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FACTORS INFLUENCING THE PURCHASE  
INTENTION OF GREEN PRODUCTS AMONG GEN Z  
IN MALAYSIA

BY

SOO WAN ROU  
STEVEN GONG LIAN KANG

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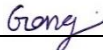
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| Name of Student:                | Student ID:       | Signature:   |
|---------------------------------|-------------------|--|
| 1. <u>SOO WAN ROU</u>           | <u>19ABB04792</u> | <br>_____ |
| 2. <u>STEVEN GONG LIAN KANG</u> | <u>19ABB02752</u> | <br>_____ |

Date: 11<sup>th</sup> September 2023

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The research project is especially dedicated to:

Ms. Yip Yen San

Ms. Ng Shwu Shing

and

our families and friends.

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in completing this research project.

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### **LIST OF ABBREVIATIONS**

|      |  |
|------|--|
| TPB  | Theory of Planned Behaviour            |
| VBN  | Value-Belief-Norm Theory               |
| DV   | Dependent Variables                    |
| IV   | Independent Variables                  |
| PI   | Purchase Intention                     |
| ATT  | Attitude                               |
| SN   | Subjective Norms                       |
| PBC  | Perceived Behavioural Control          |
| PV   | Personal Value                         |
| SPSS | Statistical Package for Social Science |
| MRA  | Multiple Regression Analysis           |

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## **PREFACE**

The Final Year Project (FYP) of our research “Factors Influencing the Purchase Intention of Green Products among Gen Z in Malaysia” is completed and fulfil the requirement for the pursuit of Bachelor of Marketing at University Tunku Abdul Rahman (UTAR). Due to the industrial outputs and technological progress has increased gradually and provided negative outcomes such as air and water pollution, loss of natural resources, haze, etc. Hence, the environmental sustainability has gained widespread attention and importance globally. It is important for organizations and marketers to focus on the development of green products at the same time encourage customers to purchase. This research investigates the factors that influence green purchase intention among Gen Z. There are four independent variables (Attitude, Subjective Norms, Perceived Behavioural Control, and Personal Value) and one dependent variable (Purchase Intention). This research will provide a deeper understanding of the concept of factors that will influence customer purchase intention and help organizations and marketers have a clear direction to best meet the needs and wants of customers' purchase intention towards eco-friendly products.

## **ABSTRACT**

The purpose of this study is to understand the factors that influence the purchase intention of green products among Gen Z in Malaysia. A conceptual framework of theory of planned behaviour (TPB) and value belief norm theory (VBN) is used to study this topic. Our study consists of four independent variables (IV); attitude (ATT), subjective norms (SN), perceived behavioural control (PBC) and personal value (PV). All these IVs are used to study whether they can influence the dependent variable (DV) which is purchase intention of green products.

A total of 308 responds were collected through the survey and the data were analyzed using Statistical Software Package for Social Sciences (SPSS). The findings of this study found out that three IVs attitude (ATT), perceived behavioural control (PBC), personal value (PV) have significant relationship towards the DV (purchase intention). However, the subjective norms (SN) do not have significant relationship with the DV (purchase intention). This study helps the researchers to further understand the factors that influence the purchase intention of green products among Gen Z in Malaysia.

## CHAPTER 1: RESEARCH OVERVIEW

### 1.0 Introduction

Our research focus on the variables which influence the purchase intention of green products among Gen Z in Malaysia. Research background along with research problem statement will be focus in the first chapter of our research which will generate interest in further research towards the topic. This chapter will include research objectives, research questions, and research.

### 1.1 Research Background

In the twenty first century, the issue of environmental sustainability has gained widespread attention and importance globally (Dwinita & Yasintha, 2019). The increased industrial output and technological progress has been held responsible to a large extent for negative environmental issues including environmental and water pollution, haze, loss of natural resources, etc (Bhardwaj et al., 2020). Accordingly, society, enterprises, and business firms start to focus on the sales of production and development of green products which looking for ways to encourage consumers to purchase (Wang et al., 2019).

Green Innovation (GI) is considered a key strategy to address the increasing environmental issues and strict environmental regulations as it can help organizations to meet customer need, improve competitive advantage and achieve sustainable growth (Cui et al., 2021). According to Khan et al., (2021), more and more green product innovations have been adopted in the recent years, using eco-friendly or recycled materials in the production process to modify existing products or create new ones to reduce environmental impact.



There is a high volume of customers are now having a green awareness after realizing the negative impact of the products they purchase including health consciousness and environmental problems. They are also start demanding and switching to environmentally friendly products with longer life span. Green product could be defined as products that are made partially or entirely from recyclable materials and produced in a more energy-efficient manner, resulting in a lower environment impact and reduced impact on human health (Zhang et al., 2020).

A recent report showed that 40% of Malaysians are willing to purchase eco-friendly products because of the benefits that can be contribute to the environment (Ogiemwonyi et al., 2020). Not only quality of products, but also concerned about more on ecological consequences associated with their purchase decision on green products. The consumers purchase intention also easily affected by the attention of consumers to the environment and green products (Zhuang et al., 2021). A study report also stated that consumers' intent to buy is closely related to their level of knowledge and attitude towards green products (Wang et al., 2019). Previous research showed that green knowledge has high effect on consumption pattern, a shift in the economy content to support the long-term sustainability would take place (Zhang & Chabay, 2020). The green knowledge refers to individuals' knowledge, information, and skills about the environment that they have acquired through their experiences which is important for both environmentally conscious organizations and consumers who are aware of current environmental issues (Hengboriboon et al., 2020).

Additionally, past research showed that majority of Malaysian consumers were primarily affected by uncertainty avoidance, power distance, and long-term orientation when buying green products (Ghazali et al., 2021). This is because there is a higher disposable income spent on green products in developing and advanced countries. In other words, making green products a more premium goods compared to normal goods. Meanwhile, customer attitudes and personal values displayed a positive impact on green product intention, particularly those who always concern their health and environment (Wijekoon & Sabri, 2021). According to Khan et al., (2021), personal value is people's innermost views, belief in a particular belief, and the view of individual behaviour. There are five different values categories that

consumer purchase intention including individualist values, environmentally conscious values, ethical values, authentic values, and health-conscious values (Machová et al., 2022).

In short, it is crucial to understand the components that will affect the consumers' purchase intentions towards environmentally friendly products. Therefore, the goal of this study is to examine every component which will affect the purchase intention of green products among Generation Z in Malaysia. The research will unfold the factors that influence Generation Z purchase intention including environmental concern, green knowledge sharing, green perceived quality, and personal value.

## **1.2 Problem Statement**

In this era, the accessibility of green products in Malaysia is high and their accessibility does not show any sign of slowing down as it keeps increasing from time to time. According to Lasuin and Ng (2014), many studies have been conducted between environmental knowledge sharing, green purchase behaviour and environmental concern but it is still unable to motivate Malaysians to adopt the intention to buy green products. There are many Malaysians that showed concern on the environmental impacts, but only few consumers were willing to pay more on green products as they are not willing to change their buying behaviour towards environmentally friendly products (Soon & Kong, 2012).

Liao et al. (2020) stated that the concept of attitude towards the environment relates to the evaluation of the environment conducted by consumers and is valued based on their thoughts and intentions to engage in the actions. Similarly, the influence of environmental concern on individuals' environmental attitudes is a crucial element that influences their willingness to engage in green purchasing. Next, a study further stated that consumers will have certain attitude towards environmentally friendly products, which is mostly caused by the environmental belief of the particular

consumer which will later affect the green purchase intention of the consumers. So, it is impossible to deny that when consumers who have a deep relationship on environmental belief in purchasing environmentally friendly products, they will have a strong attitude towards the behaviour and will be driven to engage in buying environmentally friendly products (Zaremohzzabieh et al., 2021). According to Alibeli and Johnson (2009), environmental concern is the stage in which individuals are aware and motivated to focus on environmental problems. Research done by Aman et al. (2011), discovered that the intention to buy green items is greatly impacted by environmental concern. and the research also showed that a consumer with high level of environmental concern brings impact on the attitudes which lead them to buy green products. Furthermore, environmental damage and global warming are the main issues that cause consumers nowadays to implement environmentally friendly style of living. Thus, they started to focus on sustainable products and were willing to spend a higher price on green products in order to preserve the environment (De Canio et al., 2021).

Subjective norms are a society generated evaluation that determine whether the behaviours of an individual is acceptable, and whether this evaluation can exert social pressure towards that individual (Liu et al, 2020). Thus, it is clear that most consumers frequently purchase products not only to fulfil their own needs, but also to shape their social needs. It will create and sustain social relationships and gain other social functions such as social status. Multiple studies demonstrated that subjective norms that is created by external forces will have a positive relationship with the intention to purchase ecofriendly products. Therefore, subjective norms are considered as a form of social pressure which encourage consumers to purchase environmentally friendly products (Sun & Xing, 2022). The lack of green knowledge sharing occurred to be one of the challenges for the industries and marketers when they want to promote the adoption of environment-friendly products and practices among Malaysian consumers. Green knowledge will affect a person's behaviour by affecting their motive to do green activities like buying green products, recycling, and giving concern towards the environment (Chang & Hung, 2021). Moreover, even if consumers showed a positive result that they gain green knowledge, knowledge cannot be generated into behaviour which is why not

every consumer has the intention to purchase eco-friendly products. Social media platforms have been widely used to share consumers' own knowledge and evaluation on green products with other users in the community to encourage them to adopt the habit of buying green products (Sun & Xing, 2022).

Furthermore, Perceived Behavioural Control (PBC) refers to the people who can easily control and manage their actual behaviour. According to Afridi et al., (2021), some studies showed that consumers have difficulty engaging in actual purchase intention due to the higher price and product unavailability even though they have positive behaviour towards a sustainable environment. Moreover, a research showed that PBC is crucial predictors to affect the consumer purchase intention and behavior on green products. It is because consumers with stronger PBC towards the environment, the feeling of control enhances consumers willingness to perform particular behaviour accordingly. When consumers are provided with more useful information about green products, their purchase intention is higher, which may also lead to stronger PBC (Hui & Khan, 2022). There are few studies showed that PBC has higher intention in terms of recycling intentions and consumer spending intentions (Zhou et al., 2017; Leong et al., 2013). The more consumers are motivated to buy eco-friendly products, the more environmentally friendly behaviour will emerge in developing countries (Ogiemwonyi et al., 2020). Green perceived quality is a judgement by the consumers towards their product's level of environmental friendliness. Green perceived quality is one of the characteristics of PBC that will affect consumers' purchase intention and satisfaction towards the green products (Riva et al., 2022). There are few studies on how green perceived quality would influence the purchase intention of consumers towards eco-friendly goods. It is crucial to acknowledge how the green perceived quality would affect the consumers' purchase intention in order to satisfy their needs. Hence, researchers made a conclusion that the relationship of green perceived quality and buying intention is mainly affected by green satisfaction and green trust (Gil & Jacob, 2018).

Personal value refers to the importance in individuals' lives and motive behind human behaviour. Different individuals have different values from each other. Personal value plays a key role when making purchase decisions in ensuring quality

and satisfaction. The factors including product features, qualities and benefits may be considered in connection to personal values (Candan & Yildirim, 2013). In addition, personal value is a factor that influences consumer consumption preferences and purchase intention. When consumers engage with their personal values like preventing water pollution, protecting natural resources, and respecting the earth, they will do their part by engaging in environmentally friendly activities and perform green purchase intentions (Caniëls et al., 2021).

In summary, lots of studies have been conducted in research on consumers' intention in buying green products. However, there are only fewer studies on the personal values of consumers' intention to buy ecofriendly products. Hence, this research will allow us to learn on the components that affect the purchase intention among Gen Z on green products in Malaysia and at the same time encourage more consumers to get in touch with green products for a greater environment.

### **1.3 Research Objectives**

The objective of this research is to understand the variables that affect purchase intention of green products among Gen Z in Malaysia. General and specific research objectives are two different types of research objectives which under our research.

#### **1.3.1 General Research Objectives**

To learn the components that will influence the purchase intention of green products among Generation Z in Malaysia.

#### **1.3.2 Specific Research Objectives**

1. To analyse whether attitude will influence the purchase intention of green products among Gen Z in Malaysia.

2. To analyse whether subjective norms will influence the purchase intention of green products among Gen Z in Malaysia.
3. To analyse whether perceived behavioural control will influence the purchase intention of green products among Gen Z in Malaysia.
4. To analyse whether personal value will influence the purchase intention of green products among Gen Z in Malaysia.

## **1.4 Research Questions**

1. Would attitude influence the purchase intention of green products among Gen Z in Malaysia?
2. Would subjective norms influence the purchase intention of green products among Gen Z in Malaysia?
3. Would perceived behavioural control influence the purchase intention of green products among Gen Z in Malaysia?
4. Would personal value influence the purchase intention of green products among Gen Z in Malaysia?

## **1.5 Research Significant**

### **1.5.1 Theoretical Significant**

Fewer studies have concentrated on the relationship between the Theory of Planned Behaviour and Value-Belief-Norm, especially on the values of

VBN. Therefore, our research focus on Gen Zs' personal values and their intention to buy environmentally friendly products in Malaysia. This study will integrate and apply the TPB into VBN to study the components that is influencing Gen Z's intention to buy green products in Malaysia which are attitude (ATT), subjective norm (SN), perceived behavioural control (PBC), and personal value (PV). This may explain valuable and insightful information towards the relationship between TPB and VBN that drives consumer purchase intention of green products. Other than that, these two theories will explain how ATT, SN, PBC, and PV may affect consumers purchase green products. Our research focus deeper on personal value of gen z consumer and capable provide more new findings and knowledge in the research. Therefore, this study may offer useful suggestions for future collaboration with subsequent researchers in shaping buying intention of consumers on green products.

### **1.5.2 Practical Significant**

Our research will deliver a better concept on the situation and insightful information to reseachers, organizations, and marketers, it will help them have a clear direction to best meet the customer needs and desires of green product intention in the current market. s. It might be used to enhance their research and investigations into the factors influencing Gen Z's inclination to buy green products. Marketers who produce environmentally friendly brands are able to analyse Gen Z consumer behaviour and attitude towards green products. Marketers can also gain a competitive advantage and increase customer loyalty in Malaysia by upgrading their products and services. Furthermore, marketers who produce conventional products can gain new knowledge form the perspective of Gen Z purchase intention of green products. And also, they able to obtain some new insight or idea in the green consumption demand to fulfil the customer needs in the current market. In addition, since the issues of environmental sustainability has

gained, Malaysian government can emphasize and promote green practices and green programs to enhance Malaysia's environmental benefits in the future through this study.

Our research aims to evaluate the key components that will impact consumers' intention to buy ecofriendly products in Malaysia. Besides, study focuses on how environmental concerns, green knowledge sharing, perceived green quality and personal values affect consumers' purchase intention towards green products in Malaysia. Furthermore, our research will help future researchers to obtain a greater and deeper concept on the factors that will impact consumers' purchase intentions towards ecofriendly products. By providing valuable and insightful information to retailers, organizations, and marketers, it will help them have a clear direction to best meet the needs and desires of their customers in the current market. Our study also seeks to deliver insights into the attitudes and behaviours of Malaysian consumers towards eco-friendly products and inform strategies for promoting sustainable consumption practices that will protect the environment. At the same time, our research can also provide marketers with practical suggestions on how they can better leverage these factors to effectively market their products, such as allowing them to attract more customers interest and willingness to purchase their products. Despite the fact that other researchers have done some work in this area, there are still a number of gaps in our knowledge, and our study will assist in filling those gaps.

## **1.6 Conclusion**

An overview of the background information regarding the variables influencing consumers' purchasing intentions for green products is provided in the chapter



summary. The research problem provides the researcher with a clear picture to identify and analyse while research objective helps to understand the goals and intentions of the research. Literatures and conceptual models will review in the following research.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

In Chapter 2 of our research, theories and research will be discussed along with describing the conceptual framework and produced hypotheses. The relationships between independent variables (ATT, SN, PBC, and PV) and dependent variables (PI) will be examine in this chapter.

### **2.1 Underlying Theories**

#### **2.1.1 Theory of Planned Behaviour (TPB)**

Theory of Planned Behaviour (TPB) is an effective conceptual framework model was developed by Icek Ajzen for addressing the intricate nature of human social behaviour. The original deviation of TPB described the concept of intention was based on attempting to carry out a specific behaviour rather than in terms of actual performance (Ajzen, 1991). It integrates fundamental concepts from the field of social and behavioural sciences and provides clear definitions of these concepts that enable the prediction and comprehension of specific behaviour in defined contexts (Ajzen, 1991).

In addition, this model is an extension of the theory of reasoned action (TRA) which can explain behaviour in a simple way by considering the individual intention to engage in the behaviour. The stronger the intention, the higher chance that the likelihood of engaging in the behaviour (Buchan, 2005).

There are three predictor constructs which consist of TPB includes attitude, subjective norms, and perceived behaviour control. According to Mooney (2020), attitude refers to the emotional response of positive or negative towards performing the behaviour. Subjective norm refers to the perception of social influences that affect the behaviour. Perceived behavioural control refers to the constraints on performing the behaviour.

The Theory of Planned Behaviour (TPB) has been utilized in a range of situations to investigate and anticipate behaviour. Researchers have mostly done related studies about green purchase intention using TPB. It is commonly used to determine the green purchase intention of green products in collecting data on accurate prediction of results (Sreen et al., 2018; Maichum et al., 2016)

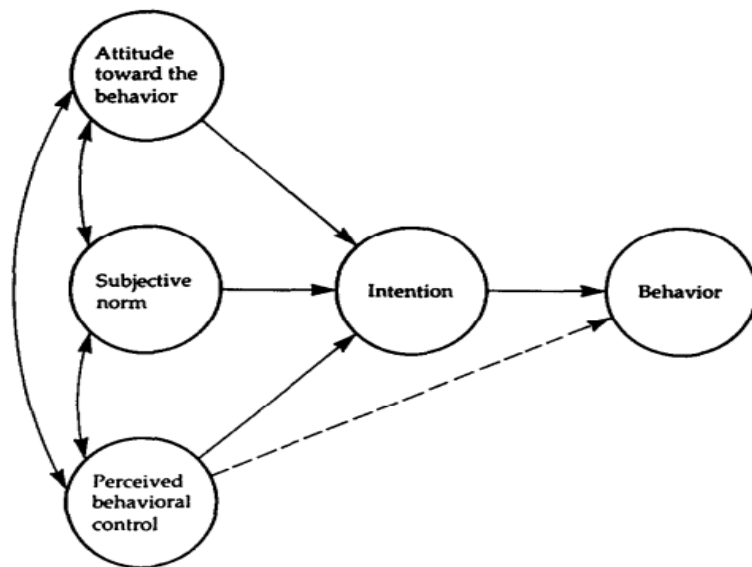


Figure 2.1 the conceptual framework theory of planned behaviour. Adopted from Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t).

### **2.1.2 Value-Belief-Norm Theory**

Value-Belief-Norm theory was proposed and first introduced by Stern et.al (1991) which addresses the connection of social movement support which explicate the human value on pro-environmental behaviour. In this theory, beliefs (ecological worldview, adverse consequences for valued objects, and perceived ability to reduce threat) significantly affect values (biospheric, altruistic, and egoistic). Personal norms are impacted by those beliefs and in turn influence behaviour (Hein, 2022).

According to the theory, individuals are motivated to take pro-environmental actions based on their personal moral norms, which are triggered when they perceive the awareness of consequences or adverse consequences. The theory further suggests the individuals feel responsible for taking actions to mitigate these threats (AR) such as self-interest, threats to other people, other species, or other biospheres (Stern et al., 1999). It means that the higher the individual problem awareness, the higher the outcome efficacy of environmental concern.

There are two versions in Value-Belief-Norm theory. The original version of VBN involves 4 basic types of values which are altruistic values, egoistic values, traditional values, and openness to change values which stated that these values are keys to determining who is an environmentalist. Whilst the revised version of VBN removes traditional value and openness to change values then involving biospheric and egoistic due to pro environmental norms has indirect effect for those values in the original version. The latest version of VBN also involve 4 types of behaviours (activism, nonactivist public-sphere behaviours, and behaviours in organization) (Stern, 2000). In short, there is a connection between these variables and green behaviour, and other studies prove that invalidation and completeness have been carried out in the field of environmental-friendly behaviour. The norm activation theory (Schwartz, 1997) and value theory (Schwartz, 1992) combined by the theory of Stern and came out the final version of Value-Belief-Norm Theory

(VBN) (Ziaei-Bideh & Namakshenas Jahromi, 2015).

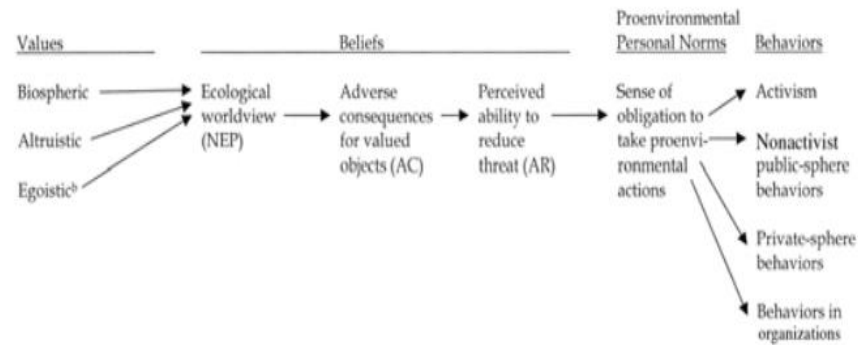


Figure 2.2 is the final version of the conceptual framework of Value-Belief-Norm Theory. Adopted from Stern, P. C. (2000). New environmental theories: Toward a coherent theory of environmentally significant behavior. *Journal of Social Issues*, 56(3), 407–424. <https://doi.org/10.1111/0022-4537.00175>

### 2.1.3 Application of Theory: Blending VBN Theory with TPB Theory

#### 2.1.3.1 Limitations of VBN Theory

Value-Belief-Norm Theory can predict a wide range of pro environmental behaviour. However, research has shown that this theory has low predictive power and pro-environmental behaviour when the behaviour is costly and effortful. For instance, reducing car use is effortful because it requires giving up the enjoyment and comfort of using one's own vehicle. As a result, public support for policies aimed at reducing automobile use is likely to diminish (Ünal et al., 2019). According to Carfora et al., (2021), VBN theory does not take into account the role of the individual differences and situational

factors. Additional perspectives and factors such as social norms, habits, and emotions should be integrated by VBN in order to predict the individual behaviour more accurately. Another research also stated that VBN may be limited in its ability to explain the complexity of decision-making processes and may not accurately predict behaviour of individuals when they encounter conflicting values or norms (Fauzi et al., 2022). Hence, without expanding the range of factors that influence pro-environmental behaviour, the theory may not accurately predict human behaviour.

### **2.1.3.2 Limitations of TPB Theory**

One of the limitations of TPB is the Intention-behaviour gap, which means the phenomenon that individuals not always align with their intention. Although TPB's intent to predict future behaviour includes the beliefs and attitudes that individuals currently possess, intentions might not 100% be translated into behaviour (Zhang et al., 2019).

According to the meta-analyse, it has been found out that the intention of the Theory of Reasoned Action (TRA) only has 38% of the variance in behaviour (Zhang et al., 2019), the correlation between expected and actual behaviour may be weaker for people with higher levels of impulsivity (Bautista et al., 2020). For instance, there is a phenomenon where consumers with knowledge about green products and their attributes may not necessarily make green purchases (Wang et al., 2019). According to Joshi & Rahman (2015), favourable attitudes of consumers do not always convert into actual purchasing behaviour and most of them do not make purchase of green products.

### **2.1.3.3 Reasons to Blend VBN into TPB**

Blending Value-Belief-Norm (VBN) Theory into Theory of Planned Behaviour (TPB), as both theories can complement each other due to both of them seek to predict the human behaviour. TPB is a social cognitive model that defines individual intentions as motivational factors for specific behaviours (Sousa et al., 2022). Whilst VBN offers a conceptual framework for understanding green consumption behaviour and how pro-environmental behaviour has influenced values and moral norms (Raymond et al., 2011; Fauzi et al., 2022). By using TPB, researchers are able to obtain a wide range of human behaviour and different outcomes and fill the gaps that VBN has been lacking. Also, VBN can help TPB fill the gap where TPB does not have the capacity and authority to predict pro-environmental behaviour based on personal moral norms and values. The research frameworks of several researchers combined VBN and TPB. Based on the study by Carfora et al., (2021), the researcher integrated VBN and TPB theories to examine the natural food purchases, test series of relationships among TPB variables and VBN variables. In addition, Bautista et al., (2020) presuppose green attitude toward green products by using VBN and TPB theories in this study as most studies state that TPB is primarily concerned with the intention to purchase green products. Furthermore, Fauzi et al., (2022) also integrated both theories to explore the predict power in determining the intention of tourist to visit green hotels to Malaysia. A researcher also integrated VBN theory with two of the variables of the TPB, subjective norms and perceived behavioural control to examine the nature and biodiversity in Europe (Fornara et al., 2020).

## **2.2 Review of Variables**

### **2.2.1 Purchase Intention**

When a consumer has a decision-making and reason to buy a product, it is called a purchase intention. Consumers will buy the product under certain circumstances like daily needs, social needs and so on. Purchase intention would be affected by the perceived quality, price and value of the product (Mirabi et al., 2015). Furthermore, a consumer's purchase intention highly depends on the level of satisfaction that they expected to receive from the particular product. When the satisfaction is achieved, they will have a positive experience towards the product and will continue to engage with the product in the future which will be one of the factors of their purchase intentions (Shahid et al., 2017). According to Wang et al. (2019), green knowledge is one of the factors that is affecting the consumers' purchase intention towards green products which consumers with higher green knowledge will tend to have the intention to buy green products.

### **2.2.2 Attitude**

Attitude plays an important role in affecting consumer's behaviour and there is a relationship between intention and attitude (Ranjbarian et al., 2012), Attitude is to understand, interact and make decisions towards the environment. Tenbult et al., (2008) stated that consumers' attitude will be stronger when they are always exposed or involved with an attitude-object and it is influenced by their own inter and intra attitudinal structure. According to Wan et al. (2017), attitude comes with two components which are experiential and instrumental. Experiential attitude is consumers' affective feeling toward their behaviour (eg., purchasing green products is good behaviour) while instrumental attitude is evaluation of behaviours outcome of the consumers (eg., purchasing green products will save the environment). Next, consumers will continue to perform the attitude if they feel that the behaviour is able to lead them to positive outcomes (Oteng-Peprah et al., 2020). While a consumer who has a beliefs that the result lead



to negative outcomes, they will tend to have a negative attitude to perform the behaviour (Al-Nahdi et al., 2015).

### **2.2.3 Subjective Norms**

Subjective norms is a social pressure that a consumer feels and decides whether they should do or not to do a certain behaviour (Hasan et al., 2020). Moreover, it is also used as a function of belief towards the expectations of the specific products from their referent and choose whether to comply or not to comply with it (Oteng-Pepurah et al., 2020). This norm reflects the degree to which a consumer feels ethically responsible to support others by purchasing environmentally friendly products and how significant a positive social image is to the consumer (Nam et al., 2017). If a consumer perceives that his/her referent (friends, political parties and family) approved on the certain behaviour, he/she will be motivated to perform the behaviour (Chetioui et al., 2019). When the referent's relationship with the consumer is very close and they have a negative experience towards the product, the consumer will tend to adjust their purchase intention towards negativism (Al-Nahdi et al., 2015).

### **2.2.4 Perceived Behavioural Control (PBC)**

Perceived behavioural control refers to an individual's beliefs about his or her ability to develop or control a particular behaviour (Sousa et al., 2022). Research has shown that the chances of individual to perform a particular behavioural are higher when the actual control over the behaviour. For instance, Shimul et al., (2021) stated that the consumer behavioural intentions will increase when they have higher level of resources such as skills, money, and time. Moreover, Bautista et al., (2020) found out that perceived behavioural has a positive influence on the purchase intention of

green products. There is a combination of self-efficacy and perceived control, which means that individuals will ensure that they are capable of doing so before performing the actual action (Xiao & Wong, 2020). According to Riva et al., (2022), customers can distinguish brands and products from other competitors through green perceived quality, which provides them with purchase intention or purchase reason. The study also stated that green perceived quality describes as quality factors enables to affect the customers purchase intention and product performance.

Green perceived quality is used to describe the Customer reviews of products or brand overall environmental quality and performance. Customers can distinguish brands and products from other competitors through green perceived quality, which provides them with purchase intention or purchase reason (Chen & Chang, 2013). Besides, Riva et al., (2022) also stated that green perceived quality helps customers form overall judgements of the quality and perceived value of a product through intrinsic (ingredients) and extrinsic cues (packaging or brand name). Whilst researcher stated that green perceived quality describes as quality factors enables to affect the customers purchase intention and product performance. It is considered crucial component which can help firms to increase competitors' advantages. There are several items to measure green perceived quality: the product quality is considered environmental friendliness, good for environment performance, environmental image, and environmental reputation (Chen & Chang, 2013).

### **2.2.5 Personal value (PV)**

Values refer to describing and defining transformations in both individuals and societies. They possess the ability to predict and explain attitudes, behaviours, and opinion that reflect social change within and among

societies. The study of values involves determining what is considered desirable or undesirable and understanding the cultural factors that shape them. This knowledge reinforces the basic principles and ideals of a society (Ferraz et al., 2015). Based on the study Schwartz (1994), personal value can be described as indicators of an individual intention to engage in ethical behaviour such as fairness, professional, trust, etc.

There are three values under Value-Belief-Norm Theory, biospheric, altruistic and egoistic. Individual with high altruistic values prioritise the needs of others, people with high biospheric values consider how their actions affect nature and the ecosystem. A study showed that both have positive impact on environmental concern (Hein, 2022). Lastly, the third type of value, egoistic defined as self-interest towards society such as authority, wealth, etc (Ghazali et al., 2019).

Besides, personal value important for individual to link with general values and those values as guiding principles in their lives. Previous studies found out that there is a significant relationship between personal value and green purchase intentions (Caniëls et al., 2021). Moreover, **personal value is significant in shaping environmental attitudes**, people who hold positive personal values tend to have positive attitudes and believe personal behavioural activities can solve environmental issues (Wang et al., 2019; Straughan & Roberts, 1999).

## 2.3 Conceptual Framework

Figure 2.3 is the proposed framework of this research. Figure 2.3 show the relationship between independent variables and dependent variable. There are four independent variables which are attitude, subjective norms, perceived behavioural control, and personal value. Whilst the dependent variable for our study is Malaysian consumers' intention to purchase green products.

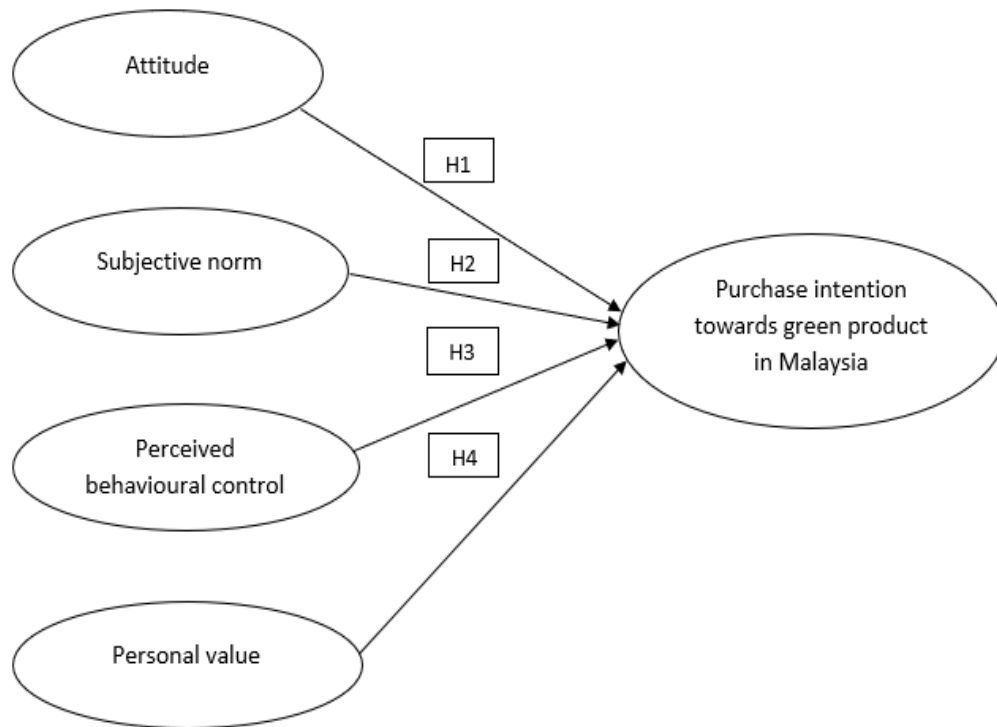


Figure 2.3 The Conceptual Framework for The Factors Influencing the Purchase Intention of Green Products Among Gen Z in Malaysia

## 2.4 Hypothesis Development

### 2.4.1 The Relationship Between Attitude and Purchase Intention

The decision to perform a behaviour is depending on a consumer's attitude and their overall view of the products. Consumers will engage in the behaviour whenever they feel that it is a positive attitude and will have the intention to complete the behaviour (Nam et al., 2017). Therefore, consumers with a positive attitude towards green products are one of the main drivers of their green product purchase intention. This research also

stated that attitude is one of the value judgments toward the concern for the environment and also a motivation to always participate in environmental protection and improvement (He et al. 2019). Previous research had been focusing on attitude and green purchase intention and found out that attitude is an indispensable variable when predicting the purchase intention of the consumers (Arlı et al., 2018). Moreover, many studies have found out that a positive attitude will influence the green purchase intention in studies of the relationship between attitude and green products (Zhuang et al., 2021). However, till today there is no researcher stated that attitude have negative relationship with the green purchase intention (Wijekoon & Sabri, 2021). Thus, the hypothesis is developed.

**H1: There is a significant relationship between attitude and purchase intention.**

#### **2.4.2 The Relationship Between Subjective Norms and Purchase Intention.**

Subjective norms is a social pressure that a consumer receives from people who are important to them like families, friends, co-worker whether to do or not to do a specific act (Al Zubaidi, 2020). There have been various studies that reported subjective norms play an crucial role in influencing the purchase intention. These research also determined the effects of subjective norms towards the purchase intention of green products (Alalei & Jan, 2023). When the referents of the consumers have strong negative experience towards a product, the consumer will be affected by them and readjust their purchase intention towards the product (Nam et al., 2017). Few studies stated that due to the information shared by the referents, consumers will feel the social pressure given by the referent and thus they will be influenced by the subjective norms. Furthermore, the subjective norms formed by external factors (social, economic and environmental) will highly influence the purchase intention towards green products (Sun & Xing, 2022). Another study showed that there is insignificant relationship between

subjective norms (SN) and green purchase intention (GPI) (Kamalanon et al., 2022).

**H2: There is a significant relationship between subjective norms and purchase intention**

### **2.4.3 The relationship between Perceived Behavioural Control and Purchase Intention**

This study makes the assumption that perceived behavioural control (PBC) effects purchase intention in a positively way. PBC is the perception of the ease or difficulty to carry out a specific behaviour an individual (Wijayaningtyas et al., 2019). According to research by Shukla (2019), PBC is a key factor in predicting consumer intentions to purchase green products due to the fact that generation z is encouraged toward pro-environmental purchases. Moreover, there are two types of PBC. An individual's ability to overcome external constraints includes money and time as external PBC. Whilst internal PBC refers to internal resources includes skills, planning, and confidence (Saut & Saing, 2021). Therefore, purchase intentions may be influenced by perceived ease or difficulty from both external and internal PBC. Moreover, the stronger the PBC lead to high intention of individual to perform particular behaviour. However, some researchers stated that PBC have an insignificant influence on purchase intention of green products (Zhang et al., 2019). Another study Shimul et al., (2021), found out that PBC and purchase intention were unrelated. Therefore, it necessary to further discussion on PBC due to these is inconsistent conclusion. Thus, the following hypothesis is developed:

**H3: There is significant relationship between perceived behavioural control and purchase intention of green products.**

#### **2.4.4 The relationship between Personal Value and Purchase Intention**

There are three values fall under Value-Belief-Norm Theory which are biospheric, altruistic and egoistic. People with high altruistic values prioritise the needs of others, people with high biospheric values consider how their actions affect nature and the ecosystem. The third type of value, egoistic defined as self-interest towards society such as authority, wealth, etc (Ghazali et al., 2019). Research shows that biosphere values and altruistic values positively influence environmental behaviour, leading to green purchase intentions. However, some researchers have found that biosphere values and altruism should be tested separately (Wang et al., 2023). A study found out biospheric values has stronger motivator for purchase intention compared with altruistic (Hein, 2022). Whilst egoistic value has two types of individuals, (1) selfish and less likely perform in green purchase behaviour, and (2) individuals tend to perform green purchase behaviour who like to act ecologically in order to satisfy their needs (Wang et al., 2020a). This research also stated that collectivistic has positive influences on pro-environmental behaviour. Therefore, our study will combine all three of them into one value, personal value, rather than assigning each of them individually as they all belong to the human values. Personal value refers to a predictor of individuals intention to perform particular behaviour. According to APRIANTI et al. (2021), personal value has a significant relationship on purchase intentions. Previous studies have investigated personal values and how these values translate into ethical consumption. Thus, the further hypothesis has developed.

**H4: There is significant relationship between personal value and purchase intention of green products.**

## **2.5 Conclusion**

The literature on Value Belief Norm (VBN) and Theory of Planned Behaviour (TPB), which are linked to the research topic, was discussed in Chapter 2 together with the proposed framework. The research model and research hypothesis will be studied in the following chapter along with the methodology of research.



## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.0 Introduction**

The study of research design, sampling design, data collection techniques, and data analysis tools will be covered in this chapter. The study's reliability and validity are ensured using research technique. Future pilot tests will be carried out to determine whether the suggested approaches can be used for actual data collection.

### **3.1 Research Design**

Research design is a blueprint of a study which includes techniques and tools to conduct the research. It is able to address the problems that occur during the process of research. It is an important step used to collect and study the data collected in order to increase the understanding of the research topic. Research process mostly came with three stages which are creating questionnaires, collecting data and providing answers to the questions (Abutabenjeh & Jaradat, 2018).

#### **3.1.1 Quantitative Research**

researchers will use questionnaires or experiments to obtain numeric data in quantitative research,. Quantitative research will be conducted in a structured environment that allows the researchers to control the research outcomes and variables which develop the hypothesis of the study (Rutberg & Bouikidis, 2018). Furthermore, quantitative research is used by researchers to describe and understand a behaviour, phenomenon and issue

using statistical analysis and numerical data (Gary et al., 2018). Quantitative research is also known as a research design which involves deductive thinking on whether to support or reject the hypothesis of study (Atmowardoyo, 2018).

### **3.1.2 Descriptive Research**

The definition of descriptive research describes a research method which describes the existing situations accurately as possible. Researchers have to collect every available data through questionnaires, interviews and tests to systematically describe the phenomenon of the study (Atmowardoyo, 2018). Descriptive research guides the researchers by helping them to decide when to make observations, studying the relationship between variables and it contains a variety of data that is easy to interpret and study (Abutabenjeh & Jaradat, 2018).

## **3.2 Sampling Design**

### **3.2.1 Target Population**

The population that is targeted in this research is Generation Z as it is one of the largest age groups which represent 29% of the population in Malaysia. Generation Z are engaged with technology and highly dependent on their smartphones like social media which they are easily engaged with news around the world (Tjiptono et al., 2020). Furthermore, Generation Z are the future leaders who will implement and develop a sustainable policy (Homer & Khor, 2021).

### **3.2.2 Sampling Frame and Sampling Location**

Sampling frame is the list of people from a population which is taken as a sample for the research. Generation Z which is respondents who were born from 1997 to 2012 will be chosen to respond to the questionnaire.. Most of the respondents will be students as the age of Generation Z is from 11 to 26 years old and high chances of the respondents because they are easier to reach and they will be more knowledgeable towards the environmental concern. For the sampling location, the questionnaire would be accessed through Google form distributed using QR Code and link through social media or face to face. Through face to face, QR Code will be given so that the respondent can scan the code to answer the questionnaire but beforehand, we will ask the age of the respondent so that they are one of Generation Z.

### **3.2.3 Sampling Technique**

Non-probability sampling is used in this study. It is a type of sampling that does not involve every population to participate in this research. The researcher will choose their own target population that they want to survey on or being introduced to the researcher or choosing to take part in the study on their own (Stratton, 2021). Thus, snowball sampling will be implemented as it is time-saving, low-cost and convenient for researchers to obtain the data in this research. According to reports, researchers can use their own social networks to establish initial links to reach the number of participants willing to help researchers complete the survey. For example, snowball sampling typically starts with initial contacts who are invited and meet the requirements to participate in the study. These willing participants were then asked to recommend other contacts who met the study requirements and

who might also be willing to participate; in turn, these contacts were asked to recommend further potential participants (Etikan, 2016).

### **3.2.4 Primary data**

Primary data is to unprocessed data and data are being obtained for the first time., provide raw information and evidence regarding a research object (Cerar et al., 2021). There are variety of techniques can be collected by primary data, including questionnaires, interviews, observations, schedules, etc. Online questionnaires are easy to use for participants and researchers can utilise to quicky gather data from wide range of participants (Syeda, Rubi, Ammar & Abdul, 2021). It requires less time to complete and are more adaptable than traditional research methods.

### **3.2.5 Sample Size**

Sample size refers to the overall number of study participants or observation numbers in the study (Memon et al., 2020). G\*Power software is used to calculate the sample size using Cohen's formula and the calculation is shown below. According to the calculation, it is suggested that sample size is of 129 should be taken. But Kyriazos, (2018) stated that a sample size range should be 200 to 300 people. So, 300 samples will be collected for the study. There is estimately 9,483,000 of the Generation Z population in Malaysia and only 300 sample sizes are required for the study.

*Cohen's Formula*

|                      |      |
|----------------------|------|
| Effect Size          | 0.15 |
| $\alpha$             | 0.05 |
| Number of Predictors | 4    |
| Power                | 95%  |

### 3.3 Data Collection Model

#### 3.3.1 Research Instrument

The questionnaire will be administered in English, and data was gathered by sending Google URLs to respondents using social networking sites like Facebook, Microsoft Team, WhatsApp, etc. Section A, Section B, Section C, and Section D formed the questionnaires into four sections.

- (1) Section A, Respondents are required to complete the questionnaire with their demographic information
- (2) Section B focuses on the respondents' acknowledgment of green products.
- (3) Section C measures the determinants of independents variables (ATT, SN, PBS, and PV).
- (4) Section D measures the purchase intention (dependent variable)of green products in Malaysia.

Likert scale was conducted in Section C and Section D. The purpose of using Likert scale is to understand the perceptions of respondents related to the phenomenon of their ideas, beliefs, and interests (Joshi et al., 2015).

### **3.3.2 Pre-Test**

The primary goal of the pre-test is to verify the understanding of the target participants about the questions, respond meaningfully, and suggest response options that create by researcher (Perneger et al., 2015). Multiple pre-test can employ by researchers to design and refine questionnaire questions. Also, it also can reduce question inaccuracy, difficulty in responding to questions, and measurement error by using pre-test (Carpenter, 2018).

### **3.3.3 Pilot Test**

Following by pilot test will be conducted after pre-test, to evaluate how data will be distributed and decide whether certain items should be included or removed (Carpenter, 2018). Coding purposes can form by both pre-test and pilot test. Hence, We conducted pilot tests to determine any inaccuracies in the research's findings., as well as to evaluate the accuracy of the research tool and determine if the survey type was appropriate for the research objectives. According to Whitehead et al., (2015), the research suggests 30 participants as the minimum sample size for the pilot study. Therefore, this pilot study has collected a total of 30 respondents of our research.

For the reliability test, the most popular method for evaluating the internal consistency of evaluation instruments is Cronbach's alpha. According to Bujang et al., (2018), the reliability coefficient is a numerical value between 0 to 1. There is inaccuracy of Cronbach's alpha value when the result is low and near to 0. In addition, the coefficient of the Cronbach Alpha values should be 0.7 and above (Beanlands et al., 2019; Irawan et al., 2021).

## **3.4 Data Analysis Tools**

### **3.4.1 Reliability Test**

A reliability test is performed to evaluate a result's reliability and consistency. Reliability also functions as a crucial component of evidence for establishing the accuracy of inferences based on test and measurement scores. Reliability test result with good score implies reliability and consistency, whereas test that have lower score implies inconsistency and unreliable (Amirrudin, Nasution & Supahar, 2021). Researchers always use Cronbach's alpha as a test to calculate the reliability result. The score of Cronbach's alpha that is acceptable is ranging from 0.7 to 0.95. Poor inter-relatedness between heterogeneous constructs or items and a low number of questions would lead to a lower value of alpha. However, it is considered as redundancy when the alpha value is too high which is more than 0.95. This is because the questions asked are the same but in different aspect (Tavakol & Dennick, 2011).

### 3.1 Table of Cronbach's Coefficient Alpha Range

| Cronbach's Alpha | Reliability/Consistency |
|------------------|-------------------------|
| More than 0.9    | Excellent               |
| 0.8 – 0.9        | Good                    |
| 0.7 – 0.8        | Acceptable              |
| 0.6 – 0.7        | Questionable            |
| 0.5 – 0.6        | Poor                    |
| Less than 0.5    | Unacceptable            |

(Sharma, 2016)

#### 3.4.2 Pilot Test's Reliability Result

Based on Table 3.2, it highlights every outcome of the pilot test, which were collected from 30 individuals through our survey. According to the result, the score of every IVs and DV is above 0.7 which is considered as acceptable. The IVs and DV are range from either (0.7 to 0.8) or (0.8 to 0.9) which they are considered as acceptable and good level of reliability and consistency.



Table 3.2 Pilot Test Reliability Result

| Variables                     | No of item                                | Standard Variables<br>Cronbach's Alpha | Level of Reliability |
|-------------------------------|---|--|----------------------|
| Dependent Variables<br>(DV)   | Purchase Intention<br>(PI)                | 5                                      | 0.769                |
| Independent<br>Variables (IV) | Attitude (ATT)                            | 5                                      | 0.795                |
|                               | Subjective Norms<br>(SN)                  | 5                                      | 0.720                |
|                               | Perceived<br>Behavioural Control<br>(PBC) | 5                                      | 0.889                |
|                               | Personal Value                            | 5                                      | 0.880                |

Source: Developed from research

### 3.4.3 Inferential Analysis

#### 3.4.3.1 Pearson's Correlation Coefficient Analysis

Pearson correlation coefficient is applied in this research to analyse the relationship between two variables. Both correlations are determined by the range from the result at -1 to +1. There are several interpretations from the correlation coefficient which are weak, moderate or strong relationship. Researchers indicate that when the score of coefficient are less than 0.1, it is consider as insignificant while more than 0.9 is considered as very strong relationship. An acceptable range of correlation should be more than 0.4 and will be considered as moderate correlated (Schober & Schwarte, 2018).

Table 3.3 Correlation Coefficient Range Standard

| 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 |

(Schober & Schwarte, 2018).

### 3.4.3.2 Multiple Regression Analysis

According to Plonsky (2015), multiple regression analysis (MRA) is an assortment of correlation-based statistical techniques for studying a single dependent variable and a few independent variables.. Multiple regression analysis is able to predict the value of each dependent variables by using independent variables whose values are known.

The formula shown as below:

$$Y' = A + B_1 (X_1) + B_2 (X_2) + B_3(X_3) + \dots + B_k (X_k)$$

Y' represents the DV which is the purchase intention towards green products of Gen Z in Malaysia, X1 represents Attitude, X2 represents Subjective Norms, X3 represents Perceived Behavioural Control and X4 represents Personal Value. The equation of research is shown as below:

$$PI = A + B_1 (ATT) + B_2 (SN) + B_3 (PBC) + B_4 (PV)$$

PI = Purchase intention towards green products of Gen Z in  
Malaysia

A = Constant

Bx = Each parameter estimate unit

ATT = Attitude

SN = Subjective Norms

PBC = Perceived Behavioural Control

PV = Personal Value

## **CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

Researchers will go over the research and data in Chapter 4 collected through questionnaires that is distributed to 308 respondents and all the information is evaluated through SPSS software.

### **4.1 Descriptive Analysis**

#### **4.1.1 Demographic Analysis of Respondents' Profile**

Appendix 4.1 and 4.2 shows that there are total of 308 respondents and 51% of them are male while 49% are female that participated in our questionnaire survey. Meanwhile, appendix 4.3 and 4.4 shows that there are three races that participated in our survey which consists of 3.9% (12 respondents) are Malay, 88% are Chinese and 8.1% are Indian.

Furthermore, appendix 4.5 and 4.6 shows the occupation of each respondent and it consist of four categories which are student, employee, employer and unemployed. Most of the respondents are student which stand at 76.9% while 21.4% are employee, 0.3% is employer and 1.3% are unemployed. Besides, based on appendix 4.7 and 4.8, it shows that 2.6% came from age group of 15 to 18 years old followed by 68.5% came from age range of respondents who are 19 to 22 years old and the remaining respondents, who amount to 28.9% came from age group of 23 to 26 years old.

Meanwhile appendix 4.9 and 4.10 shows us that from total of 308 respondents that participated in our survey, all of them 100% had heard

about green products. Appendix 4.11 and 4.12 has indicated that majority of the respondents know about green products through family and advertisement, which is 25.6%. There are 22.4% know the green products through their friends. Whilst the lowest number of respondents, only 0.3% know the green products through education.

Moreover, appendix 4.13 and 4.14 demonstrates that the majority of 15.6% heard from green products through Instagram, Facebook, and YouTube. Whilst there are 9 variety of responses fall under the same percentage (0.3%), which are, (1) Instagram and YouTube, (2) Instagram and Newspaper, (3) Instagram, Newspaper, and Blogs, (4) Instagram, Newspaper, Blogs, and Signboard, (5) Instagram, Facebook, YouTube, Newspaper, and Salesperson, (6) Facebook, YouTube, and Newspaper, (7) Instagram, Facebook, Newspaper, Blogs, (8) Instagram, YouTube, Newspaper, Books, and (9) Facebook, Newspaper, and Articles.

Furthermore, appendix 4.15 and 4.16 show there are 99.7% have bought the green products before, only 0.3% has not bought the green products. Following by the appendix 4.17 and 4.18, 51.3% of respondents buy the green products once a month, 26% of respondents (once a week), 16.2% of respondents (twice a week), 5.8% of respondents (regularly), and 0.6% of respondents (others). appendix 4.19 and 4.20 shows that majority of the respondents (57.8%) are satisfied with the green products. Followed by the 26.3% of respondents are strongly satisfied with the green products. The lowest percentage of respondents (0.3%) are dissatisfied and strongly dissatisfied.

## **4.2 Scale of Measurement**

### **4.2.1 Reliability Test**

Table 4.1 shows us the outcomes of reliability test from the questionnaire survey that we had collected from 308 respondents through Google Form. According to the result, the IVs which are attitude, subjective norms, perceived behavioural control, and personal value is considered as strong and good because the value of Cronbach's Alpha for each IVs is above 0.7. The Cronbach's Alpha value for each IVs is 0.935 (attitude), 0.754 (subjective norms), 0.7 (perceived behavioural control, and 0.904 (personal value) respectively. Meanwhile for DV (purchase intention), the value is 0.723 which is considered as good as well. According to Ursachi et al., (2015), the value of alpha is more than 0.7 is considered as acceptable level of reliability as in has internal consistency and the alpha value of 0.8 and higher is considered better level reliability. However, if the value of alpha is higher than 0.95, it might not be good as there might be an indication of redundancy.

Table 4.1: Result of reliability test

| Variables                     | No of item                                | Standard Variables<br>Cronbach's Alpha | Level of Reliability |
|-------------------------------|---|--|----------------------|
| Dependent Variables<br>(DV)   | Purchase Intention<br>(PI)                | 5                                      | 0.935                |
| Independent<br>Variables (IV) | Attitude (ATT)                            | 5                                      | 0.754                |
|                               | Subjective Norms<br>(SN)                  | 5                                      | 0.700                |
|                               | Perceived<br>Behavioural Control<br>(PBC) | 5                                      | 0.904                |
|                               | Personal Value                            | 5                                      | 0.723                |

Source: Developed from research

## 4.3 Inferential Analysis

### 4.3.1 Pearson Correlations Coefficient Analysis

Through the result of Pearson Correlations (see Table 4.2), we found that all the IVs are more than 0.4 which is considered as correlated. This can be sure that Attitude and Subjective Norms, Attitude and Perceived Behavioural Control, Attitude and Personal Value, Subjective Norms and Perceived Behavioural Control, Subjective Norms and Personal Value are determined

as moderate positive correlation as their result are between 0.50 to 0.70. While for Perceived Behavioural Control and Personal Value, it is considered as high positive correlation because it falls under 0.70 to 0.90. We can see that all IVs are correlated to DV as all the results is either moderate positive correlation or high positive correlation.



Table 4.2: Result of Pearson Correlations

|     |                 | ATT    | SN     | PBC    | PV     | PI  |
|-----|-----------------|--------|--------|--------|--------|-----|
| ATT | Pearson         | 1      |        |        |        |     |
|     | Correlation     |        |        |        |        |     |
|     | Sig. (2-tailed) |        |        |        |        |     |
|     | N               | 308    |        |        |        |     |
| SN  | Pearson         | .570** | 1      |        |        |     |
|     | Correlation     |        |        |        |        |     |
|     | Sig. (2-tailed) | .000   |        |        |        |     |
|     | N               | 308    | 308    | 1      |        |     |
| PBC | Pearson         | .587** | .662** |        |        |     |
|     | Correlation     |        |        |        |        |     |
|     | Sig. (2-tailed) | .000   | .000   | 308    |        |     |
|     | N               | 308    | 308    | .707** |        |     |
| PV  | Pearson         | .692** | .651** | .000   | 1      |     |
|     | Correlation     |        |        |        |        |     |
|     | Sig. (2-tailed) | .000   | .000   | 308    |        |     |
|     | N               | 308    | 308    | .689** | 308    | 1   |
| PI  | Pearson         | .706** | .626** | .000   | .809** |     |
|     | Correlation     |        |        |        |        |     |
|     | Sig. (2-tailed) | .000   | .000   | 308    | .000   | 308 |
|     | N               | 308    | 308    | 1      | 308    | 1   |

Source: Developed from research

### 4.3.2 Multiple Regression Analysis

According to Table 4.3, ATT, SN, PBC, and PV in this study account for 71.5% of the R-square is the results of variation in purchase intention of green products on Gen Z in Malaysia.

Table 4.3: Model Summary

| <b>Model Summary</b> |                   |          |                   |                            |
|----------------------|-------------------|----------|-------------------|----------------------------|
| Model                | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                    | .846 <sup>a</sup> | .715     | .711              | .29530                     |

a. Predictors: (Constant), PV, SN, ATT, PBC

Source: Developed from research

Additionally, the outcome from the ANOVA test is presented in Table 4.4 below; the F value is 190.147, and 0.000 has a significance level below 0.05. The means differ significantly, and one of the four IVs (ATT, SN, PBC, and PV) can predict DV, which is a factor influencing Gen Z consumers' willingness to buy green products in Malaysia.

Table 4.4: Result of ANOVA test

| ANOVA |            |                |     |             |         |       |
|-------|------------|----------------|-----|-------------|---------|-------|
| Model |            | Sum of Squared | df  | Mean Square | F       | Sig.  |
| 1     | Regression | 66.327         | 4   | 16.582      | 190.147 | .000b |
|       | Residual   | 26.423         | 303 | .087        |         |       |
|       | Total      | 92.750         | 307 |             |         |       |

a. Dependent Variable: PI

b. Predictors: (Constant), PV, SN, ATT, PBC

Source: Results developed from the research

Based on the table 4.5, with a P value 0.05, three of the independent variables ATT, PBC, and PV have a substantial impact towards the dependent variable PI. However, Because the SN significant value (0.132) is more than 0.05, SN has absolutely no effect on the factors that influence

Gen Z consumers' intention to buy green products in Malaysia.. The three independent variables ATT, PBC, and PV showed positive unstandardized coefficients that were correlated with each other of determinants on purchase intention of green products. Therefore, determinants on purchase intention of green products among Gen Z in Malaysia and The following equation can be used to explain the four IVs:

$$(PI) = 0.053 + 0.233(ATT) + 0.170(PBC) + 0.519(PV)$$

Whereby,

PI = Purchase Intention

ATT = Attitude

PBC = Perceived Behavioral Control

PV = Personal Value

The equations below show the positive impact of the independent variables ATT, PBC, and PV on the purchase intention of green products among Gen Z in Malaysia.

Table 4.5: Coefficients of equation

|       |            | <b>Coefficients<sup>a</sup></b> |                           |                                      |       |      |  |
|-------|------------|---------------------------------|---------------------------|--------------------------------------|-------|------|--|
| Model |            | Understandized<br>B             | Coefficient<br>Std. Error | Standardized<br>Coefficients<br>Beta | t     | Sig  |  |
| 1     | (Constant) | .053                            | .141                      |                                      | .376  | .707 |  |
|       | ATT        | .233                            | .043                      | .236                                 | 5.373 | .000 |  |
|       | SN         | .068                            | .045                      | .067                                 | 1.512 | .132 |  |
|       | PBC        | .170                            | .050                      | .160                                 | 3.397 | .001 |  |
|       | PV         | .519                            | .054                      | .490                                 | 9.607 | .000 |  |

a. Dependent Variable: PI

Source: Developed from the research

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## CHAPTER 5: DISCUSSION AND CONCLUSION

### 5.0 Introduction

The crucial findings of this research will be covered in this chapter, along with a statistical overview. The research implications will be discussed in this chapter, along with ideas for raising the standard of the forthcoming research.

### 5.1 Summary of Statistical Analysis

Table 5.1

*Summary of Statistical Analysis*

|    |   |               |
|----|---|---------------|
| H1 | The relationship between attitude and purchase intention                      | Significant   |
| H2 | The relationship between subjective norms and purchase intention              | Insignificant |
| H3 | The relationship between perceived behavioural control and purchase intention | Significant   |
| H4 | The relationship between personal value and purchase intention                | Significant   |

Source: Developed from the research

### 5.2 Discussion on Major Findings

### **5.2.1 The Relationship Between Attitude and Purchase Intention**

The coefficient from the regression's outcomes showed that attitude has direct impact and positive influences on purchase intention on green products among Gen Z in Malaysia. The outcome of p-value of the coefficient is 0.001 which is lower than 0.05 and the coefficient is statistically significant. This is supported by Monopo et al., (2021), the respondents are concern about the environment and climate changes which affect their attitudes towards their intention to purchase green products. Attitude towards green products can motivate consumers' green purchase intention (Debora et al., 2019). This is further supported by Maichum et al., (2017), that attitude has the strongest impact on the purchase intention of green products among the youth and it has positive relationship towards consumer's purchase intention. Furthermore, research by Moslehpour et al., (2023) found that when an organisation adopts eco-friendly innovation in their products, it will encourage consumers to have a positive attitude towards them and the consumers will have the intention to purchase products and services from the organisation. All these studies show that there is a significant relationship between attitudes and purchase intention. Therefore, attitude has direct impact on purchase intention in positive direction, confirming H1.

### **5.2.2 The Relationship Between Subjective Norms and Purchase Intention**

The coefficient from the regression's outcomes showed that subjective norms have indirect impact on purchase intention of green products among Gen Z in Malaysia. There is a similar study by Liu et al., (2020) which show result that subjective norm has indirect relationship on the purchase intention of green products as it was affected by the moral norms.

Chaudhary & Bisai, (2018) found that social entities such as family, colleagues and friends is not able to encourage the consumers to purchase green products hence they conclude that subjective norms have no influence on purchase intention. The relationship between subjective norms and green purchase intention is very weak that even the awareness of climate change, global warming and green wave is not able to give social pressure to the consumers (Ruangkanjanases et al., 2020). Moreover, it is stated by Ham et al. (2015) that subjective norms have a weaker impact in creating green purchase intention among consumers when it is compare to attitude. All these studies show that there is insignificant relationship between subjective norms and green purchase intention. Therefore, the relationship between subjective norms and green purchase intention was not supported. Hence, H2 is rejected.

### **5.2.3 The Relationship Between Perceived Behavioural Control and Purchase Intention**

The coefficient found in the regression findings showed that among Malaysia's Gen Z, perceived behavioural control has a direct impact and a favourable influence on purchase intention for green products. The outcome of p-value of the coefficient is 0.001 which is lower than 0.05 and the coefficient is statistically significant. Previous studies have examined the strong potential of PBC as a precondition for green purchasing behaviour. According to Jaiswal & Kant (2018), the researchers found out that there is a significant relationship between perceived behavioural control and green purchase intention. Moreover, research showed that perceived behaviour control strongly influence the consumer environmentally friendly behaviour and they are more willing to purchase green products when they think their actions will positively influence the environment. It also means that consumers with high perceived behavioural control able to persuade them to have high intention to purchase green products (Straughan & Roberts,

1999). Additionally, other research discovered a strong connection between PBC and buying intention, which subsequently influence on green purchasing decision to purchase green products (Sharma & Dayal, 2017, Kang et al., 2013, Kim & Choi, 2005). Therefore, PBC has direct impact on PI in a positive direction, confirming H3.

#### **5.2.4 The Relationship Between Personal Value and Purchase Intention**

The coefficient found in the regression findings showed that among Malaysia's Gen Z, personal value has a direct impact and a favourable influence on purchase intention for green products. The p-value result of the coefficient is 0.001 which is lesser than 0.05 and the coefficient is statistically significant. It has been established that PV and PI have a significant relationship. The study by APRIANTI et al. (2021), found out that the coefficient of regression standardize is positive between PV and PI, hence, PV has direct impact of PI in positive direction. Additionally, research found out that there is a significant impact of collectivism (one of the personal values) on green purchase intention in China (Lee, 2017). Furthermore, few studies also stated that personal value has a strong positive impact toward purchase intention (Astarini & Pratomo, 2022; Liao et al., 2021). It means that people with high personal value have high intention to purchase environment friendly product. In other words, higher level of perceived environmental value relates positively to purchase intention. Therefore, PV has direct impact on PI in a positive direction, confirming H4.

### **5.3 Implications of the Study**



### **5.3.1 Theoretical Implications**

It has been indicated that this work has directly contributed to reduce the knowledge gap which investigated the connection between independent variables (ATT, SN, PBC, and PV) and dependent variable (purchase intention). The study's conclusions will undoubtedly be helpful to other studies since they serve as a guide for businesses and the government as they expand in this area. The researchers investigated attitude, subjective standards, perceived behavioural control, and personal value that may affect Gen Z consumers' intentions to buy green products. The goals of this research is to investigate whether the combination of Value-Belief-Norm Theory with the Theory of Planned Behavioural is a helpful model that can be used to analyse the factors that influence the purchase intention of green products among Gen Z. Through blending of VBN Theory into TPB, researchers can investigate the influence of customers' personal values on the purchase intention of green products. Additionally, This finding provides insights for researchers to improve their studies. It is because the personal values of VBN Theory incorporated into TPB could further explore customer preferences including customer expectations, customer behaviour, personal perception, etc. It also encourages organizations or industries to be fully aware of market research and market trends before producing or launching any green products. The outcomes of this research supported the value of this model. The suggested framework is appropriate for the behavioural intention to buy green products. This also will undoubtedly be helpful to other researchers because they can act as a guide for individuals who wish to do further research in the area and further their expertise.

### **5.3.2 Managerial Implications**

This research has provided various valuable insights for industries and marketers to target Generation Z in the Malaysia market. The attitude plays a crucial role in influencing the consumer to purchase green products. This

happens when a consumer has the attitude concerning the environment and nature around them and consumers will have the attitude to perform an act to purchase green products to protect the environment. In order to influence more Generation Z to be concerned about the environment, industries and marketers in Malaysia should invest more in educational campaigns to raise awareness of how consumers' choices can impact the environment and apprise the consumers of how the green products or services are able to benefit the environment. This can help to shape a more favourable attitude which drives higher purchase intentions on green products. In order to improve the subjective norms among Gen Z in Malaysia, industries and marketers should conduct more advertising through social media as it is the easiest and faster way to reach Gen Z. Through advertising, the advantage and importance of buying green products towards the environment can be promoted. At the same time, the advertisement could give the target audience more knowledge about the importance of protecting the environment and raise their awareness to purchase green products. Furthermore, industries in Malaysia must remove the obstacles that are hindering consumers' ease of purchasing green products like giving transparent information on the products' eco-friendliness, improving accessibility, and simplifying the buying process. This is able to improve the consumers' perceived behavioural control and boost the purchase intention of green products among Generation Z in Malaysia.

## **5.4 Limitation**

The study effectively identifies the factors influencing the purchase intention of green products among Gen Z in Malaysia. However, there are several important aspects that should be considered. One of the limitations in this study is that 87.99% of survey respondents are Chinese. Our research used snowball sampling to complete the survey and most of the people around us are Chinese. This may lead

to the lower respondents for other races like Malay and Indian. This situation also has the potential to lead to common source bias due to the underrepresentation of other races. Aside from that, the result might be inaccurate due to the Likert Scale was conducted in Section C and D of the survey. As a result, the results may lack objectivity due to the limitations of the Likert Scale in reflecting the full range of opinions of the respondents; therefore, some respondents may be dishonest because they wanted to express a neutral view.

## **5.5 Recommendations**

This research focuses solely on Generation Z which is only a small percentage of population in Malaysia. In the future, researchers can enlarge the target population to every age range of Malaysian so that they can know the attitude and behaviours of the other age group of respondents in Malaysia. The small percentage of population which is Generation Z cannot represent the whole Malaysia and firmly stated that the attitude and behaviour taken from the result were representing the whole Malaysia. Furthermore, future researchers should target other races in Malaysia in order to get a more accurate result through their behaviours, culture and belief. Moreover, future researchers should use stratified sampling methods to collect their survey as respondents are separated into groups according to their gender, age, and ethnicity. This method is able to reduce the sample bias and at the same time collect a higher quality result. Qualitative methods should also be applied in the questionnaire so that researchers are able to obtain honest and accurate responses from the respondents.

## **5.6 Conclusion**

308 sets of questionnaires were used to examine and test hypotheses as a result of our research. Future academics, marketers, government organizations, and green product organizations may benefit from the knowledge gained from this study in order to more accurately refine their marketing and business strategies. This section also identifies the weaknesses of the study and offers suggestions for future investigators.

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## Appendices

### Appendix 3.1 Questionnaire

#### Section A: Demographic Profile

1. Gender

- Male
- Female

2. Race

- Malay
- Chinese
- Indian
- Other: \_\_\_\_\_

3. Occupation

- Student
- Employee
- Employer
- Unemployed

4. Age

- 15 – 18
- 19 – 22
- 23 - 26

#### Section B: Acknowledgement About Green Products

1. Have you ever heard about green products?

- Yes
- No

2. How do you know about green products?

- Family
- Friends
- Ads
- Others: \_\_\_\_\_

3. Where do you heard from green products before?

- Instagram
- Facebook



- YouTube
- Newspaper
- Blogs
- Others: \_\_\_\_\_

4. Have you buy green products before?

- Yes
- No

5. If yes, how often do you buy green products?

- Regularly
- Once per week
- Twice per week
- Once a month

6. How satisfy are you with green product?

- Strongly satisfied
- Satisfied
- Normal
- Dissatisfied
- Strongly Dissatisfied

### Section C (i): ATTITUDE

The purpose of this section is to understand your behaviour to purchase green products. Attitudes reflect an individual's belief towards the purchase intention of green products, which leads to positive outcomes.

Likert scale was conducted in the question design. Please indicate your responses to each question with your own personal feelings. All questions are not right or wrong. The scores ranging between 1 and 5 reflect varying levels of intensity related to your feelings. 1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

| Constructs     | Adoption of Measurement Items |  | Sources                                |
|----------------|-------------------------------|--|--|
| Attitude (ATT) | ATT1                          | I think purchase green products is a way to reduce environment issues. | (Yadav & Pathak, 2016), (Shukla, 2019) |

|  |      |  |  |
|--|------|--|--|
|  | ATT2 | I think I have positive attitude about purchase intention of green products. |  |
|  | ATT3 | I think green purchase consumption is a great idea.                          |  |
|  | ATT4 | I think purchase green products is meaningful for environment benefit.       |  |
|  | ATT5 | I prefer purchase green products rather than conventional products.          |  |

### Section C (ii): SUBJECTIVE NORMS

The purpose of this section is to study how people's opinions friends, family, colleagues, etc could influence your intention to purchase a green product. Subjective norms are referred to as social pressure that consumer feels and decides whether they should do or not to do a certain behaviour.

Likert scale was conducted in the question design. Please indicate your responses to each question with your own personal feelings. All questions are not right or wrong. The scores ranging between 1 and 5 reflect varying levels of intensity related to your feelings. 1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

| Constructs            | Adoption of Measurement Items |  | Sources                                |
|-----------------------|-------------------------------|--|--|
| Subjective Norms (SN) | SN1                           | The positive belief of my closely relationships influence me to purchase green products. | (Yadav & Pathak, 2016), (Shukla, 2019) |
|                       | SN2                           | People who love me think that I should try to purchase green products.                   |  |
|                       | SN3                           | My family or friends' opinion that I valued would prefer me to purchase green            |  |

|   |                                      |   |                                     |
|---|--------------------------------------|---|-------------------------------------|
|   |                                      | products when going out for buying.   |                                     |
|   | SN4                                  | My family or friends would encourage me to purchase green products.                         |                                     |
|   | SN5                                  | My family or friends expect me to purchase green products when going out for buying         |                                     |
| <p><b>Section C (iii): PERCEIVED BEHAVIOURAL CONTROL</b></p> <p>The purpose of this section is to understand how the external situations would affect your intention to purchase a green product. Perceived behavioural control refers to an individual's beliefs about his or her ability to develop a specific behaviour.</p> <p>Likert scale was conducted in the question design. Please indicate your responses to each question with your own personal feelings. All questions are not right or wrong. The scores ranging between 1 and 5 reflect varying levels of intensity related to your feelings. 1= Strongly Disagree, 2 = Disagree, 3 = Normal, 4 = Agree, 5 = Strongly Agree</p> |                                      |   |                                     |
| <b>Constructs</b>   | <b>Adoption of Measurement Items</b> |   | <b>Sources</b>                      |
| Perceived Behavioural Control (PBC)   | PBC1                                 | I would be persuaded to purchase green products if I have time, money, and green knowledge. | (Paul et al., 2016), (Shukla, 2019) |
|   | PBC2                                 | In my opinion, the decision to purchase green products is not entirely up to me.            |                                     |
|   | PBC3                                 | It is meaningful for me if I access to green products.                                      |                                     |
|   | PBC4                                 | I can easily find the green products everywhere when going out for buying.                  |                                     |

|   |                                      |   |  |
|---|--------------------------------------|---|--|
|   | PBC5                                 | I believe I have capabilities of purchasing green products in the future.               |  |
| <b>Section C (iv): PERSONAL VALUE</b>   |                                      |   |  |
| <p>The purpose of this section is to understand the role of your personal values in shaping environmental attitudes toward purchasing green products. Personal values reflect your attitudes and whether you believe that personal behavioural activities can solve environmental problems.</p> <p>Likert scale was conducted in the question design. Please indicate your responses to each question with your own personal feelings. All questions are not right or wrong. The scores ranging between 1 and 5 reflect varying levels of intensity related to your feelings. 1= Strongly Disagree, 2 = Disagree, 3 = Normal, 4 = Agree, 5 = Strongly Agree</p> |                                      |   |  |
| <b>Constructs</b>   | <b>Adoption of Measurement Items</b> |   | <b>Sources</b>                               |
| Personal Value  | Biospheric Value                     |   |  |
|   | PV1                                  | In my view, respecting the earth is a crucial guiding principal in my life.             | (Ünal et al., 2019), (Al Mamun et al., 2022) |
|   | PV2                                  | In my view, protecting the environment is a crucial guiding principal in my life.       |  |
|   | PV3                                  | In my view, protecting natural resources is a crucial guiding principal in my life.     |  |
|   | PV4                                  | In my view, concerning environment situation is a crucial guiding principal in my life. |  |
|   | PV5                                  | In my view, fitting into nature is a crucial guiding principal in my life.              |  |

| Altruistic Value |      |   |   |
|------------------|------|---|---|
|                  | PV6  | I have treated and equal chances for all people.  | (Gordon-Wilson & Modi, 2015),<br>(Ghazali et al., 2019) |
|                  | PV7  | I have helping other who want to know basic information about green products.   |   |
|                  | PV8  | I have respect people who switch to environmentally friendly brands.  |   |
|                  | PV9  | I have cared the environmental situation from time to time  |   |
|                  | PV10 | I have faithful to my family and friends who always purchase green products   |   |
| Egoistic Value   |      |   |   |
|                  | PV11 | I am willing to purchase green products when I have enough green knowledge and resources.                               | (Parks-Leduc et al., 2015),<br>(Ghazali et al., 2019)   |
|                  | PV12 | I am willing to purchase green products when I want to influence others to buy green products.                          |   |
|                  | PV13 | I am willing to purchase green products when I want to influence others think that they should purchase green products. |   |
|                  | PV14 | I am willing to purchase green products when I want to make others to purchase  |   |

|  |      |   |  |
|--|------|---|--|
|  |      | green products because of my positive belief.   |  |
|  | PV15 | One of the pleasures in life is encourage others to purchase green products in order to enhance environment benefits. |  |

**Section D GREEN PURCHASE INTENTION**

The purpose of this section is to understand your intention to purchase a green product. Green Purchase Intentions reflect an individual's desired satisfaction with a green product, which leads to their actions.

Likert scale was conducted in the question design. Please indicate your responses to each question with your own personal feelings. All questions are not right or wrong. The scores ranging between 1 and 5 reflect varying levels of intensity related to your feelings. = Strongly

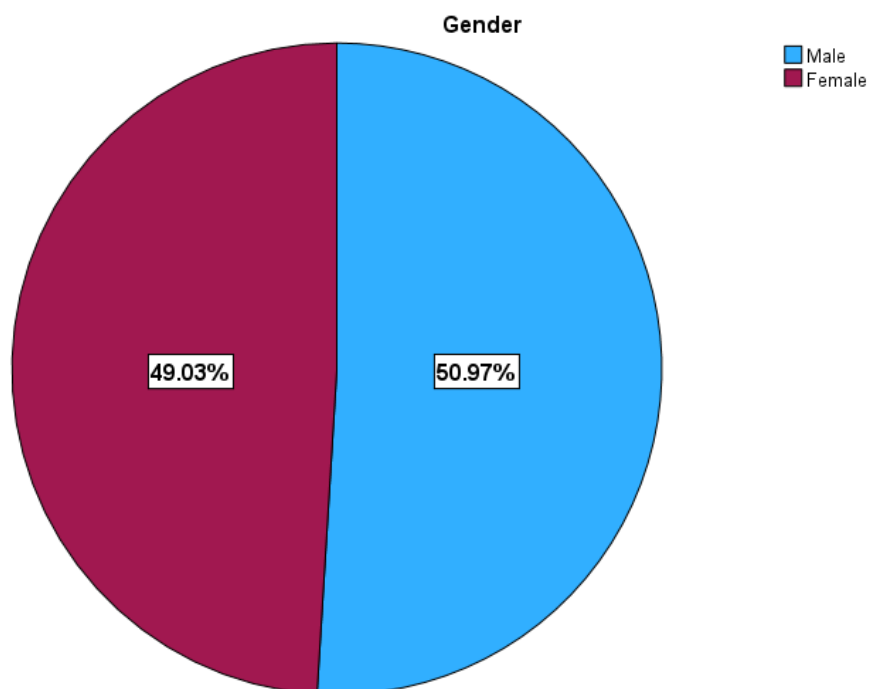
Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

| Constructs              | Adoption of Measurement Items | Sources   |
|-------------------------|-------------------------------|---|
| Purchase Intention (PI) | PI1                           | I usually purchase green products from environmentally friendly brands.                             |
|                         | PI2                           | I plan to purchase green products in near future.   |
|                         | PI3                           | I consider purchasing green products with eco-friendly labels.                                      |
|                         | PI4                           | I would consider purchasing green products more than conventional products.                         |
|                         | PI5                           | I expect myself to switch to environmentally friendly brands because of environmental contribution. |

### Appendix 4.1: Descriptive Analysis of Gender

|       |        | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|--------|-----------|---------|------------------|-----------------------|
| Valid | Male   | 157       | 51.0    | 51.0             | 51.0                  |
|       | Female | 157       | 49.0    | 49.0             | 100.0                 |
|       | Total  | 308       | 100.0   | 100.0            |                       |

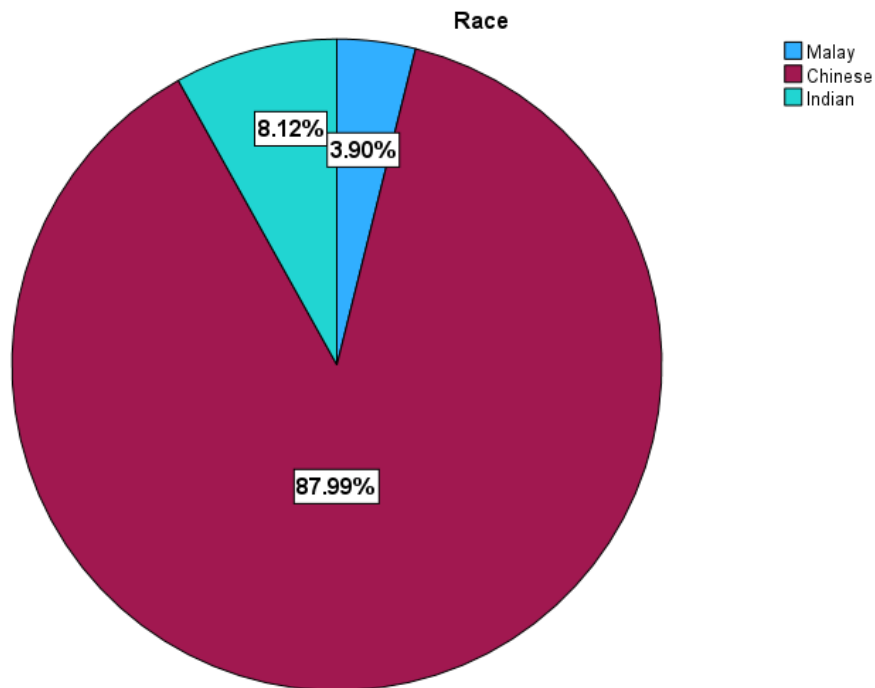
### Appendix 4.2: Chart for Descriptive Analysis of Gender



**Appendix 4.3: Descriptive Analysis of Race**

|       |         | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|---------|-----------|---------|------------------|-----------------------|
| Valid | Malay   | 12        | 3.9     | 3.9              | 3.9                   |
|       | Chinese | 271       | 88.0    | 88.0             | 91.9                  |
|       | Indian  | 25        | 8.1     | 8.1              | 100.0                 |
|       | Total   | 308       | 100.0   | 100.0            |                       |

**Appendix 4.4: Chart for Descriptive Analysis of Race**

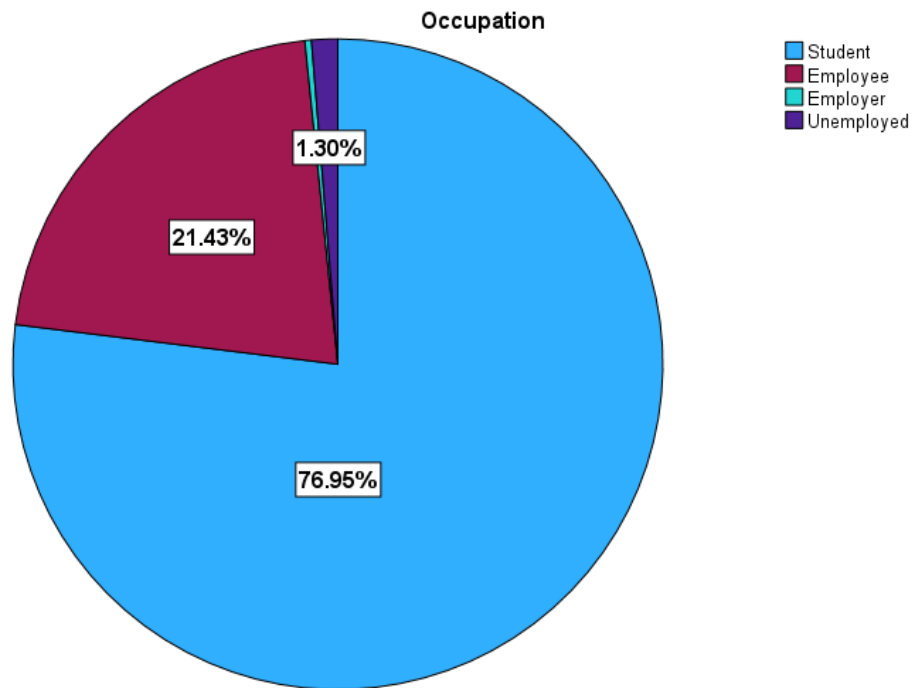




**Appendix 4.5: Descriptive Analysis of Occupation**

|       |            | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|------------|-----------|---------|------------------|-----------------------|
| Valid | Student    | 237       | 76.9    | 76.9             | 76.9                  |
|       | Employee   | 66        | 21.4    | 21.4             | 98.4                  |
|       | Employer   | 1         | .3      | .3               | 98.7                  |
|       | Unemployed | 4         | 1.3     | 1.3              | 100.0                 |
|       | Total      | 308       | 100.0   | 100.0            |                       |

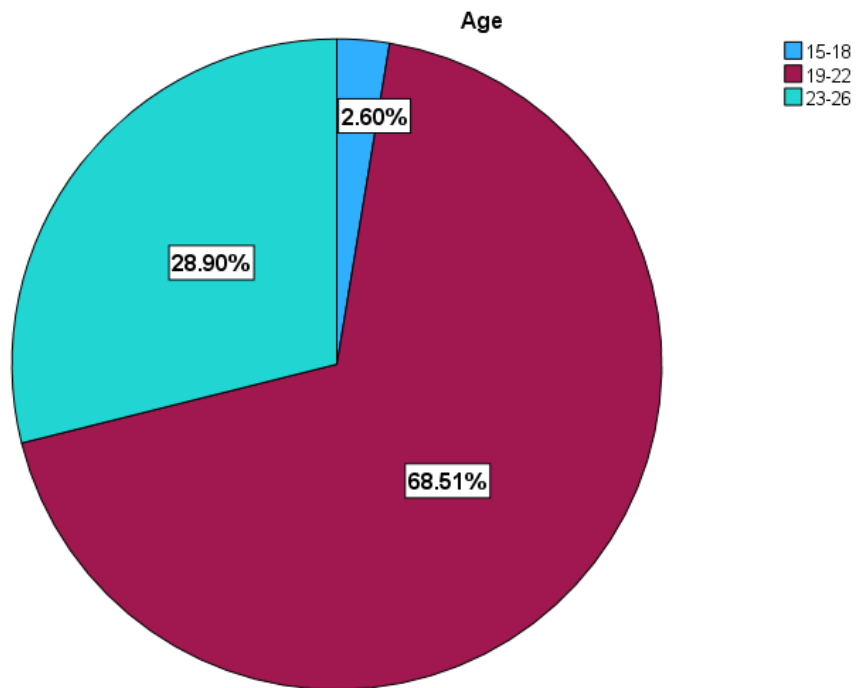
**Appendix 4.6: Chart for Descriptive Analysis of Occupation**



**Appendix 4.7: Descriptive Analysis of Age**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | 15-18 | 8         | 2.6     | 2.6              | 2.6                   |
|       | 19-22 | 211       | 68.5    | 68.5             | 71.1                  |
|       | 23-26 | 89        | 28.9    | 28.9             | 100.0                 |
|       | Total | 308       | 100.0   | 100.0            |                       |

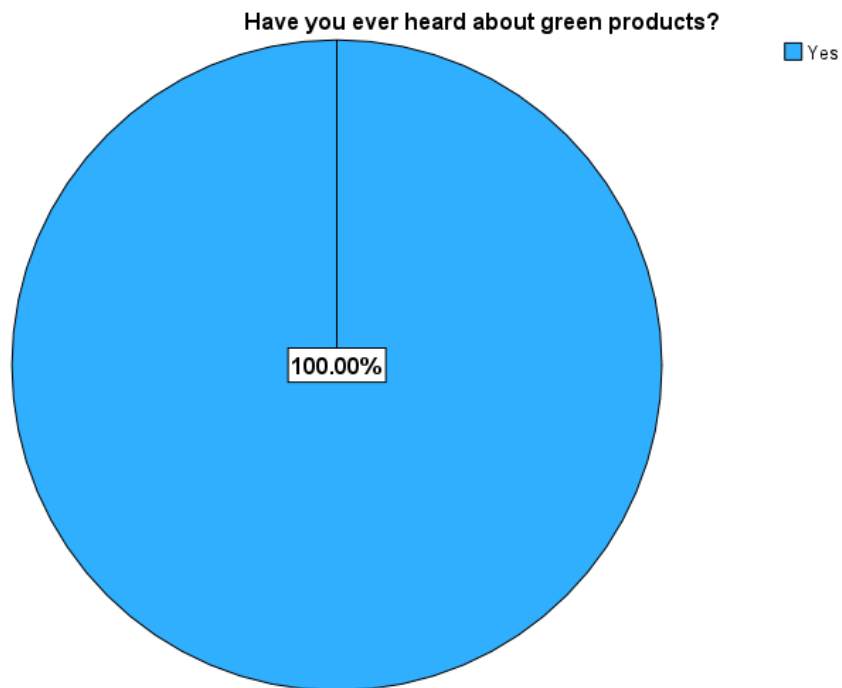
**Appendix 4.8: Chart for Descriptive Analysis of Age**



**Appendix 4.9: Descriptive Analysis of “Have You Heard About Green Products?”**

|       |     | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----|-----------|---------|---------------|--------------------|
| Valid | Yes | 308       | 100.0   | 100.0         | 100.0              |

**Appendix 4.10: Chart for Descriptive Analysis of “Have You Heard About Green Products?”**



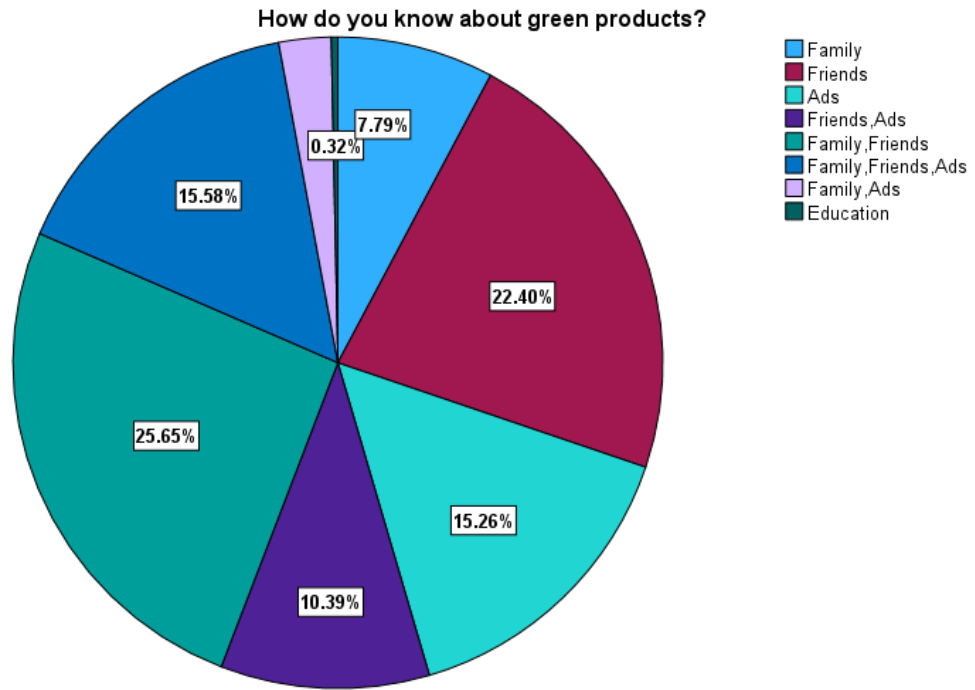
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**Appendix 4.11: Descriptive Analysis of “How You Know About Green Products?”**

|       | Frequency                  | Percent | Valid<br>Percent | Cumulative<br>Percent | Frequency |
|-------|----------------------------|---------|------------------|-----------------------|-----------|
| Valid | Family                     | 24      | 7.8              | 7.8                   | 7.8       |
|       | Friends                    | 69      | 22.4             | 22.4                  | 30.2      |
|       | Ads                        | 47      | 15.3             | 15.3                  | 45.5      |
|       | Friends,<br>Ads            | 32      | 10.4             | 10.4                  | 55.8      |
|       | Family,<br>Friends         | 79      | 25.6             | 25.6                  | 81.5      |
|       | Family,<br>Friends,<br>Ads | 48      | 15.6             | 15.6                  | 97.1      |
|       | Family,<br>Ads             | 8       | 2.6              | 2.6                   | 99.7      |
|       | Education                  | 1       | .3               | .3                    | 100.0     |
|       | Total                      | 308     | 100.0            | 100.0                 |           |

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**Appendix 4.12: Chart for Descriptive Analysis of “How You Know About Green Products?”**



**Appendix 4.13: Descriptive Analysis of “Where Do You Heard from Green Products Before?”**

|       |                              | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Instagram                    | 26        | 8.4     | 8.4           | 8.4                |
|       | Facebook                     | 30        | 9.7     | 9.7           | 18.2               |
|       | YouTube                      | 20        | 6.5     | 6.5           | 24.7               |
|       | Newspaper                    | 9         | 2.9     | 2.9           | 27.6               |
|       | Blogs                        | 15        | 4.9     | 4.9           | 32.5               |
|       | Instagram, Facebook, YouTube | 48        | 15.6    | 15.6          | 48.1               |

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|  |    |      |      |      |
|--|----|------|------|------|
| Instagram,Facebook,<br>YouTube,Newspaper           | 25 | 8.1  | 8.1  | 56.2 |
| Instagram,Facebook,<br>Newspaper                   | 11 | 3.6  | 3.6  | 59.7 |
| Instagram,Facebook,<br>YouTube,Blogs               | 7  | 2.3  | 2.3  | 62.0 |
| Instagram,Facebook,<br>YouTube,Newspaper<br>,Blogs | 6  | 1.9  | 1.9  | 64.0 |
| Instagram,Facebook<br>Newspaper, Blogs             | 34 | 11.0 | 11.0 | 75.0 |
| Facebook, Youtube                                  | 5  | 1.6  | 1.6  | 76.6 |
| Facebook,Newspape<br>r,Blogs                       | 12 | 3.9  | 3.9  | 80.5 |
| Instagram, Blogs                                   | 2  | .6   | .6   | 81.2 |
| Instagram, YouTube                                 | 7  | 2.3  | 2.3  | 83.4 |
| YouTube,Newspaper<br>,Blogs                        | 1  | .3   | .3   | 83.8 |
| Instagram,Facebook,<br>Blogs                       | 2  | .6   | .6   | 84.4 |
| Youtube,Blogs                                      | 9  | 2.9  | 2.9  | 87.3 |
| Instargram,Newspap<br>er                           | 3  | 1.0  | 1.0  | 88.3 |
| Facebook,Blogs                                     | 1  | .3   | .3   | 88.6 |
| Facebook,Newspape<br>r                             | 4  | 1.3  | 1.3  | 89.9 |
| YouTube,Newspaper                                  | 15 | 4.9  | 4.9  | 94.8 |
| Instagram, YouTube,<br>Blogs                       | 2  | .6   | .6   | 95.5 |
| Instagram,Newspape<br>r,Blogs,Signboard            | 1  | .3   | .3   | 95.8 |
|  | 1  | .3   | .3   | 96.1 |

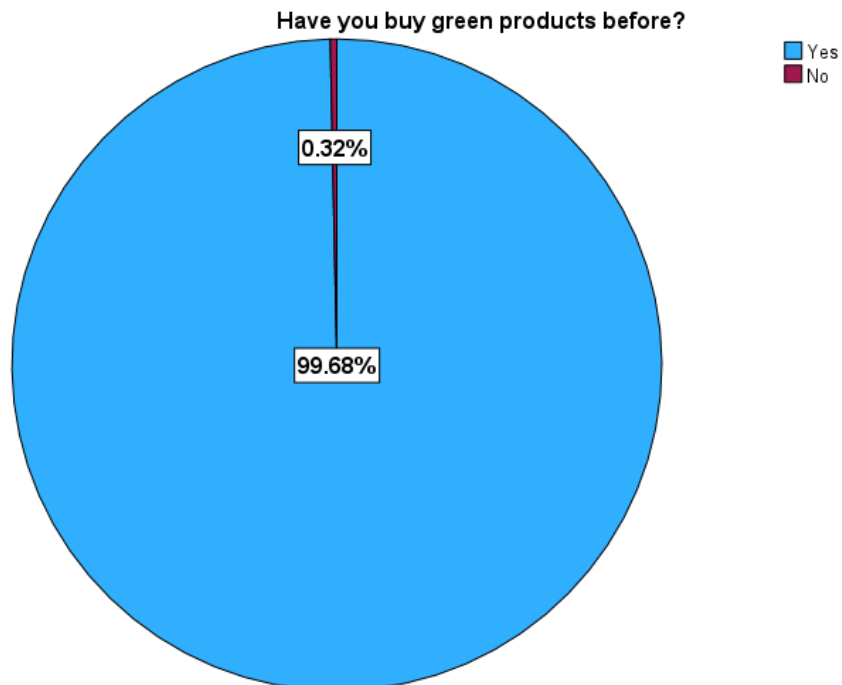
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**Appendix 4.15: Descriptive Analysis of “Have You Buy Green Products Before?”**

|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | Yes   | 307       | 99.7    | 99.7             | 99.7                  |
|       | No    | 1         | .3      | .3               | 100.0                 |
|       | Total | 308       | 100.0   | 100.0            |                       |

**Appendix 4.16: Chart for Descriptive Analysis of “Have You Buy Green Products Before?”**





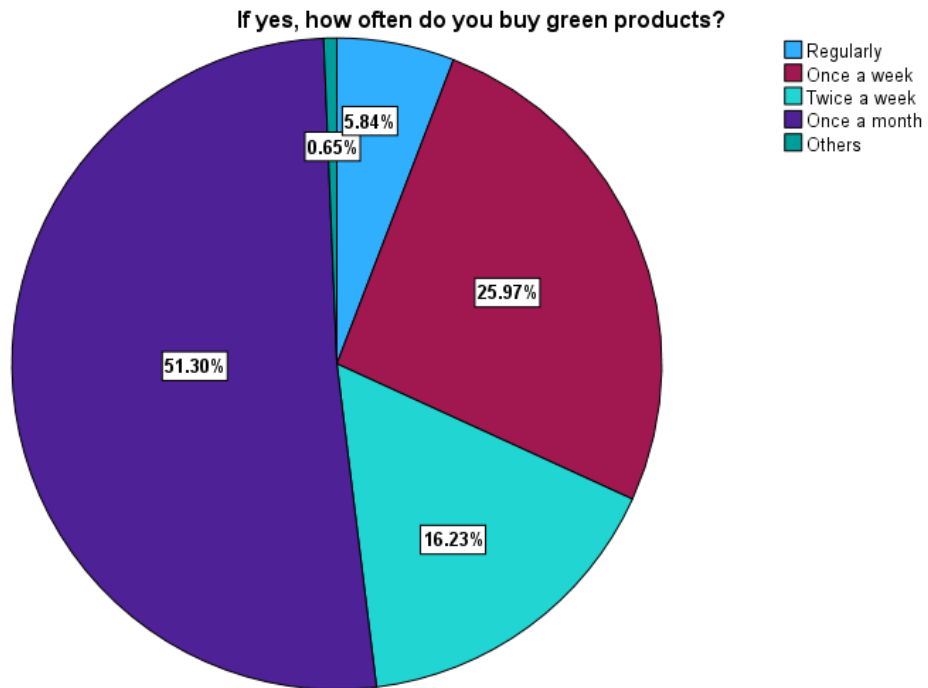
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**Appendix 4.17: Descriptive Analysis of “If Yes, How Often Do You Buy Green Products?”**

|       |                 | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-----------------|-----------|---------|------------------|-----------------------|
| Valid | Regularly       | 18        | 5.8     | 5.8              | 5.8                   |
|       | Once a<br>week  | 80        | 26.0    | 26.0             | 31.8                  |
|       | Twice a<br>week | 50        | 16.2    | 16.2             | 48.1                  |
|       | Once a<br>month | 158       | 51.3    | 51.3             | 99.4                  |
|       | Others          | 2         | .6      | .6               | 100.0                 |
|       | Total           | 308       | 100.0   | 100.0            |                       |

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**Appendix 4.18: Chart for Descriptive Analysis of “If Yes, How Often Do You Buy Green Products?”**



**Appendix 4.19: Descriptive Analysis of “How Satisfy Are You with Green Products?”**

|       |                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Satisfied    | 81        | 26.3    | 26.3          | 26.3               |
|       | Satisfied             | 178       | 57.8    | 57.8          | 84.1               |
|       | Normal                | 47        | 15.3    | 15.3          | 99.4               |
|       | Dissatisfied          | 1         | .3      | .3            | 99.7               |
|       | Strongly Dissatisfied | 1         | .3      | .3            | 100.0              |

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|       |     |       |       |
|-------|-----|-------|-------|
| Total | 308 | 100.0 | 100.0 |
|-------|-----|-------|-------|

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**Appendix 4.20: Chart for Descriptive Analysis of “How Satisfy Are You with Green Products”**

