

INTENTION TO BUY ECO- FRIENDLY PACKED PRODUCT
AMONG MALAYSIAN

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BACHELOR OF INTERNATIONAL BUSINESS (HONS)

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FACULTY OF ACCOUNTANCY AND MANAGEMENT

DEPARTMENT OF INTERNATIONAL BUSINESS

MAY 2023

INTENTION TO BUY ECO-FRIENDLY PACKED PRODUCT
AMONG MALAYSIANS

BY

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A final year product submitted in partial fulfilment of the requirement
for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

May 2023

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ACKNOWLEDGEMENT

The successful completion of this research paper was made possible with the aid of multiple parties.

I am very grateful to my advisor, Puan Rozitaayu Zukifli, for her unwavering support and guidance throughout my research. Her thoughtful advice, tips, and feedback have been invaluable, and I really appreciate her patience, understanding, and breadth of knowledge. Without her dedicated guidance and meaningful insights, I would not have been able to conduct this research with such ease and success.

Beyond that, I would like to express my thanks and appreciation to the respondents who took the time to participate in my survey. Their willingness to contribute has been invaluable to the success of my research. In addition, I am very grateful to my friends Choo Sen Lin and Chew Zi Nam for their unwavering support, who continued to encourage and lift my spirits throughout the research process.

DEDICATION

This research is dedicated to the unwavering support and encouragement of the researchers' parents throughout the research, as well as to all the friends who provided valuable help and motivation during the research process. Additionally, the researcher expresses gratitude to Puan Rozaitaayu Zukifli for her guidance, support, and time in monitoring the research.

Additionally, this study is dedicated to the families of those who supported the researchers in conducting their research, the faculty who provided guidance and assistance in the final product, and future researchers who may use this study as a reference.

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LIST OF ABBREVIATIONS

IV1	Independent Variables (Attitude)
IV2	Independent Variables (Subjective Norm)
IV3	Independent Variables (Perceived Behavioral control)
AT	Attitude
PBC	Perceived Behavioral Control
SN	Subjective Norm
PI	Purchase Intention
DV	Dependent Variables (Purchase Intention)
SPSS	Statistical Package for the Social Science

PREFACE

This research paper is submitted as a partial fulfillment of the requirements for the undergraduate degree in Bachelor of International Business (Hons) at Universiti Tunku Abdul Rahman (UTAR). The study was supervised by Puan Rozitaayu Zukifli and titled "Intention to Buy Eco-Friendly Packed Products among Malaysians." The author completed this final year project independently, drawing on others' research and resources cited in the references. The study focuses on the independent variables of Attitude, Subjective Norm, and Perceived Behavioral Control, with Purchase Intention as the dependent variable. The main objective of this research is to determine Malaysians' intention to purchase eco-friendly packed products and make a significant contribution to society by providing insights into the importance of selecting sustainable products.

ABSTRACT

The objective of this research is to investigate the intention of Malaysians to purchase eco-friendly packed products, using a causal research approach to determine any cause-and-effect relationships between independent variables (Attitude, Subjective Norm, and Perceived Behavioral Control) and the dependent variable (Purchase Intention). A total of 400 questionnaires were distributed via Google Forms to residents who are lived in Penang, Malaysia, and data analysis was carried out using IBM SPSS software. Descriptive analysis, reliability testing, Pearson Correlation Coefficient Analysis, and Multiple Linear Regression were applied to interpret the collected data. The study findings indicated that Purchase Intention was influenced by Attitude, Subjective Norm, and Perceived Behavioral Control. However, there were certain limitations to this research, which will be further discussed in subsequent chapters, along with recommendations for future research

CHAPTER 1: RESEARCH OVERVIEW

1.1 Research Background

Plastic have been employed for a variety of purposes all around the world. But there is only few people are aware of the history of plastic packaging. Some people are familiar with the stages involved in making plastic products, while others know very little or nothing about them. In essence, it can be claimed that all processes include the employment of chemicals, and these processing of raw materials such feed stocks into polymers, which are then formed into little pellets and used to create a wide variety of plastic consumer goods. In the plastic manufacturing sector, packaging is produced in this manner. (Singh et al., 2019)

According to Mohammad and Zakersalehi, (2012) as cited by Singh et al., (2019), currently, agricultural wastes are given back to individuals and businesses in the form of biodegradable goods that are good for both the environment and humans. Corn husks and sugar cane bagasse, two significant agricultural wastes, are converted into 100 percent biodegradable environmentally friendly packaging. Other potential agricultural wastes that might be used as raw materials to create biodegradable packaging include tapioca stems, paddy rice husk, and maize stovers. But prior research has found that consumers' regular shopping habits frequently contradicted their preferences for green product over conventional ones. Additionally, Malaysian customer will have a new alternative in green packaging items.

According to Jahre and Hatteland, (2004); Kelvas, (2005) as cited by Singh et al., (2019), by emphasizing the three pillars of sustainable development which are economic, environmental, and social, packaging becomes one of the key components that may assist advances in sustainable supply chains. According to Rokka and Uusitalo, (2008) as cited by Rajendran et al, (2019). Due to consumer awareness of turning green and adopting environmentally friendly product, the highly profitable green packaging sector is making great strides toward sustainability, accountability, safety, and cost-effective management of green packaged product. In order to be more environmentally friendly, new types of packaging that are more trustworthy, dependable, safe, efficient, and easy for beverage and food storage have been introduced.

1.2 Research Problem

Chen (2021) cited a report from GESB (2011) stating that the plastic manufacturing industry has experienced significant growth since 2000. Malaysia being one of the major plastic manufacturing hubs which has more than 1300 plastic manufacturers. As per the report by MESTECC (2018), Malaysia exported plastic resins worth 30 billion of Malaysia ringgit to manufacturers globally in 2016. The plastic industry in Malaysia comprises seven main subsectors, including agriculture, construction, electronics, automotive, home, packing, and medical products, which also includes plastic furniture. Packaging is the major use of plastic production in Malaysia, consistent with global trends.

Malaysia has waste management systems that are insufficient to handle the volume of plastic trash produced, similar to the majority of developing nation in Southeast Asia. (Chen, 2021), According to Moh & Manaf (2014) as cited by Chen, (2021), in Malaysia, household burning and landfill disposal are the primary method of handling plastic garbage. In the research of Moh & Manaf (2014), Zainu, (2021) as cited by Chen, (2021) stated that geographically and according to socioeconomic position, Malaysian households generate 0.85 to 1.5kg of garbage person each day. According to Castillo and Otoma, (2013) as cited by Chen, (2021). Malaysia generates more household garbage per person per day than other developing nations like Indonesia and the Philippines at 0.22kg and 0.4 kg respectively.

Malaysia monitors international trends in single- use plastic use and garbage output, both of which have been on an increase trend since the 1970s (Chen, 2021). In the research of Wahab et al, (2007) as cited by Chen, (2021) mentioned that plastic trash made for 19% of the garbage created in Malaysia in 2007. The most 74% of this garbage was made up of single-use plastic films (Wahab et al, 2007). According to Moh & Manaf (2014) as cited by Chen, (2021) only the Philippines generate more plastic in solid wastes in Asia than Malaysia. According to MESTECC (2018), as cited by Chen, (2021) stated that significantly, Malaysia produced more than 0.94 million tons of improperly handled plastic garbage annually by 2018.

According to Moh and Manaf (2014) as cited by Chen, (2021), Malaysia's population increase and the expansion of landfill sites are to blame for one of the country's major environment challenges, which is solid waste management. These issues include climate change brought on by greenhouse gas emissions from manufacturing processes, as well as air, water, and land pollution. Numerous issues are caused by plastics' lifetime in the environment and consequent durability.

Chen (2021) cites Lechner et al. (2020) to highlight that the inadequate management of plastic waste in developing countries poses a threat to public health and the environment. It also stated that Malaysia is facing challenges in managing plastic waste due to its high import of plastic garbage and growing urbanization and population. As Cros et al. (2014) suggest, Malaysia's rich biodiversity and coral reefs are at risk due to plastic waste, making it a critical concern for both terrestrial and marine ecosystems.

1.3 Research Objectives

The objective of this paper is to examine the purchase intention of individuals in Malaysia towards eco-friendly packed product and to determine if there is a correlation between the independent variable and dependent variable.

1. To determine the relationship between AT and PI
2. To determine the relationship between SN and PI
3. To determine the relationship between PBC and PI

1.4 Research Questions

There are several research questions that will be asked as the following:

1. What are the factors that affect a person's purchase to buy green packed product in Malaysia?
2. How is the relation between AT and PI?
3. How is the relation between SN and PI?
4. How is the relation between PBC and PI?

1.5 Research Significance

The important for research is to improve the understanding and provide information about what factor that affect purchase intention to buy eco-friendly packed product among Malaysian. This will help the product provider to gain extra profit and market shares. It is because they could gain competitive advantage by producing eco- friendly packed product. This is because they could gin the market share of customer with conscious of environment protection. Besides, other competitor will follow the trend once they notice that it could bring huge profit and sales by producing eco- friendly product. At the end, there will be only eco-friendly packed product in the world which will benefit to the environment health.

Moreover, it also brings information to education institution for the student in order to help in assisting them in doing their research which related to the eco-friendly packaging and purchase intention at the same time they could increase their understanding and awareness toward the environment concern and customer purchase intention.

Furthermore, this research is also importance for government to see that currently trend of customer purchase intention toward green product and allow the government to notice the current environment issues in Malaysia. Hence, government will think to restructuring their policies which encouraging more manufacturer to produce eco-friendly packed product. As the result, the nation's GDP will rise since there is number of manufacturing plant increasing in Malaysia.

CHAPTER 2: LITERATURE REVIEW

2.1 Underlying Theories

Sreen et al. (2018) cite Ajzen (1991) and state that the Theory of Planned Behavior (TPB) is considered the most effective psychological model for predicting human behavior that is controllable. Additionally, in Deanet research (2012) as cited by Sreen et al., TPB has been identified as a key theory in social psychology for forecasting human behavior. Similarly, Zhuang et al. (2021) mention that the TPB is one of the most well-known theories in behavioral decision making as originally proposed by Ajzen (1991). According to Zhuang et al. (2021), the TPB is built upon the theory of reasoned action which explains how social context and non-volitional variables impact intention, as noted by Han and Kim (2010).

According to Ajzen, (1991) as cited by Sreen et al., (2018), TPB was initially created as an addition to the idea of reasoned action. According to the Theory of Reasoned Action (TRA), a product's behavioral usage is derived from its intended use which is derived from the intended user's attitude toward the product and subjective norms. In addition to attitude and subjective norms, TPB also includes the additional concept using perceived behavioral control to anticipate purchase intention. According to TPB, a person is more likely to engage in a certain action if they have a favorable attitude toward it and it is accepted by others and they have greater control over whether or not they engage in it.

Boz et al. (2020) summarized the theory of reasoned action (TRA) proposed by Fishbein and Ajzen (1975), which suggests that a person's attitude towards a behavior is linked to their behavior towards that item. The TRA proposes that a person's belief and goals regarding environmental issues influence their tendency to act in an environmentally responsible manner. However, the TRA fails to account for non-volitional factor such as income. The theory of planned behavior (TPB) can complement the TRA by considering the impact of subjective norms and a person's perceived control over their behavior. TPB takes into account a person's perception of the difficulty of engaging in a sustainable behavior, such as the price or availability of sustainable products, as well as their personal attitudes and intention towards sustainable items, which can affect their behavior. TPB can improve the prediction of specific observable behaviors, particularly sustainable ones, such as purchasing sustainable products or recycling.

Boz et al. (2020) stated that previous studies have shown that TPB has been experimentally confirmed in predicting sustainable matter. On the other hand, TRA has been utilized in predicting healthy behavior, recycling and others. In this study, the authors examined TRA, TPB, and an extended version of TPB that includes the enabling role of TPB components for the intention to make a purchase that takes into consideration the environment and sustainability, and the level of concern a person has for the environment. In the research result of Paul et al., (2016e) as cited by Boz et al., (2020) indicated that extended TPB was more successful in predicting consumer 'intention to purchase green items. Environmental consideration was introduced as an extra factor in this expanded model.

2.2 Review Variables

2.2.1 Dependent variable: Purchase Intention

According to Ajzen & Fishbein, (1972) as cited by Mahmud et al., (2020), the first definition of a PI is the arbitrary likelihood that a user will do a particular action. If people are anxious about obtaining a certain good or service, it indicates that they have the intention to buy it either soon or in the far future. Purchase intentions are more likely to be fulfilled when customers have a positive perception of a brand's good or services, as this perception influences their behavior.

According to Ajzen & Fishbein, (1980) as cited as Klein et al., (2019), an individual's perceived likelihood of engaging in an action is indicated by behavioral intention, which include the intention to buy green goods. This may be affected by how one feels about engaging in the action. In the research of Morrison (1979) cited by Klein et al., (2019) also demonstrated that purchasing behavior is predicted by purchase intention.

According to Lee (2017) as cited by Velu, (2022) stated that a consumer's intention to buy is what drives them to acquire a certain item or things. asserts that when it comes to making purchases, a consumer's resiliency is equally important. In a sense, it mostly deals with the customer's eagerness to spend money on the product. According to Maichum, Parichatnon and Peng, (2017) as cited by Velu, (2022) also mentioned the consumer's attitude toward purchasing decisions may be seen via the lens of intention to purchase.

2.2.2 Independent variable: Attitude

Aria Auliandri et al. (2018) explains that according to Ajzen (1991), a person's attitude towards a behavior can be expressed as positive or negative, which in turn influences their intention to engage in that behavior. Empirical studies, including research by researches Ko & Jin (2017) and others have shown that the use of green products and packaging has a positive impact on consumers' purchase intentions.

According to A.Kumar et al. (2021), attitude plays a crucial role in determining a person's behavioral intention in the theory of planned behavior. Attitude refers to a person's positive or negative appraisal of a concept, person, object, event, or behavior, based on the cognitive beliefs. It has been found to be a significant determinant of green buying behavior in previous studies, according to Nguye et al (2018). Attitude has also been studied in relation to waste management, recycling, eco- friendly packaging, and green shopping in different countries, according to the previous researches.

According to Chan (2001) as cited by Kumar, (2021), green items are environmentally friendly and may be recycled without endangering the environment and surroundings region. According to Shuka (2019); Wei et al. (2017) as cited by Kumar, (2021), an individual's buying intention toward green items is significantly influenced by attitude and is favorably correlated with purchase intention. A person's attitude is an emotional response to engaging in a certain conduct based on the research Arvola et al. 2008 as cited by Kumar, (2021). In the research of Taylor and Todd (1997); Mostafa (2006) as cited by Kumar, (2021) stated that if a person has a favorable attitude toward an activity, only then they acquire that conduct's positive intentions.

2.2.3 Independent variable: Perceived Behavioral control

According to Hall and Johnson, (2005) as cited by Hao et al., (2019) The term of PBC refers to the level of difficulty that a person experiences when carrying out a certain activity, and it reflects that person's view of the elements that help or impede that specific action. As support to the previous statement, in the research of Ajzen, (1991) as cited by Santos et al., (2021) stated that Individual perception of the degree of difficulty in carrying out a specific activity is defined as perceived

behavioral control. According to Yadav and Pathak (2017), PBC was suitable to be used as analyst for the intention to purchase green product. Besides, according to Armanu et al (2018) also demonstrated that it is favorable and significant impact in the realm of eco- friendly packaging

A person's sense of their own behavioral control when doing a certain activity is known as perceived behavioral control (Abel and McQueen, 2020). Although perceived behavioral control may seem a lot like questioning one's abilities, it actually refers to a person's awareness of how difficult their own activity is (Alzubaidi Slade and Dwivedi,2020). For instance, someone who is considering buying an environmentally friendly product, such as an energy- efficient television does have a possibility of choosing to engage in such a behavior in real life as well (Holdsworth et al., 2019).

According to Maichum et al. (2016) as cited by Kumar, (2021), The degree to which someone engages in a certain action is known as perceived behavioral control. In the research of (Yadav and Pathak 2016) as cited by Kumar, (2021) mentioned that it involves two elements which are a person ability to regulate their conduct, as well as their confidence in engaging in that action or not. In the research of (Maichum et al. 2016) as cited by Kumar, (2021) shows that consumers' purchase of green product is significantly influenced by their perception of behavioral control. If someone has the desire, time, and convenience to buy green things, they will. According to Paul et al. (2016) as cited by Kumar, (2021), a self-motivated customer would purchase green items if they financially able to do so.

2.2.4 Independent variable: Subjective norm

According to Ajzen, (1991); Kim & Chung, (2011) as cited by Aria Auliandri et al., (2018b) stated that the subjective norm assesses how much social pressure is put on a person to engage in a particular action. If the people in one's immediate area support their decision to buy green items, that person' buying intention will likely be strong as well. The aforementioned claim was empirically supported by a study conducted by Van Birgelen et al. (2009) as cited by Aria Auliandri et al., (2018b)

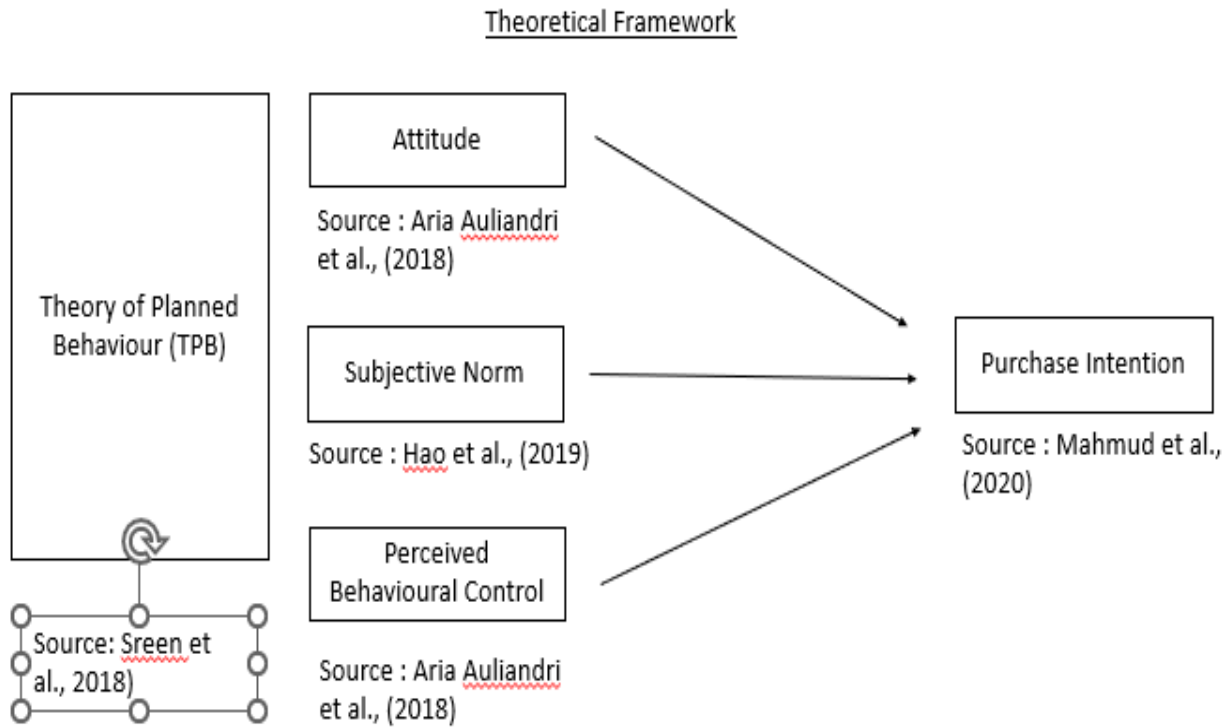
Instead of buying items to meet their own want, consumer frequently do so to impact the needs of others which form and sustain social bonds, and fulfil other social goals like achieving a certain social standing. (Douglas, et al. 2021). According to related research, Vermeir & Verbeke, (2006) as cited

by Pop et al., (2020) discovered a favorable association between social pressure and attitude toward purchasing sustainable items. According to Gupta & Ogden, (2009) as cited by Pop et al., (2020), the majority of environmentally conscious customers place a high value on interpersonal relationship and anticipate that others will also have green behavior. As a result, people frequently purchase eco-friendly goods to express their concerns to society.

According to research of Alagarsamy, et al. (2021), subjective norm is one own conviction that should wait for a specific person's or a group's approval before committing to a work that must be done on one's own. According to LaMorte, (2016) as cited by Velu, (2022) When he or she decides to do anything, they will often think about getting permission from their peers, who are often close friends or family member of the individual pursuing the action. However, they believed that this act of asking for peer approval was evidence that the individual was being strongly impacted by peers in decision making.

According to Hsu et al. (2017) as cited by Kumar, (2021) also stated that subjective norms define the variables influencing people's conduct. In the research of Biswas and Roy, (2015) as cited by Kumar, (2021), it represents the peer pressure that people put on customers to engage in particular behaviors.

2.3 Theoretical framework



2.4 Hypothesis development

2.4.1 Attitude

According to Daskalakis and Wei (2017) as cited by Kumar, (2021), intention is the fundamental component of the TPB model and the best predictor of human behavior according to several studies. According to Yadav and Pathak (2016) as cited by Kumar, (2021) mentioned that research has shown that customer with a positive attitude is more likely to be involved in making green product purchases; as a result, attitude and green purchase intention are strongly associated. Besides, according to the meta-analysis conducted by Riebl et al (2015) as cited by Aria Auliandri et al., (2018) shows that attitudes among teenager have a significant and favorable association with behavioral intention.

H_{01} : There is no relationship between AT and PI.

H_1 : There is relationship between AT and PI.

2.4.2 Subjective norm

Social norms are favorably connected with both the intention and actual purchasing of green item, according to several research Eze & Ndubisi, (2013), Vermeir & Verbeke, (2006) as cited by Pop et al., (2020). In the research of Varshneya et al. (2017) as cited by Kumar, (2021) mentioned that higher subjective norms increase the likelihood that people will buy certain green items. Subjective standard had a significant impact on people decisions to buy green items (Shukla 2019). In the research of Arvola et al. 2008; Dean et al. 2008; Chen and Peng 2012; Paul et al. (2016) as cited by Kumar, (2021) stated that Family, friends, and coworkers are among the other factors that influence consumer behavior, and their influence on an individual's decision to purchase green goods is significant.

H_{02} : There is no relationship between SN and PI.

H_2 : There is relationship between SN and PI.

2.4.3 Perceived behavioral control

In the Maichum et al. (2017) as cited by Kumar, (2021) research has shown that perceived behavioral control is significantly and favorably related to PI. His high degree of perceived behavioral control prior to the purchase process has had a significant impact of his purchase intention, increasing the likelihood that he will end up buying the television based on the research of Botsaris and Vamvaka, (2016) as cited by Velu, (2022).

H_0 : There is no relationship between PBC and PI.

H_1 : There is relationship between PBC and PI.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter covers various aspects of conducting a research study such as research design, research instrument, sampling design, data collection method, data processing, construct measurement, and data analysis. The research study aims to identify intention to buy Eco- Friendly Packed product among Malaysian who lived in Penang, and to achieve this primary data collection is used. One of the methods used to collect primary data is distributing questionnaires as a research instrument.

3.1 Research Design

The design of a study is of utmost importance as it provide a suitable stricture for conducting research. As it involves making crucial decision that will provide a framework for the research. Among all this is the most important decision to be made during this phase is selecting the appropriate research approach, as it determines how data will be collected and analyzed for the study. Additionally, the research design process entails making a series of interconnected decisions that must be carefully considered (Sileyew,2019). The research paper has employed quantitative and causal research methods. This is because there are 400 questionnaire was distributed to the respondent to answer. This paper is to study to intention to buy eco-friendly packed product among Malaysian who lived in Penang region.

3.1.1 Quantitative research

Quantitative research involves a structured and systematic investigation of phenomena through the collection of quantifiable data followed by the application of statistical, mathematical, or computational techniques to analyze the data. This research method relies on sampling methods to collect information from existing and potential customers which is typically done through online survey, polls, and questionnaires. Quantitative outcome research is commonly employed in the social sciences, using mathematical frameworks and theories to examine the quantity being studied. The results obtained through this research method are logical, statistical, and unbiased. The data collection process is typically structured and conducted on larger samples that are representative of the entire population (Fleetwood, 2023).

3.1.2 Causal Research

Causal research has also been selected for this study. This is because this research study about intention to buy eco- friendly packed product among Malaysian. Causal research is referred to as explanatory research which is a form of research that investigates the relationship between two distinct events to determine if there is a cause- and – effect connection between them. When changes in an independent variable result in changes in a dependent variable. This will indicate that the relationship is established. This form of research is beneficial in assessing the impact of change on established norms and procedure. It investigates a situation or problem to determine how variables interact and establish patterns of behavior. In other words, causal research analyzes a problem to determine the reasons behind it. (Villegas, 2022). This paper is to examine will the AT , SN and PBC influence the PI. The objective of this study is to investigate whether the IVs have an impact on The DV.

3.2 Sampling Design

3.2.1 Target population

The target population refers to the group of individuals for whom the study is intended to analyze and interpret data. In this research study, the target audience is customers in Malaysia who has the experience of buying eco-friendly packed product. The participants were contacted through an google form were requested to voluntarily participate in the survey. This survey will be distributed to residents in Penang, Malaysia. According to research conducted on young students attending public and private school in Penang, it was discovered that they possess a significant level of knowledge concerning sustainable development matters and are enthusiastic about adopting a more sustainable way of living (Azhar et al., 2022b). Besides, According to Henam, (2019), Penang is taking the lead in Malaysia's efforts towards recycling achieving a 43.25% recycling rate in 2017, which is twice the nation average of 21%. The state has been successful in recovering materials from households and businesses because of its zero- waste policies, which were implemented on June 1, 2017. According to these policies, residents living in landed properties are required to place recyclable material, including paper, plastic, used glass containers, and aluminum tins, next to their garbage bin for collection. This policy was greatly raising awareness among the people to protect the environment. They were assured that their data would be utilized for academic research purposes only and not for any commercial gains. The reason for focusing on this demographic is because many of them have purchased eco- friendly packed products. This will help ensure that the data collected is reliable and accurate when examining the intention to buy eco-friendly packed products.

3.2.2 Sampling Frame and sampling location

The sampling frame refers to the actual group of individuals from which a sample is selected. A random sample should give every individual in the sampling frame an equal chance of being chosen for the sample. Ideally, the sampling frame should accurately reflect the individuals who are included in the sample. (Villegas, 2023). For the Sampling Location, there are no sampling location. This is because the questionnaire is collected through google form which is being sent through social media, and email. The questionnaire will be distributed to the resident in Penang, Malaysia.

3.2.3 Sampling Element

When conducting research on a population, the sample element serves as the unit of investigation. The sampling process comprises of three essential steps which are selecting the appropriate sample, collecting data from the selected sample, and drawing valid conclusions about the population based on the collected data. The target population of this research is Malaysian in Penang area who has the experience of buying eco-friendly packed product and for the people who has high level of environment awareness. This is because this research is about what are their intention of buying eco- friendly packed product. Besides, in order to ensure the reliability of the questionnaire results, it is important that the selected respondents have a good understanding of the English, and if the respondents do not have a good understanding of the language, they may misinterpret the questions or provide inaccurate responses. By selecting respondent who have a good understanding of English, the results of the questionnaire are more likely to be reliable and accurate.

3.2.4 Sampling size

The general consensus among statisticians is that a minimum sample size of 100 is required to obtain results that can be consider meaningful. Typically, a suitable upper limit for the sample size is about 10% of the population size, provided that the resulting sample size does

not exceed 1000. (Bullen & Bullen, 2022) According to the research stated that sample sizes larger than 30 and less than 500 are appropriate for most research. When the sample size is too large, exceeding 500, it can lead to type II errors, which researcher could mistakenly accept research finding that we should actually reject. This occur because weak relationships, such as a correlation of .10 between two variables, can become statically significant due to the large sample size. Therefore, researcher may believe that these significant relationships found in the sample are true for the entire population, when in fact they may not be. Thus, in this research, the sample size will be 400 respondents. There are a number of 400 questionnaires were distributed virtually through Google Form to the Malaysian consumer in Penang in order to study the intention to buy eco-friendly packed product among Malaysian.

3.2.5 Sampling Technique

3.2.5.1 Non-Probability Sampling

This type of sampling is known as non- random sampling. It is not based on random selection of elements form a population. Instead, it relies on the researcher's expertise in choosing specific elements for the sample based on predetermined criteria or purpose. However, non-random sampling can be result in biased outcomes and unequal representation of all population in the sample (Singh, 2018). In this research, it is only available for the consumer in Penang area which cause this research result will not representing all the population in Malaysia.

3.2.5.2 Convenience sampling

Convenience sampling is a type of sampling method used in research studies where the researchers' select participants based on their accessibility and ease of availability. The researchers choose the most convenient participants without any specific criteria or requirement. This type of sampling is also known as opportunity or availability sampling as the participants are selected based on their availability and willingness to participate (Frost, 2022).

3.3 Data Collection Methods

3.3.1 Research Instrument

A Research instrument is a means by which researcher collect, measure, and analyze data related to their research interests. Examples of research instruments include interviews, tests, surveys, checklists. The selection of a research instrument is typically based on the researcher's methodology and is chosen by the researcher (Munir, 2017). The questionnaire will be selected to conduct the research and collect the primary data from the respondents on the intention to buy eco-friendly packed product in Malaysia. Self-administered questionnaires were applied in the study which is a data gathering method in which the researcher is completely absent while the participants complete the survey (Minhaz, 2022).

3.3.2 Design of questionnaire

Designing a well-crafted questionnaire is crucial for gathering primary data effectively and efficiently. English language was used in the questionnaire which is deemed suitable for effectively communicating with the participants.

The questionnaire's layout consists of a brief introduction and objective of conducting this study. These are presented on the cover page of the questionnaire, which is then divided into six sections: consent statement for section 1, demographic information for section 2, purchase intention for section 3, attitude for section 4, subjective norm for section 5, perceived behavioral control for section 6.

Section 2 encompasses four questions; they are basic information which asks about the respondent's gender, age, income level, did they purchase any eco – friendly packed product. It is mandatory for the respondents to choose an answer that best represents them.

Section 3,4,5,6 encompasses, the general opinion that is related to the construct measurement of the research in the three IVs—AT, SN, and PBC—and one dependent variable purchase intention. The relationship between the IVs and the DV will then be tested through the data obtained from respondents as a result of the questionnaires. In section 3,4,5,6, respondents are required to answer questions that are related to each variable using the five-point Likert scale anchored on “Strongly Disagree” to “Strongly Agree”

There will be 400 online surveys were disseminated across several social media platform such as WhatsApp and Gmail. Prior to presenting the survey question, the participants were informed about the survey's objectives and given the opportunity to agree to participate. The purpose of the disclaimer was to enhance the precision and dependability of the data obtained, as well as to preserve the confidentiality of the participants' personal information and survey responses.

3.3.3 Primary Data

This study aims to collect primary data on the intention to buy Eco friendly Packed product among Malaysian. The target population for this study is customers in Malaysia who has the

experience of buying eco-friendly product. The survey will comprise two sections with demographic data in Section A and dependent and independent variables in Section B. The survey will be distributed to 400 respondents in Penang, Malaysia through various online platforms such as email, WhatsApp, Facebook Messenger, and Instagram Messenger to make it easier for respondents to participate. Collecting data online is advantageous as it enables the study to obtain a substantial sample size, this increasing the likelihood of obtaining more precise and trustworthy result

3.3.4 Secondary Data

Secondary research is a method of research that involves utilizing pre-existing data. This data is summarized and compiled to enhance the overall efficiency of the research. One of the main benefits of secondary research is that it allows researcher to obtain insight and reach conclusion without having to gather new data by themselves. This saves both time and resources, and also enables them to build upon established knowledge and expertise. To conduct effective secondary research, it is important to approach it with thoroughness and care. This involves carefully selecting sources and verifying that the data being analyzed is reliable and relevant to the research question. It also involves being critical and analytical in the analysis process, and acknowledging any potential biases or limitations in the data. Compared to primary, secondary research is much more cost effective as it uses data that already exists, whereas primary research involves organizations or businesses collecting data themselves or hiring a third party to do so (Bhat, 2023b). Secondary data is not being used in this research.

3.3.5 Pilot /Reliability Test

A pilot test is a preliminary research study that involves testing a proposed research design on a smaller scale before conducting a full-scale study. This smaller study usually follows the same procedures and method as the larger study. The main objective of a pilot study is to assess the feasibility of conducting the intended major study. Additionally, a pilot study may

be used to estimate the require sample size and costs of the larger study. (WorkplaceTesting, 2018). Table 4.8 provides the Cronbach's Alpha coefficient results, which ranges from 0.707 to 0.792. The highest Cronbach's Alpha values are 0.792 for the Attitude and 0.766 for the Purchase Intention. Following that were the Cronbach's Alpha coefficients for SN and PBC, which were respectively 0.707 and 0.743. All constructs demonstrate a high level of correlation, and the alpha coefficient values have excellent internal consistency accuracy which is ≥ 0.7 . Therefore, it is believed that all the findings made in this research are accurate.

Table 3.1: Summary of Reliability Test

Construct	Cronback's Alpha	N of items
PI	0.766	3
AT	0.792	5
SN	0.707	5
PBC	0.743	5

3.3.6 Construct Measurement

In research, abstract metal ideas or concepts need to be translated into concrete and measurable forms, which is where the concept of “measures” comes in. Measures are similar to variables in quantitative research and help to define the specific attribute associated are broad and abstract, it is essential to have associated measures in or der to fully understand the constructs (Shossain, 2020). There are several measurement scales that are applied in this study, among are nominal and interval scale (Likert- Scale Rating). The level of accuracy and uniformity of these item is measured through the various scales of measurements, depending on the characteristics of the items. The survey has comprised items that aim to acknowledge the hypothesizes.

3.3.6.1 Origins of Constructs

Table 3.2: Origins of constructs Measurement

Variable	Source
Purchase Intention	Joshi et al., 2021c, A. Kumar et al., 2021b
Attitude	Aria Auliandri et al., 2018c, A. Kumar et al., 2021b, Photcharoen et al., 2020
Subjective Norms	Aria Auliandri et al., 2018c
Perceived behavioral control	A. Kumar et al., 2021b, Aria Auliandri et al., 2018c

3.3.6.2 Likert- Scale Rating scale

A Likert scale is a type of survey question format that assesses opinions, attitudes, or behaviors by presenting a statement or question and asking respondents to choose from a range of five or seven answer options that best reflect their level of agreement or feeling about the topic. This scale is effective at capturing more nuanced responses, as it offers a range of possible answers (Bhandari, 2023). This Data was obtained through the use of a structured questionnaire that was designed based on item from existing literature, with some adjustments made. The questionnaire consisted of that were measured on a five-point rating scale, with the options ranging from ‘strongly disagree’ (assigned a value of 1) to ‘strongly agree’ (assigned a value of 5).

The research study utilized specific constructs, including attitude, subjective norm, and perceived behavioral control (PBC), which were adopted from previous research studies. Attitude (5 items) was sourced from Aria Auliandri (2018), A. Kumar et al., (2021), Photcharoen et al., (2020), subjective norm was sourced from Aria Auliandri et al., (2018),

perceived behavioral control (PBC) was sourced from Aria Auliandri et al., (2018), A. Kumar et al., (2021).

3.3.6.3 Nominal Scale

Nominal scale is a type of measurement scale used in statistical analysis that involves assigning categories to create separate clusters of segments based on unique characteristics or attributes. The categories are named but do not have a natural order and are referred to as both attribute and categorical data. Nominal data is useful for defining and comparing groups within a dataset. (Frost, 2022a). For instance, in the questionnaire's section A, which requests demographic details like gender, age, and income level, a nominal scale will be utilized.

3.3.7 Data checking

Ensuring the accuracy of data is crucial, and one way to achieve this is through data checking. Prior to distributing the questionnaire, it is necessary to perform data verification to confirm its reliability. This involves reviewing the questionnaire for accuracy, completeness, validity, and grammar to prevent respondents from misunderstanding the questions. As such, my supervisor, Puan Rozitaayu Zulkifli, has thoroughly examined my questionnaire to ensure its accuracy and suitability for use.

3.3.8 Data Coding

Quantitative coding involves assigning numerical codes to non- numerical data to group them into categories. In the case of Section B of the questionnaires, the five-point Likert skill is used and being code as the table below. It will allow for easier analysis of the data gathered.

Table 3.3: Five- Point Likert Scale

Five- Point Likert Scale	Coded
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

3.4 Proposed Data Analysis Tool

3.4.1 Descriptive Analysis

Descriptive analytics is a branch of data analytics that focuses on analyzing past data to provide a detailed account of what happened in a given situation. The results are often presented in the form of visualizations such as reports, dashboards, and bar charts that are easy to understand. Descriptive analytics is the most basic techniques and can be used in isolation or as a preliminary stage to create a summary of data that can support further exploration, examination, or measures carried out by others kinds of analytics. (Lawton, 2022)

3.4.2 Inferential Analysis

Inferential statistics is a statistical approach that involves making a conclusion about a larger population based on data obtained from a sample. If we have the data from a sample, inferential statistics is used to gain insight into the population from which the sample was drawn on a large scale. This type of analysis can help to make predictions and draw conclusions about the population based on the characteristics of the sample. Therefore, inferential statistics is an important tool in research and analysis, enabling us to make informed decisions based on the collected data. (Bhandari, 2022)

3.4.3 Pearson Correlation Coefficient analysis

The Pearson correlation coefficient (r) is a commonly used technique to quantify the linear correlation between two variables. It provides a numerical value between -1 and 1 that indicates the direction and strength of the relationship between the variables. A value of -1 indicates a perfect negative correlation, while a value of 1 indicates a perfect positive correlation. A value of 0 suggests no linear correlation between the variables. This statistical tool is significant in analyzing a data set and gaining insights into the relationship between variables (Turney, 2022b).

3.4.4 Multiple Regression Analysis

Regression models are statistical techniques used to understand the connection between variables by finding a line of best fit for the data. These models can be employed to estimate how changes in independent variables influence a dependent variable. Multiple linear regression is a form of regression analysis with two or more independent variables. This technique aids in determining the strength of the association between the independent variables and the dependent variables (Bevans, 2022). Furthermore, it helps to identify the most influential predictor of purchase intention among attitude, subjective norm, and perceived behavioral.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter it is basically present the finding of online survey that was conducted using google forms to investigate the intention of Malaysians to purchase eco friendly packed products. The collected data was analyzed using SPSS software, which is a commonly used statistical analysis tool. This chapter includes various tables and charts that present the result of analysis that generated in the SPSS. The descriptive analysis provides a summary of the survey responses, while the Pearson correlation analysis examines the strength of the relationship between the variables. The multiple regression analysis is utilized to identify the factors that have the strongest association with the intention to purchase eco- friendly packed products. The proposed hypotheses are tested against these analyzed results and discussed.

4.1 Descriptive Statistics

The descriptive method is commonly used in research to summarize and describe the characteristics of a given dataset. In the case of questionnaire Section, A, the descriptive method can be used to present the findings in a clear and appropriate way. One common way to present descriptive data is through the use of tables. Table can be used to display numerical data in a concise and organized manner, making it easier for readers to interpret the findings. Additionally, tables can be used to compare different variables and highlight any pattern or trend in the data. In summary, the descriptive method can be effectively used to present the findings of questionnaire section A. Tables, graphs, charts, and illustrations can all be used to explain the data in an appropriate and clear way.

Table 4.1: Descriptive Statistics

	Mean	Std. Deviation
Purchase Intention	3.6942	.80590
Attitude	3.6565	.71833
Subjective Norm	3.6020	.82261
Perceived behavioral control	3.6925	.64637

4.1.1 Demographic Profile of the Respondents

The responders are answered a few questions about their demographics. Gender, Income level, Age, and experience of purchase eco- friendly packed product are being asked in the questionnaire for this study.

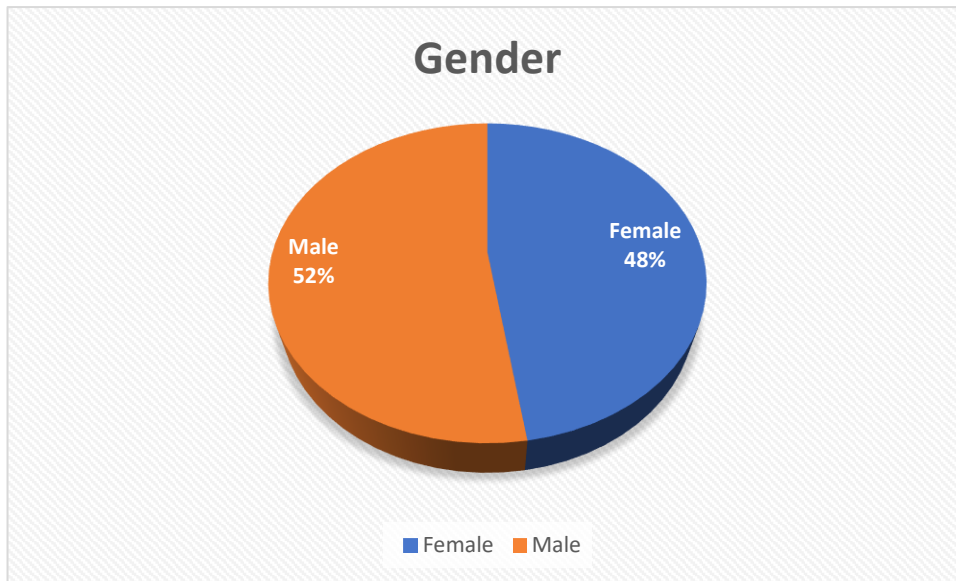
4.1.1.1 Gender

Table 4.2: Gender

	Frequency	Percent	Cumulative Percent
Female	192	48%	48
Male	208	52%	100
Total	400	100	

Source: Developed for this research

Figure 4.2: Gender



Source: Developed for this research

Table 4.2 and Figure 4.2 reveal that the majority of respondents who participated in this survey were male, accounting for 110 respondents (52.4%), while females accounted for 100 respondents, representing 47.6% of the total sample size of 400. From this table indicate that male have the higher level of environmental awareness than the Female.

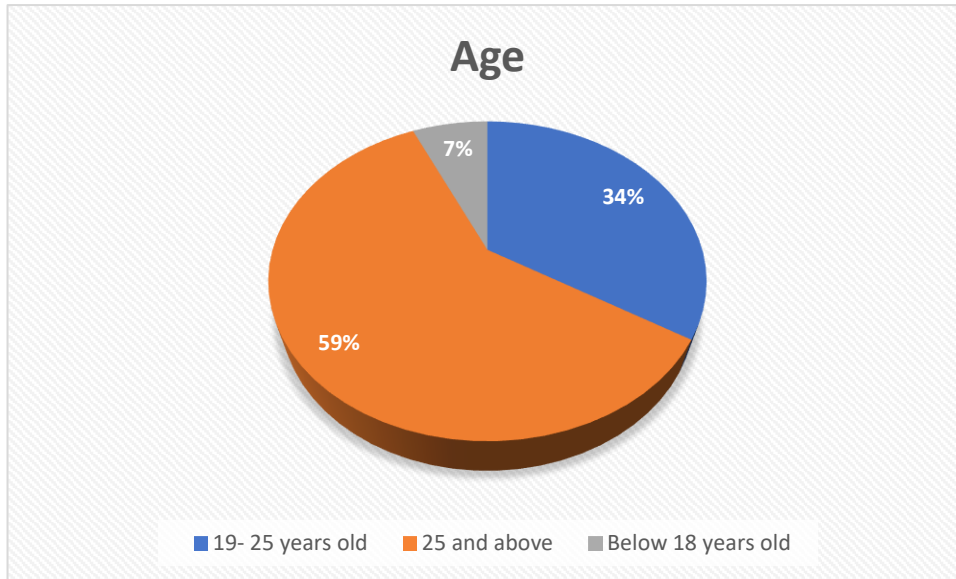
4.1.1.2 Age

Table 4.3: Age

	Frequency	Percent	Cumulative Percent
19- 25 years old	136	34	34
25 and above	237	59.3	93.3
Below 18 years old	27	6.8	100
Total	400	100	

Source: Developed for this research

Figure 4.3: Age



Source: Developed for this research

First of all, 34% of the total sample size, are between the ages of 19-25 years old in table 4.3 and figure 4.3, which includes 136 respondents. The respondents between the ages of 25 and above were followed by 237 respondents (59.3%) and 27 respondents (7%) who were between the ages of below 19 years old. There were 400 respondents in the research's sample overall. Among all the age, age 25 and above account for the most which means they people at this age is having a high level of environment awareness. Followed by 19-25 years old and below 18 years old.

4.1.1.3 Income Level

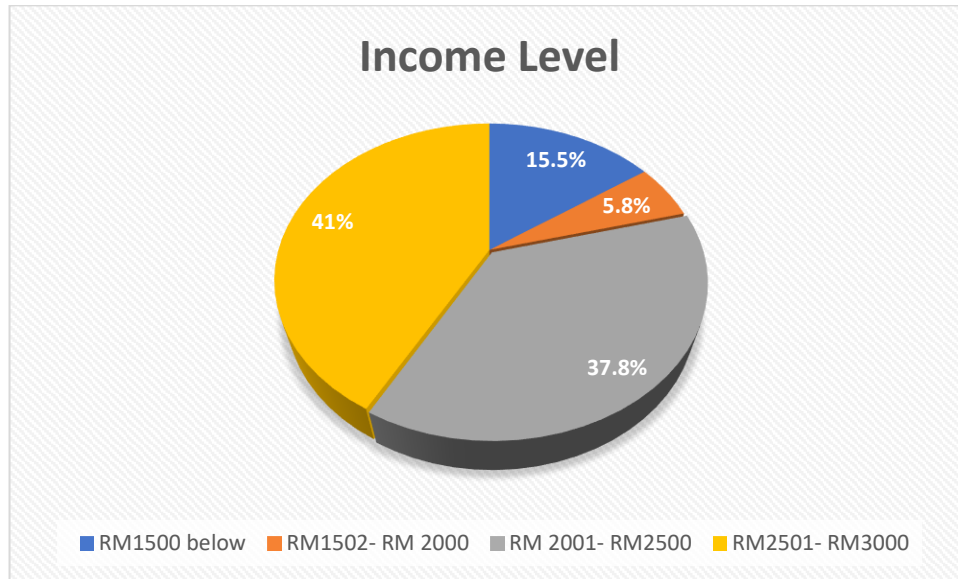
Table 4.4: Income Level

	Frequency	Percent	Cumulative Percent
RM1500 below	62	15.5	15.5
RM1502- RM 2000	23	5.8	21.3
RM 2001- RM2500	151	37.8	59
RM2501- RM3000	164	41	100

Total	400	100	100
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Source: Developed for this research

Figure 4.4: Income Level



Source: Developed for this research

According to the Table 4.4 and figure 4.4 shown that most of the respondents who took part in this survey were with the income level of RM1500 below occupied 62 respondents (15.5%) of the sample size. Followed by 23 respondents (5.8%) who were under RM1501- RM2000 Category, 151 respondents (37.8%) who has the monthly income of RM2001-RM2500, and 164 respondents (41%) who have the income level of RM 2501-3000. The total sample of respondents of this study is 400. As the table and figure shown, people with the income level of RM2501-RM3000 has the highest environment awareness and willingness to spend on purchasing eco- friendly packed product.

4.1.1.4 Did you purchase any eco- friendly packed product

Table 4.5 Did you purchase any eco-friendly packed product

	Frequency	Percent	Cumulative Percent
No	12	5.7	5.7
Yes	198	94.3	100
Total	400	100	

Source: Developed for this research

Figure 4.5 Did you purchase any eco-friendly packed product



Source: Developed for this research

Table 4.5 and figure 4.5 display that the majority of the participant, comprising 94% of the entire sample, were have the experience of purchase any eco- friendly packed product which has the number of 376 respondent answered Yes. The remaining 6% of respondents, totalling 24 were answered No.

4.1.2 Central Tendencies Measurement of Constructs

The central tendency measures of mean and standard deviation will be displayed for five constructs that are measured using an interval scale. The mean and standard deviation values for 18 items will be calculated using SPSS software and presented in the output. This can be restated as: The SPSS output will provide the mean and standard deviation values for 18 items, which will be used to display the central tendency measures of mean and standard deviation for the five constructs measured on an interval scale.

4.1.2.1 Purchase Intention

Table 4.6: Statement of Purchase Intention

No.	Statements	Mean	Standard Deviation	Rank
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1.	I would buy products with eco-friendly packaging in near future	3.88	.989	1
2.	I plan to buy eco-friendly packaged products on a regular basis	3.52	.963	3
3.	I intend to buy eco-friendly packaged products because they are more environmentally friendly	3.68	1.089	2

Source: Developed for research

Based on Table 4.6, the statement “I would buy products with eco-friendly packaging in near future.” has the highest mean score of 3.88. As for the lowest mean score, is it the statement “I plan to buy eco-friendly packaged products on a regular basis.” with the mean score of 3.52

4.1.2.2 Attitude

Table 4.7: Statement of Attitude

No.	Statement	Mean	Standard Deviation	Rank
1	I will go with purchasing eco-friendly packed products	3.79	.948	1
2..	I would be open to purchase a product with eco-friendly packaging	3.57	.932	5
3.	If a company's products packaging is eco-friendly, I will purchase anything from it even if it is not well known.	3.58	1.001	4
4.	I often purchase product with eco-friendly packaging	3.73	.922	2
5.	I find it is enjoyable to buy product with eco-friendly packaging.	3.62	.913	3

Source: Developed for research

Based on Table 4.7, the statement “I will go with purchasing eco- friendly packed products.” has the highest mean score of 3.79. As for the lowest mean score, is it the statement “I would be open to purchase a product with eco- friendly packaging.” with the mean score of 3.57

4.1.2.3 Subjective Norm

Table 4.8: Statement of Subjective Norm

No.	Statement	Mean	Standard Deviation	Rank
1	I feel responsible to protect the environment.	3.63	.996	1
2..	I must make every effort to protect the environment	3.63	1.107	1
3.	I feel obliged to use the product with eco-friendly packaging	3.59	1.034	3
4.	My friends are grateful that I decided to use product with eco- friendly packaging	3.56	1.043	4

5.	My family is grateful that I decided to use product with eco- friendly packaging	3.60	.961	2
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Source: Developed for research

Based on Table 4.8, the statement with the highest mean score is tied between “I feel responsible to protect the environment.” and “I must make every effort to protect the environment.” with the mean score of 3.63. Whereas, as for the statement with the lowest mean score, it is “My friends are grateful that I decided to use product with eco- friendly packaging.” with the mean score of 3.56.

4.1.2.4 Perceived behavioral control

Table 4.9: Statement of Perceived Behavioral Control

No.	Statement	Mean	Standard Deviation	Rank
1	I feel as though I have done something good for the environment when I purchase products with eco- friendly packaging	3.77	.888	1
2..	I think choosing products with eco- friendly packaging has a direct impact on	3.77	.961	1

	the environment as a whole			
3.	My decision to choose products with eco-friendly packaging has a direct impact on the environment	3.70	.985	2
4.	I always make an effort to purchase products with eco-friendly	3.66	.987	3
5.	When I go shopping, I have no doubt that I will buy products with eco-friendly packaging.	3.57	1.076	4

Source: Developed for research

Based on Table 4.9, the statement with the highest mean score is “I feel as though I have done something good for the environment when I purchase products with eco-friendly packaging.” and “I think choosing products with eco-friendly packaging has a direct impact on the environment as a whole “ with the mean score of 3.77, and the statement with the lowest mean score is “When I go shopping, I have no doubt that I will buy products with eco-friendly packaging..” with the mean score of 3.57.

4.2 Inferential Analysis

Inferential statistics allow you to draw conclusions and make predictions about a larger population based on data collected from a sample. It has two primary purposes: first, to make estimations about the characteristics of the population, and second, to test hypotheses and make conclusions about the population based on the data collected from the sample. (Bhandari, 2022c)

4.2.1 Pearson Correlation Analysis

Table 4.10: Pearson Correlations analysis

		Purchase Intention	Attitude	Subjective Norm	Perceived Behavioural control
Purchase Intention	Pearson Correlation	1	.841**	.876**	.753**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	400	400	400	400
Attitude	Pearson Correlation	.841**	1	.879**	.802**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	400	400	400	400
Subjective Norm	Pearson Correlation	.876**	.879**	1	.779**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	400	400	400	400
Perceived Behavioural control	Pearson Correlation	.753**	.802**	.779**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	400	400	400	400

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

According to Table 4.9, AT (IV1), SN (IV2), PBC (IV3) and DV are PI have positive correlation where their correlation values which is 0.841, 0.876, 0.753 respectively. While p-values are smaller than the significance level therefore correlation is statistically significant at 0.001 level (2- tailed). It can conclude that there is proof that the correlation exists in the population.

4.2.2 Multiple Regression Analysis

Table 4.11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890	.793	.791	.36839

a. Predictors: (Constant), Attitude, Subjective Norm, Perceived Behavioural control

Source: Developed for research

Table 4.12 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	205.401	3	68.467	504.512	<.001 ^b
Residual	53.741	396	.136		
Total	259.142	399			

a. Dependent Variable: PI

b. Predictors: (Constant), AT, SN, PBC

When Independent Variable area AT, PBC, and SN, and dependent variable which is PI. The R square score, which is 0.793 in the table, indicates that attitude, subjective norm and perceived behavioral control account for 79.3% of the changes in A. In addition, the ANOVA table shows the F value of this research which is equivalent to 504.512 while the p-value is less than 0.05. It indicates that one independent variable is more closely associated to the dependent variable, which strengthens the research's accuracy and significance and supports the validity of the research model.

4.2.3 Hypothesis Testing

Table 4.13: Coefficients

Model	Unstandardized Coefficients		Standardised Coefficient	t	Sig.
	B	Std. Error	Beta		
Constant	.155	.109		1.416	.157
Attitude	.293	.059	.261	4.997	<.001
Subjective Norm	.556	.049	.568	11.422	<.001
Perceived Behavioural Control	.126	.049	.101	2.552	.011

a. Dependent Variable: PI

The analysis that has been collected from data collection; the proposed hypothesis can be made assumption. The proposed hypothesis is:

Hypothesis 1

H_{01} : There is no relationship between AT and PI.

H_1 : There is relationship between AT and PI

Reject H_{01} if $p < 0.05$.

Reject H_1 if $p > 0.05$.

The p-value of H_1 is 0.001 ($P < 0.05$) which is a significant relationship between AT and PI. There will be supported at a 95% confidence interval. Thus, reject the null hypothesis (accept H_1).

Hypothesis 2

H_{02} : There is no relationship between SN and PI.

H_2 : There is relationship between SN and PI.

Reject H_{02} if $p < 0.05$.

Reject H_2 if $p > 0.05$.

The analysis in the research study has found a significant relationship between SN and PI, with a p-value of 0.001 ($p < 0.05$). There will be supported at a 95% confidence interval. Hence, reject null hypothesis (accept H_2)

Hypothesis 3

H_{03} : There is no relationship PBC between and PI.

H_3 : There is relationship between PBC and PI .

Reject H_{03} if $p < 0.05$.

Reject H_3 if $p > 0.05$.

The analysis in the research study has found a significant relationship between PBC and PI , with a p-value of 0.001 ($p < 0.05$). There will be supported at a 95% confidence interval. Thus, reject the null hypothesis (accept H_3).

4.3 Conclusion

To summarize, the information gathered was processed through SPSS software to produce outcomes. Tables were utilized to present the demographic information of the participants. SPSS software was also used to perform various analyses.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.0 Introduction

In this chapter, we will discuss all the statistical analyses that were performed in Chapter 4 of the study. Additionally, we will address the limitations of this research and provide recommendations for future research.

5.1 Discussion of Major Findings

Table 5.1: Summary of the Results of Hypotheses Testing

Hypotheses	Significant Value	Supported/ Rejected
H1: There is relationship between Attitude and Purchase Intention.	<.001 ($p < 0.05$)	Supported
H2: There is relationship between subjective norm and Purchase Intention.	<.001 ($p < 0.05$)	Supported
H3: There is relationship between perceived behavioral control and Purchase Intention.	.011 ($p < 0.05$)	Supported

Source: Developed for research

H1: There is relationship between AT and PI.

The findings of the research study indicate that there is a significant association between attitude and purchase intention with a p- value of less than .001. This suggests that an individual's attitude towards eco- friendly packaging products is linked to their intention to make a purchase. These results are consistent with previous research, such as the study by Photcharoen et al. (2022), which explored the purchasing behavior related to organic coconut cosmetic products in Bangkok, Thailand, and found a relationship between AT and PI. Similarly, Kumar et al. (2021) conducted a survey involving young consumers in India, who are more environmentally conscious, and found a connection between AT and PI. Furthermore, a study conducted in Malaysia by Moorthy et al. (2021) analyzed how Malaysian consumers perceive and act upon their PI towards environmentally friendly packaging products and discovered a relationship between AT and PI .

The research has achieved its objective as it has established a connection between consumers' AT and their PI. In other words, the study has provided evidence to support the idea that how AT influence the PI.

H2: There is relationship between SN and PI.

The findings of the research indicate that there is a significant correlation between SN and PI, with a p-value of less than .001. This implies that an individual's perception of the social influence or pressure to purchase eco- friendly packed products from their peers is linked with their intention to actually buy such products. This result is consistent with the outcomes of a survey conducted by Joshi et al (2021) for young consumers in the Indian context, which demonstrates a significant association between SN and PI. Additionally, Hasan et al (2020), who surveyed consumers in Indonesia, discovered a relationship between SN and PI . Furthermore, a study conducted in Jakarta, Indonesia has demonstrated a correlation between SN and PI (Rachbini,2018).

As a result, it can be concluded that the research objective has been achieved since there is a significant relationship found between SN and PI.

H3: There is relationship between PBC and PI.

The result suggests that there is a significant relationship between perceived behavioral control and purchase intention, with a p-value of 0.005. This indicates that a person's perception of their ability to control and execute the behaviors required to make a purchase is associated with their intention to actually make the purchase. This is supported by a study conducted by Jain, (2020) in India, Turkey which shows that there is a relationship between perceived behavioral control and purchase intention. Not only that but, another study conducted in India has also shown that there is a relationship between perceived behavioral control and purchase intention. The study conducted involved the consumers in India to investigate consumer purchase intention by examining psychological factor (Joshi et al., 2021b). Besides that, another study conducted in India has also shown that PBC has a positive effect on PI. (N. Kumar & Mohan, 2021)

In conclusion, the study found that the objective of investigating the relationship between PBC and PI has been achieved, as a significant relationship between these two variables was observed.

5.2 Implications of Study

5.2.1 Practical Implications

In terms of Malaysia citizens, this research will allow them to have more environmental consciousness which they will more likely to purchase products that are packaged in eco-friendly material, as they perceive these products to be environmentally responsible and socially conscious. This can lead to increased sales and revenue for companies that adopt eco-friendly packaging. For business owners, they will know that what is the current trend of customer purchase intention for eco-friendly packaged product. By using eco-friendly packaging can enhance their brand image and reputation, which can lead to increased customer loyalty and positive word of mouth marketing. Eco-friendly packaging can help companies stand out from their competitors and differentiate their products in the marketplace. This can be especially important in industries where there is a high degree of product similarity. For government, this research will allow them to know that there is a huge potential for eco-friendly packaged product in Malaysia. They will start to focus on the regulation that encourage company to apply more eco-friendly packaged product which not only will reduce the negative impact

on the environment but also will help in country GDP. This is because more and more new company which is specialize in producing eco- friendly packaging will establish in Malaysia.

5.2.2 Theoretical Implications

The main objective of this study is to examine the intention of Malaysian consumers to purchase eco-friendly products. To achieve this goal, the Theory of Planned Behavior (TPB) is utilized. TPB is a well-established social psychology theory that builds upon the Theory of Reasoned Action (TRA) by adding perceived behavioral control as a factor in the model. According to TPB, human behavior is influenced by a combination of AT, SN, and PBC. This theoretical framework is widely applied in various fields, including health and environmental conservation, and has proven to be effective in predicting human behavior. This research is particularly significant because it focuses on the intention to purchase eco-friendly products in Penang, Malaysia, which is an under-researched area. By using TPB to examine consumer purchase intention, this research aims to provide insights and guidance for future studies on this topic.

5.3 Limitations of Study

The current study's survey questionnaire is limited because it is only available in English. Consequently, during data collection, respondent who do not speak English are unable to participate, leading to potential bias in the collected data. This could result in only educated respondent participating in the survey and inaccurate opinions due to misinterpretation of the questions. Future researchers are advised to prepare the survey questionnaire in different languages, such as Bahasa Malaysia, Mandarin, and Tamil, to increase accuracy and ensure representativeness of the result.

A potential limitation in gathering data for my research is the constrained time period of one month to collect a sufficient number of respondents. Despite my effort to disseminate the survey questionnaire via social media platforms such as Facebook, Instagram, and WhatsApp, a low response rate has resulted in difficulties in reaching the desired sample size within that given timeframe. Despite my attempts, some individuals have not filled out the questionnaire, contributing to the challenge of gathering enough responses to ensure the research has accurate and reliable data. Therefore, the time limitation for collecting adequate responses is a potential obstacle to conducting

the research with the desired level of precision. If enough time is given, Researcher will be able to conduct this research to all the Malaysian which not just focusing on the population in Penang areas.

5.4 Recommendations

To address the limitations of this research. It is recommended that future research include survey questionnaires in Chinese, Bahasa Malaysia, and Bahasa Tamil as these are the preferred language of the respondents. This can enhance the findings of the study as the respondents will find it easier to comprehend and respond to the survey questions.

To address the limitation of a short data collection period, it is recommended to extend the duration for data collection. This approach can improve the likelihood of obtaining a satisfactory number of respondents and reduce the chance of bias in the research which researcher could target to every state in the country. Besides, to address the limitation of low response rate, it is suggested to offer incentives such as gift card, Touch n Go payment, or entry into a prize draw to motivate respondent to participate in the study. By providing these incentives, respondents may feel more encouraged to complete the survey in a timely manner, which can improve the overall response rate.

5.5 Conclusion

In conclusion, this study was to investigate the intention to buy eco- friendly packed products in Malaysia with a focus on three variables: AT, SN, PBC. Chapter 2 presented a comprehensive literature review of past studies related to these variables. Chapter 3 explained the methodology used in the study. The results presented in Chapter 4 indicate that all three independent variables have a significant relationship with the dependent variable which is PI. The study found that each independent variable had a significant effect on purchase intention, which was also supported by past studies. As a result, this research provides valuable insights for business owners and researchers in this field, and may serve as a foundation for future studies.

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Appendixes

Case processing summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Table 3.1 reliability test (purchase Intention)

Cronbach's Alpha	N of Items
.766	3

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Table 3.1 reliability test (Attitude)

Cronbach's Alpha	N of Items
.792	5

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Table 3.1 reliability test

(Subjective Norm)

Cronbach's Alpha	N of Items
.707	5

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Table 3.1 reliability test

(Perceived Behavioral

Control)

Cronbach's Alpha	N of Items
.743	5

Table 4.1 Descriptive analysis

Descriptive Statistics			
	Mean	Std. Deviation	N
DV1	3.6942	.80590	400
IV1	3.6565	.71833	400
IV2	3.6020	.82261	400
IV3	3.6925	.64637	400

Table 4.2 Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	200	50.0	50.0	50.0
	Male	200	50.0	50.0	100.0
	Total	400	100.0	100.0	

Figure 4.2: Gender

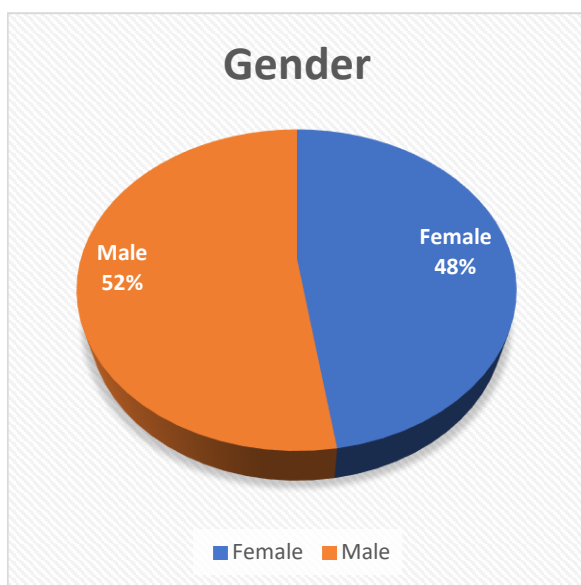


Table 4.3 Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
19 - 25	years old	136	34.0	34.0	34.0
25 and	above	237	59.3	59.3	93.3
Below 18	years old	27	6.8	6.8	100.0
Total		400	100.0	100.0	

Figure 4.3: Age

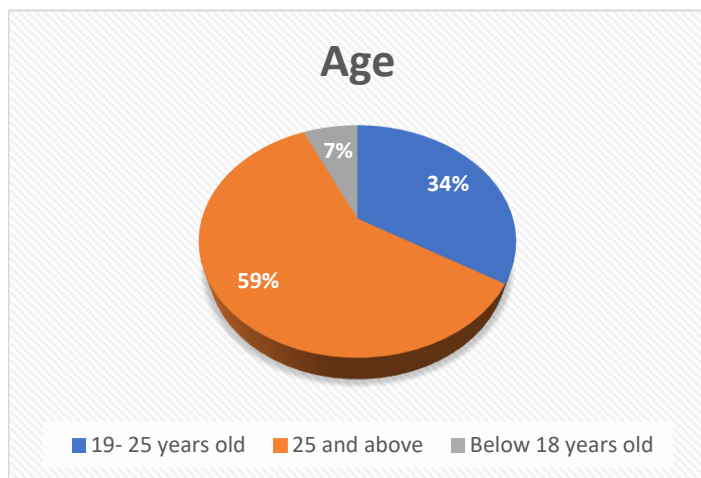


Table 4.4 Income Level

		Income Level			
		Freque ncy	Percen t	Valid Percent	Cumulativ e Percent
Valid	RM 1500 below	62	15.5	15.5	15.5
	Rm 1501 - RM 2000	23	5.8	5.8	21.3
	RM 2001 - RM 2500	151	37.8	37.8	59.0
	RM 2501 - RM3000	164	41.0	41.0	100.0
	Total	400	100.0	100.0	

Figure 4.4: Income Level

Income Level

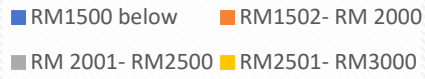
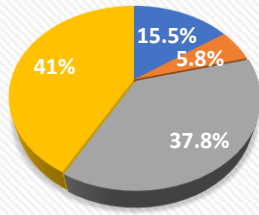


Table 4.5 Did you purchase any eco- friendly packed product

Did you purchase any eco- friendly packed product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	24	6.0	6.0	6.0
	Yes	376	94.0	94.0	100.0
	Total	400	100.0	100.0	

Figure 4.5 Did you purchase any eco-friendly packed product



Table 4.6 Pearson Correlation Analysis

Correlations

		DV1	IV1	IV2	IV3
DV1	Pearson Correlation	1	.841**	.876**	.753**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	400	400	400	400
IV1	Pearson Correlation	.841**	1	.879**	.802**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	400	400	400	400
IV2	Pearson Correlation	.876**	.879**	1	.779**
	Sig. (2-tailed)	<.001	<.001		<.001

	N	400	400	400	400
IV3	Pearson Correlation	.753**	.802**	.779**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	400	400	400	400

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

Table 4.7 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change	
					R Square Change	F Change	df1		df2
1	.890 ^a	.793	.791	.36839	.793	504.512	3	396	<.001

a. Predictors: (Constant), IV3, IV2, IV1

Table 4.8 ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	205.401	3	68.467	504.512	<.001 ^b
	Residual	53.741	396	.136		
	Total	259.142	399			

a. Dependent Variable: DV1

b. Predictors: (Constant), IV3, IV2, IV1

Table 4.9 Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.155	.109		1.416	.157	-.060	.370
	IV1	.293	.059	.261	4.997	<.001	.177	.408
	IV2	.556	.049	.568	11.422	<.001	.460	.652
	IV3	.126	.049	.101	2.552	.011	.029	.224

a. Dependent Variable: DV1



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Re: U/SERC/46/2023

17 February 2023

Ms Fitriya Binti Abdul Rahim
 Head, Department of International Business
 Faculty of Accountancy and Management
 Universiti Tunku Abdul Rahman
 Jalan Sungai Long
 Bandar Sungai Long
 43000 Kajang, Selangor

Dear Ms Fitriya,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	Consumers Acceptance Towards Augmented Reality Beauty Shopping Application in Malaysia	Rachel Lim Bei En	Ms Hooi Pik Hua @ Rae Hooi	17 February 2023 – 16 February 2024
2.	Determinants of Wellness Tourism Intention: Post Covid-19 in Malaysia	Ho Yee Wen		
3.	Factors Influencing Tourism in Malaysia from Millennial's Perspective	Tan Chin Sze	Dr Foo Meow Yee	
4.	The Impact of Social Media Toward Customers' Intention to Visit Theme Restaurant	Ng Wei Yein	Ms Low Suet Cheng	
5.	Factors Influencing High School Students' Intention to Pursue Higher Education in Malaysia	Yew Wei Xuan		
6.	Factors Influencing SMEs in Sarawak to Adopt Social Media Marketing	Wong Yoke Mun	Pn Ezatul Emilia Binti Muhammad Arif	
7.	Customer Retention on Platform-Based Digital Payment: A Comparison Between Users of Touch 'n Go and Boost	Yon Ke'er		
8.	The Factors that Encourages Digital Adoption and Upskilling in Sarawak SME's	Lai Hao Yu		
9.	The Impact of Penang's Food Image on the International Tourist	Gan Shi Wei	Ms Tai Lit Cheng	
10.	International Business Students' Understanding and Learning Approach Towards Courses Based on Bloom Revised Taxonomy	Foong Jing Qi	Mr Lee Yoon Heng	
11.	Factors Influencing Investment Decision-Making in Stock Market Among Millennials in Malaysia	Loke Kah Huey	Dr Choo Siew Ming	
12.	The Role of Environment in Market Orientation and Big Data Analytics Capability (BDAC)	Cha Evon	Dr Corrinne Lee Mei Jyin	

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No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	The Role of Technology Orientation and BDA Adoption on the Business Performance Among Malaysian SMEs	Seow Lai Yeow	Dr Corrinne Lee Mei Jyin	17 February 2023 – 16 February 2024
14.	The Factors Influencing Generation Z's Purchase Intentions on Online Music Streaming Services in Malaysia	Chong Gaen Shyuan	Ms Goh Poh Jin	
15.	Factors Influencing Customer Behavior on Outbound Travel Intention During Post Covid-19 Pandemic	Callista Ong Wei Wei		
16.	Preliminary Study on Purchase Intention Among Millennial Group Consumers Toward Using Electric Vehicles (EVs) in Klang Valley, Malaysia	Ng Xiao Lin	Mr Raymond Ling Leh Ben	
17.	Planned Behavior Theory and Millennials' Awareness in Purchasing Plant-based Meat Products in Klang Valley	Soo Pui Lam		
18.	Factors That Drive Brain Drain of Generation Z in Malaysia	Choo Sen Lin	Pn Rozitaayu Zulkifli	
19.	Intention to Buy Eco Friendly Packed Products Among Malaysian	Loo Meng Jun		
20.	Impact of Credibility, Expertise and Attractiveness of Influencer Towards Fashion Products Purchase Intention in Malaysia	Chew Zi Nam	Dr Lau Say Min Claudia	
21.	Risks Involved in Supply Chain and Logistic in International Business	Chai Jia Qi	Ms Salizatul Aizah Binti Ibrahim	
22.	Factors that Influence the Employees' Intention to Remain Employed in the Retail Industry in Klang Calley	Owen Chan Hai Yun	Ms Logeswary a/p Maheswaran	
23.	A Comparison Between Public Hospital and Private Hospital Facilities Preference Generation Z in Malaysia	Pang Khar Yee	Ms K Shamini a/p T Kandasamy	
24.	Consumer Behaviors Among Generation Y Towards Halal Cosmetics in Malaysia	Wong Yee Kee	Ms Tan Suk Shiang	
25.	University Social Responsibility (USR) as a Driver to Improve the Reputation of Private University in Malaysia	Soh Zi Yee	Mr Mahendra Kumar a/l Chelliah	
26.	Adoption of Robotics Automation Process in SMEs in Malaysia	Eva Lai May Wah	Pn Nuraishah Binti Raimee	
27.	The Effect of Mobile Application Marketing Toward Brand Equity in Video Streaming Service Industry	Lee Chun Hen	Dr Tee Peck Ling	
28.	Factor Affecting University Students' Spending Behavior	Wong Weng Kai	Mr Kho Guan Khai	
29.	Factors Affecting People's Behavioural Intention Toward Public Transportation in Malaysia	Yap Jo Ee	Dr Tey Sheik Kyin	
30.	Mobile Advertisement Activity Through Privacy Concerns	Lim Chuan Zhi	Dr Farah Waheeda Binti Jalaludin	
31.	Factors of Independent Travelling Decision of Generation Z in Malaysia: Post Pandemic	Ho Khiong Kit	Ms Lim Wei Yin	
32.	Legal Framework on Affordable Health: Comparative Study Between Malaysia and United States	Lee Zi Yi	Dr Angelina Anne Fernandez	
33.	The Impact of Brand Experience, Brand Packaging and Brand Quality on Consumer Purchasing Decisions	Ding Sook Kee	Dr Omar Hamdan Mohammad Alkharabsheh	
34.	Willingness to Pay for International Green Branding Sportswear in Malaysia	Tor Ling Shuang	Ms Malathi Nair a/p G Narayana Nair	
35.	Impulsive Behavior of Online Shoppers: A Comparative Analysis Between Gen Z and Baby Boomers in Klang Valley	Liew Kah Wai	Dr Anusha a/p Aurasu	
36.	Factors that Affect the Acceptance of Educational Robots Among Private Schools in Malaysia	Yeo Jing Wen	Ms Zufara Aneeda Binti Zulfakar	
37.	Factors Affecting Job Satisfaction Among New Graduates During the First Year of Employment	Irvine Siew Hung Liang	Dr Komathi a/p Munusamy	
38.	Adoption of the Use of Artificial Intelligence in the Higher Education	Chai Jia Lin	Dr Tey Sheik Kyin	

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39.	The Effects of Social Media Advertisement on Food Choice Among Young Adults	Pireveena Sivanasan	Ms Malathi Nair a/p G Narayana Nair	17 February 2023 – 16 February 2024
40.	Factors Influencing the Intention to Startup an E-commerce Business Among UTAR Students	Teh Pui Khei	Pn Ezatul Emilia Binti Muhammad Arif	

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



Professor Ts Dr Faidz bin Abd Rahman

Chairman

UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
 Director, Institute of Postgraduate Studies and Research

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PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:
 - a) Name
 - b) Identity card
 - c) Place of Birth
 - d) Address
 - e) Education History
 - f) Employment History
 - g) Medical History
 - h) Blood type
 - i) Race
 - j) Religion
 - k) Photo
 - l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:
 - a) For assessment of any application to UTAR
 - b) For processing any benefits and services
 - c) For communication purposes
 - d) For advertorial and news
 - e) For general administration and record purposes
 - f) For enhancing the value of education
 - g) For educational and related purposes consequential to UTAR
 - h) For replying any responds to complaints and enquiries
 - i) For the purpose of our corporate governance
 - j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

Intention to Buy Eco Friendly Packed Products Among Malaysian



Dear participant,

I am Loo Meng Jun , a final year student who is currently pursuing degree in Bachelor of International Business (Honours) at Universiti Tunku Abdul Rahman (UTAR) Sungai Long Campus. Currently, I am conducting a questionnaire for my final year project (FYP) entitled "Intention to Buy Eco Friendly Packed Products Among Malaysian". This research is aimed at examining the Intention of Malaysian buying Eco Friendly Packed Products Among Malaysian.

You are invited to participate in my research study by filling up this questionnaire. This questionnaire consists of **Five (5)** sections, and will only take you approximately 5 to 10 minutes to complete. Your participation in this study is on voluntary basis, and you will be asked to respond to all the statements in this questionnaire once you have decided to be in this study.

There are no known risks or direct benefits of participating in this research study. Please be advised that all the information and data collected from this questionnaire is merely for academic purpose and will be kept **PRIVATE** and **CONFIDENTIAL**.

Your contribution of time and effort to this study is greatly appreciated.

If you have any concerns or inquiries regarding to the questionnaire or this research project, please do not hesitate to email me at Loomengjun @1utar.my.

Thank you for your participation.

Best regards,
Loo Meng Jun

Section A: Demographic

Appendix 6.1 Questionnaire Question

Section 2 of 6

Untitled Section ✕ ⋮

Demographic

Gender

Male

Female

Age

Below 18 years old

19 - 25 years old

25 and above

Income Level

RM 1500 below

Rm 1501 - RM 2000

RM 2001 - RM 2500

RM 2501 - RM3000

Did you purchase any eco- friendly packed product

Yes

No

Section B: Likert Scale Question

Purchase Intention

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I would buy products with eco-friendly packaging in near future					
2.	I plan to buy eco-friendly packed products on a regular basis					
3.	I intend to buy eco-friendly packed products because they are more environmentally friendly					

Attitude

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I will go with purchasing eco-friendly packed products					
2.	I would be open to purchase a product with eco-friendly packaging					
3.	If a company's products packaging is eco-friendly, I will purchase anything from it even if it is not well known.					
4.	I often purchase product with eco-friendly packaging					
5.	I find it is enjoyable to buy product with eco-friendly packaging.					

Subjective Norm

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

1.	I feel responsible to protect the environment.					
2.	I must make every effort to protect the environment					
3.	I feel obliged to use the product with eco- friendly packaging					
4.	My friends are grateful that I decided to use product with eco- friendly packaging					
5.	My family is grateful that I decided to use product with eco- friendly packaging					

Perceived Behavioral Control (PBC)

No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I feel as though I have done					

	<p>something good for the environment when I purchase products with eco-friendly packaging.</p>					
2.	<p>I think choosing products with eco-friendly packaging has a direct impact on the environment as a whole</p>					
3.	<p>My decision to choose products with eco-friendly packaging has a direct impact on the environment</p>					
4.	<p>I always make an effort to purchase products</p>					

	with eco-friendly					
5.	When I go shopping, I have no doubt that I will buy products with eco-friendly packaging.					