GREEN MARKETING FOR BRAND CREDIBILITY: THE IMPACT OF GREEN LIFESTYLE BRANDING AMONG MALAYSIANS

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Green Marketing for Brand Credibility: The Impact of
Green Lifestyle Branding Among Malaysians

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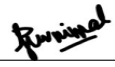Faculty of Accountancy and Management

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ABSTRACT

Purpose – The aim of this study is to ascertain of the impact that green marketing and its brand credibility has on the green lifestyle among Malaysians. This study also aims to investigate the relationship between brand credibility, trustworthiness, brand loyalty, and expertise when it comes to green lifestyle. This does not only focus on the adaptation and impact that green lifestyle among Malaysians but also on how credible green marketing campaign and what are consumers perceptions towards it. The dimension that this study looked into green marketing are those green branding, ecofriendly products, green advertising, and green labeling on the packaging.

Approach/Methodology – A survey research method has been used for this study, where questionnaire has been adapted and adopted from previous related research. The distribution of questionnaire was done via Google Form and data that was collected was analyzed using Statistical Package of Social Science (SPSS) to measure the correlations, regression, and validity of the variables with the hypothesis and conceptual framework model developed.

Findings – Focusing on the outcome from this study that was conducted, it was noted that consumers have the concern when it comes to the environment and the issues related to it, however they seem to possess enough knowledge in identifying the labels, the usage, and seems to be familiar and experienced with these green eco-friendly products. The expertise level of customer is higher compared to the brand loyalty, brand credibility, or even trustworthiness towards the brand itself. The knowledge that consumer has towards environmental related does not help in making decision together between relationship of green marketing and green lifestyle or green purchasing behavior, while the green consumption is the factor that determines the relationship of green marketing and green lifestyle adaptation, or the impact of green lifestyle.

Originality/Value – This study brings in the marketing knowledge under the buying practices and behavior that influences the lifestyle. The knowledge of product leads to buying behavior formation where together it incorporates lifestyle practices.

There is little attention given to green marketing's credibility or even green products, hence this study fills the gap of it by understanding the consumer's view towards brand credibility, and how that leads to lifestyle adaptation.

CHAPTER 1

INTRODUCTION

1.0 Introduction

Over the last two decennium, the concern for environment has been increasing with practitioners and researchers have seen a drastic changes among consumers embracing more sustainable consumptions and moving on to green lifestyle adaptation (Amberg & Fogarassy, 2019). The environmental ethics has become an alarming concern among both organization and consumers. Along with increasing advancement in technology, the sustainability challenges that humankind has been facing, eventually made the adoption of green consumption or green marketing a socially accepted identity that has been given much importance. While consumers started understanding that it's their consumption habits that is causing negative impact on the environment ecologically, their decisions were then modified, and lifestyle were changed. Eventually business was also seen showing equal interest on green marketing to expend their market share on this (Barbarossa & De Pelsmacker, 2016; Dabija et al., 2018).

Unfortunately, the recent pandemic of Covid-19 scenario has brought crisis which led to the debate on environmental sustainability for a short-term profit by cutting the edge on business ethics and consumer priority. Organizations are finding hard and facing difficulties to increase the sales of their brands and to develop an innovative way to remain in the competitive market and to increase profit or market share. A firm's existence in the industry in based on the competition that exist along, hence innovative marketing is important to sustain the credibility in the business world. As consumers' preference are always changing day to day as the technology advancement and innovativeness, providing new product development and being innovative in their marketing is essential. Thus, its crucial for firms to generate new innovative ideas constantly that focuses on sustainability agenda. Despite the usual research and product development that is being done, exploring how firms can

reinvent green marketing practices is also important where it may influence the firm's performance (Nath & Siepong, 2022).

A firm or a particular brand depends on its marketing capability, green marketing is a process of a firm acquiring new resources and transforming the existing ones to generate products or services that values to the market that also meets the environmental needs of the business nature, one principal factor here would be to stand out in performance differentiation when competing with brands. The key to obtaining competitive benefits is brands constantly innovating under this environmental concept. Green marketing is also known as the act of "our common future", or "the need of meeting the present needs without compromising the ability of future generation to meet their own needs" has become a popular adaptation among business worlds (Agarwal & Kumar, 2020).

Green marketing has been recognized as a competitive niche market specifically a tool for solving sustainable development problems. Green marketing can be understood with various concepts and constructs such as – green marketing mix, green partnership, eco-friendly branding, and corporate environmentalism (Mabenge & Ngorora-madzimure, 2020), however, there are very limited studies done to understand how and what constitutes green marketing, and how can a firm enhance their green marketing performance specifically. Often to reap the benefits of competition and the latest innovation, organizations tend to neglect social ethics and environmental values while running their so-called green marketing campaign (D'Attoma & Ieva, 2020). Many organizations are adopting strategies and activities to fit in the green consumerism market, which had strengthened their market position and efficiency, but key environmental concern is largely disregarded (Kumar Kar & Harichandan, 2022).

Current scenarios apart, what becomes extremely important for firms is to be claimed as a sustainable consumption brand through a green marketing campaign. Concerning what they claim their product, and brands, the company's mission must be sustainable consumption practice, and innovation is necessary. Ensuring human needs are met in a sustainable way that does not least temporarily, but for an extended period. Environment concern is seen as compelling companies to be more creative, and innovative and integrate all concerns into their marketing strategies

and operation. Hence, it's important to be conscious of how businesses are operating, providing services and goods to be classified under the values of "green"; "eco-friendly"; or even "sustainability" claims (Kumar Kar & Harichandan, 2022; Wong et al., 2021).

According to Schlegelmilch et al., (1996), traditionally consumers have noted in expressing their consciousness towards the environment through products that they purchase., however, this happened gradually. History shows that during the first wave of post-war, which was during the 1960s and early 1970s, consumers were being quite environmentally concerned and consumerist was something mutually exclusive. It's believed that during this era, the only way to solve environmental problems such as pollution was to cut down on consumption, particularly when there was a shrinkage of natural resources. While the 1970s to 1980s, heavy pollution control measure were taken into consideration which was promising at that time, and green issues was not the frontline that was given any importance. This in fact was left to the authorities to be taken care off. Anyhow, this concept and mindset changed gradually, over the years the was a surge for environmental related issues, consumers started to seek for more environmentally friendly methodsas a form of alternatives. Their preferences were more on their purchasing behavior towards environmental conscious products. Thus, the "green" consumer segmentation was born. Consumers understood that their consumption and purchasing habits would create a negative impact on the environment, hence changing their lifestyles would be the best (Kumari et al., 2022).

Responding to this, strict environmental regulation was imposed, due to the pressure from consumers and activist on preserving the ecological. Nevertheless, this drawn the attention from many regulators, corporate businesses to make decisions towards being more environmental conscious and lead their business to be more environmentally friendly brands. However, today consumers and organizations are giving priority on environmental ethics knowing that the deterioration of natural environment and it is incredibly important and responsibilities as well to protect our nature. This eventually resulted in ethical consumptions- green consumerism that led to increasing attention on consumer buying preference as well, consumers were seen preferring more eco-friendly

products (Ham et al., 2015), going for electric cars rather than petrol cars (Wang & atsumoto, 2022), also increasing popularity for green buildings (Tsai, 2022), the evidence for growing demand for a better and sustainable living environment, nevertheless implements the concepts of "well and green" human-centric environment (D. Zhang & Yong, 2021). Consumers were also preferring more eco-conscious organization; hence businesses have started undertaking ecological conversion process, including activities which will decrease the harmful effects towards environment, also as forthcoming source of competitive advantage towards their industry (Qureshi & Mehraj, 2022).

Today, the green market which compresses of all eco-friendly, environmental-friendly, recycled content, biodegradable products, sustainable supplies, and everything that is made under the environmentally safe category are known as green consumption is also one of the universally used ethical consumption. This category has been expanding rapidly in many of the developed nation and it's getting much awareness in developing nations such as India (Umesh et al., 2018), China (Su et al., 2022; Q. Zhang et al., 2022), Malaysia (Aswani et al., 2020; Suki, 2016), Singapore and Hong Kong (Kwong et al., 2022), and many other nations as well. The total worth of electric vehicle market across the world is US$869.30 billion by the year 2027 and projected to grow from 2022 to 2027 about 17.75% (Statista, 2022a), the natural and organic market will surplus US$ 300 billion by the year 2023 (Watrous, 2021), also the green household cleaning products globally was estimated at US$ 259.84 billion in 2021 and estimated it to be US$ 278.52 billion in 2022 (Business Wire, 2022). The organic cosmetic industry is worth of US$ 6.07 billion and expected to worth of US$ 6.59 billion and US$ 7.15 billion in the following respective year (Statista, 2022b). While according to Market Research Future (MRFR), green building worth is forecast to reach US$ 939.79 billion by 2023 (Market Data Centre, 2022).

Thus, understanding the green market on consumer's perspective, their intention to switch to green consumption or to knowing their real needs is very crucial for marketers as it helps in developing markets with better green products. Many studies have been conducted across developing nation to learn about their habits and lifestyle towards energy productivity, renewable energies, eco-friendly innovations to address the environmental knowledge, challenges that consumers face and also

the friendly ecology technology progress, one particular nation would be the G7 category nations (Ding et al., 2021). Whereas countries like BRICS, studies and research are still in developing stages, very few studies have focused on consumer's behavior on green consumerism. The government has only been pushed recently due for the global warming, climate change and the all the negative effects towards environmental dilapidation, and they are still in collective stage to find solutions (Jiang et al., 2022). Mainly due to the fast-paced economic development that has been resulting in overconsumption have resulted in environmental deterioration which cause environmental concern. The population is exploding globally, question here is with resources depleted, the sustainability of future generation is definitely a question that currently needs to be contemplated (Raziuddin & Vaithianathan, 2018).

It's important to understand that the rapid development that the earth is facing has led to increasing environmental problems. Studies has found that its largely due to consumer's behavior that has played catalytic role in all environmental issues. Consumers do have concerns about environmental and their purchasing behavior do express their interest towards more eco-friendly, environmental products. Initially consumers were purchasing based on functional and emotional, but now with global concern on natural resources the dimension is changing towards socially responsible defining their choices, creating a new landscape for an overall new marketing business process (B. Kumar, 2018).

However, the society is facing major change that directly poses a challenging situation for a firm where they are being questioned on the practices. There is a great sway that the society is witnessing when it comes to the topic of environmental awareness and responsibilities. The firm and the consumers are part of the societal link, instead of questioning firms and their process, consumers need to adapt a green lifestyle, hence only then marketers can change or adopt some radical change. Although the rise in green consumerism, or consumers switching to more environmentally friendly products, there is a thigh skeptical on overall green marketing campaign and activities that being carried out by firms. Not just it causes negative externalities, research shows that 71% have trust issues to believe companies that claim as sustainable, where the 71% also said the term "green" are overused and seems to be meaningless and they find terms related to environmental

are often empty (B. Kumar, 2018; SWNS, 2021). Hence, this research will analyze further on how firms or specifically brands are claiming themselves as green, environmental conscious, ethical, and even operating green campaign. This research will also look in brands in the sense where they just taking the opportunity of green consumerism as its one of the most promising PR campaigns that can be done under the bigger picture of green marketing. Green consumerism is the main reason for this evolution, thus, understanding on how consumers are adapting green lifestyle is also equally important for us to justify firms and brands activities.

1.1 Problem Statement

Although, green marketing hasn't gained any singular definition yet, but primarily it's being described as the integration of environmental concern over marketing activities carried by organization, going one step ahead in differentiating business strategies base on products and consumptions (Dangelico & Vocalelli, 2017). A firm takes the responsibility over the social impact that they cause through their marketing campaign, also the impact leads to buying behavior and adopting towards green lifestyle among consumers. As the demand increases towards the consumption pattern of using renewable energy source, recycled materials that does not cause harm to the environment, reduced in pollution, a slight change in the purchasing behavior adaptation was seen, where preference were more towards environmentally conscious products and brands. There could be various reason for this adaptation, either firms may find it of using renewable energy source, materials which does not cause harm to the environment or being a green conscious brand would made them more socially "acceptable". While for consumers this purchasing behavior or adaptation towards greener lifestyle has more reason than few but commonly due to concern towards natural environment, which is knowledgeable obtained through media and advertisement campaigns of manufacturing organizations or to be precise the brand itself (Agarwal & Kumar, 2020).

The concept of green marketing was initiated by firms originally in attempts of understanding environmental concerns and incorporating "green" concepts into marketing strategies. Since consumer's engagement is crucial for brands, the process of consumer involvement is largely depending on the information that is being shared by the brands, as consumers always prefer engaging with brands that align along with their values and share the same perspective towards environment (Kumar & Utkarsh, 2022). However, the question arises in the credibility of the brand, when it comes to adapting "green" into their marketing strategies. Since a brand credibility has the capability to convey the brand as a promising, trustworthiness, and loyal one in a long run, especially when it comes to portraying as an ethical brand, adapting greenness into marketing campaign can be just to attract more consumer or for their own business benefits. Furthermore, brands are

now picking up sustainability as their goal for marketing campaign and or as a unique selling point to stand out from competitors, where eventually their brand credibility towards green concepts becomes confusion and non-trustable (Srivastava et al., 2020)

Clearly consumers and brands are not on the same page when it comes to adopting green concepts into their products, sustainable way of operating business can be very different when it comes to reality. Recently research was conducted by the University of Pennsylvania, claimed that the imperative of eco-friendly, sustainability was driven primarily by consumers. Not all, but only few brands out there have been pioneers in this filed for being a consumer conscious brand and they deserve credits for it. Brands or retailers have little or no understanding on consumer's preference around sustainable offerings and their shopping patterns (Petro, 2022). Thus, this study will mainly analyze the green marketing campaign and its credibility along with the lifestyle adaptation by consumers in Malaysia towards green, eco-friendly products.

1.2 Research Question

This research focuses on the credibility of a brand when it comes to their green marketing campaign, what are consumers perception towards the campaign and the lifestyle of Malaysian particularly their green purchasing behavior, perceptions, and their adaptation towards green lifestyle.

1. How credible are brands in their green marketing campaign?

2. Do customers find green marketing campaigned brands credible?

3. Does green marketing impact their lifestyle of Malaysians?

1.3 Research Objective

First the purpose of this study is to analyze the credibility of green marketing campaign. Next is to examine how Malaysians had adapted towards green lifestyle, sustainability living, and their perspective towards green marketing campaign.

1. To study the relationship between brand credibility, brand loyalty, trustworthiness, and expertise towards green lifestyle.
2. To analyze the lifestyle adaptation among Malaysian consumers towards green product or green marketing campaign.
3. To analyze how green marketing has impact on the green lifestyle of consumers.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Green is the new black. The twenty-first century's current mainstream issue is green. Undoubtedly, there has been holistic transformation that businesses are moving towards to, synergetic approach that leads to sustainability developments. Moving towards greener practices are currently the crucial issue that all organizations are discussing globally. Research done for Business Value by IBM Institute found that 93% globally consumers had responded that the recent Covid-19 had changed their view on sustainability. Across 10 major economics, with 16,000 respondents survey done in 2022, 51% testified that environmental sustainability is more crucial than it was back 12 months ago. The impact of green environment and preferring sustainability practices has gone wide among many industries where organization finds it challenging and necessary to move towards it (IBM Institute for Business, 2022).

The 27th Conference of Parties held by United Nations Framework Convention on Climate Change (COP27) made statement that climate ambition still needs giant leaps. The planet should not cross 1.5 degrees temperature limit, where crossing the red line could lead to terrible outcome (United Nation, 2022). Many large organizations globally had acted towards sustainability and trade agreement to protect the environment. Hence, green marketing is the current trend that organization are moving towards. To make sustainable development into practicality, green marketing strategy is being adopted. This includes brands like H&M switching to more renewable energy, so that biodiversity is being restored and this contributes to lower carbon footprint. This fashion brand had also committed to ensure the global temperature kept at 1.5 Celsius (H&M, 2022). Ikea replaced their alkaline battery to LADDA rechargeable battery in 2011, which saves cost in the long run and reduce wastage of disposed products (Ikea, 2022). Cosmetic

industry like Estee Lauder have started adapting the 75% to 100% of 5R's with their packaging. Reusable, recyclable, recoverable, refillable, and recoverable. They plan to reduce 50% of plastic usage by year 2030 (Estee Lauder, 2022).

Malaysia, one of the Southeast Asia countries where formally we were known as British Malaya, then again as Federation of Malays. Today we have population of 33 million, and for the fourth quarter of 2022 the GDP had increased about 14.2%. A strong growth was observed towards the fourth quarter of this year as moving towards endemicity and reopening towards international boarders (Department of Statistics Malaysia (DOSM), 2022). The recent United Nations (UN) Secretary General had call out during its 75th anniversary to "make peace with our plane", hence its highly time for Malaysia to strengthen its effort on green sector to sustain the livelihoods of the nation. Its unlike for the country to lose its sight on environmental related issues due to the current climate change. Till date, there is high threat on floods, landslides, water eruption and pollutions, haze that has been an early affair that Malaysia has been facing for the past two decades. 51 natural disasters, with total death of 281, almost 3 million people has been affected and the total lost estimated US$ 2 million in damages. Not forgetting the frequent water disruption in many states has been a devastating moment for many (Yeo, 2020).

Adding on a recent comprehensive study done based on environmental activities done by countries around the world, Malaysia was ranked one of the top ten nation that is least green. We rank at no 8, with 130th place for environmental performance index (EPI), 50th rank for CO2 emission, where per capita 7.98 tons (Bronte, 2022). Since 2009 plastic bags was being charges at twenty cent each on Saturdaysonly, after 2011 it was charged on daily basis. Selangor state amounted RM 9 million in 2022 on plastic bag collections, compared to RM 8.5 million in 2021. The force had made agreement to tighten the enforcement against the usage of plastic bag, as the amount collected was seen increasing despite the campaign launched back in 2009 (The Edge Markets, 2022). Yet, we stand so far in sustainability development, recycling, and creating awareness towards environment.

2.1 Green Marketing

The public concern towards sustainability and environment has been growing for the past decades, it even reached to the peak where almost every single brand is moving towards green campaign or at least claiming a certain level of degree in green category in terms of their marketing mix. Green marketing has been an area of concern for organization for the pass decades. According to American Marketing Association (2022), green marketing is those "development and promotion of products that are presumed to be environmentally safe". It can be anything that reduces negative impacts to the environment physically and protect the quality of the environment. Also known as marketing mix that has promotion, pricing, and the distribution of products where these criteria are fulfilled: (1) needs of customers are met, (2) achieving the goals of organization, (3) all of it being done in a process that accordance with ecological system (Chen & Yang, 2019).

While Banerjee (2002), cited that over the long term, the management in a given organization needs to specifically start focusing on environmental strategy and sustainable development, their action should be directing to these. The effort that is taken by a company to create, manufacture, promote, price, and distribute products that are less harmful and promotes the ecological protection. According to Tsai et al., (2020), when an organization starts to involve themselves in green marketing campaign, it automatically stimulates the consumption behavior towards green products, while in a way they are encouraging consumers to purchase products that cause less pollution and contribute to the planet by purchasing less harmful products and making this planet a safer place for the future. Green marketing is the encompasses of consumer's perceptions and how they response to those green activities and efforts taken by companies in order to protect the environment, these includes the packaging involved, production and process of the product, and those material being sourced, how ethically are firms or brands in particularly disclosing them also speaks the whole bigger picture (Azadina et al., 2021).

Generally, green products that comes with any form of eco-labels are considered to be environmental impact product throughout the whole life cycle process of the product. Starting from the material used in it, manufacturing methods, up to end life

of the product which is recycling done by consumers. The international trade practices verified that only those products with eco-labels are green products, but there isn't product that can be categorized under such certification and producing a 100% green product can be costly for both manufacturer and consumers. It's only some green attributes are later announced as green, environmentally products to satisfy the demand for green ecological or even more to portray as one environmentally conscious, ethical brand that contributes towards the sustainability of this planet (Shi et al., 2022). Example, Apple Inc said they have removed the outer layer of plastic that wraps the box, which contributes to 75% less plastic used compared in 2015. Also, their brilliant plan for eliminating adapters form the device helped them to avoid 2 million metrics tons on carbon emission (Apple, 2023). Starbucks stopped providing plastics straws by end of 2020, RM 3 off for drinks with Starbucks tumbler to reduce plastic or paper cup usage, hey also had a tie up with Conservation International to achieve 99% sourcing of their coffee through Coffee and Farmer Equity practices (Warnick, 2020).

As a results, we often come across products being emphasis on recyclable, made from recycle material, low carbon resources made (solar power, wind power, hydro power), environmentally friendly, oxo- biodegradable, and many other types of terms that represents ecologically friendly products. Equally, it's also the responsibility of the manufacturer to promote environmentally friendly purchasing behavior and to expend the opportunities that lies in the green context of culture. Exploring more on the greener side of business counts on every new opportunity being tapped, as it creates a new green marketing process that stress on sustainability marketing, which will become mainstream in a short spent of time. Many organizations have picked up this green product category or sustainable practices into their business, so it's necessary to understand the green product, the expectation of consumers and the perception of green consumer, before launching green marketing or even developing green products (Azadina et al., 2021).

The awareness towards environmental commitments seems to be a corporations' commitments these days where it enhances their competitive advantage as well. On the other hand, the demand on environmental related issues is constantly being at the leading edge with green practices having seen as ethical consumption behavior and brands are going all out on implementing green marketing concepts to stay along the current trend and take advantage of this growing demand (Qayyum et al., 2022). Additionally, nowadays consumers are moving towards sustainable purchases where gradually the purchasing behavior is shifting towards green products. Consumers are said to have bond by their commitment towards environmental concerns, sustainable practices, and also social responsibility. Hence implementing campaign to increase consumer's awareness and capture the growing consumer market towards pursuing green production is relatively important but yet great challenging. However, reluctance to open up to green marketing or moving towards sustainable development can lead to corporate risk and great lost inbusiness as it's a competitive advantage to be in a globally recognized market. Undoubtedly, there is a potential of huge cost involved in moving to moreenvironmental business practices and managing it can be challenging, yet many traditional productions are moving towards eco-efficiency and driving up firms to switch towards clean business practices (Chang et al., 2019; Papadas et al., 2019).

Since green marketing is being the focus now, one promising method that marketers use is green advertising. Green advertising is used to position in consumer's mind on the green products that is in the market. Adopting to green advertisement strategy increases the opportunity where the advertising affects in the buying behavior and attitude towards green products. This increases the intention to switch towards more environmentally friendly products. Research do agree that advertising plays a pivotal role in promoting a brand's image and a company's environmental consciousness (Kao & Du, 2020).

At times being known as environmental advertising, this is a special type of communication methods that marketers choose to appeal as "greenness" or "sustainable brand" in a legally genuine way. Commonly, this method is used to transmit messages that includes sustainability, environmental concerns, which targets to provoke the desire and purchasing behavior towards environmentally

conscious stakeholders (Shen et al., 2020). In order to gain unique competitive advantage and take use of the unique selling points that green products have in todays' sustainability, environmental concerned consumers, marketers are taking the effort to improve corporate image and brand image, along with reputation for an overall benefit, that too under the consumer's perspective. Consumers are seen to developing a materialized confidence in green labels only when they have enough awareness and knowledge on these green segments, hence, brands need to do their part to effectively influence consumer's green purchasing behavior, green consumption, green purchase intention.

2.1.1 History of Green Consumerism

The concept of green consumerism, or environmental consciousness were initially rooted from the western countries, during late 1960s to early of 1970s. It's stated with the enthusiasm that provoke after post-war towards environment and its welfare. This was also the during the rapid advancement of industrialization whichthe third world countries started adapting modernization and moving towards more international economic trade. The concept was one industry and focused more on machine manufacturing. Due to this massive process of industrialization revolution the environment condition was being compromised. It led to a condition where serve pollution and exploitation of natural resources eventually caused a long- termed damage (Romero-Castro et al., 2022).

It's started during the early mid of 18th century, when the revolution was moving towards new technology and introducing it to more counties to expend and increasethe production and consumption of materials in a shorter period of time. The ideology was to expend into more counties, especially the third world developing countries so that higher number of labors and working hours could benefit them inreturn. As time passed by, the lifestyle of many developed countries like United States had invented a new way of living. Population increased where agrarian liveswere left behind and people started moving to cities for employment purposes. About 20% of Britain's population lived in urban places by 1800, while by the 19thcentury almost 50% lived in bigger towns. These undoubtedly changed and disrupted social relationship pattern and eventually caused pollution and nature resources shortages as population were unevenly scatted (Wilkinson, 2022). However, population was not alone the cause of the problem here. Initially started with water pollution with debris and oil from poor waste management practices which became disastrous. Not mentioning the amount of carbon dioxide which wasreleased to the atmosphere.

Regulations were imposed to control the situation, however even with regulation that was around in 1970 for Clean Air Act, that just provided sanctions for certain actions, in 1972 a new law was passed out Clean Water Act and the Ocean Dumping Act, couldn't do much. Hence a new law act was introduced to – Comprehensive Environmental Response Compensation and Liability Act 1980. This act was to control and clear up all hazardous waste that's being produce which knows as spills, accidents or any emergency release condition which caused pollutions and contamination to the environment. Also known as CERCLA, this act gave the power to the authorities to seek out parties that are responsible for it. This act was mainly designed to protect the water, ocean, and the air. Until then there were little awareness among the public when it comes to environmental protection and damages that industrialization has been doing (Dembkowski, 1998). First wave of post-war marks the start of consciousness that form among the general public towards environment, which was seen through the purchasing behavior. The consumerist brough up the idea of solving pollution is only by cutting down on consumptions of products. However, with consumers being aware of the situation and regulations being introduced with energy efficiency and strong control measure, it appeared to be a promising and having all the benefits at ones, resulting in "green" was not the consumer's concern here. Over the years, environmental issues have surged importance from all over the world. People understand that cutting on consumption is not going far, instead they started seeking alternative solution, environmentally friendly products, preference were given on their purchasing choices. Hence "green" segmentation was born (Hayes, 2022).

2.1.2 Awareness towards Green Consumerism

The world and its human are currently facing challenges. Rapid development with urbanization, higher number of populations in a community (Xu et al., 2020), globalization has been one of the most distinguish economical and societal occurrence that received attention widely for the past one decade which now had led to critical stage that impacted environmental deterioration, income inequality, and corruptions which has caused disruption between environment and humans that lead to poverty (Osinubi & Olomola, 2021).

All this requires serious attention, and this needs a strong stance from global corporation around to be involved such as United Nation, Central Bank, ASEAN, European Union, World Trade Organization, and many others. Climate change, Covid-19 pandemic, global warming, and with natural resources in scarcity, this calls for a new paradigm and a shift from the normal to adaptation to a better one where the sustainability and economic progress are being guaranteed for the future generation. Scientist reported that climate change has completely shifted, mainly due to greenhouse gas that is affecting our planet's climate and weather system, this leads to global warming and rise in sea levels (Nunez, 2019).

It's predicted that climate change along with deterioration in environment could lead to hazard like unpredictable rainfall and weather, water scarcity, shortages in food supply, productivity of agriculture will be low, and even extinction of species. Moreover, humans are obliged morally to prevent this massive crisis by preserving the environment for the future generation and provide a more livable environment. Certainly, the first thing for all this to happen would be change in the viewpoint of people generally and their radical way of thinking towards environment and sustainability. This is called a shift towards a greener society and encouraging people and business to take up the practice of environmental concern, ethical behaviour towards the nature, and more nature friendly decision making towards their purchases and introducing more environmentally friendly product ranges. Hence the degree of awareness is rising, and many large conglomerates are taking this opportunity to expend their brand under environmentally friendly sectors. It is even becoming a sociological trend to plague towards environment concern in order

to sustain among lead and current concern (Guaita Martínez et al., 2022). Question here is how these brands are taking advantage of this current trend and are the measures taken benefiting them in the perception of consumers. Has this current trend changed the lifestyle of people and how far green marketing is widely understood and being applied practically.

2.1.3 Green Market Net Worth

While the net worth of green market is estimated to be US$2.36 trillion by 2023, the European Central Bank is largely focusing on green financing methods to boots up more sustainable development fund. One of the top three nation receiving green bonds would be China, France, and the United States. The United Nation Environment Programme's goal is to have a green economy with lower carbon, efficient and socially inclusive with resources. Recently on the Green Horizon Summit that was summited by World Economic Forum, was seen focusing more on green financing to assist the recovery of Covid-19. Globally the interest towards green or sustainable ideology are growing seemingly high after the recent pandemic hit, noises are particularly raising from many international entities to prioritize green investment, and green ideology. 20% of the green debt are all euro denominated which is own by the European Central Bank, that clearly indicates that the future is seen more promising with more greenly agenda of its own (World Economic Forum, 2020).

Research done by the Nielsen Group reported that in the United States alone by the fourth quarter of 2018 US$ 128.5 billion was seen spent on sustainable goods, and this figure had risen to 20% since the year 2014, with compound of annual growth rate at 3.5%. The report also notes that between US$ 142.4 billion to US$150 billion was spent in 2021. The report was a combination of consumer's expenditure on sustainable products on housekeeping products and organic products. The sales of organic sustainable products now rank 22% of overall store sales. There was a sharp raise from the year 2014 to 2017 and could hit even higher approximately hit 30% by 2022 (Gelski, 2019). Another report by Vantage Market Research said that by the year 2028 the worth of green technology and the sustainability market is expected to be US$ 44.4 billion worth, and with a 26.4% of CAGR between 2022 to 2088 (Vantage Market Research, 2022).

2.2 Malaysian Green Lifestyle

According to a survey done by Pew Research Center (2020), based on public views on science enforcement and environmental action taken in Malaysia, it wasreported that about 7 out of ten Malaysian have higher priority on environmental protection, the public concern on climate change has gone up where some 70% of the participants says change in climate has been a great deal. While about 58% thinks that the national government has been doing too little to control the climate change. Another survey done by HSBC bank showed that almost 9 out of 10 Malaysian businesses thinks that there is a need to review their business operationson the basis for a stronger environmental under structure. They even believed that sustainability would be a key component for future business strategy (Malay Mail,2020).

According to Statista (2022), a survey ran by Rakuten Insights (Appendix 1) reported that 80.06% of Malaysian has reduced the usage of single-use plastic example like shopping bags, take away cups, and plastics straws. About 52.8% had started to recycle old items, while 43.42% had said that they choose sustainable packaging, and prefer packaging that has less plastics. 23.26% reported that they go for brands or products that are known for being an environmentally sustainable brands or brands that does uphold these practices. 33.69% of Malaysian said they prefer buying more local brand products and choose to repair broken items like furniture, electrical appliances rather than buying a new one, and 30.68% said they have chosen not to buy new items (Statista, 2022).

Also noted that there are certain sustainable green practices that are adapted by Malaysian, according to a survey done across to all the states in Malaysia, where certain practices were seen more related to our Asian culture and environment. 69.8% of Malaysian said that they switch off electricity or the lights when not in use, while 42.6% from the rural area reported that they collect, reuse, and recycle old newspaper and magazines. 42.2% said they reuse plastic bottles and food container for other purpose. 26.9% use the public transport to reduce carbon footprint and save fuel. Lastly 16.6% said they bring their own shopping bag to reduce the usage of plastic bags (Zen et al., 2020).

However, the recent 12th Malaysian Plan (12MP), there has been strong emphasis made on green development and resilient cities where three priorities were made, particularly on the following from Chapter 8, (1) lower carbon, clean and resilient development, (2) efficiently managing the natural resources in order to safeguard nature's wealth, (3) enabling and strengthening the environment for an effective governance. In chapter 6, it was stated that focus must be on developing sustainable cities, where priorities given for green and resilient development, focus on building more eco-friendly, sustainable urban building projects. Besides having all sustainability development issues being discussed in the Malaysia Plan, action taken are not being seen by the public.

Hence, the public are facing a lack of exposure in environmental related awareness and clearly the message of sustainability is still not largely being discuss, it proves that the efforts taken by the authorities are reluctantly inadequate to achieve more or compared to other nations who are far more advanced than Malaysia. Understand that green practices can be generally costly and requires higher technology solutions, but there are also many conventional government entities that are working based on community level to boost up more green efforts (Lee, 2021).

There are few recognized under the government that are mainly operating to enhance the green practices and promote awareness among the general public. Such as the following:

1. MyHIJAU is an official government entity that does green recognition endorsement, and also promote the green sourcing and purchasing of green products and services in Malaysia. This program was first launch in 2012, by the Green Technology & Climate Change Council of Malaysia. This entity is responsible for the verification, monitoring of green products, and providing certificate for green products and services that has been registered in Malaysia. The main aim of this entity is to provide international standards and fulfil local requirement under one single entity, that recognized by the government (MyHIJAU, 2023).

2. Yayasan Hijau Malaysia (YHM), established in 2014 with the prime aim of educating youths and promoting the importance of green environment and sustainability living. This organization conducts various programs and activity to educate younger generation. Large corporate entities and communities are also part of this program where their participation increases the awareness towards the general public where mostly corporate social responsibilities (CSR) initiatives and sponsorship are done to emphasize the importance of greener lifestyle and create awareness towards it. The main objective of this body is to initiate, promote, and improve the environment, sustainable energy, natural resources in the best green lifestyle, providing the best practices to the public (Yayasan Hijau Malaysia, 2023).

3. GreenRE, also known as Green Real Estate, an organization setup by REHDA to enhance the sustainability practices in real estate industry. This entity is fully supported and recognized by Malaysian government such as the Ministry of Environment and Water (KASA), Malaysian Investment Development Authority (MIDA) and also Malaysian Green Technology and Climate Change Centre (MGTCCC). This organization has worth of 200 million square feet across of projects across Malaysia. The main mission of this entity is to bring real estate industry towards sustainable development, establish a higher standard for green buildings, lower carbon footprint from the construction sites, and improve the wellbeing of building residences (GreenRE, 2023).

2.3 Conceptual Framework

According to Walden University (2023), conceptual framework has one or more formal theories concepts that combine together with findings form literature review. The concept is then used to show the relationship that the idea has with the related research study. Mostly conceptual framework is seen on research that has qualitative objective. One theory cannot explain a whole topic that is being studied, a researcher needs to find best explained ways to elaborate significant theories and research in order to synchronize the whole research study in a better way. The proposed conceptual framework for this research has the concept of evaluating the credibility of brands when it comes to marketing campaign that is being launched, specifically green marketing campaign, along with how these factors effects the lifestyle of Malaysian.

Figure 2.1: Research Framework Brands Involving in Green Marketing for Brand Credibility. The Impact of Green Lifestyle Branding Among Malaysians
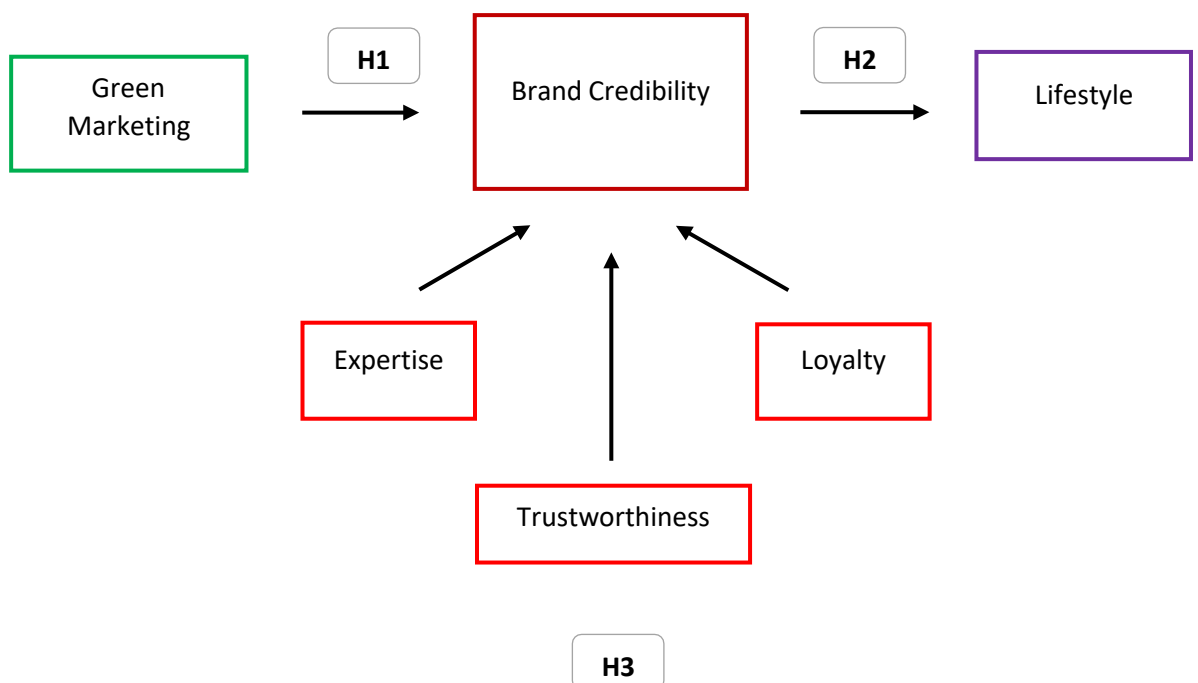
2.3.1 Brand Credibility

Brands can differ in terms of how they desire to communicate to consumer, their underlying motives when comes to engaging in activities that also includes their sustainability development plans. A brand can communicate in unique ways to differentiate form their competitors. Commercially traditional brands are competing with newer brands for better attention, over the platform we have Amazon, Shopee, smart brands like Google Nest, direct consumer brands like Warby Parker, ideology brands that used current issues like Loreal Paris and Netflix supporting the black life matters movement (#blacklivesmatter), and the most trending person brand or better known as celebrity branding, example Michael Jordan endorsing for Nike. Brands also communicate their sustainability action with unambiguous statement which conveys intrinsic motive, for example when Patagonia net worth was US$ 1 billion, their marketing campaign was "We're in business to save our home planet", in short, the brand was imaged as a non-profit centered. While Tesla has it by "The Future is Sustainable", Starbucks announced their environmental responsibility by "Green Store Framework", join motive with WWF with the aim to convert to lower carbon impact store. They even ran a campaign on their social media page to encourage people to plant trees and paint the walkway (Davey, 2022; Wallach & Popovich, 2022).

Brand credibility (BC) is known as the believability towards the information of the product brand, which requires consumers to distinguished as to having the ability e.g., expertise and willingness e.g., trustworthiness to continuously deliver the stated promises (Swait & Valenzuela, 2006). BC is closely related to the perception of communication and the quality from the targeted audience member. BC is also known as the extent to which a product's positioning information is perceived and believed, the perceptions are from the willingness and ability of particular brand to deliver its promises. Particularly BC aids consumers when it comes to making assumption or evaluating brand positioning in their mind (Srivastava et al., 2020). Regardless how these brands try to project and position themselves on consumer's mind and influence their purchasing decision, brand credibility plays a vital role to it. According to Sharif et al., (2022), BC are mostly related to consumer's behavioral intentions at a particular time, and it can change the thoughts of a brand.

The higher a brand credibility's is, the higher impacts the brands have, where consumers tend to have positive intention on purchasing it, or even leads to positive word-of-mouth. This even can influence further on repeat purchasing behavior and increase a brand's credibility more. Generally, a higher level of marketing mix done on a brand and heavy investments can enhance a brand's credibility.

BC concept was from the framework of signaling theory, where firms send informative signals based on the economy information where a set of information is sent under the brand to signal the information in the market. Brands has these signals sent via marketing strategy to convey the information to consumers. However, in reality consumers have a better knowledge consideration in terms of brands and products with higher quality and lower ones. Hence, quality is known as invisible sign to consider brands. For a brand to be effective, companies need to emit these signs to be credible to consumers (Bairrada et al., 2021). Undoubtedly, brand credibility is important antecedent for consumer's attitude, which includes their perceived brand value, image, and perceptions. BC also has the ability to reduce a consumer's information searching process as with good BC product, it eliminates the cognitive efforts to assess each brand. This also aids in recognizing one brand from its competitor, consequently this generates the confident about the brand and lead to better decision-making efforts, that again leads to good word-of-mouth, brand loyalty, brand trust, and brand love (Kumar & Polonsky, 2021).

However, in green marketing industry it's particularly difficult to build a strong brand credibility due to the cynicism and uncertainty of this market. To build a green brand, with environmentally friendly image solely depends on the brand credibility that a brand has. This is because BC has tie up perception not just on credibility when it comes to brand but towards quality, perceived information availability, a lost in information can lead to decline and it's a risk. BC does have a positive impact on green brand image as green products are usually well branded with information needed regarding the product, green brands or brands trying to commit towards the sustainability exhibit higher credibility due to good brand equity. To build a good green BC, brands can joint cooperate with environmental entities and organization. This was it enhances the trustworthiness among consumers, like what Starbucks did by joint partnership with WWF.

Also, by introducing more eco-friendly products, brand will gain the recognition as a green credible brand. Yet it's important to cautiously take the efforts towards build greenbrand credibility as a single wrong step can destroy instantly, as it involves the issueof trust (Akturan, 2018). With this we can conclude the following hypothesis:

H1: There is a positive relationship between brand credibility of a product or a brandon consumer's impact towards green lifestyle among Malaysians.

2.3.4 Trustworthiness

Trustworthiness can be defined as a "characteristic of a potential trustee" (Kharouf et al., 2014, p. 362), its very different from trust where trust is beliefs held regarding trustee. Thus, it's a characteristic of trustee usually here is referred to the brand, upon the customer who is the trustor here. The trust is usually shaped and judged based on the reference to factors that has value and past behavior. Usually, organization can influence how they wished to be trusted by consumers. Trustworthiness significantly has positive effects on behavioral and loyalty, where loyalty towards a brand can be developed from trustworthiness. Also, this trust is used as an evaluation to filter information and judge brands. It provides the trustor to decide either to cooperate, sustain, or completely avoid for the trustee. It can also be defined as the degree of confidence that consumer has towards the information that's being provided by the brands, how well information acceptance will be determine the by level of trust consumer has. Again, this is purely a consumer's willingness to have trust upon a brand (Kosiba et al., 2018).

According to Bairrada et al., (2021), trustworthiness often refers to the level of reliability of information that's being provided and the willingness of the related company to deliver what they promised. At time it's also a sort of like feelings that develops as trust which markets believe to be spread among groups of individuals. Consumers are more likely to carry a positive trustworthiness if they trust the influencer and the influencer likes a particular brand, instantly they will like the same. Spokesperson or celebrity endorsement has higher ability to generate satisfaction, loyalty, and brand behavior when a brand is related to trustworthiness. Positive word of mouth, brand image, and buying behavior are often seen as the results that marketers tend to relate it to validate trustworthiness. Its's insightful to define customer engagement such as repeated interactions strengthen the emotions and physical behavioral, this is the investment of a customer towards brand. However, engagement and brand loyalty had hardly been addressing empirically towards the impact of trustworthiness. It's important to note that customer loyalty and engagement might not exist without trust, hence it's important to examine loyalty formation in term of trust (Wiedmann & Mettenheim, 2021).

Consumers tend to seek honesty and trustworthy to help them to make better decision in term of brands. Only when they perceived that information received have certain level of trustworthy, they will move to next step, legitimately this is determined as important and enhances confidence in brands and on the claims thatbrands have. Trust builds trusting relationship and provides better decision-makingoption. Green products or brands needs credible information in order to gain trust, which will be considered as a green claim that the brand is projecting. This also means consumers will be more likely to develop favorable and positive trust. However, any green claim that are sought to be exaggerated or biased may lead to negative image among consumers (Kumar & Polonsky, 2021). Recently, a poster of Lipton Ice Tea was seen featured with test that says, "Deliciously Refreshing, 100% recycled*". The asterisk mark was seen which was further explained on the bottom of the label, bottle made from recycle plastic, excluding the cap and label. Due to this misleading information, Advertising Standards Authority censured the claim and packaging done by Pepsi Lipton International, this brough misleading information and eventually negative image towards the brand (Ormesher, 2022). Hence, this concludes the hypothesis below:

H 2: There is a positive relationship between trustworthiness in green marketing claim on consumer's impact towards green lifestyle among Malaysians.

2.3.3 Expertise

If trustworthiness is the key factor for credibility, then another factor would definitely be expertise. Expertise refers to how the targeted audience perceive the skills, knowledge, opinion, intelligent and so on. There are three components of expertise, (1) specialized knowledge in a field which expertise is the domaining information that requires, (2) have an excellent expert's performance, (3) consistency, which is to have a timely performance. Expertise is usually involved in comparison, as the knowledge involved is used to evaluate within an expert anda normal one, recognition among competitors to measure the effectiveness of knowledge one has master (Alvarado-Valencia et al., 2017). Expertise is more persuasive than the one who does not have, it demonstrates to which extent the audience believe on what is true. In general, consumers tend to agree more to opinions of experts compare to none-experts as they seem to impose less knowledge and information. Expertise has the power to communicate about a given brand or product way better. According to Heuristic Systemic model (HSM), the classic social cognition model is usually applied to explain how individual process a given information, both systematically and heuristic cognition to make decision. Also, expertness has the persuading cue to set off to cognitive thinking statement off, experts are those can be trusted (Du et al., 2019; Wiedmann & Mettenheim, 2021)

Adding on, expertise can be perceived as to which extend the communication is validated, since it derives from a person's knowledge. One of the best methods to stimuli credibility is celebrity endorsement, where expertise is seen as promising to assess to the audience via advertisements done. A higher credible endorsement has more chances to change the attitude and convey the message successfully and influence the behavioral compared to less credible experts speaking on behalf of a brand. Expert celebrity endorsement found to have positive effect on brand attitude, where spokesperson is believed to be experts to transmit message that generates higher brand trust and satisfaction.

The ability to deliver the right promise is expertness, while is difficult to build green campaign claims or brand credibility based on green practices as they are perceived on skeptical way. Any form of paid collaboration will be seen as legally ethical form of business, but consumers will notbuy the knowledge when there is a huge profit involving behind it, hence it's hard to see brands that are green specifically engage in celebrity endorsement (Eren- Erdogmus et al., 2016; Qayyum et al., 2022).

H 3: There is a positive relationship between expertise towards a product or a brandon consumer's impact towards green lifestyle among Malaysians.

2.3.4 Brand Loyalty

Brand loyalty or loyalty are basically a set of believes that consumers hold towards a brand, which is form out of brand satisfaction, or even brand credibility. It's also the trust attributes that consumer holds on. It may be perceived as tangible or intangible, emotional or rational, but consumer's satisfaction would lead to brand loyalty with underlying commitment to continuously repurchase a particular brand (Oliver, 1999). According to Jacoby and Kyner (1973), cited in Mathew & Thomas (2018), loyalty compresses of six components, and only under this condition is said to be brand loyalty. That would be the following: (1) biased, (2) leads to behavioral response e.g., purchases, (3) it takes time, (4) needs decision-making, (5) decision over a list of alternative brands, (6) process of function psychology.

Brand loyalty also can be defined as a non-random buying behavior that develops over a period of time out of decision making done on one or more competitive brands from a given product category, it's a functional psychological process. An extremely loyal consumer may repeat purchase of a particular brand again and again due to comfort and familiarity also when there is no new choice is needed, saves time since its repeat purchase and also there is less perceived risk. Repeat behavior is spurious from true loyalty, hence develops a brand sensitivity too. The ultimate goal for marketer is to retain existing customer in terms of brand loyalty, attract new or potential ones and convert them to a loyal one, as customer who regards their buying behavior exhibits preference on a certain brand which leads to recurring purchase behavior. It benefits both consumers and the brand in a long run, it also guarantees a premium strategy by organizations, over a time it increases the cash flow as well. When consumers are devoted to a particular brand, it's not just a product but also other products by the same brand. Brand loyalty also promotes religiosity when it comes to brand that's being purchased and provide competitive advantages against other brands (Amoako et al., 2020; Maroufkhani etal., 2023).

Green marketing campaign can positively affect their own green brand loyalty and also the purchase behavior as a result. Consumers perceives highly when it comesto green product value, and this is usually related to environmental knowledge that consume has towards the brand and product. This includes the knowledge of the process involved in manufacturing of green products, the environmental footprint, and the solutions that the brand has for environmental protections. Green knowledge which will influence to green purchase decision that leads to brand loyalty after a period of time with a few repeat purchases, even develops the willingness to pay premium price for green products. Customer with higher brand loyalty tend to buy more and spend more, a larger portion of income will be used on environmentally friendly products, they are also less price-sensitive customers. To which, this loyalty can enhance to favorable green word-of-mouth, passing on message to close friend and family around (Issock et al., 2020). The loyalty dimension in the context of environmentally friendly green products has unique concept that reflects on the commitment level of consumers where first preference is given for green product over commercial brands. This attitude that has positive relationship with brand equity and perceived higher values in terms of green brand. If marketers make use of this, they will have the power to change the overall attitudes towards green product, green buying behavior and green loyalty. Brand loyalty contributes positively to the brand by increasing the re-purchasing behavior, overall lead to good brand credibility by ensuring the trust and expertiseof the brand (Mehdikhani & Valmohammadi, 2022). This concludes to the following hypothesis.

H 4: There is a positive relationship between brand loyalty of a product or a brand on consumer's impact towards green lifestyle among Malaysians.

CHAPTER 3

METHODOLOGY

3.0 Introduction

In this chapter we will primarily focus on the overview of the methodologies that will be analyze and acknowledge the research questions of this paper. This willalso conclude the objective of this study. The methodologies will highlight on research questions, research designs, sampling methods, data collecting methods, instruments used to measure the data collected, and the data analyses will be further explained and discussed in this chapter.

3.1 Research Design

Research design is where a solution is given to a research's questions and objectives logically and accurately. It's a master plan of an entire research, where it provides a strategy to abstract the data and evaluate it for a better and consistent data analysis. Here a framework is chosen for the research purpose where methods and techniques are used to conduct the study. The choose design allows the researcher to enhance suitable methods and techniques to brush up the research and provide a better finding on the chosen topic. Along with this, there is a conceptual framework that is developed for this study to ease the understanding on question, purpose, and problems of this study where it helps in interpreting the whole aspects. Specifically, this study aims at collecting information regarding the green marketing for brand's credibility and green behavior among Malaysians. This paper will focus on quantitative research methodology where a descriptive has been used for the study. The reason for choosing quantitative study is for a better result at the end of the study, as quantitative research methods are more statistical and unbiased, data produced would be more accurate, logical, and easier to be interpreted (Fleetwood, 2023). However, besides quantitative methods being used, certain factors like

measurements used, designed and techniques involved do help in generating a higher accurate and quantifiable data. Hence, one way to achieve this is by collecting feedback via questionnaire from respondents. For the purpose of this study, questionnaire was distributed through online survey platform using Google Form to all targeted respondents. Those respondents were specifically considered by the demographical profile where their age gender, occupations, locations, and type of green purchasing they have been doing, so that this study gets the maximum number of respondents that knows or understands the research question well. So, here the study will go for non-probability sampling and convenience sampling method will be used, where a few factors are set to choose the respondents for a better and easy implementation.

3.2 Data Collection Methods

This study is based on the data that was collected to support this study. The primary data which was collected will be used to support the findings of this study. The following sections will discuss more in depth on this.

3.2.1 Primary Data

Primary data here indicates the initial first details that was received from the respondents directly from either way of questionnaire or interviews. This study solely depends on the primary data were collected by distributing questionnaires to respondents and this was the only way the data information was collected. The nature of this study is to analyze and obtain details about the green lifestyle that people generally have adapted and the brand credibility that green marketing campaign does. Hence, primary data collection is the most suitable data collection methods as it provides the latest updated information and it will not be biased, and it can be tailored to specifically question on green lifestyle and its credibility, in short it elicits the exact purpose of this study. Primary data collected for this study is current and new, where the result is more precise and reliable. The questionnaire was designed and was assign to more than 200 respondents who age above 21 to 65 from various background, in regard to their gender and income range. Thisprimary data was obtained through Google Form where respondents were requiredto ill their opinion based on the options given.

3.3 Populations

The targeted populations for the purpose of this research were generally focused on general public. The respondents were particularly selected from the age group of 21 years old to 65 years old, regardless of their gender. The reason for choosing this age group was due to their earning capacity and they contribute more to the economy. Apparently, largest age group in Malaysia they are Gen Z with 29% of the total populations and spends the most with the disposable income of US$ 327 million. While the Millennials are accountable for 50% of the working population in Malaysia with tech-savviness in controlling their wealth and with better buying capacity (Subramaniam, 2022b; Tjiptono et al., 2020). Also, according to Forbes (2021), both Gen Z and Millenials are sustainable buyers and willing to pay extra for sustainable products. Moving on to Baby Boomers and Gen X, their age has not been a significant barrier for this age group to stop spending or contributing to the GDP, undoubtfully they do suffer to keep up to the latest tech and rapid changes and developing environment around. Yet, their spending is not seemed to be less, where according to Citi Bank's GPS report, this particular age group are leading the growth of globe with their spending (Ram Suresh, 2020; Subramaniam, 2020a). Hence, we covered all the spending age group with those who has the buying power and able to make purchasing decision as well. For this study we targeted about 200 respondents form all kind of sectors, private or government and from all management level from executive to senior level management. Again, quantitative method of study was used where prior to the survey done, respondents were informed about the purpose of this survey is being conducted and their valuable insights will be helpful for this study. Only upon respondents' concern, the questionnaire was sent to them. For this study, we used distributed online survey form (Google Form) for a more convenient and less costly method. Ones the data that has being collected from respondents; the information will be analyzed through a data analysis program – SPSS. The generated data will be used to analyze for the better findings.

3.4 Sampling Elements

The sampling elements when comes to this research are those who have involved in this research study are from various different background. There was no limitationset to only analyze a particular segment or sector. This research's aim is to study consumer's lifestyle adaptation towards green practices and the impact greenmarketing has on the green lifestyle. Hence, choosing those with buying power, spending capacity would be the best as this category respondents plays a major rolein the economy, and they contribute the most. Therefore, consumers with larger spending power needs to be aware about how their purchasing habits or their choices when it comes to choosing environmental products, as it makes a whole lot of difference for eco-friendly brands and labels compared to commercial brands. Consumers are the primary target market for brands and their decision when comes to purchasing a particular brand does makes a huge difference. Thus, it's important to analyze the general public rather than picking a particular group of consumers.

3.5 Sampling Technique

For the purpose of this study, probability sampling methos has been use in order to get response from our respondents. Respect to giving opportunity to a larger group of participants, simple random sampling methodology has been chosen, where the probability of everyone from the age 21 to 65 gets to answer this survey, in regard to their education background, occupation, and gender. The reason for this method is also to be less biased with the result. Basically, this study initially had defined the populations that will be responding to this survey, which is from the baby boomer generations to gen z, which covers overall all the population in the market, except for kids. This survey fixed to have 200 respondents, as that would provide a better insight from a larger group of consumers, since this survey does not specifically aim at a particular group. The probability and equality in these methods makes it uncially representing the populations. This method was easy particularly it did not specify one target market, hence generally distributing this survey took short time as this survey was done via online.

3.6 Research Instrument for Data Collection

For the purpose of this study, questionnaire was designed related to the topic specifically with collecting the purpose of data. Using questionnaire was convenient as it was able to reach a wide range of people. The questionnaire had compressed set of questions that were particularly designed and formulated as per this survey's objective to ensure that this study will be fulfilled ones the entire data were collected. It's important to ask the right set of questions so that the outcome gives us the right feedback that this study is aiming for. The questionnaire was designed with close ended questions, this gives the respondents the options to choose from the pre-assigned options that comes along the questions. Also, the questionnaire was designed in English completely. The questionnaire was divided into different sections where each section represented a subtopic that this study would like to research on. A total of 29 questions with 3 different sections, that includes demographic questions as well. The sections were dived as per below:

Section A – Set of questions that respondents need to answer based on their demographic details such as age, gender, income range, occupations. A total of 5 questions.

Section B and C – Set of question were asked based on brand credibility, trustworthiness, brand loyalty, expertise, and lifestyle. A total of 24 questions.

Each section had a small explanation on the subtopic, this was done in order for respondents to have a better understanding on the questions that they are answering.

3.7 Questionnaire's Structure

The questionnaire was designed and structed in a way that it is easy to answer regardless of the respondents age, education background or even language. The questions were structed according to the objective of this study. Likert scale of point was used as the options available for each questions asked, except for demographic details. In the scale of five (5), the measure used for this study was in the ordering manner of 1 to 5, with 1 marked as Strongly Disagree, 2 as Disagree, 3 as Neutral, while 4 as Agree, and lastly 5 would be strongly agree. Respondents can then choose from the above scale to show their level of agreement for each question that were asked.

3.8 SPSS Analysis

Upon completing the data collection, a data cleaning was done. This was where wrong, duplicate, or any incomplete data were removed to prevent error before data was being entered into the software SPSS in its version of 29. Moreover, a data with no error will help to organize and generate a better outcome. The SPSS software will use a five-point Likert scale to generate data, as the questionnaire was design in such. The aim of this data analysis is to support and establish respondent's view on how they have adopted to green lifestyle, and how credible are brands when it comes to green marketing.

3.9 Scale of Measurement

This study will be using two different types of scale measurement, one is nominal scale and followed by ordinary scale.

3.9.1 Nominal Scale

Nominal scale has values, which can be categorized under a countable of recognized groups based in the given attributes (Glen, 2023). For this study, section A that has demographic details of respondents. Only one questions that consist of demographic details such as gender comes under this.

3.9.2 Ordinal Scale

Ordinal scales are made from ordinal values, a list that replaces the order of first, second. It does not have words of first, or second, like an order. Instead, it goes with rating scales like well, better, or best (Glen, 2023). For this study, under the ordinal scale measurement, Likert scale will be used. This is to measure the exact opinions from the respondents even it's not in number order. There are few questions in demographic details that uses ordinal scale, such as for age we have from the range of 21 years old to 65 years old, education, income range and job has different category from lower to higher. While section B onwards all questions are ordinal scale using Likert scale for respondents to choose their opinions on what they agree on for the question.

3.10 Data Analyses

For the purpose of data analysis, this part will discuss further on descriptive analysis, reliability test, and validity test. These analyses are considered essential to analyze the finding of this study.

3.10.1 Descriptive Analysis

Descriptive analysis is where raw data will be transformed into the data that is needed to be obtained for this survey, this is a process where the interpretation of the received information is done for a better understanding. Information received will be later be manipulated, rearranged accordingly. Using this method is much easier for any kind of research as it shown in frequencies and percentage form. The demographic part of the survey will be used under this analysis to explain further of the respondents.

3.10.2 Reliability Test

Reliability test is a procedure where numbers are calculated commonly using the scale of reliability and information is being provided about the relationship between both object and the scale given (IBM, 2021). Reliability test is also a repetitive test of measurement, of where researchers use it to cross counter with those similar or different previous findings with the results that was gained. This study will use Cronbach's Alpha tool to analyze the correlation between the variables, this model will be the most appropriate one compared to other models. It's also noted that Alpha model is more commonly used for scales intended to analyze and measure attitudes related constructs. The results of this alpha model's reliability ranges from 0 to 1, that would be the overall measure of assessment. The scale item = 0 if the scales are independent with one another, if high covariance then scale = 1. In short, higherthe coefficient then high possibility of a shared covariance (Taber, 2018).

Table 3.10: Range of Coefficient of Cronbach's Alpha

Coefficient of Cronbach's Alpha	Reliability Level
More than 0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.6-.69	Questionable
0.5-0.59	Poor
Less than 0.59	Unacceptable

Note. From Range of reliability and its coefficient of Cronbach's alpha. Adapted from "Contractor's Performance Appraisal System in the Malaysian Construction Industry: Current Practice, Perception and Understanding", by Arof et al., (2018), International Journal of Engineering and Technology (UAE), 7(3), pp. 46-51. Copyright 2008-2023 by ResearchGate.

3.10.3 Validity Test

Validity test is where it's done to determine the significant consequences of a research components. It can also be defined as to which extent a concept is measured in a quantitative study (Heale & Twycross, 2015). In short, a validity test will help a researcher to examine on they are on the right side or not when determining on each type of validity, emphasizing on different relationship aspect between the outcome that is received.

3.11 Inferential Analysis

Inferential analysis is an important analysis to determine Multiple Regression Analysis and Person's correlations. Both will be discussed as follow:

3.11.1 Pearson's Correlation

Pearson Correlation is connection between two variables, also the monotonic measure between two variables. This monotonic relationship between two variables can either be i) as the value of one variable increases, the other variable'svalue also increases, ii) value of one variable increases, the variable of other valuedecreases. Pearson Correlation can be defined as the measurement or degree of influence level between the given variables, to which extend the influence is mutualcan be analyzed using this. Also used to measure the information between variablesand use this to estimate the dependence with the variables (Peng et al., 2022). Pearson correlation is generally used to calculate the strength of the variables,how liner the relationship is and are variables associated. Also used as a tool to the measure between the variables of the study, both independent and dependent. The value that is being measured areinterpreted with the value closer to positive or negative one then the relationship ofthe variables is stronger (Schober & Schwarte, 2018). There is a standard cut off points which can be used to interpret the correlation of coefficient, as the table 4.13below shows.

Table 3.11 Conventional Approach to Interpreting a Correlation Coefficient

Absolute Magnitude of the Observed Correlation Coefficient	Interpretation
0.00–0.10	Negligible correlation
0.10–0.39	Weak correlation
0.40–0.69	Moderate correlation
0.70–0.89	Strong correlation
0.90–1.00	Very strong correlation

Note. Conventional Approach to Interpreting a Correlation Coefficient. Adapted from "Correlation Coefficients: Appropriate Use and Interpretation", by Schober & Schwarte (2018), Anesthesia and Analgesia, 125 (5), pp. 1763-1768. Copyright 2018 Wolters Kluwer Health, Inc.

3.11.2 Multiple Regression Analysis

Multiple regression analysis model is broadly used as a measurement to examine relationship of several variables involve in a study, tindependent variables and dependent variables. Usually between the inputs from data or predicted variables and dependent variables. Its statistics technique that provides insights on the variables, where thisinformation can be used as forecast for accuracy based on the outcome. Commonlyused as measurement for five-point Likert scale where other nominal or ordinal scale are not suitable for this (Schober & Schwarte, 2018). For this study, multipleregression analysis will be used to analyze on the green lifestyle of Malaysian has adopted. The multiple regression equation is as following:

$$\hat{Y} = b0 + b1\ X1 + b2\ X2 + b3\ X3 + b4\ X4 + e$$

X1 = Credibility $\hat{Y}$ = Green lifestyle

X2 = Expertise   b0 = The intercept of $\hat{Y}$

X3 = Trustworthiness   b1-4 = Slope of coefficient

X4 = Loyalty   et =Random error

3.12 Conclusion

This chapter had covered all the research methodology that will be applied for the purpose of this study, in order that this study would be done in an effective and efficient way, successfully. Hence, the findings form this study will be further analyzed, explained, and given a better scope of discussion on the following chapter, Research Result.

CHAPTER 4

RESEARCH RESULTS

4.0 Introduction

An overview will be provided on the research based on the data results obtained through this survey, that was distributed via Google Form. This survey was done based on objectives of this study that would be about the brand credibility of green marketingand green lifestyle of Malaysians. The entire data that was collected was analyzed with SPSS software. Descriptive analysis here has been presented and explained with the assist of suitable figures and tables, for a better understanding. Followed by reliability analysis, factor analysis and inferential analysis that be interpreted using from the output from SPSS software.

4.1 Response Rate

Table 4.1 Return Rate of Questionnaire

Questionnaire Distributed	210
Total Response	200
Total Response Rate (%)	95%

Source: Developed for research

A total number of 210 sets of questionnaires were distributed. This was done through Google Forms; this method of questionnaires was sent to respondent across to all Malaysians particularly living in Klang Valley. However, out of the 210 sets of questionnaires that were sent out, only 200 were answered anddata was collected. This concludes the 95% of response rate.

4.2 Descriptive Analysis

This section will interpret on the frequency and percentages on the respondent's demographic details. Details regarding their gender, age, education level, occupation, and income will be analyzed using descriptive analysis for a easy understanding. This survey was based form the 200 respondents and data collected will be discussed using frequency tables, bar, and pie chart.

Table 4.2 Gender and Age of Respondents

	Age	Female	Percentage (%)
	35	21-30	17.5
	48	31-40	24
	24	41-50	12
	15	51-60	7.5
	3	60 and above	1.5
Total	**125**		**62.5**
	Age	Male	Percentage (%)
	22	21-30	11
	28	31-40	14
	11	41-50	5.5
	9	51-60	4.5
	5	60 and above	2.5
Total	**75**		**37.5**
Grand Total	**200**		**100**

Source: Developed for research

Figure 4.2 Gender and Age of Respondents in Bar Chart
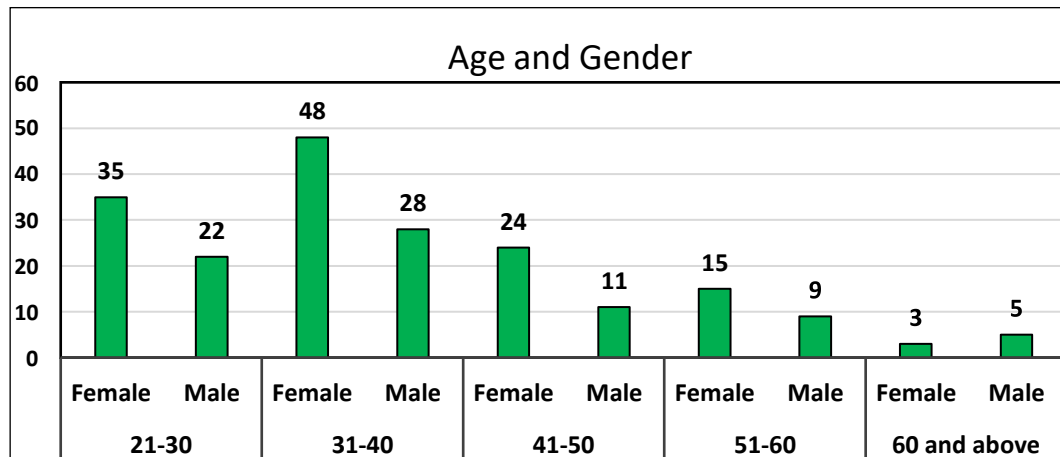
Source: Developed for research

Both the above (Table 4.2 and Figure 4.1) are the participants of this survey, from it we canconclude that we had larger portion of female respondents which stands up a total of 125 (62.5%) respondents. While the portion of male respondents were 75(37.5%) of total respondents. However, both female and male respondents were largely from the 31 to 40 years old age group, with 48 (24%) female respondentsand 28 (14%) male respondents. Followed by 21 to 30 years age group being the second highest number in the list, a total of 35 (17.5%) female and 22 (11%) male respondents. The least age category we had for female was 60 and above years of age with only 3 (1.5%) respondents. While male respondents with least number were also from the same age category 60 and above, but with 5 (2.5%) respondents.

Table 4.3 Frequency Table for Job Positions of Respondents

JobPosition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Executive Level	48	24.0	24.0	24.0
	Lower Level Management	13	6.5	6.5	30.5
	Middle Level Management	39	19.5	19.5	50.0
	Other	48	24.0	24.0	74.0
	Senior Level Management	52	26.0	26.0	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.3 Pie Chart of Job Position
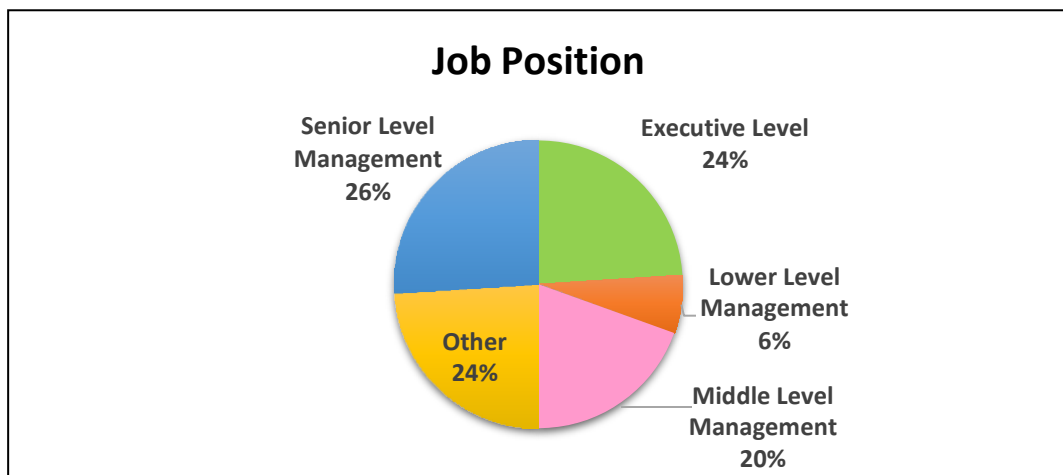
Source: Developed for research

Above Table 4.3 and Figure 4.3, is the illustration of job position from the 200 respondents. The highest number of respondents was from the sector of Senior Management with 52 (26%) respondents in total. Followed by Executive Level and Others both accountable for 48 (24%) respondents. Middle Level Management has 39 (20%) respondents and Lower Level has 13 (6%) respondents. This concludes that overall respondents represented all sector of job position.

Table 4.4 Salary Income Range of Respondents

Salary Income Range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above RM 10,000	21	10.5	10.5	10.5
	Below RM 2,000	19	9.5	9.5	20.0
	RM 2,000 to RM 5,000	86	43.0	43.0	63.0
	RM 5,000 to RM 10,000	74	37.0	37.0	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.4 Bar Chart of Income Range

Salary Income Range
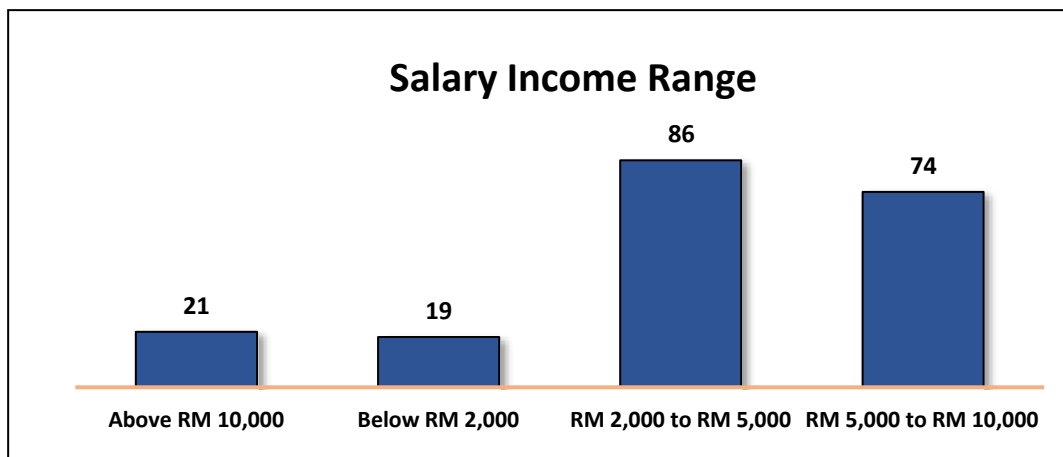
Source: Developed for research

Both Table 4.4 and Figure 4.4 indicates salary range of the respondents. Total number of 200 respondents participated in this survey, we have the highest range from RM 2000 to RM 5000 with a total of 86 (43%) of them representing this category.Second highest would be from RM 5000 to RM 10000 74 (37%) of them from thiscategory. While we had 21 (10.5%) of them representing above RM 10000 categoryand 19 (9.5%) respondents from below RM 2000.

Table 4.5 Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Education Level					
Valid	Certificate	8	4.0	4.0	4.0
	Degree	90	45.0	45.0	49.0
	Diploma	43	21.5	21.5	70.5
	Master	29	14.5	14.5	85.0
	Other	4	2.0	2.0	87.0
	SPM/STPM	26	13.0	13.0	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.5 Bar Chart of Education Level
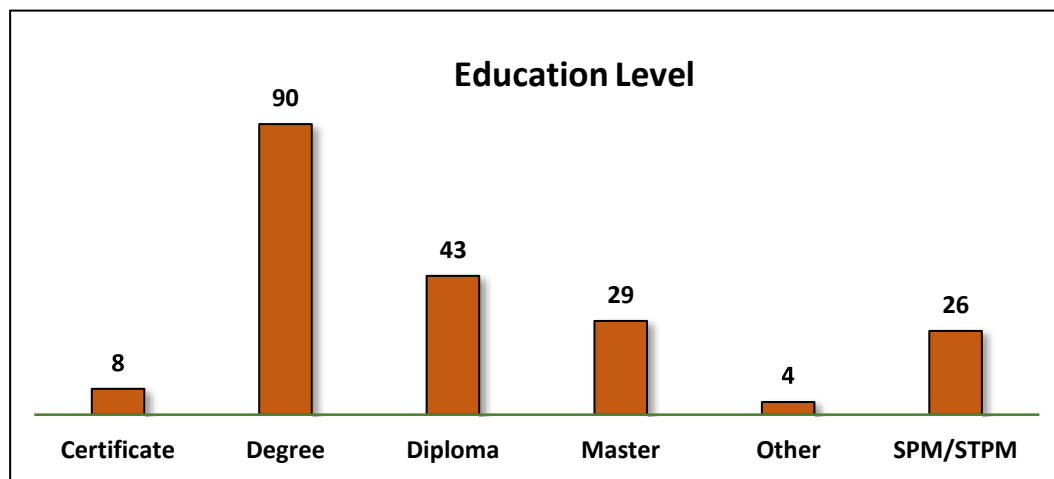
Source: Developed for research

The above table and figure are the level of education of our respondents. This study has highest number of education level from Degree category with 90 (45%) ofour respondents were from this category. Next would be Diploma with 43 (21.5%)of them accountable with Master category 29 (14.5%). While 26 (13%) of them stated SPM/STPM as their education, Certificate level we had 8 (8%) respondents of total and the least is 4 (2%) respondents from Other category.

4.3 Reliability Test

For this reliability test it will be analyzed based on the final information that was collected out from the 200 respondents that participated for this study. Hence, this test findings interpretation will be further explained below.

4.3.1 Findings from the Survey

Table 4.6 Reliability Test of the Final Data

Variable		Items	Cronbach's Alpha
Independent Variables	Brand Credibility	4	.879
	Expertise	4	.915
	Brand Loyalty	4	.937
	Trust	5	.920
Dependent Variables	Green Lifestyle	7	.930

Source: Developed for research

Brand Credibility

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.879	.879	4

Trustworthiness

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.915	.917	4

Brand Loyalty

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.937	.937	4

Expertise

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.920	.920	5

Lifestyle

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.934	7

Summary

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.969	.970	24

Table 4.6 indicates the data that was abstracted from the 200 respondents for this survey. This reliability test measured the variables' reliability that this survey has. Based on the Alpha test that was run using the SPSS survey, 5variables showed an excellent good result that, this can be seen from the table above. The results that were received indicates all the variables with more than 0.8,which also can be interpreted as greater internal consistency for accuracy, all the variables are highly corelated and reliable. The Cronbach's Alpha of trustworthiness, brand loyalty, expertise is excellent with the range of 0.9, meanwhile brand credibility shows a good range of 0.8, with dependent variable which is lifestyle was at 0.9 as well. Overall range of Cronbach's Alpha values is at 0.969 range, this indicates the excellent value with both the independent and dependent variables that totals up of 24 components.

4.4 Factor Analysis

For this factor analysis part, both Kaiser-MayerOklin (KMO) and Bartlett's, Test of Sphericity, Communalities along with Total Variance be used to explained and analyze and also illustrated with tables for a better discussion.

4.4.1 Kaiser-Meyer-Olkin (KMO) and Bartlett's

Table 4.7 Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.951
Bartlett's Test of Sphericity	Approx. Chi-Square	4610.419
	df	276
	Sig.	<.001

Source: Developed for research

The Kaiser-Mayer-Olkin (KMO) and Bartlett's test was done to measure the quality control of the sampling, to identify on each item if its adequate and predicted by each factor. The Table 4.7 illustrates the KMO value for this study, it shows a value of 0.951. The value was greater that recommended value which is 0.60. If the value of KMO is higher than recommended value, it indicates the items are clearly adequately predicted by each other. Also, the Barlett's Test Sphericity values is less than 0.001, also less than the recommended value of 0.5, where this shows that the statistics had achieved a significant result. Hence, this concludes thatthe variables are strongly corelated to one another, brand credibility, trustworthiness, brand loyalty, expertise does corelate to the effect of green lifestyleof Malaysian. These variables are one of the factors contributing to the lifestyle adaptation of Malaysian towards green lifestyle.

4.4.2 Communalities

Table 4.8 Communalities

	Initial	Extraction
The brands that I purchase delivers what it promises.	1.000	.633
The product brands that I purchase claims are believable.	1.000	.655
The brands that I purchase has a name you can trust.	1.000	.713
The brands that I purchase does not pretend to be something it is not.	1.000	.529
I trust the brand that I purchase.	1.000	.735
I rely on this brand that I purchase.	1.000	.572
This is an honest brand.	1.000	.767
This brand is safe.	1.000	.762
I would say positive things about this brand to otherpeople	1.000	.724
I would recommend this brand to someone who seekseco-friendly products	1.000	.715
I would encourage friends and relatives to purchase this brand	1.000	.747
I would repeat purchase with this brand in the next fewyears	1.000	.722
I understand the environmental phrases and symbols on product package.	1.000	.703
I have knowledge about environmentally friendly products.	1.000	.786
I have experienced in using various kinds ofenvironmentally friendly products	1.000	.818
I know more about recycling than the average person.	1.000	.680
I am familiar with environmentally friendly products.	1.000	.783
I care about protecting the environment with my way of living.	1.000	.772
I care about sustainable development and environmental practices.	1.000	.749
I care about using green product, such as eco-friendly,environmentally friendly products.	1.000	.832

I tell family and friends about the benefits of purchasingenvironmentally friendly products.	1.000	.737
I like choosing environmentally friendly products andservices	1.000	.780
I am willing to pay 20% more for environmentally friendly products	1.000	.491
I care about social consciousness and awareness.	1.000	.722

Extraction Method: Principal Component Analysis.

Source: Developed for research

The above communality table seen in Table 4.8 is the demonstration of the extracted parts on how the variables adjusted to variance value. Technically, only if the communality value is above 0.50, it will be later used for further analysis. Referring back to the above table, the listed variables of communality values are identified to be higher 0.50, above recommended value. However, there is only one variable that indicates the 0.491 as the value, lower than the recommended value, along with some value which are slightly lowerthan the recommended value 0.50 to 0.60. In this case we have two values that are low which is 0.529, 0.572.

4.4.3 Total Variance Explained

Table 4.9 Total Variance Explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.200	59.167	59.167	14.200	59.167	59.167
2	1.849	7.705	66.872	1.849	7.705	66.872
3	1.078	4.491	71.363	1.078	4.491	71.363
4	.852	3.552	74.915			
5	.683	2.846	77.761			
6	.670	2.792	80.553			
7	.545	2.269	82.822			
8	.481	2.003	84.826			
9	.454	1.890	86.716			
10	.381	1.585	88.301			
11	.350	1.457	89.758			
12	.293	1.220	90.979			
13	.287	1.195	92.174			
14	.277	1.155	93.328			
15	.239	.995	94.324			
16	.217	.905	95.228			
17	.190	.792	96.020			
18	.170	.709	96.729			
19	.161	.670	97.399			
20	.154	.642	98.041			
21	.149	.620	98.662			
22	.132	.551	99.213			
23	.100	.417	99.630			
24	.089	.370	100.000			

Extraction Method: Principal Component Analysis.

Source: Developed for research

The Table 4.9 is the distributions are among all the variance of 24 potential element and with the total variance discussed in detail. To interpret the above table there is two sections of it, (i) Initial Eigenvalues (ii) Extracted Sims of SquaredLoadings. The requirement here is that the factor stated by variables or number of components is eigenvalues of more than 1. The table 4.10 above shows that for thefirst components the values is 14.200 >1, second components 1.849 >1, the third component value 1.078 > 1, and the fourth component is 0.852 <1. Hence, with 33variables represents two components. Moving on, the summation of squared holding the variance with the first factor accounts at 59.167% from the observation variance, followed by second has 7.705% and third one 4.491%. Hence thesethree components represent the characteristics of all the other components out of the 33 variables. From these results, approximately 71.363% of the extraction sum of squared loading has regarded for the 3 first factors.

4.5 Inferential Analysis

For this research purpose, 5% of significant level will be used for the model, keepingit at $-1.96 \geq t$ statistic ≥ 1.96. Pearson's Correlation analysis will be used to discussfurther on these inferential analyses part. The following topics below will discuss further on inferential analysis.

4.5.1 Pearson Correlation Analysis

Table 4.10 Pearson Correlation Analysis

Correlations

		BrandCredibility	Trustworthiness	BrandLoyalty	Expertise	Lifestyle
BrandCredibility	Pearson Correlation	1	.780**	.737**	.633**	.634**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	200	200	200	200	200
Trustworthiness	Pearson Correlation	.780**	1	.824**	.701**	.685**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	200	200	200	200	200
BrandLoyalty	Pearson Correlation	.737**	.824**	1	.707**	.685**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	200	200	200	200	200
Expertise	Pearson Correlation	.633**	.701**	.707**	1	.762**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	200	200	200	200	200
Lifestyle	Pearson Correlation	.634**	.685**	.685**	.762**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200

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

Source: Developed for research

Table 4.11 Results of Pearson Correlation Analysis

	BC	TW	BL	EX	LS
BC	1				
TW	0.780	1			
BL	0.737	0.824	1		
EX	0.633	0.701	0.707	1	
LS	0.634	0.684	0.685	0.762	1

Note: BC= Brand Credibility TW= Trustworthiness BL= Brand Loyalty

EX = Expertise LS = Lifestyle

Source: Developed for research

Table 4.10 illustrates Pearson's Correlation Analysis that has been summarized in table form. As we analyze the Pearson's Correlation above, we can be concluded all the presented variables are greater than 0.5. The results above can be summarized as brand credibility (0.634), trustworthiness (0.685), brand loyalty (0.685), and expertise (0.762). All the variables had a strong and positive correlation with effectiveness of green lifestyle,making it all within the range of 0.60 to 0.76. This allows us to conclude that typically Malaysian do have all the necessary knowledge when it comes to green environment, and they do trust marketing strategies done by brands specifically claims made about green environment. They present the behavior of loyalty and expertness towards green purchasing habits as well.

Meanwhile, the p-value for all the variables from Table 4.11 is significant as its all 0.001, where its less than the proposed value of α 0.001. in short Ho of the variables are rejected while HA is accepted. The table above can also be interpreted as independent variables of this study does have a relationship with the green lifestyle, and its significant at the level of α 0.01. This can be concluded that the hypothesis from this finding shows that brand credibility, trustworthiness, brand loyalty, and expertise of consumers do significantly influence the green lifestyle of Malaysians overall.

Table 4.12: Pearson Correlation Coefficient Analysis

Green Lifestyle of Malaysian	Pearson Correlation Coefficient	Findings
H1A: There is a positive relationship between brand credibility of a product or a brand on consumer's impact towards green lifestyle among Malaysians.	0.634	Moderate Correlation, Supported
H2A: There is a positive relationship between trustworthiness in green marketing claim on consumer's impact towards green lifestyle among Malaysians.	0.685	Moderate Correlation, Supported
H3A: There is a positive relationship between expertise towards a product or a brand on consumer's impact towards green lifestyle among Malaysians.	0.685	Moderate Correlation, Supported
H4A: There is a positive relationship between brand loyalty of a product or a brand on consumer's impact towards green lifestyle among Malaysians.	0.762	Strong Correlation, Supported
There is a relationship between green marketing and marketing strategies on the impact of green lifestyle among Malaysians.		

Source: Developed for research

The information from the above Table 4.12 shows that from H1A to H4A, the findings are all supported. H1A to H3A are moderately correlated as per the correlation interpretation chart, while H4A is strongly correlated. Based on the variable for this study, the dependent variable which is the green lifestyle of Malaysian has proven to have a positive association with the independent variables, as per the findings stated above. Adding on, the 200 respondents who participated for this survey had also

provided positive answers overall to the questionnaires in related to the independent's variables relationship and dependent variables on the impact of green lifestyle of Malaysians. In short, the model used for the purpose of this study can be accepted and its valid for this study.

4.6 Multi Regression Analysis

An extension version of simple linear regression, often used to predict either the values or the variable's value, it can be either two or more variables used to predict. There is dependent variable also known as the predictor and the independent variable which is the outcome. Hence, it's an analysis that uses the independent variable to predict the dependent variable (Halim et al., 2023). Here this study will be using this analysis as model summary to explain further with Anova and Coefficients analysis.

4.6.1 Model Summary

Table 4.13 Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.799[a]	.638	.631	.45291	.638	86.014	4	195	<.001	1.933

a. Predictors: (Constant), Expertise, BrandCredibility, BrandLoyalty, Trustworthiness
b. Dependent Variable: Lifestyle

Source: Developed for research

The Model Summary of Multi Regression Analysis is seen from the Table 4.13. The above table can be interpreted as the R^2 is the measure of amount of variance in the dependent variable that the independent variable is account when taken as group. So as per the R^2 value is the most important value over here, where the valueis 0.64. This can also be interpreted as $R^2 = 0.64$, taken as a group the predictor of brand credibility, brand loyalty, trustworthiness, and expertise are accountable of 64% of the variance of impact on green lifestyle of Malaysians. Practically this reading is somehow good enough to say that the independent variable does have effect on the dependent variable of this study. Next is the Durbin-Watson analysis,where it's a autocorrelation analysis of time series, where to make sure the variablesare not being lagged and residual from regression analysis is able to detect (Proïa, 2013). Always calculated from the value of 0 to 4, from the table above the value of Durbin

Watson of this study shows 1.933. This value is below 2.0, that also means that there is a positive autocorrelation. Technically, this can be translated as the predictors has positive effect on the dependent variable. Factors such as brand credibility, brand loyalty, expertise or trustworthiness does affect the green lifestyle of Malaysians. Stronger the influence of the predictors, stronger the correlations with green lifestyle.

4.6.2 ANOVA Analysis

Table 4.14 Anova

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.575	4	17.644	86.014	<.001[b]
	Residual	40.000	195	.205		
	Total	110.575	199			

a. Dependent Variable: Lifestyle

b. Predictors: (Constant), Expertise, BrandCredibility, BrandLoyalty, Trustworthiness

Source: Developed for research

Table 4.14 is Anova analysis, also known as the one-way analysis of variance. This analysis is usually done to statistically examine for any differences within the means of the independent variable. The value of Sig is the most important when it comes to Anova, where it should be less than 0.5. Here the Sig value is < 0.001, that means less than 0.5 where the regression is significant and the R^2 is significantly greater than 0. Hence this we can conclude that the predictors are accountable for the significant variance of the green lifestyle of Malaysians. The Anova table can be interpreted as overall the regression model is significant. The F value of $(4, 195) = 86.01$, $p < 0.001$, and $R^2 = 0.64$.

4.6.3 Coefficients

Table 4.15 Coefficient

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.609	.191		3.184	.002
	BrandCredibility	.117	.075	.111	1.550	.123
	Trustworthiness	.129	.086	.130	1.495	.136
	BrandLoyalty	.151	.086	.144	1.748	.082
	Expertise	.486	.063	.498	7.761	<.001

a. Dependent Variable: Lifestyle

Source: Developed for research

Table 4.15 is illustration of Coefficients of this study. Coefficient is an analysis that instead of looking at all the variables at a set, it tends to look at each variable individually and analyze. The Sig here refers to the p value of each variable,it needs to be less than 0.005 then we consider it as significant predictor towards the dependent variable. Based on the above Table 4.15, we can conclude to the following equation model:

Impact of Green Lifestyle = 0.609 + 0.117x1 + 0.129x2 + 0.151x3 + 0.486x4 + 0.191e

X1 = Brand Credibility

X2 = Trustworthiness

X3 = Brand Loyalty

X4 = Expertise

e = Standard Deviation

Referring back to Table 4.15, the relationship between expertise of consumers towards green information and the impact of green lifestyle has a t-statistic of 7.761 value where the value is greater than other variance, and p-value is less than 0.001. A value that is less than the proposed values which is 0.05. Thus, this variance is statistically significant predictor towards the dependent variable. Hence, this summarize that the finding of H4 is significant towards this study, and it supports this research, and this cannot be rejected. However, contradicting to the rest of findings, brand credibility (H1), trustworthiness (H2), and brand loyalty (H3) are insignificant towards this research as it did not have the proposed value that is suggested. This can be explained with the value of t-statistic of brand credibility is 1.550 and t-statistic 0.123 that is higher than (> 0.05), while for trustworthiness t-statistic value is 1.495 and p-value 0.136, again this is also more than the suggested value (0.05 1.550). Besides this, brand loyalty's t-statistic value 1.748 (1.748 > 1.550) and p-value of 0.082 (0.082 > 0.05), slightly higher than proposed value. In short, there is no need to reject H1, H2, and H3 for this study.

The unstandardized coefficient β values as seen in Table 4.16 shows that there is a positive relationship among all the variables. Expertise has the highest value of among all the variables, 0.486. This also means that every single unit of expertise increases by one (1) unit, the dependent variable here that is the impact of green lifestyle would also result in 0.486 increase in value. Same goes to the rest of the variables, if the value increase it will also result in the green lifestyle of consumers overall.

Nonetheless, expertise is also identified as variable that predicts as it contributes to the highest changes to the impact of green lifestyle of Malaysian, the standardize coefficient β value is 0.498, highest among the rest variable. In short, while the remaining variables in this study hold constant, the expertise among consumers shows as the highest and strongest contributing factor in determining the impact of green lifestyle among Malaysians. Hence, the remaining variables such as brand credibility, brand loyalty, trustworthiness will contribute to the dependent variable, as the value of the other variable are much lesser than expertise, brand credibility (0.111), trustworthiness (0.130), and brand loyalty (0.144).

4.7 Discussion on Findings

The hypothesis that was established for this research has identify how green marketing and brand credibility has impact towards the green lifestyle of consumers. Referring to the below Table 4.16, it clearly shows that the results had proved that the expertise have significant relationship towards the impact of green lifestyle, while brand credibility, trustworthiness, and brand loyalty has insignificant relationship towards the impact of green lifestyle among Malaysians. However, all the hypothesis (i.e., H1 to H4) does support this research study. H4's value is highest value of unstandardized coefficient β of 0.486 and clearly indicates the variable expertise plays a significant role in determining the impact of green lifestyle and its one of the important factors in effecting the green lifestyle among Malaysian.

Table 4.16 Hypothesis Test Findings

Hypothesis	Values	Decision
H1: There is a positive relationship between brand credibility of a product or a brand on consumer's impact towards green lifestyle among Malaysians.	$\beta = 0.117$ $p = 0.123 > 0.05$	Supported
H 2: There is a positive relationship between trustworthiness in green marketing claim on consumer's impact towards green lifestyle among Malaysians.	$\beta = 0.129$ $p = 0.136 > 0.05$	Supported
H 3: There is a positive relationship between expertise towards a product or a brand on consumer's impact towards green lifestyle among Malaysians.	$\beta = 0.151$ $p = 0.082 > 0.05$	Supported
H 4: There is a positive relationship between brand loyalty of a product or a brand on consumer's impact towards green lifestyle among Malaysians.	$\beta = 0.486$ $p = <0.001 < 0.05$	Supported

Source: Developed for research

The findings from this research had exhibited that the impact of green lifestyle among Malaysian has a positive relationship with the expertise of the consumers. The impact and effectiveness of green lifestyle is highly dependent on the expertness of consumers towards green environmental product and up to what extend do consumers are adapting to switch to a greener lifestyle. Moreover, this research results are supported with the findings obtained upon analyzing both correlation and multi regression analysis. Hence, expertise (H4) of consumers in green lifestyle is considered as the significant variance in determining the impact of green lifestyle among Malaysians.

However, brand credibility, trustworthiness, and brand loyalty being the other remaining variable also has a positive correlation for green lifestyle and its impact on consumers. These 3 variables have insignificant results compared to expertise, where this can conclude that impact of green lifestyle among Malaysian is not influenced or determined by these variables, the relationship of these variables does not affect the green lifestyle of Malaysian.

Adding on this, the Pearson's Correlation Coefficient analysis also indicates this study has results findings that are greater the value 0.50, within the range of 0.60 to 0.80 of positive value, which indicates that the independent variables have a moderate to stronger correlations towards dependent variable. This study also indicates thatthe brand credibility, trustworthiness, brand loyalty, and expertise are accountable of 64% of changes in the impact of green lifestyle among Malaysian consumers.

4.8 Conclusion

This whole chapter was analyzed based on the data that was received form the 200 respondents. SPSS was used as a software to run on the data so that the findings would give us a better understanding on this whole research study. The findings from this chapter revealed that there are connections when it comes to the variable of both independent and dependent, and it supports hypothesis testing as well. Along with data analysis, next final chapter will discuss on implications, drawbacks, and few recommendations.

CHAPTER 5

RECOMMENDATIONS & CONCLUSION

5.0 Introduction

In this chapter 5, a summarization will be done base from chapter 1 to 4 about this study. This will be done on demographic details, data presentation, recommendations and suggestions for future studies done on this topic. This study findings mainly looks into the brand credibility of marketing campaign and the impact it has on green lifestyle of Malaysians. Brand credibility, trustworthiness, brand loyalty, and expertise are the main factors that this study has analyze for green lifestyle. It's also noted that all these factors are positively related to the impact on green lifestyle of Malaysians.

5.1 Summary of the Results

This whole study's aim is to analyze the impact of green marketing and brand credibility towards the green lifestyle of Malaysians, their perceptions towards brand credibility, trustworthiness, brand loyalty, and expertise towards green products and how green concept is being adapted into their daily lifestyle. Consumers in general plays an important role in making decision to purchase a product against all the brands that is available in the market. It's a choice that they make within commercial brands and green environmentally friendly brands, eventually this reshapes their lifestyle. Hence, this study specially helped in identifying the perceptions that consumers have towards green marketing and how these eventually contributed to the green lifestyle that they have adapted. This study was conducted based on primary data collected from 200 respondents.

This study is mainly conducted with non-probability sampling technique and convenience sampling methods to approach respondents. Independent variables that were used in this study was brand credibility, trustworthiness, brand loyalty, and expertise. These variables were used to measure the dependent variable that would be the impact on green lifestyle. A series of questionnaires were created using the Likert Scale method as a tool to gather data and information required for this study. Later, SPSS software version 29 was used to evaluate the data gathered. SPSS software was used to find various information such as frequency analysis, descriptive analysis, Pearson Correlation, and Multiple Regression analysis for a better understanding and interpretation. The results were later converted into table format for a better view of result.

A total of 200 respondents participated for this study from the 210 questionnaires that was distributed, this made up to the total 95% responding rate overall. Respondents were mostly female with 62.5%, and the age group 31 to 40 made up the highest age group. Respondents were highest from the senior level management and salary range highest between RM2000 to RM5000.

The findings from the data concluded that the independent variables of this study which is brand credibility, trustworthiness, brand loyalty, and expertise has a strong correlation with the impact of green lifestyle. But this was different under multiple regression analysis where only expertise was found to be the significant contributing factor in the impact of green lifestyle. In short, expertise is the main factor in determining the impact of green lifestyle that Malaysians has. Meanwhile other variables were seen having insignificant results when it comes to the impact of green lifestyle, based on the data that was obtained and results that was gained.

5.2 Contribution to This Study

Alongside of this study, the result also found that there is a correlation between the dependent variable and the independent variables. The variables of this study which is brand credibility, trustworthiness, brand loyalty, and expertise are noted to have correlation with the impact on green lifestyle among Malaysians. This connection clearly indicates that consumers role in shaping their lifestyle solely depends on the perception they have towards green marketing and how credible a brand or product is to them. Furthermore, it's the consumer's perceptions that needs to be monitored when it comes to green lifestyle adaptation since their perceptions towards green lifestyle is the reflection of the green marketing campaign that has been done by brands. Consumers need to involve more in green marketing related campaign, learn and practice more on sustainability practices so that green lifestyle practices can be maintained in a long run.

Moreover, by consumers generally practicing green practices, it helps to bring more awareness towards the need for and importance of green lifestyle adaptation, proper knowledge will be there for effective sustainability practices, and it provides a better living environment for the future. Each marketing campaign that is run in terms of green practices, green sustainability somehow will contribute to the impact of green lifestyle, where it will create the perception of consumers towards green products and green living.

The findings of this study can be assumed that the brand perceptions play a major role on impact of green lifestyle. Thus, brands dealing with green products needs to focus on educating and improving their green marketing campaign for a better lifestyle adaptation among Malaysians that will also increase consumer's attitude that directly increases the purchase intention towards the brand and firm as well. In short this builds a customer-base-brand-equity towards both the brand and product. These are few recommendations that can be implemented for a better green lifestyle adaptation for consumers where green brands can focus on:

1. **Demonstrate Social Responsibility.** Brands or firms needs to portray themselvesas a responsible brand among other commercial brands. The firms need to demonstrate act that benefit the society. Being a green brand does not mean the brand is socially responsible towards the environment, the acts that they take up should be in the best interest of the welfare of whole. "Green" policies are different compared to green products. The end product can be classified as sustainable eco-friendly product, but the real question is the process of manufacturing it, what are the outsourcing material being used are the real issues that needs to be highlighted here. Demonstrating a socially responsible should not be an annual event done by firms to include under their CSR project or in their annual report. It should be ethically done throughout the year and within the company, and with their product. One classic example would be sourcing for material from reliable suppliers that are also within the same page of being socially and environmentally concern. Building a network that only sets in the same value of "green" should be one of the priorities here. The brand should speak for itself for being socially responsible and acknowledge for its social responsibilities. This will build trust among consumers where the "trustworthiness" will increase where brand trust will be form, perception towards the brand will change.

2. **Greenwashing.** One thing that brands need to avoid doing is greenwashing. Since consumers are being more aware of the importance of green environment and sustainability, firms are taking this opportunity to overdo it by promoting green brand image to make the brand look more environmentally friendly. Just when a consumer is trying to search for green sustainable products, information is being overloaded, or advertisements are over claimed. Whatever that a firm is doing just to look good on the context of being a sustainable, eco-friendly brand is known as greenwashing. Campaigns are being run to make use of another niche segments in the market, the environmentally concern consumers by just greenwashing them. Brands taking the effort to promote their green image are considered greenwashing, example emphasizing on their green packaging, over claimed statement on green practices but without any evidence to it, exaggerated claims with almost limited action taken. Greenwashing is easily identified when packaging speaks louder than the company's action and practices. Thinking of gaining more customers by doing this, unfortunately customers are lost due to contradicting claims and over claim

brand image led to loss of trust and poor perception is created. Instead, speak what is the truth about the brand and product. Providing genuine information and don't over sell just because it's "green" product.

3. **Engage with your customer**. Customer engagement or customer involvement is crucial for brands that are serving specific set of segments in the market, a segment that still new or still being untapped. In order to stand out from the commercial brands, green brands need to collaborate with customers to create a sense of belonging with those in the community. It's sort of seeking valuable feedback form the target audience that the brand serves, to get to know what social issues related to environment that they care the most. The communication should be a two-way flow where not just seeking from customers but also sharing the values of the brand, getting customers to engage in the developments, learn about new ideas and provide a space for both parties to evolve. Example, releasing newsletter or a short current news related to environment on social media platform, ask opinion on the topic, provide a hashtag promotion code for any quiz answered on website. End of the day, creating competitive advantage is what brands needs to do so that they capture the unique selling point. Customers are the most important stakeholders, hence it's important to know what will retain them. Brands must know how to play their card well to win their brand against all the other competitive brands.

4. **Influencer.** Getting influencer to promote the brand or product. This is to engage with some celebrity or spokesperson who has a positive image on screen to promote the brand. Today consumers are actively seeking information from social recommendations such as electric word of mouth, a new kind of testimonial that is believed to be more trustable and reliable. Celebrities can be too much of cost, while influencer like bloggers, content creator, social activist, media related personalities like radio host, or some professional personalities like doctors or lawyers can be a better choice. Example, TikTok has been quiet promising app in Malaysia nowadays where professional brands and personalities are in there, hence it would be best to engage with any professional tiktoker to promote the brand. Choosing someone that consumers have already familiar with, where a connection is there then it would be easier for consumers to get connected.

Paid partnership with influencer can be done where if the term paid partnership is being used in a correct way, where no overclaiming of products and just influencer's own words of testimonial. Adding on, influencer can also be the brand's real user where productsare given to them for a period of time to use, then the testimonial will be from a user based instead of any marketing related.

5.3 Limitation and Further Research Recommendations

Consumer's attitude and behavior towards green environmental adaptation is prerequisite for a sustainable environment and this will eventually lead to green movement, green practices which will be a positive change in a given society. Currently in Malaysia climate change has been an altering in many ways where forest degradation followed by floods, food and water shortages has been prime concern for many. Water pollution and air quality that contributed due to haze and flood had made Malaysia to be in a dilemma over the pass years. However, this might not be an overnight issue, but due to lack of awareness in consumption behavior. Example, 31.2 million vehicles registered in 2019 with 1.23 million increases annually, which leads to carbon emission increased and not forgetting open burning, forest fire for urban development had led to poor solid waste management. It's also important to note that the global temperature has increased since the pre-industrial times by 1°C, while now it could be increased by 3°C, it clearly indicates that we are moving towards climate change globally (Hasnu & Muhammad, 2022; Sahani et al., 2022).

Hence taking this into consideration, there needs to be strict laws and regulations to overcome these situations. Government and policymakers, local entities, business organizations need to step in and educate the consumers on environmental related concern and enhance the behavior towards purchasing more green products. Green behavior does not solve the issue overnight, but it will contribute and prevent more damages to be done. Media involvement is crucial in this where only when more coverage is gone based on environmental issues, exposure on environmental against issues to create more awareness among the public. Media should also introduce greener product to the public, the benefits, the usefulness, create public discussion, educate on the protection rights under environmental rights. In short efforts taken one step closer towards a better sustainability environment that emphasis on the balance of ecological context.

Looking at this current research study done was based on a very specific survey, where the research design was mainly focused on brand equity and the impact of green marketing on green lifestyle. It did fill the gap that previous studies had, whenit comes to credibility of green marketing, this study focused on lifestyle and greenmarketing. But the study did face several limitations. Firstly, the data that was collected was based on self-reported behavior, which might not be the real behavior of the respondents who is answering. The questionnaire asked question and the answer was supposed to be answered with common behavior, attitude, believe of the respondents, limited to a 5-scale answer. The Liker-scale answer might not capture the real behavior of the respondents, and decision during the real situation might not be same as what the respondents had answered. Secondly, we only measure the green marketing campaign based on variables such as brand credibility, trustworthiness, brand loyalty, and expertise, which in real could have been more such as pricing factor, product availability, or even awareness towards greenproducts and practices.

This study was also focusing in one particular geographical location and the resultscan be restricted only to those living in urban city area. In future, any research related to this study should be extended to wide scope of area to avoid limitations. Notably its always better to widen the scope of research geographically, limiting studies to urban or city area might not provide an accurate result. Hence, for furtheranalysis these few factors can be taken into consideration. Due to time constrain, only 200 respondents were able to answer this survey, hence for a better result in the future more respondents should be included for this kind of surveys.

Besides this, few recommendations for any research do be done under this similar topic is to further study on perceptions of customers on green related marketing such as green brand image, green branding, brand love, Customer-Based-Brand- Equity (CBBE), and overall factors that bridge between the customer and a green brand. Also, topic like greenwashing where currently has been an important topic of decision. Hence, this kind of topic might provide a better insight overall on greenmarketing and green behavior, which

can be useful for any future research.

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APPENDICES

Appendix 1

Sustainable practices among Malaysians as of February 2022
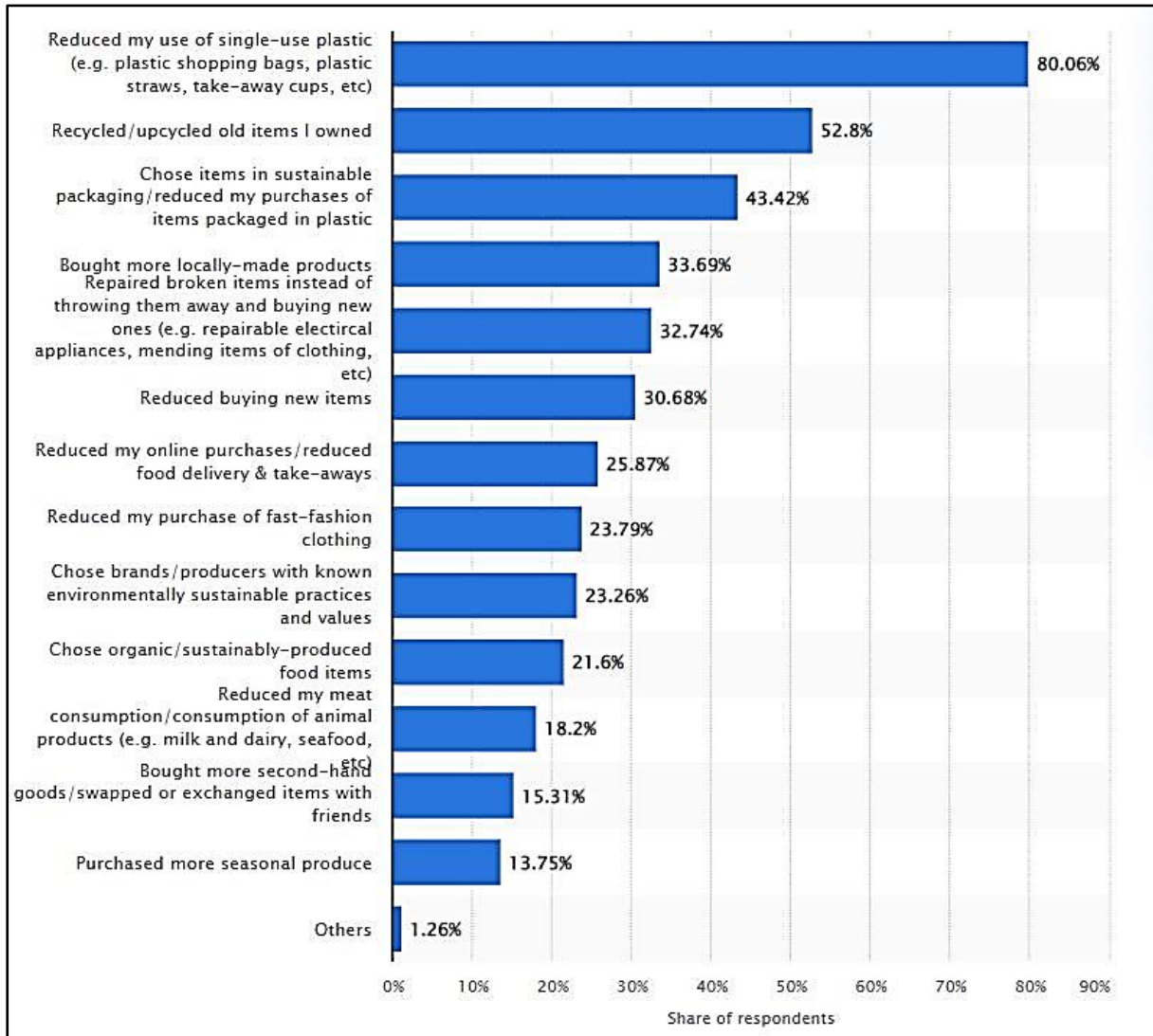
Appendix A – Questionnaire

UNIVERSITY TUNKU ABDUL RAHMAN

Research Topic: GREEN MARKETING FOR BRAND CREDIBILITY: THE IMPACT OF GREEN LIFESTYLE BRANDING AMONG MALAYSIANS

Dear Participant,

I am Purnimal, a final year student pursuing Master of Business Administration from Universiti Tunku Abdul Rahman (UTAR). I am conducting research on "Green Marketing for Brand Credibility: The Impact of Green Lifestyle Branding Among Malaysian". The questionnaire below is conducted as part of the course requirements of Master of Business Administration course in Universiti Tunku Abdul Rahman (UTAR).

The main purpose of this primary research being conducted is to gain better understanding in conjunction to complete my dissertation. It's purely for academic reasons and will be focusing on the results rather than self-interest. Data will not be disclosed or sold to any third parties for commercial purposes. Your privacy would be retained, and no information shall be disclosed.

Thus, it would be much appreciated if you could spare a few minutes of your time to help filling up the questionnaires.

The questionnaire consists of three (3) sections, and your answers are extremely valuable and certainly make an important contribution to this study with 7 pages excluding cover page of this form.

The answer to this survey is solely your own opinion, there is nothing wrong or right answers. Your identity is not needed for this study, hence please do not reveal it. The answers that are provided will be extremely valuable and will make a

significant part in the result of this study. Thank you for taking up your time and helping me for my higher educational venture. Information that has been provided will be strictly used for this survey purpose only and will be strictly formatted in confidential.

I can be reached out any time to answer your concerns and quires about this research study, my email address: **purnima89@1utar.my**

Section A: Demographic Details

1) Gender

☐	Male
☐	Female

2) Age

☐	21 - 30
☐	31 – 40
☐	51 – 60
☐	41 – 50
☐	60 and above

3) Education Level

☐	SPM/STPM
☐	Certificate
☐	Diploma
☐	Degree
☐	Masters
☐	Others

4) Job Position

☐	Lowe Level Management
☐	Executive
☐	Middle Level Managemer
☐	Senior Level Management
☐	Others

5) Salary Income Range

☐	Below RM 2000
☐	RM2000 – RM 5000
☐	RM 5000 – RM 10000
☐	Above RM 10000

Please indicate your answer by a tick (√) in the relevant column according to your preference for the level of agreement or disagreement on the following statements based on the scale as below:

Section B

Brand Credibility	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
a) The brands that I purchase delivers what it promises.					
b) The brands that I purchase's product claims are believable.					
c) The brands that I purchase has a name you can trust.					
d) The brands that I purchase does not pretend to be something it is not.					

Trustworthiness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
a) I trust the brand that I purchase.					
b) I rely on this brand that I purchase.					
c) This is an honest brand.					
d) This brand is safe.					

Brand Loyalty	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
a) I would say positive things about this brand to other people.					
b) I would recommend this brand to someone who seeks eco-friendly products.					
c) I would encourage friends and relatives to purchase this brand.					
d) I would repeat purchase with this brand in the next few years.					

Expertise	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
e) I have knowledge about environmentally friendly products.					
f) I understand the environmental phrases and symbols on product package.					
g) I have experienced in using various kinds of environmentally friendly products.					
h) I know more about recycling than the average person.					
i) I am familiar with environmentally friendly products.					

Section C

Lifestyle	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
a) I care about protecting the environment with my way of living					
b) I care about sustainable development and environmental practices.					
c) I care about using green product, such as eco-friendly, environmentally friendly products.					
d) I tell family and friends about the benefits of purchasing environmentally friendly products.					
e) I care about social consciousness and awareness					
f) I like choosing environmentally friendly products and services.					
g) I am willing to pay 20% more for environmentally friendly products.					