A STUDY OF FACTORS INFLUENCING GREEN PURCHASE INTENTION AMONG CONSUMERS IN SELANGOR

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DECLARATION

I hereby declare that:

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

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

(3) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is 11000.

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Date: 15 December 2023

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DEDICATION

I would like to dedicate this research to my parents, who have been a consistent source of support, motivation, and understanding throughout this project. I constantly appreciate what they have given to me and how they have helped to give me confidence and support.

Also, I would like to dedicate this research study to Puan Nuraishah binti Raimee, my beloved supervisor, who assisted me to finish my research project by providing me with useful guidance and support.

Finally, I dedicate my research study to all my friends in appreciation of their endless support, encouragement, inspiration, and valuable advice in helping me complete my research.

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LIST OF ABBREVIATIONS

P	Price
EC	Environmental Consciousness
HC	Health Concern
PA	Product Attribute
CPI	Consumer Purchase Intention
TPB	Theory of Planned Behaviour
SPSS	Statistical Package for Social Science

Preface

The research project unit, UKMZ3016 Research Project, is carried out by the Bachelor of International Business to fulfill the degree program. The research topic is "A Study of the Factors Influencing Green Purchase Intention among Consumers in Selangor". It is a mission that brings together the undergraduates' academic commitment and analytical thought in addition to the regular duties. This improves how student abilities and knowledge are incorporated into the application of theoretical concepts.

The purpose of this research is to investigate the relationship between the factors and green purchase intention among consumers in Selangor. The factors that influence consumer purchase intention include price, environmental consciousness, health concern, and product attribute are identified in this research. The researcher has the chance to conduct this research to comprehend this topic and its wider context thanks to numerous studies throughout the world. Finally, the findings of this research will help to clarify the relationship between the factors and green purchase intention among consumers in Selangor.

ABSTRACT

This research aims to investigate the relationship between the factors and green purchase intention among consumers in Selangor. It is vital for firms of green products to have a greater impact to attract the consumers and understand the consumer purchase intention. I picked this topic because this research was not commonly conducted in Malaysia. The research related to the green products are still lacking in Malaysia. The researcher will explain the dependent variable which is consumer's green purchase intention in Selangor and independent variables which are price, environmental consciousness, health concern, and product attribute are identified in the literature review by using journals, articles, and websites. The primary data was collected by questionnaires. The target population was individuals who had experience in purchasing green products and were 20 years old and above. The researcher used Software Package for Social Sciences (SPSS) version 29 to interpret reliability tests, descriptive analysis, Pearson correlation coefficient, and multiple linear regression analysis after collecting data through questionnaires. The data analysis will be performed in the form of tables. Lastly, limitations, recommendations, implications, and conclusions were included in this research.

CHAPTER 1: RESEARCH OVERVIEW

1.0   Introduction

The purpose of this research topic is examining the factors influencing green purchase intention among customers in Selangor. The reason for choosing this topic is to determine the factors of influencing green purchase intention among customers in Selangor and how the factors affect customer purchase intention. This chapter will include the introduction of research background, research problem, research questions, research objectives, hypotheses, and significance of the study.

1.1 Research Background

Over the past decade, consumers around the world have significantly increased their consumption of goods and services, leading to the depletion of natural resources and severe environmental damage. Some serious consequences of environmental damage are global warming, increased environmental pollution, and reduction in flora and fauna (Chen & Chai, 2010). Countries across the globe are becoming aware of this threat and are beginning to work towards minimizing the harmful impact of their business activities on the environment. This awareness and concern for the environment and society has led to the emergence of "sustainable development", which highlights the need to promote sustainability and forms of development that reduce negative impacts on the environment and society. Ecological innovation and green consumption are promoted by sustainable development. Eco-innovation focuses on incorporating environmentally friendly

practices into every stage of the creation of goods and services (Veleva & Ellenbecker, 2001). On the other hand, 'green consumption' is usually related to environmentally responsible consumption that is consumers consider the environmental impact of buying, consuming and disposing of various products or using various green services (Moisander, 2007). With the increasing environmental threats, more and more people are paying attention to sustainable development to protect the environment and society. The concepts of green purchase and green marketing are gradually gaining popularity. Green purchasing refers to consumers' green product purchasing activities to save resources and protect the environment (Sheng et al., 2018). Green marketing is the marketing activities designed by enterprises for the customers such as prices, plans, processes, production, promotions, and personnel. The objective of these activities is to reduce the environmental impact of the company's products and services (Groening et al., 2018). To respond to the environmental issues and the changes of consumers' environmental attitudes, most of the companies have changed their production strategies. They gave up products that caused serious environmental pollution or were harmful to human health and turned to environmentally friendly products. The green products which are produced by the manufacturers are not interested by the consumers as they are unsatisfied from the aspects of products' consumption values, new technology resistance and premium price charges (Jung et al., 2020). Therefore, understanding the influencing factors of consumers' green purchase intention has important practical significance for the people.

1.2 Research Problem

Consumer demand for green products has also motivated companies to invest in the green product market. The companies which act as significant part of economic development have started to focus on environmental issues. The benefits of developing green business include reducing the expenses of excessive useless waste, improving the employees' working environment and guarantee the company's continued and efficient operations. The green product's market development is still lacking even though the consumers' demands keep increasing and companies are more willing to explore the green markets. In a previous study, approximately 30% of consumers expressed environmental concerns and attempted to translate this into their purchasing behavior (Young et al., 2010). However, the purchase rate of green products remains low (Rex & Baumann, 2007). Changes in consumer purchasing behaviour will affect the expansion of the green product market, but the research about consumer behaviour is a complicated task as it has many factors. In Malaysia, green products are hard to come by and can be expensive in some supermarkets. There is evidence that consumers overlook the benefits of green products due to the difficulty of finding stores selling green products and the relatively high prices of the products (Al'azmi, 2017). Hence, marketers began to develop green marketing strategies to help consumers find environmentally friendly products and provide products at reasonable prices. This approach may increase consumers' demand to purchase green products because consumers will be encouraged to purchase green products that are easy to find and obtain at reasonable prices. According to Latip et al (2021) noted that lack of consumer confidence in green products creates problems for consumers who purchase these goods. In Malaysia, most of the consumers do not use green products. It is giving the opportunities for the governments, marketers, and mass media to create awareness of the benefits of green products (Rezai et el., 2013). This situation demonstrates that additional efforts are needed to increase the consumption of green products among Malaysian consumers. Increased public concern and awareness about environmental well-being and safety has led consumers to think about environmental issues and focus on green products when purchasing, thus increasing the demand for these products.

Selangor is a sultanate which is ruled by Sultan Sharafuddin Idris Shah since 2001. It is located on the west coast of the Malaysian peninsula, the state hosts the country's two main transportation hubs: Kuala Lumpur International Airport and Port Klang, the country's largest port. The state is also Malaysia's largest economy, which contributes a big part to Malaysia's overall GDP per capita. With the prime location, good infrastructure, and two federal territories within, Selangor will continue to attract more people for work, travel, or more (Stipp, 2023). Industry is rapidly expanding, and this presently contributes the highest percentages to the state's gross domestic product per capita. Hence, this study highlighted the factors influencing green purchase intention among consumers in Selangor.

1.3 Research Objectives

The research objectives are shown in general and specific objectives.

General Objective

The main objective of this research is to identify the relationship between the factors and green purchase intention among consumers in Selangor.

Specific Objectives

a) To determine whether there is a relationship between price and green purchase intention among consumers in Selangor

b) To determine whether there is a relationship between environmental consciousness and green purchase intention among consumers in Selangor

c) To determine whether there is a relationship between health concern and green purchase intention among consumers in Selangor

d) To determine whether there is a relationship between product attribute and green purchase intention among consumers in Selangor

1.4 Research Questions

The research questions are presented in general and specific questions.

General question: -

Which factors have the greatest effect on affecting green purchase intention among consumers in Selangor?

Specific questions: -

a) Is there a relationship between price and green purchase intention among consumers in Selangor?

b) Is there a relationship between environmental consciousness and green purchase intention among consumers in Selangor?

c) Is there a relationship between health concern and green purchase intention among consumers in Selangor?

d) Is there a relationship between product attribute and green purchase intention among consumers in Selangor?

1.5 Hypotheses of Study

H1: There is a relationship between price and green purchase intention among consumers in Selangor.

H2: There is a relationship between environmental consciousness and green purchase intention among consumers in Selangor.

H3: There is a relationship between health concern and green purchase intention among consumers in Selangor.

H4: There is a relationship between product attribute and green purchase intention among consumers in Selangor.

1.6 Significance of Study

Marketing managers regularly measure purchase intentions and use the results to inform decisions about both new and existing goods and services. Although they are not ideal predictors of future sales, purchase intentions are associated (Morwitz, 2014). The factors such as price, environmental consciousness, health concern and product attribute will influence the green purchase intention among consumers in Selangor. Thus, this study can help marketers investigate the ways in which different elements impact Malaysian consumers' inclination to purchase green products. For all manufacturers, retailers, and distributors of green products, it is essential to comprehend consumer preferences and the variables that impact them. Finding out what the customer wants could also help vendors make more money and sell more products. This study can also be used for marketing, to evaluate products that are currently on the market, and to address any problems that need to be fixed to improve quality for future markets. Green company and new entrepreneur may refer to this study to improve their business. Besides, this study can raise the awareness of public for the issue of green purchase intention. This study can be referred by the government which is Kementerian Perdagangan dalam Negeri dan Kos Sara Hidup for developing the green product which can afford by the Malaysian. Finally, future researchers exploring related problems can use this research as a reference or information source.

1.7 Conclusion

The research background was outlined in Chapter 1 and included a research discussion on the elements that influence consumers' intentions to purchase green products in Selangor. Moreover, the problem description in this chapter demonstrated the importance and merit of this research. The research aims, hypotheses, and significance of the study will provide readers with a deeper comprehension and knowledge of the fundamental theory pertaining to the topic. Furthermore, this chapter offers direction and advice on how to go on to the following chapter.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter will evaluate the journals and publications to compile and analyse the research topic. The specifics of the independent and dependent variables will be investigated to establish hypotheses and validate the theoretical framework. This chapter will examine four independent variables: pricing, environmental consciousness, health concern, and product attribute and one dependent variable which is green purchase intention among consumers in Selangor. This chapter will evaluate the journals and publications to compile and analyse the research topic. The specifics of the independent and dependent variables will be investigated to establish hypotheses and validate the theoretical framework.

2.1 Theory of Planned Behaviour

The theory of planned behavior (TPB) is the study's guiding theory because of its applicability to the subject. The basis for the development of the TPB, which Icek Ajzen developed in 1985, was the theory of reasoned action (TRA), which Martin Fishbein and Icek Ajzen co-developed in 1967 and it was updated till 1975. (Fatoki, 2020; Ozer & Yilmaz, 2011). The primary objective of the TPB is to develop a comprehensive framework for understanding the various factors that influence people's intentions (Ajzen, 1991). According to Ajzen (1985), three factors primarily impact human intentions include attitude, subjective norms, and perceived behavioural control. A review of the literature indicates several connections that are drawn between this study and the TPB. First, prior studies have demonstrated that consumer opinions are highly influenced by brand equity (Lama, 2017). According to the TPB, consumers' intentions are directly impacted by their views (Fatoki, 2020). The theory of planned behaviour is one of the most applied theories in the social and behavioural sciences as of April 2020, having been the topic of empirical examination in over 4,200 publications cited in the Web of Science bibliographic database. TPB has generated significant interest in fields including environmental science, business and management, health sciences, and educational research, ideally satisfying George Miller's call to "give psychology away. The TPB was chosen as the driving principle for this study to understand the influence of the factors on green purchase intention among the consumers in the context of the above factual evidence.

2.2 Review of Variables

2.2.1 Dependent Variable: Consumer Purchase Intention

The dictionary defines purchase intention as a customer's wish to acquire a certain good or service (Kassu, 2016). The purchase probability associated with each intention group is the percentage of persons who will purchase the product (Wan & Hamed, 2005). Green purchase intention is a dependent variable that depends on multiple internal and external factors, such as the signal or stimulation that prompts a consumer to consider a green product in their decision to buy, the expected outcomes of using the good or service, the motivating value, recommendations from others, and the emotional connections they have with it (Kassu, 2016). One tactic to deal with the problem of people purchasing items to fulfil their needs and aspirations is purchase intention (Ika & Chaerudin, 2020). Consumer purchase intention is determined in the evaluation phase, the fourth step in the buyer selection process. When a consumer decides whether to purchase products or services, that decision-making process begins.

2.2.2 Independent Variables

2.2.2.1 Price

According to users, value is an item generated after the production of green products has been completed (Blend & Van Ravenswaay, 1999). As a result, consumers may still choose to buy green products in spite of their high cost (Chen & Chai, 2010). As it happens, more than 80% of Malaysian, Thai, and Korean consumers in the

developing green markets are among the consumers who are continually concerned of the environment and are prepared to spend more money on high-end green products (Dunlap & Scarce, 1991). D'Souza et al. (2007) state that all environmentally friendly items must be naturally secured, meaning that they cannot be altered externally to have a higher value. According to Young et al. (2009), pricing often inhibits consumers' intentions to make green purchases since it may lessen their desire to understand green ideals and attitudes. However, among dedicated environmentalists, price is the factor that influences green purchasing intention the least (Hashim et al., 2020). While Young et al. (2009) argued that price moderates the influence of green price and attitude on buying decisions, the majority of consumers who are environmentally conscious are more willing to spend on green premiums than those who are less concerned with green products or who are unable to spend more. Customers' willingness to pay shows that pricing formation should take attitude and behaviour into account.

2.2.2.2 Environmental Consciousness

Concern for the environment and how it tends to be a significant factor influencing consumer behavior have drawn more attention from studies in recent years (Dunlap & Jones, 2002; Yadav, 2016). Numerous studies reveal that altruistic principles are reflected in environmental care. According to Heberlein (1972), consumer behavior toward the environment is shaped by altruistic attitudes or intentions. Consumers' efforts to address environmental issues through green shopping are indicative of their developing environmental consciousness, which is motivated by their altruistic ideals (Zou & Chan, 2019). Furthermore, consumers are becoming more conscious of the environmental impact of the packaging materials used for everyday products (Kong et al., 2016).

2.2.2.3 Health Concern

Customers' opinions toward green products can be influenced by their health concerns, according to evidence shown in current literature (Prakash & Pathak, 2017; Kumar, 2019). Zanoli and Naspetti (2002), for example, claim that consumers who prioritize their health are more likely than other consumers to engage in environmentally friendly choices (Zanoli & Naspetti, 2002; Rana & Paul, 2017). A pro-self idea that shows concern for one's own health or the health of their family members is known as an egoistic value notion. Individuals may be motivated to exhibit environmentally friendly behavior by benefits to themselves (egoistic values), such as improved health and quality of life (Verma et al., 2019). Since they believe these items will benefit them personally, the majority of customers use organic or green products. Nonetheless, the majority of earlier research views safety and health concerns as the two most important considerations when buying environmentally friendly items (Yadav, 2016; Prakash & Pathak, 2017). According to recent research, consumers' attitudes toward green products are influenced by their health concerns (Nguyen et al., 2016; Prakash & Pathak, 2017). For example, consumers with high health concerns are more likely than others to behave in an environmentally responsible manner (Zanoli & Naspetti, 2002).

2.2.2.4 Product Attribute

Customers' growing concern for environmental sustainability has led to a rise in interest in green product attributes in recent years (Sharma & Foropon, 2019). Due to the environmental issues associated with their consumption, consumers are choosing more and more items with green features (Paul et al., 2016). Consumer trust in a product is influenced by its physical characteristics, including its weight and size, design, pricing, and packaging (Aburumman & Nieto, 2019). Customers' ultimate purchase decisions are most likely influenced by their trust, which is

mostly based on the seller's ethical behavior, lack of opportunism, and the qualities of the goods they sell (Marakanon & Panjakajornsak, 2017). Users' and designers' perceptions of a product differ from one another (Magnier et al., 2019). When making a purchase, consumers often depend on subjective reasoning to guide them. When faced with a large number of similar choices, consumers are also using subjective and objective attributes to help them narrow down their selection (André et al., 2018). Designing items that are in line with perceived attributes is crucial since design has a significant impact on sales (Landwehr et al., 2011). According to the findings of earlier research, a customer's perception of a product is primarily influenced by its quality, value, and risk (De Medeiros et al., 2016). When it comes to making a judgment on that specific product and developing long-term consumer trust, each of these attributes is crucial. Some people believe that a company's positive reputation helps to foster trust when it comes to product manufacture (Nguyen et al., 2019). Consumer perceptions of attributes also encompass national preconceptions and experiences with domestic products (Perez Mata et al., 2017). An evaluation of an event or product as possibly beneficial or damaging to one's well-being is known as its reflective attribute (Scherer, 2001). Evaluation is the process of determining how important a stimulus is for an individual's own well-being. For example, a desire to buy ecologically friendly products might be evaluated as aligning with our concern for sustainable practices. Still, individuals from various cultural backgrounds may evaluate the same (green) product differently and feel differently about buying it (Desmet et al., 2007). A person who cares about the environment can reply that they want to purchase a green product because they believe in them.

2.3 Theorical Framework

Figure 2.1

Independent Variables

Variables

Dependent

```
┌─────────────────────────────┐
│            Price            │─────── H1
└─────────────────────────────┘
┌─────────────────────────────┐
│ Environmental Consciousness │─── H2          ┌──────────────────────────┐
└─────────────────────────────┘                │ Green Purchase Intention │
┌─────────────────────────────┐     H3         └──────────────────────────┘
│        Health Concern       │───────
└─────────────────────────────┘     H4
┌─────────────────────────────┐
│      Product Attribute      │───────
└─────────────────────────────┘
```
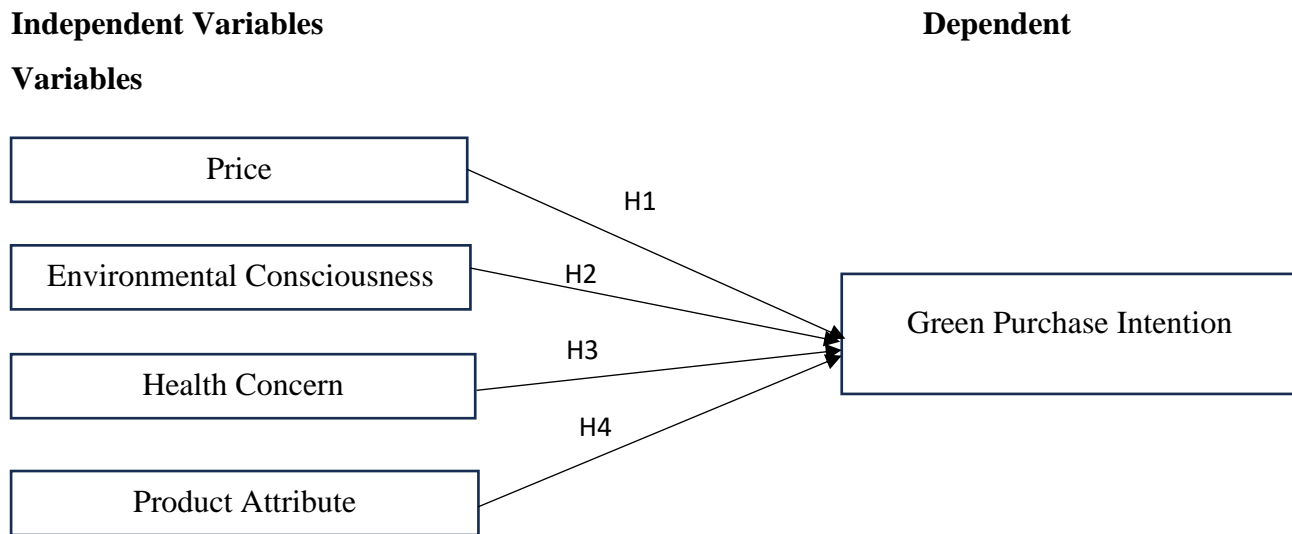
Source: Developed for research

2.4 Hypotheses Development

2.4.1 Hypothesis 1: There is a relationship between price and green purchase intention among consumers in Selangor.

According to Gadenne et al. (2011), one of the main obstacles to the adoption of green products is price. Price-sensitive consumers believe that the cost of a product is the most important element influencing their choice to purchase (Eze & Ndubisi, 2013). As a result, consumers' decisions to purchase or use environmentally friendly items may be adversely impacted by their high prices (Connell, 2010). However, because of how they view the products, consumers' perceptions of pricing are likely to differ from one another while making purchasing decisions. Customers are willing to pay extra for some products, such as those with an eco-label, according to a study on their expenditure on recycled goods (Hamzaoui-Essoussi & Linton, 2010). According to Moser (2015), consumers' willingness to pay a premium for green products is generally influenced by their sense of value rather than the products' real cost. However, inexpensive green products can become widely accepted in the market. Nonetheless, many consumers may be aware that their purchasing decisions may directly impact a variety of ecological issues, some may be prepared to pay a premium for environmentally friendly items (Biswas & Roy, 2015). According to Suki and Suki (2015), a recent survey revealed that over 80 percent of Malaysian consumers are willing to pay a higher price for ecologically friendly products.

Hypothesis 2: There is a relationship between environmental consciousness and green purchase intention among consumers in Selangor.

Environmental consciousness reflects one's understanding of environmental problems and how environmentally friendly actions might help to solve them (Boztepe, 2016). A customer that cares about the environment is aware of how resource consumption and usage may affect the ecosystem (Franzen & Meyer, 2010). Customers' degree of environmental consciousness has increased because of their increased knowledge about sustainable methods. A person's beliefs, personality, and environmental concerns are the source of this consciousness, which could influence their purchasing decisions (Diamantopoulos et al., 2003). Customers who care about the environment are more likely to express feelings of environmental protection. As a result, they are prepared to modify their consumption patterns in order to lessen the damaging effects of their activities on the environment. According to Wang et al. (2014), pro-environmental behaviour can be linked to a new environmental paradigm, such as customers' preference for environmental values. The decision to purchase eco-friendly items may be directly influenced by consumers' propensity for protecting the environment and improvement, which could lead to a greater sense of responsibility (Biswas & Roy, 2015). Consequently, as consumers gain awareness of the negative impacts of non-sustainable consumption on the environment, they modify their behaviour by adopting environmentally friendly habits. Therefore, environmental consciousness has the potential to influence customers' green purchasing decisions by encouraging social responsibility for the environment.

Hypothesis 3: **There is a relationship between health concern and green purchase intention among consumers in Selangor.**

The quality of green products is much better compared to the other products on the market. These items are devoid of chemical stimulation to preserve them and still contain its original vitamins and minerals. Rahim (2009) claims that consumers who care about environmentally friendly products showed a pro-consumption mindset. They frequently adopt new habits in their daily lives, such as purchase more green products. According to Lockie (2002), green products are nutrient-dense and contain natural ingredients. It is the primary justification for people to buy this type of food rather than typical foods. According to Katz et al. (2017), the natural content may also have a positive effect on customer purchasing intention. As previously stated, the green product contains pure vitamins that are higher in proportion than other common items that are manufactured artificially. For example, vitamin C, which is the most essential element for human health, is included in the green product. It strengthens the human body's immune system to combat illnesses like cancer. Green products have been shown in previous studies by Armin et al. (2013) to slow down the growth of cancer cells in patients' bodies. Natural methods were used for producing milk that was more valuable and had a high percentage of nutrients needed by humans (Aman et al., 2012). Furthermore, compared to traditional meals, green products include less fat and more carbohydrates (Armin et al., 2013). Daily consumption of green products could represent a nutritious diet and meal. Consumers are highly concerned about their health, which motivates them to use green products to maintain their wellbeing. Although customers can choose whatever product to use, it is also clear that other factors have an impact on them. A health concern is associated with one of them. However, customers also select green products based on flavour in addition to health considerations. Phuah et al. (2011) also discovered that customers' intent to purchase green products is influenced by their wealth and education levels while majority of the consumers purchase the green products because of health concerns. Nonetheless, the firms need the consumers' loyalty and trust to purchase the green products compared to normal products (Chakrabarti, 2010).

Hypothesis 4: There is a relationship between product attribute and green purchase intention among consumers in Selangor.

Along with objective factors like social demographics and subjective factors like consuming habits, lifestyle, and psychological activities, the primary concern of customers' purchasing intentions is also the attributes of the product. Eco-labels that highlight a product's sustainability are the most important element influencing consumers' intention to purchase (Chekima et al., 2016). Additionally, Degirmenci and Breitner (2017) discovered that consumers' purchasing intentions can be more positively influenced by an electric vehicle's environmentally friendly features than the price or mileage. Consumer preferences for various product attributes differed significantly. For example, while buying green food, consumers will prioritize the safety of production and the dependability of the source (Carfora et al., 2019). Customers that purchase sustainable apparel are more likely to focus on the distinctive personality of the item while showcasing it to others, in addition to quality (Park & Lin, 2020). Regarding electric cars, buyers are primarily concerned with two factors: price and function (Degirmenci & Breitner, 2017). However, the choices made by customers are also greatly influenced by the attributes and status of the cars (Policarpo & Aguiar, 2020). When buying durable goods for the home, like eco-friendly furniture, energy-efficient appliances, and green housing, consumers are primarily concerned with two factors: affordability and health benefits (Sreen et al., 2018). Customers who choose to buy eco-friendly skin care products will take the nation of origin into account (Hsu et al., 2017). Customers' excitement for green products will certainly be affected by the public nature of green purchasing behavior. To prevent poor sales of green products, businesses have implemented a variety of marketing methods, including eco-labelling and advertising.

The best ways to display the qualities of the product are through eco-labels and green packaging, which provide the consumer with direct access to details about the product's origin, manufacturing cycle, and environmental impact. Customers are more likely to purchase a product if they are knowledgeable about it (Hao et al.,

2019). Furthermore, circular eco-labels are more likely to boost consumers' willingness to buy than brand labels in other forms (Xu et al., 2020). Another marketing strategy with more comprehensive promotion and tighter supervision is advertising. Green product advertising appeals fall into two categories: abstract appeals, which provide a more general or subjective description of a product's features, and appeals, which provide a more objective and comprehensive description of the same features. Abstract appeals have a greater publicity impact than specific appeals when the attributes of green products align with the interests of customers or other stakeholders (Yang et al., 2015). As a result, businesses should concentrate on informing the public about the importance of green products for environmental preservation, showcasing their unique design concepts, and demonstrating their character and worth in contrast to conventional items. Nonetheless when it comes to marketing, businesses should look for the truth in the facts and remain clear of both excessive and misleading exposure. Many businesses have made an effort in recent years to enhance or restore their public image by presenting an image of environmental responsibility. Customers' enthusiasm for buying green products has been greatly muted by frequent instances of "greenwashing". The detrimental effects of "greenwashing" are more significant, particularly for those who cares seriously about environmental issues (Zhang et al., 2018). The public's perception of a product brand may be formed over years or even decades through word-of-mouth advertising and quality accumulation, but it typically only takes one instance of corporate deception to erode that perception. In the case of food, customers' willingness to pay is more influenced by the legitimacy of the advertising message than the sustainability and quality of the product (Jäger et al., 2020).

2.5 Conclusion

The literature review provides a thorough analysis of the independent and dependent variables. Based on lots of research, it has established the interconnected link between the independent and dependent variables. The theoretical framework is introduced, along with additional hypotheses. It has been demonstrated that there is a positive correlation between the independent and dependent variables in each hypothesis.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

The term "research methodology" describes the procedures or strategies used to locate, gather, assess, and analyze data on a topic. The research design, data collection method, sampling design, research instrument, construct measurement, data processing, and data analysis are all explained in this chapter.

3.1 Research Design

McCombes (2019) defines the research design as a comprehensive plan for gathering and analyzing data and information in accordance with the objectives and research questions. A research design includes a framework for identifying the relationships between the variables, a time-based approach, and a systematic plan for each research activity based on the research questions (Schindler, 2019). The primary research question would be approached in accordance with the research design. Data collection and, consequently, findings are influenced by the research design. Creswell and Creswell (2018) state that the other study elements, such as variables, hypotheses, and data analysis, are defined by the research design.

3.1.1 Descriptive Research

A method for identifying and compiling information on the features connected to a specific subject, such as a society, organization, or person, is descriptive research (Akhtar, 2016). In order to precisely define the respondent, descriptive studies are conducted. It is a theory-based design process that involves obtaining, evaluating, and providing knowledge that can be verified. For example, the investigator employed quantitative methods to gather information from the survey. Using descriptive research was important to develop the study that was connected to the factors and green purchase intention among consumers in Selangor.

3.1.2 Quantitative Research

Numbers are defined by the quantitative approach as a method of representing data. Since numbers are objective, quantitative study is necessary (Imed, 2023). In this study, the questionnaire served as a quantitative research instrument. To ensure that every participant received the same information, the questionnaire asked the same questions to all of them.

3.2 Data Collection Method

3.2.1 Primary Data

Primary data are brand-new facts that are used to build a study. A report's primary data is information that is needed to answer a specific research question. By giving scales statistical values, quantitative techniques were utilized to evaluate survey results. This research questionnaire, which utilized one of the quantitative techniques, was distributed to 150 participants in Malaysia. The audience analysis questionnaire was completed by the researcher using Google Forms. Demographic questions was developed in the first category of questions. The respondents' age and gender were all addressed by the demographic questions. The independent and dependent variables of the study were the focus of the second category of questions. The information obtained was assumed to be the primary data.

3.2.2 Secondary Data

Secondary research, sometimes referred to as "desk research," makes use of generally accessible data that has previously been analyzed for other objectives. Information originally obtained from a different source is referred to as secondary data. Secondary data sources include prior UTAR student research projects as well as government papers, websites, books, and journal articles that are searchable on Google (Sulbha, 2023).

3.3 Sampling Design

3.3.1 Target Population

A class or group of people that researchers are interested in learning more about is referred to a target population. The audience that was targeted needs to have purchased green products before. They include both students and members of the working class. They must be residents of Selangor. The study was conducted in October and November of 2023.

3.3.2 Sampling Frame and Sampling Location

According to Schindler (2019), a sample frame is a list that includes every member of the population. The information source or structure from which a sample is taken is known as a sampling frame. Since the researcher was unable to obtain the necessary information from the relevant institution, there was no sampling frame for this study. The researcher will inquire about prior experience purchasing green products from the selected respondents when distributing the questionnaire. An geographic area where the researcher choose to seek for the target population is known as a sampling location. Selangor was selected as the research location since it is the state in Malaysia with the largest population. Selangor's population was anticipated to be over 7.2 million as of July 2023. In terms of gross domestic product, Selangor has the greatest economy and is also the most populous state in Malaysia. Enclaves within Selangor comprise the two federal territories mentioned earlier on the west. Apart from that, Selangor is the most visited state in Malaysia by domestic tourists because to its abundance of attractions (Stipp, 2023).

3.3.3 Sampling Elements

Every unit has an equal chance of being chosen to be a part of the study sample, including individuals, groups, organizations, and businesses. If they can find and contact every member of a target demographic, this is possible; nevertheless, this is often unlikely because it would be costly or impractical (DJS Research, n.d.). The sampling element of this study was limited to participants who were at least 20 years old. This is because most people in this category are able to make decisions about whether or not to purchase environmentally friendly products, and they are also able to recognize environmentally friendly products based on their own needs. They can voice their opinions at any point when they are making purchases. As a result, the researcher was able to conduct this study with trustworthy data from them. Individuals under the age of twenty years old were not permitted to participate in this study.

3.3.4 Sampling Techniques

One instrument used in the sample collecting process is the sampling technique. Non-probability sampling has been applied in this study. This is a result of the Selangor region's lack of a sample frame. Non-probability sampling is a fast, easy, and reasonably priced way to get data. This approach is more reliant on the researcher's ability to select appropriate sample items. It can be difficult for every component of the population to be accurately represented in the sample if the sampling results are uneven (Stacan, 2021). The type of non-probability sampling used in this study is called convenience sampling. Convenience sampling was the most straightforward method of sampling since participants are selected according to their availability and willingness to participate (FPH, n.d.). The researcher chose the participants in this kind of sampling according to their preferences.

3.3.5 Sampling Size

The sample size is the total number of participants in a study, analysis, or survey. For the people living in the Selangor area, a sample size of at least 150 is needed. Based on Roscoe's (1975) study, which indicates that sample sizes larger than 30 and smaller than 500 are appropriate, the researcher has chosen to focus on 150 samples. Even well-researched studies may miss significant consequences or correlations if the sample size is too small. Basically, an excessively large sample size will make the study more complex and could produce results that are not accurate (Singh & Masuku, 2014). 150 questionnaires are thus distributed in the Selangor region.

3.4 Research Instrument

3.4.1 Questionnaire Design

In research, the design of the questionnaire is vital. English was used for the questionnaire design of this study since it was thought to be an appropriate language for participant communication. To make the questionnaire easier for participants to complete, only closed-ended questions were given. For closed-ended questions, a list of potential answers was given to limit the participant's options. The study's objectives and a summary were presented on the cover page of the questionnaire. This questionnaire was divided into two components. Section B contained the measurements of the variables, while Section A had the demographic data. In Section A, there was one basic question on the respondents' experiences purchasing green products and four questions concerning the respondents' demographic data. One dependent variable, customer purchase intention, and four independent variables, price, environmental consciousness, health concern, and product attributes, comprised Section B of the questionnaire. Based on data gathered from respondents, these factors were included in questionnaires to examine the connections between them. The participants were instructed to rate their responses

to the questions regarding each characteristic in this section using a 5-point Likert scale. Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, and Strongly Agree = 5, for example. Adopting a 5-point Likert scale makes it simple for respondents to respond to the questions. Respondents are free to choose to remain neutral, but they are also free to select an option that conflicts with their opinions (WorkTango, 2023).

3.4.2 Pilot Test

The validity and reliability of the questionnaire were assessed by a pilot test conducted prior to its implementation. To review each attribute, find flaws, and find any possible questionnaire errors is the goal of the pilot test. To ensure that participants can understand all of the terms and expressions even in the absence of the researcher's assistance, it is crucial (In, 2017). A flat rule of thumb is a single figure designed for every possible situation, declared by Machin et al. (2018). The number 30, for example, is in vogue. For the pilot study, thirty sets of questionnaires were distributed by the researcher. According to the Cronbach's Alpha Rule of Thumb, a value below 0.5 is deemed unacceptable. (Zach, 2021).

Table 3.1: Cronbach's Alpha Strength

Cronbach's Alpha	Internal Consistency
>0.9	Excellent
0.8 -<0.9	Good
0.7-<0.8	Moderate
0.6-<0.7	Acceptable
0.5-<0.6	Poor
<0.5	Unacceptable

Source: Developed for Research.
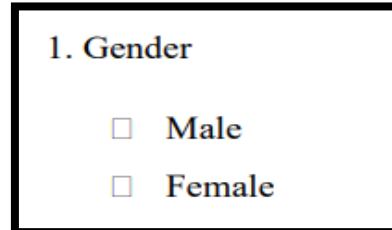
3.5 Construct Measurement

3.5.1 Scale Measurement

3.5.1.1 Nominal Scale

The scale measurement known as the nominal scale is used to name variables without considering their objective significance. They cannot be multiplied, divided, added to, or subtracted from since they have no numerical value. It is a technique for analysing knowledge across many domains. For example, gender is divided into two categories which are male and female.

Figure 3.1: Example of nominal scale

1. Gender

☐ Male

☐ Female

Source: Developed for Research

3.5.1.2 Ordinal Scale

An ordinal scale is the second measuring type that shows data in a ranked order. The ordinal scale requires that the items be placed in a specific sequence. Take arranging the most excellent to the worst and the lowest to the top as examples. The respondents' age were measured using an ordinal scale.

Figure 3.2: Example of ordinal scale

```
2. Age

    ☐   below 20 years old
    ☐   21-30 years old
    ☐   31-40 years old
    ☐   above 40 years old
```

Source: Developed for Research

3.5.1.3 Interval Scale

Significantly divided numbers are arranged using interval scales. The techniques applied to figure out the variables' separation from one another are quite accurate. The questionnaire's Section B included a 5-point Likert scale. Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, and Strongly Agree= 5 was the numerical scoring system used.

Figure 3.3: Example of interval scale

No.	Question	1	2	3	4	5
1.	I think price is important when I buy green products.					
2.	I think the price of green products is reasonable for consumers.					
3.	I am ready to pay more for green products.					
4.	I think the price of green products is higher than the average market price for similar products.					

Source: Developed for Research

3.6 Data Processing

3.6.1 Data Checking

Both during and after the surveys were disseminated, the data was reviewed to make sure the questions were appropriate, and the data satisfied the consistent criteria. To check for any mistakes or flaws, data was gathered, and ongoing monitoring was conducted. It was completed to ensure the results' dependability and accuracy (Sekaran & Bougie, 2016).

3.6.2 Data Editing

The data must be altered to extract meaning from the information gathered before it can be considered input. Data editing entailed reviewing the questionnaire for errors and making the necessary corrections. This ensured that the information gathered was accurate and legitimate (Sekaran & Bougie, 2016).

3.6.3 Data Coding

Data coding is the procedure by which a number was coded to denote a particular response. Information analysis can be used to improve the Statistics Project of Social Science (SPSS) by using numerical data as input. Every response was explained by a specific response. According to Sekaran and Bougie (2016), the agreeableness scale in Section B, for example, was decoded from 1 to 5, reaching from "strongly disagree" to "strongly agree."

3.6.4 Data Transcribing

Entering all the information gathered from respondents into a computer was the process of data transcription. When information was entered into the device, the SPSS program was used as a tool to evaluate it (Sekaran & Bougie, 2016).

3.6.5 Data Cleaning

At this stage, the survey's data and inputs into the SPSS program were assessed for validity. Any data that was unclear or inaccurate might be located using the program. The accuracy of the collected data was also verified using the SPSS program (Sekaran & Bougie, 2016).

3.7 Data Analysis

An essential component of quantitative research is data analysis. The method determines the final product of the investigation. Sometimes the only way to see and follow spontaneously occurring actions during data collection is by monitoring relationships. The analysis is the focus of a comprehensive study (Uwe Flick, 2013). The data was gathered from the respondents' questionnaire responses, which SPSS software was then used to evaluate.

3.7.1 Descriptive Analysis

The process of turning questionnaire-based data into a thoroughly examined and understandable result is known as descriptive analysis ("Descriptive Statistics | Research Methods Knowledge Base," 2020). Descriptive analysis does not aim to generalize the results to the entire population, even though it does try to make the results more understandable (Narkhede, 2018). The researcher used data from the questionnaire to compute the gender and age statistics for the demographic profile, which were then described using the mean, frequency distribution, etc. Using tables, the researcher investigated each of the demographic components of the research sample.

3.7.2 Reliability Test

Software testers use reliability testing to see if their product can function error-free in a certain environment for a predetermined amount of time. Testing for reliability ensures that the program is free from errors and reliable enough to accomplish its main objective (Thomas, 2023). The reliability test is important when it comes to measuring instrument elements' precision. It is believed that Cronbach's Alpha Coefficient is the most widely used measure of internal precision.

3.7.3 Pearson Correlation Analysis

One study statistic for figuring out the relationship between two variables is the Pearson correlation coefficient. This is considered to be the best way to evaluate interest-related variables. This offers details regarding the kind of relationship, measurement, and connection (Turney, 2022). The Pearson Coefficient Correlation's interpretation is displayed in Table 3.4. The relationship between independent factors including price, environmental consciousness, health concern, and product attribute and the dependent variable, consumer purchase intention, was examined using the Pearson correlation coefficient.

Table 3.4: Pearson Coefficient Correlation Interpretation

Pearson Coefficient Correlation (r) Value	Strength
>0.5	Strong
0.3-0.5	Moderate
0-0.3	Weak

Source: Developed for Research

3.7.4 Multiple Linear Regression Analysis

There are numerous independent variables and one dependent variable in the multiple linear regression regression model. The study is carried out to evaluate the correlations between two or more variables that have causal-effect relationships to anticipate the issue (Uyanık & Güler, 2013). The researcher can precisely forecast which independent factors have a bigger influence on the dependent variable by using a multiple regression equation.

The multiple regression equation is shown as:

Y = a + b1X1 + b2X2 + b3X3 + b4X4

Y = Dependent Variable

a = Regression Constant term

b = Beta Coefficient

X = Independent Variable

Consumer Purchase Intention = a + b1 (price) + b2 (environmental consciousness) + b3 (health concern) + b4 (product attributes)

3.8 Conclusion

In Chapter 3, the research approaches were covered. The research instrument, construct measurement, sampling design, sampling techniques, data processing, data analysis, and research instrument were all covered in this chapter. Version 29 of SPSS was applied to analyze the gathered data. The surveys were sent to 150 participants. The results of the statistical analysis and the conclusions of the hypotheses will also be examined and explained in chapter 4.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

Initially, the SPSS program was used to do the descriptive analysis. The tools used to display the data were tables. Multiple Linear Regression, Cronbach's Alpha, and Pearson's Correlation analysis were used to assess the inferential analysis results after the reliability test was completed.

4.1 Descriptive Analysis

Participants completed 150 sets of questionnaires to the researcher. The information and response profiles will be assessed in this part. The findings and interpretations of the statistics are shown below.

4.1.1 Demographic profile for respondents

4.1.1.1 Gender

Table 4.1 Gender

	Frequency	**Percentage (%)**
Male	71	47
Female	79	53
Total	150	100

Source: Developed for Research.

Table 4.1 shows the gender of 150 respondents. There are 71 male respondents which contain 47% and 79 female respondents which contain 53%.

4.1.1.2 Age

Table 4.2 Age

	Frequency	Percentage (%)
Below 20 years old	26	17.3
21-30 years old	50	33.3
31- 40 years old	35	23.3
Above 40 years old	39	26
Total	150	100

Source: Developed for Research.

Table 4.2 indicates the 4 categories of the age of 150 respondents. Firstly, there are 26 respondents are below 20 years old which covers 17.3%. Secondly, 50 out of 150 respondents which cover 33.3% are 21 to 30 years old. Thirdly, the age between 31 to 40 years old consists of 35 respondents which is 23.3% out of 100%. Lastly, the age above 40 years old consists of 39 respondents which is 26% out of 100%.

4.1.1.3 Race

Table 4.3 Race

	Frequency	**Percentage (%)**
Malay	36	24
Chinese	55	37
Indian	50	33
Others	9	6
Total	150	100

Source: Developed for Research.

Table 4.3 indicates the 4 categories of the race of 150 respondents. Firstly, there are 36 respondents are Malay which covers 24%. Secondly, 55 out of 150 respondents which cover 37% are Chinese. Thirdly, indian consists of 50 respondents which is 33% out of 100%. Lastly, the others race consists of 9 respondents which is 6% out of 100%.

4.1.1.4 Living in Selangor

Table 4.4 Living in Selangor

	Frequency	**Percentage (%)**
Yes	150	100
No	0	0
Total	150	100

Source: Developed for Research.

Table 4.4 shows the frequency of 150 respondents who live in Selangor. All of them live in Selangor which is 150 person and 100% of the respondents.

4.1.1.5 Have experienced purchase green product before

Table 4.5 Experienced purchase green product before

	Frequency	Percentage
Yes	148	99
No	2	1
Total	150	100

Source: Developed for Research.

Table 4.5 shows the results of the respondents who have experience purchase green product before among 150 respondents. There are 148 respondents who have experienced purchase green product before which contain 99% and 2 respondents do not have experience to purchase green product before which contain 1%.

4.1.1.6 Central Tendencies Measurement of Construct

Table 4.6 Descriptive Statistics on Variables

Variable	N	Mean	Standard Deviation
Price	4	4.2367	0.42449
Environmental Consciousness	4	4.7750	0.28194
Health Concern	4	4.8633	0.25839
Product Attribute	4	4.8933	0.16726
Consumer Purchase Intention	4	4.27	0.41825

Source: Developed for Research.

Table 4.6 defines the descriptive statistics on price, environmental consciousness, health concern, product attribute, and consumer purchase intention. Based on the result taken, product attribute has the highest mean which is 4.8933 compared to other variables. Next, health concern, environmental consciousness, consumer purchase intention and price have a mean of 4.8633, 4.7750, 4.27, and 4.2367 respectively. Besides, price has the highest standard deviation of 0.42449, while the rest are consumer purchase intention, environmental consciousness, health concern, and product attribute which is 0.41825, 0.28194, 0.25839, and 0.16726.

4.2 Reliability Test

Table 4.7 Reliability Test

Variables	Cronbach's Alpha	N	Outcome
Price	0.676	4	Moderate
Environmental Consciousness	0.806	4	Good
Health Concern	0.729	4	Moderate
Product Attribute	0.718	4	Moderate
Consumer Purchase Intention	0.728	4	Moderate

Source: Developed for Research.

The reliability statistic for actual research is displayed in Table 4.7. Four items are used to measure each variable. The health concern, consumer purchase intention, product attribute, and price reliability statistics are 0.729, 0.728, 0.718, and 0.676, respectively, whereas the environmental consciousness has the greatest alpha coefficient, at 0.806.

4.3 Pearson Correlation Analysis

Table 4.8 Correlations

		DV	IV 1	IV 2	IV 3	IV 4
Correlations						
DV	Pearson Correlation	1	.398**	.372**	-.131	-.167*
	Sig. (2-tailed)		<.001	<.001	.109	.041
	N	150	150	150	150	150
IV 1	Pearson Correlation	.398**	1	.979**	.040	.068
	Sig. (2-tailed)	<.001		<.001	.623	.405
	N	150	150	150	150	150
IV 2	Pearson Correlation	.372**	.979**	1	.011	.036
	Sig. (2-tailed)	<.001	<.001		.892	.662
	N	150	150	150	150	150
IV 3	Pearson Correlation	-.131	.040	.011	1	.920**
	Sig. (2-tailed)	.109	.623	.892		<.001
	N	150	150	150	150	150
IV 4	Pearson Correlation	-.167*	.068	.036	.920**	1
	Sig. (2-tailed)	.041	.405	.662	<.001	
	N	150	150	150	150	150
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Source: Developed for Research.

Based on Table 4.8, the variables including the dependent variable which is consumer purchase intention, and the independent variables which are price and environmental consciousness have a p-value of < 0.001, except health concern and product attribute. The outcome indicates that the variables of price and environmental consciousness are significant at the level of 0.01 (2-tailed) while the outcome indicates that the variables of health concern and product attribute are significant at the level of 0.05 (2- tailed). The best coefficient is 0.398 for price while the rest are followed by environmental consciousness, health concern, and product attribute which is 0.372, -0.131, and -0.167 respectively.

4.4 Multiple Linear Regression

Table 4.9 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Model Summary				
1	.467[a]	.218	.197	.37487
a. Predictors: (Constant), IV 1, IV 2, IV 3, IV 4				

Source: Developed for Research.

Table 4.9 indicates that the R Square value is 0.218. This indicates that the independent variables which are price, environmental consciousness, health concern, and product attribute affected 21.8% of the variation in the dependent variable, which is customer purchase intention.

Table 4.10 ANOVA

ANOVAª						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	**Regression**	5.689	4	1.422	10.121	<.001[b]
	Residual	20.376	145	.141		
	Total	26.065	149			
a. Dependent Variable: Consumer purchase intention						
b. Predictors: (Constant), Price. Environmental Consciousness, Health Concern, Product Attribute						

Source: Developed for Research.

The F-value shown in Table 4.10 is 10.121 and the significant value is < 0.001. Therefore, there is a significant effect of the independent variables including price, environmental consciousness, health concern, and product attribute on the dependent variable which is consumer purchase intention.

Table 4.11 Summary of Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.231	.954		5.485	<.001
	IV1	.995	.363	1.010	2.743	.007
	IV2	-.606	.368	-.605	-1.645	.102
	IV3	.481	.436	.207	1.103	.272
	IV4	-1.012	.470	-.405	-2.151	.033

a. Dependent Variable: Consumer Purchase Intention

Source: Developed for Research.

Table 4.11 shows that, due to a p-value of less than 0.05, the independent variables, price (0.007) and product attribute (0.033), have a positive relationship with the consumer's green purchase intention. However, there is no evidence of an influence from the independent factors in this study, such as health concern (0.272) and environmental consciousness (0.102). Create an equation to analyse the statistical significance of the independent variables on the dependent variable by referring to the table.

Regression equation:

Consumer Purchase Intention = 5.231 + 0.995P - 0.606EC + 0.481HC – 1.012PA

Whereas:

P = Price

EC = Environmental Consciousness

HC = Health Concern

PA = Product Attribute

By pointing out the outcome, price has the most significant on consumer purchase intention with ß = 1.010

4.4.1 Hypotheses Testing

4.4.1.1 Hypothesis 1

H_1: There is a relationship between price and green purchase intention among consumers in Selangor.

Price has a significance value of 0.007, which is less than the 0.05 p-value. This indicates that consumers' intentions to purchase green items in Selangor are significantly influenced by price.

4.4.1.2 Hypothesis 2

H_2: There is a relationship between environmental consciousness and green purchase intention among consumers in Selangor.

Environmental consciousness has a significance value of 0.102, which is greater than the p-value of 0.05. This demonstrates that consumers' intentions to purchase eco-friendly products in Selangor are not significantly correlated with the consciousness of the environment.

4.4.1.3 Hypothesis 3

H_3: There is a relationship between health concern and green purchase intention among consumers in Selangor.

Health concern has a significance value of 0.272, which is more than the p-value of 0.05. This indicates that there is no significant relationship between consumers' intentions to purchase green products in Selangor and health concerns.

4.4.1.4 Hypothesis 4

H_4: There is a relationship between product attribute and green purchase intention among consumers in Selangor.

The product attribute's significance value is 0.033, which is less than the 0.05 p-value. This indicates that consumers' intentions to purchase green products in Selangor are significantly correlated with product attributes.

4.5 Conclusion

To define the respondents, the demographic profile was subjected to a descriptive analysis. A reliability test was used to evaluate the elements' reliability for each of the five constructions. To investigate the relationship between the four independent variables and a dependent variable, multiple regression analysis was also applied. A thorough discussion of the main findings and conclusions will be provided in Chapter 5.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATION

5.0 Introduction

The results of earlier chapters are discussed in Chapter 5. In addition, this chapter covers the research's limits and implications, and suggestions for further study are presented.

5.1 Discussion of Major Findings

Table 5.1 Summary of Hypothesis and Results

Hypotheses	Significant Level	Result	Conclusion
H_1: There is a relationship between price and green purchase intention among consumers in Selangor.	$p = 0.007$	$p < 0.05$	Accepted
H_2: There is a relationship between environmental consciousness and green purchase intention among consumers in Selangor.	$p = 0.102$	$p > 0.05$	Rejected
H_3: There is a relationship between health concern and green purchase intention among consumers in Selangor.	$p = 0.272$	$p > 0.05$	Rejected
H_4: There is a relationship between product attribute and green purchase intention among consumers in Selangor.	$p = 0.033$	$p < 0.05$	Accepted

Source: Developed for Research.

5.1.1 Price

Table 5.1 indicates that pricing and consumer's intention to make green purchases have a relationship in Selangor because the significance level is 0.007, which is less than the p-value of 0.05. H_1 is accepted.

According to Qomariah and Prabawani (2020), consumer purchase intention was found to be significantly influenced by price. Gleim et al. (2013) asserted that green products price affects consumers' buying decisions. Neff (2012) argued that consumers in general are less willing to pay premium price for green products, and this argument is even supported by Malhotra and Maheshwari (2011) but they attributed this to the lack of consumers' awareness of environmental issues and thus those consumers are sensitive to green products price. The primary factor influencing choices about purchase intentions could be price (Gadenne et al., 2011). This was also confirmed by (Eze & Ndubisi, 2013). Moser (2015) added willingness to pay into the TPB and found that willingness to pay is the strongest predictor on purchasing green products.

5.1.2 Environmental Consciousness

Table 5.1 indicates that there is no relationship between customers' intentions to make green purchases and their awareness of the environment in Selangor. This is due to the significance level of 0.102, which is greater than the p-value of 0.05. H_2 is rejected.

Qomariah and Prabawani (2020) discovered that environmental consciousness has no effect on green purchasing intentions of consumers. Researchers such as Ho and Wu (2011), Xu et al. (2020), Sharma and Foropon (2019), and Hamzah and Tanwir (2020) have reported an insignificant relationship between the intention to make green purchases and environmental consciousness. It is possible that rising environmental awareness won't always translate into higher customer purchase intentions.

5.1.3 Health Concern

Table 5.1 indicates that there is not a significant relationship between customers' intentions to make green purchases and health concerns in Selangor. This is due to a significance level of 0.272, which is greater than the p-value of 0.05. H_3 is rejected.

According to Zinoubi and Toukabri (2019), certain researchers were unable to prove the influence of health concerns on consumers' intentions to make green purchases. Numerous studies (Meireles, 2018; Abdulsahid et al., 2019) found a positive relationship between consumer purchase intentions for green products and health consciousness; nevertheless, Michaelidou et al. (2007) found no significant relationship when taking organic products into consideration. Additionally, the study discovered that health consciousness had no positive impact on consumers' intention to make green purchases (Rathnayaka & Gunawardana, 2021).

5.1.4 Product Attribute

Table 5.1 indicates that a significant relationship exists between a product attribute and customers' intention to purchase green products in Selangor, as evidenced by the significance level of 0.033, which is lower than the p-value of 0.05. H_4 is accepted.

Joshi and Rahman (2015) found that product attributes were the main factors influencing consumers' intentions to make green purchases. This result is in line with studies by Hartmann et al. (2005), which show that a product's features have significant effects on consumers' intentions to make green purchases. Additionally, Budhi (2014)'s research shown an important relationship between product attribute and intention to make green purchases. According to Song et al.'s 2019 study, there is an important relationship between the attributes of products enhanced by eco-labels and green purchase intention.

5.2 Implications of the Study

The relationship between pricing and customers' intentions to make green purchases in Selangor is the main topic of this study. Following a review of the study's main findings, the green product business needs to take into thought of a few crucial implications to perform better. According to the findings, customers' intentions to make green purchases in Selangor are significantly influenced by price and product attributes, but their intentions are not significantly influenced by environmental consciousness or health concerns.

The cost of green products will influence the willingness of customers to make a green purchase. For this reason, in order to increase sales and profitability, green product companies should regulate their pricing. Customers may decide not to purchase eco-friendly products if the cost is significantly higher than they had anticipated. Businesses need to provide green products that are reasonably priced, meet consumer needs, and meet their expectations. The green companies should make an effort on reducing their cost and thus to reduce the selling price. The quality of product should be in line with the selling price. To maintain customer happiness, businesses must regularly monitor and improve the price of their products based on feedback from customers and launch new products on a regular basis.

Green products' attributes will influence consumers' intentions to buy. Consumers will look for healthy features while buying durable goods for the home, such as eco-friendly furniture, energy-efficient appliances, and green housing. A product feature like an eco-label will increase consumers' faith in environmentally friendly goods. Businesses need to focus on enhancing the product attribute so that they can provide their customers with positive experiences. Businesses should make sure that their products fully meet customer expectations to build a strong brand image and reputation that is associated with exceptional product attributes and ultimately leads to higher sales for the businesses. Eco-label should be clear and readable for the consumers to take into consideration for purchasing the green product.

The intention to make green purchases is not significantly correlated with environmental consciousness. The intention of a buyer to buy environmentally friendly products is unaffected by environmental consciousness. The price and product characteristic elements will have an impact on the consumers. It is important to raise awareness of the value of green products while also improving environmental knowledge and environmental protection. The environmental consciousness of the Malaysian may not sufficient due to the reason of lack of national education.

Consumers' intention to make green purchases is not significantly correlated with health concerns. Most people were conscious of their health for a variety of reasons, including occupation, income level, and the fact that green products are generally more expensive and require more payment from clients. Although consumers may be concerned about their health, this will not be the driving force behind their purchase of eco-friendly goods.

Conclusively, the significant relationship between price and product attribute and green purchasing intention underlines the significance of establishing and improving consumers' fulfilment for companies manufacturing green products to enhance their competitiveness in the market. It may benefit the environment for reducing the wasted resources and produce more environmental-friendly product.

5.3 Limitations of the Study

While this research was being constructed, several constraints were found. It is imperative to state clearly that the researcher needs to understand and accept them. The limitations should be listed and improved in future study.

The study's first limitation is its small sample size. This study only received 150 replies, even though it had a sample size of 200 or more. Finding significant relationships in the data will be challenging due to the limited sample size. A study's sample size must be sufficient to make it possible for the development of trustworthy results. A larger sample size provides more accurate results.

This study used convenience sampling, a non-probability sample technique. Employing this particular sampling strategy, the researcher selects a sample based on their perception of its likelihood to provide information. However, the respondents who were deemed less competent for this study might be less appropriate when compared to the probability sampling. It is possible for respondents to provide answers that they feel are more appropriate than what they really think or do.

The respondents may give responses that they believe to be more appropriate than their actual thoughts or actions. It may affect the accurate of the result of the questionnaire.

5.4 Recommendations of the Study

Some suggestions for overcoming the restrictions are given in this section. It may also improve how well subsequent research is conducted.

To obtain a large enough sample size, the researcher can distribute the questionnaire in a variety of ways. To reach more respondents, the researcher could, for instance, distribute the questionnaire via email, in-person meetings, and social media sites like Facebook and Instagram. Qualitative research methods, which prioritize in-depth analysis and topic description, are another tool available to the researcher.

Through dialogue, the researcher can lead the respondents and ensures that the primary topic of discussion is developed. As a result, in addition to the data from the responses, the researcher can analyse emotional reactions. Researchers may obtain more comprehensive information about the attitudes, sentiments, and perceptions of the respondents using this strategy.

5.5 Conclusion

The research's main findings were covered in Chapter 5. The study's findings demonstrated that customers in Selangor have an desire to make green purchases when considering price and product attributes. Consumers' intentions to make green purchases in Selangor are not significantly influenced by environmental consciousness or health concerns. This chapter also described the research shortcomings and offered suggestions for future investigations to resolve them. The study can serve as a basis for a comprehensive explanation of how pricing, product attribute, environmental consciousness, health concern, and consumers' intention to make green purchases relate to each other in Selangor.

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Appendices

Appendix A: Questionnaire

Dear respondents,

My name is Eva Lai May Wah, a final year student pursuing a Bachelor of International Business (Hons) at Universiti Tunku Abdul Rahman (UTAR), Sungai Long Campus. I am conducting my final year project (FYP) on "**Factors Influencing Green Purchase Intention Among Consumers in Selangor**".

There are two (2) sections involved in this questionnaire, which are **Section A and Section B**. This survey may require you to take approximately 5 to 10 minutes to complete. Please answer all questions in each section as honestly as possible. The purpose of this research is to investigate factors influencing green purchase intention among consumers in Selangor. Your personal data will only be used for research purposes. I promise that I will never disclose any personal information to any third party or person.

If you have any inquiries or need further clarification, please do not hesitate to contact me via email at **guoeva0830@1utar.my**. Thank you.

Yours sincerely,

Eva Lai May Wah

Universiti Tunku Abdul Rahman (UTAR)

Section A: Demographic Profile

In this section, you are required to provide your personal details. Please note that all responses will be kept confidential, and that all data received will be used exclusively for this study.

1. Gender

- ☐ Male
- ☐ Female

2. Age

- ☐ below 20 years old
- ☐ 21-30 years old
- ☐ 31-40 years old
- ☐ above 40 years old

3. Race

- ☐ Malay
- ☐ Chinese
- ☐ Indian
- ☐ Others

4. Are you living in Selangor?

- ☐ Yes
- ☐ No

5. Have experienced purchase green products before?

- ☐ Yes
- ☐ No

Section B

In this section, please select the appropriate answer for every question based on the statement given. The 5 Point Likert Scale is used in this section.

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

1. Questions related to Consumer Purchase Intention.

No.	Question	1	2	3	4	5
1.	My purchase intention of green products is determined by its price.					
2.	My purchase intention of green products is determined by environmental consciousness.					
3.	My purchase intention of green products is determined by health concern.					
4.	My purchase intention of green products is determined by the product attributes.					

2. Questions related to green purchase intention among consumers in Selangor.

Price

No.	Question	1	2	3	4	5
1.	I think price is important when I buy green products.					
2.	I think the price of green products is reasonable for consumers.					
3.	I am ready to pay more for green products.					
4.	I think the price of green products is higher than the average market price for similar products.					

Environmental Consciousness

No.	Question	1	2	3	4	5
1.	I am bothered about how all my activities affect the environment.					
2.	Environmental issues are responsibility of the consumers.					
3.	I prefer to purchase products which are packaged environmentally friendly.					
4.	By purchasing green products, I indirectly contribute to the environmental protection.					

Health Concern

No.	Question	1	2	3	4	5
1.	I am always purchasing products which are prevent from side effects.					
2.	My health is more important to me.					
3.	Purchase of green products may improve my health.					
4.	I prefer to consume a product which improve my immunity power and stamina.					

Product Attributes

No.	Question	1	2	3	4	5
1.	I prefer to buy products in reusable packages.					
2.	I think store image is important when I buy green products.					
3.	It is important for me to buy high-quality products.					
4.	Positive characteristics of the brand can boost my trust towards green products.					

Appendix B: SPSS Output

1. Pearson Correlation Analysis

Descriptive Statistics

	Mean	Std. Deviation	N
Mean_CPI	4.2700	.41825	150
meanPversion	4.2367	.42449	150
meanECversion	4.7750	.28194	150
meanHCversion	4.8633	.25839	150
meanPAversion	4.8933	.16726	150

Correlations

Correlations

		Mean_CPI	meanPversion	meanECversion	meanHCversion	meanPAversion
Mean_CPI	Pearson Correlation	1	.398**	.372**	-.131	-.167*
	Sig. (2-tailed)		<.001	<.001	.109	.041
	N	150	150	150	150	150
meanPversion	Pearson Correlation	.398**	1	.979**	.040	.068
	Sig. (2-tailed)	<.001		<.001	.623	.405
	N	150	150	150	150	150
meanECversion	Pearson Correlation	.372**	.979**	1	.011	.036
	Sig. (2-tailed)	<.001	<.001		.892	.662
	N	150	150	150	150	150
meanHCversion	Pearson Correlation	-.131	.040	.011	1	.920**
	Sig. (2-tailed)	.109	.623	.892		<.001
	N	150	150	150	150	150
meanPAversion	Pearson Correlation	-.167*	.068	.036	.920**	1
	Sig. (2-tailed)	.041	.405	.662	<.001	
	N	150	150	150	150	150

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

2. Multiple Linear Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	meanPAversion, meanECversion, meanHCversion, meanPversion[b]	.	Enter

a. Dependent Variable: Mean_CPI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
					Change Statistics				
1	.467[a]	.218	.196	.37496	.218	10.098	4	145	<.001

a. Predictors: (Constant), meanPAversion, meanECversion, meanHCversion, meanPversion

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.679	4	1.420	10.098	<.001[b]
	Residual	20.386	145	.141		
	Total	26.065	149			

a. Dependent Variable: Mean_CPI

b. Predictors: (Constant), meanPAversion, meanECversion, meanHCversion, meanPversion

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.231	.954		5.485	<.001
	meanPversion	.995	.363	1.010	2.743	.007
	meanECversion	-.606	.368	-.605	-1.645	.102
	meanHCversion	.481	.436	.207	1.103	.272
	meanPAversion	-1.012	.470	-.405	-2.151	.033

a. Dependent Variable: Mean_CPI

Appendix C: Ethical Approval for Research Project

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Re: U/SERC/224/2023

13 September 2023

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43000 Kajang, Selangor

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

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

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	Factors that Influence Organizations to Engage with AI-based Tools	Amretjit Singh Khalae	Dr Komathi a/p Munusamy	
2.	Determinants of Female Final Year Students Pursing as an Entrepreneur	Chan Hong Yee	Mr Mahendra Kumar a/l Chelliah	
3.	The Impulsiveness of Gen Z Buyers. A Study of Personality and Buy-now-pay-later Services	Chan Khai Yee	Ms Zufara Arneeda Binti Zulfakar	
4.	Consumers' Willingness to Pay for Vegan Food in Fast Food Restaurants in Malaysia	Chan Lih Wen	Ms Malathi Nair a/p G Narayana Nair	
5.	The Usage of Live Streaming in Affecting Customer Purchase Intention	Chen Bo Nian	Dr Yeong Wai Mun	
6.	Revolutionizing Fashion Retail: Exploring the Impact of Social Commerce on Consumer Purchase Intention Toward Zalora	Chin Min Jun	Ms Tai Lit Cheng	13 September 2023 – 12 September 2024
7.	Factors Influencing Consumer Intention to Adopt Social Media for Planning Food Tour in Klang Valley	Chong Chun Hong	Ms Tai Lit Cheng	
8.	Factors Influencing Purchase Intention Towards Green Cosmetics in Malaysia	Choong Cai Wen	Ms Annie Yong Ing Ing	
9.	The Factors Affecting Employee Retention Among Young Graduates	Chua Wan Ying	Dr Komathi a/p Munusamy	
10.	Factors Contributing to Consumers' Adoption of Buy Online, Pick-up in Store (BOPIS) for Purchasing Clothes	Chung Zheng Hang	Dr Komathi a/p Munusamy	
11.	Antecedents of Measuring Brand Loyalty in Digital Platforms	Dickson Te Chuan Hui	Dr Yeong Wai Mun	
12.	Youth Awareness on Financial Fraud in Malaysia	Edmund Yong Jung Lin	Dr Choo Siew Ming	

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	The Factors that Influence Coffee Purchase Intention Among Generation Z	Emily Chan Kai An	Dr Fitriya Binti Abdul Rahim	
14.	The Impact of Electronic Word-of-Mouth via Short-Form Video on Consumer Visit Intention: A Comparison Between Tiktok and Instagram	Eng Shi Yee	Pn Ezatul Emilia Binti Muhammad Arif	
15.	Factors Influencing Green Purchase Intention Among Consumers in Selangor	Eva Lai May Wah	Pn Nuraishah Binti Raimee	
16.	The Factor Influence Brand Loyalty in Malaysia Retail Industry	Goh Qian Feng	Pn Raja Nurul Aini Binti Raja Aziz	
17.	Empirical Links Between Social Media Marketing Activities, Corporate Social Responsibility, Brand Equity and Brand Preference	Grace Lim Wei Qi	Dr Tang Kin Leong	
18.	Comparison in Terms of the Legal Framework of Gender Equality in Education between Malaysian and United States	Han Haw Ze	Dr Angelina Anne Fernandez	
19.	Comparatively Child Labor Legislation in Malaysia and Australia Affecting Education Policy	Hee Yuan Ni	Ms Lee Sim Kuen	
20.	Adoption of AI Technology in Education Among UTAR Students	Heng Wei Ni	Dr Farah Waheeda Binti Jalaludin	
21.	The Influence of Knowledge, Attitude and Trust on Environmental and Eco-label of Pro-environmental Consumers' Behaviour Among Young Adults	Hoo Yian Yian	Mr Mahendra Kumar a/l Chelliah	
22.	The Impulsiveness of Buyers in TikTok Live. A Study of Competitive Arousal Model	Isabel Chu Xin Lyn	Ms Zufara Arneeda Binti Zulfakar	
23.	Relationship Between Work-Life-Balance and Job Performance Among University Student	Kelvin Lai Zhan Peng	Ms Puvaneswari a/p Veloo	
24.	Uncovering the Drivers of Employee Retention in Hospitality Industry	Kok Chien Liang	Ms Cheah Lee Fong	
25.	The Role of Natural Language Processing in Improving Customer Service and Support in E-commerce	Kuek Shu Hui	Dr Farah Waheeda Binti Jalaludin	13 September 2023 – 12 September 2024
26.	Factors Influence University Student to Take Multi-Level Marketing (MLM) as Career Choice	Lai Wei Shen	Dr Komathi a/p Munusamy	
27.	The Impact of Social Media on Interpersonal Relationships of Malaysians	Lee Li Ling	Ms Ung Leng Yean	
28.	Factors Influencing Gen Z Travelling Behavior	Lee Uen Chian	Dr Fitriya Binti Abdul Rahim	
29.	The Influence of Persuasive Design Features on Customer Loyalty	Lew Pei Yi	En Khairul Anuar Bin Rusli	
30.	Critical Factors for Generation Z to Pursuing Their Higher Education	Liew Ying Ying	En Khairul Anuar Bin Rusli	
31.	Factors Affecting Green Purchase Intention Between Malaysian and International Students	Lim Rui Wen	Ms Annie Yong Ing Ing	
32.	Factors Influencing the Intention to Use Buy Now Pay Later (BNPL) in Malaysia	Loh Pui Yee	Ms Hooi Pik Hua @ Rae Hooi	
33.	Exploring the Role of Artificial Intelligence (AI) in Tertiary Education: Students' Perception on Non-Human Lectures	Loh Yi Wen	Dr Low Mei Peng	
34.	Investigating the Influence of Social Media Marketing on CBBE, eWoM Intention and Brand Choice Intention Through the S-O-R Model	Loo Wai Hong	Dr Tang Kin Leong	
35.	The Impact of Live Streaming Commerce for MSMEs: A Comparison Between TikTok and Facebook	Low Pei Yu	Pn Ezatul Emilia Binti Muhammad Arif	
36.	Factors that Affect Employees Motivation Among Young Graduates	Ng Suat Yin	Dr Komathi a/p Munusamy	
37.	Factor Affect Employee Productivity in Malaysia Manufacturing Industry	Nyeow Pei Ni	Ms Low Suet Cheng	

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
38.	Factors Affecting Digital Entrepreneurial Intention Among Women	Pan Hui Xin	Pn Ezatul Emilia Binti Muhammad Arif	
39.	The Relationship Between Environmental Social Governance (ESG) and Consumer Buying Behavior	Pang Tang Hui	Ms Salizatul Aizah Binti Ibrahim	
40.	Determinants of University Students' Intention to Become an Entrepreneur	Phoebe Giam Xin Rou	Ms Kalaivani a/p Jayaraman	
41.	The Impact of Gamification on the Continuance Intention of Service Delivery Platform Contractors	Piong Li Jing	Dr Corrinne Lee Mei Jyin	
42.	Influential Factors of Online Scam Awareness Among Generation X in Malaysia	Quek Hui Ling	Dr Choo Siew Ming	
43.	Perspective of Working Employee: An Empirical Study of Training Effectiveness	Shirley Teh Ling Jie	Ms Goh Poh Jin	
44.	Factors of Social Media Influencers and User-Generated Content Influencing the Impact Online Purchase Intention	Soong Vai Ven	Dr Sia Bee Chuan	
45.	Factors Influencing Consumers' Attitude and Intention Towards Eating Green	Tham Shu Wen	Dr Corrinne Lee Mei Jyin	13 September 2023 – 12 September 2024
46.	The Influence of Perceived of Usefulness, Perceived Ease of Use and Perceived Security on Repurchase Intention	Veshallini Ravindran	Puan Raja Nurul Aini Binti Raja Aziz	
47.	Factors Influencing Career Planning Among Generation Z in Malaysia	Wendy Chen Siaw Wen	Dr Fitriya Binti Abdul Rahim	
48.	Influence of Consumer's Knowledge in Skincare Product on Purchase Intention	Wong Chui Yi	Puan Raja Nurul Aini Binti Raja Aziz	
49.	Investigating Impact of A.I. on Consumer Purchase Intention Among Young Consumers	Wong Shen Hung	Ms Tan Suk Shiang	
50.	Artificial Intelligence in Business and Economics Research: Trends and Future	Yap Jee Yan	Ms Lee Sim Kuen	
51.	Do You Want to Buy an Electric Vehicle? Examining the Consumers' Purchase Motivation of Electric Vehicles	Yew Jun Sen	Dr Low Mei Peng	
52.	Factors and Barriers Influencing the Use of Robo-advisor in Stocks and Unit Trusts Investments	Yong Sheng Yew	Dr Low Mei Peng	
53.	Understanding Tourists' Motivation on Wellness Center in Malaysia	Yong Zi Yee	Ms Hooi Pik Hua @ Rae Hooi	

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

(4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

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

Thank you.

Yours sincerely,

Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

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

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