long Term Orientation

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	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
.886	.886	4

Deontology

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	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
.856	.856	4

Collectivism

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	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
.811	.817	4

Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	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
.921	.922	5

Appendix E: Output SPSS for Pearson Coefficient Correlations

Correlations

		SI	LTO	DEO	COL	PI
SI	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	200				
LTO	Pearson Correlation	.776**	1			
	Sig. (2-tailed)	.000				
	N	200	200			
DEO	Pearson Correlation	.793**	.721**	1		
	Sig. (2-tailed)	.000	.000			
	N	200	200	200		
COL	Pearson Correlation	.571**	.665**	.635**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	200	200	200	200	
PI	Pearson Correlation	.728**	.750**	.805**	.651**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

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

Appendix F: Out SPSS for Multiple Regression toward Purchase Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	COL, SI, LTO, DEO[b]	.	Enter

a. Dependent Variable: PI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848[a]	.718	.713	.69680

a. Predictors: (Constant), COL, SI, LTO, DEO

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	241.633	4	60.408	124.417	.000[b]
	Residual	94.678	195	.486		
	Total	336.312	199			

a. Dependent Variable: PI

b. Predictors: (Constant), COL, SI, LTO, DEO

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.417	.239		-1.745	.083
	SI	.076	.077	.070	.985	.326
	LTO	.291	.074	.264	3.920	.000
	DEO	.519	.074	.474	7.013	.000
	COL	.160	.064	.134	2.517	.013

a. Dependent Variable: AVPI