

A STUDY OF ECO-CONSCIOUS CONSUMER BEHAVIOR ON
GREEN PRODUCTS

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A STUDY OF ECO-CONSCIOUS CONSUMER BEHAVIOR ON GREEN
PRODUCTS

BY

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DEDICATION

To my beloved mother and friends, thanks for being by my side when I need you the most. This paper would not be this successful without your support.

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PREFACE

This research paper is being presented in partial completion of the requirement for Universiti Tunku Abdul Rahman (UTAR) undergraduate degrees in Bachelor of International Business (Hons). The research titled “A Study of Eco-Conscious Consumer Behaviour on Green Products” was supervised by Doctor Tiong Kui Ming. This final year project was prepared individually by the author, with the assistance of journal articles and resources cited in the reference. This study examines the independent variables of Attitude, Subjective Norms, Perceived Behaviour Control, Positive Context, and Negative Context. The main objective of this study is to identify the relationship between eco-conscious factors and eco-conscious consumer behaviour.

ABSTRACT

Over 90% of Malaysians are aware of the environmental issue yet reluctant to shift their buying behaviour. The purpose of this study is to examine the relationship between independent variables (Attitude, Subjective Norms, Perceived Behaviour Control, Positive Context, and Negative Context) and the dependent variable (Eco-Conscious Consumer Behaviour) through the integration of Theory of Planned Behaviour (TPB) and Attitude-Behavioural-Context Theory (ABC). A total of 330 questionnaires were distributed through Google Forms to the residents in Kuala Lumpur and Selangor, Malaysia, and IBM SPSS software was employed for data analysis. The data collected were analysed using the Cronbach Alpha Pilot Test, Descriptive Analysis, Pearson Correlation Coefficient Analysis, and Multiple Linear Regression. The result proved that Eco-Conscious Consumer Behaviour is influenced by Attitude, Subjective Norms, and Positive Context. Eventually, this research had several limitation, and recommendations were provided for future research.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

Chapter one offers an outline of the research background, followed by the problem statements that serve as the motivation for conducting this study. Then, the research objectives and research questions were developed in order to understand the purpose of this study. Lastly, the contribution of this study was provided in the research significant.

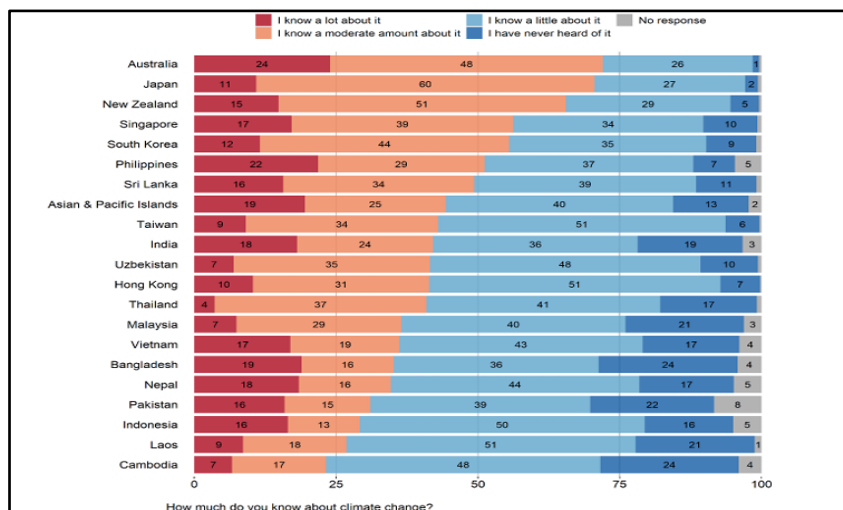
1.1 Research Background

The escalated awareness among consumers concerning the worldwide environmental crisis has become a common phenomenon. In the recent 20 years, research shows that advanced technology has made an improvement in ecological modification (Nozari et al., 2021). Nonetheless, it has been found in a report that there is a confrontation between ecological challenges and ecological adaptation in developing markets (Hammed et al., 2019). For example, according to The Nielsen Global Survey (2015) research on consumer green buying behaviour, out of fifty-one countries, over 90% of Malaysians are aware of the environmental issue yet reluctant to shift their buying behaviour. Hence, it will destroy the environmental balance and indirectly threaten consumer health. The consequences include atmospheric cancer, environmental pollution, climate crisis, greenhouse effect and global warming.

In 2022, more than 57,000 tons of paper waste were dumped, consuming 680,000 trees (Krishnan et al., 2022). The Star (2022) states that Malaysians produce 4,081 tons of food waste yearly. For further illustration, based on Noor et al., (2012) survey on Malaysian green buying behaviour, among 700 respondents, only 186 of them have green purchase experience, which is 26.57%. Especially in economically developing countries, it is crucial to promote green product consumption without decelerating social needs and the economy; instead, it is encouraged to foster social and economic welfare by adopting technology, discovering different markets, implementing suitable policies, and providing grants (UNEP, 2010). Nevertheless, according to Table 1, most Malaysians demonstrate little awareness about climate change, with only 7% having adequate knowledge of climate change issues. Compared to other Asia countries, Malaysian awareness is relatively low.

The ignorance of Malaysians may result in a decrease in green product consumption and harm the environment. According to Ibrahim (2023), the climatologist of Universiti Kebangsaan Malaysia (UKM), stated that the dearth of education is the main factor that causes a lack of awareness on environmental issues, leading to a refusal to take action, such as the consumption of green products. Hence, it is necessary to enhance Malaysian knowledge of the consumption of green products.

Table 1.1: Malaysia and Asia-Pacific Knowledge about Climate Changes



Source: Leiserowitz et al., (2022). *International Public Opinion on Climate Change, 2022*.

Green products refer to products that are composed of recycled materials, are relatively long-lasting, harmless, and have the least packaging. Although, it is only partially sustainable as it consumes resources while producing, transported to retail and warehouses, being used and eventually disposed of (Ottaman, 1998). Green products are thereby known as products with less impact on the environment than regular products. Reinhardt (1998) further emphasizes that green products are not only produced to mitigate the environmental impact but also bring higher environmental advantages than regular products. However, according to Durif, Boivin and Julien (2010), green products are mostly described as biodegradable products, products that save the planet and natural products from the consumer perspective. Even though there are various perceptions and expectations of green products, in this paper, we define the purpose of green products as to minimize the environmental effects during their whole life cycle.

In addition, as defined by Steg and Vlek (2009); Kollmuss and Agyeman (2002), eco-conscious consumer behaviour also known as pro-environmental behaviour, aims to mitigate environmental harm by avoiding consuming products considered damaging towards the environment. The authors also mentioned that this principle is valid in developed and developing countries, such as Malaysia. In this paper, eco-conscious consumer behaviour refers to the conscientious decision-making process made by the consumer when

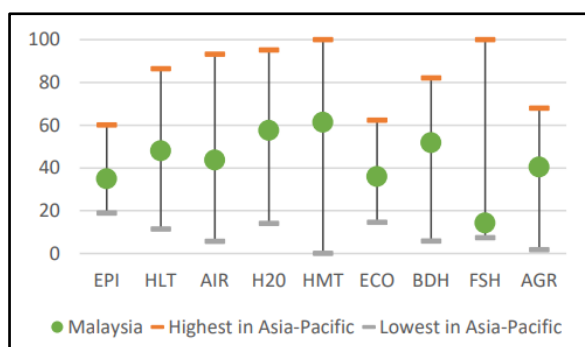
consuming goods and services, with a particular emphasis on the ecological consequences resulting from their choices.

According to an interview with 3000 Malaysians by “The Last Straw”(2019), 73% of consumers are willing to be involved in the ‘No Plastic Waste’ campaign, while 60% are keen to pay more for low-environmental impact products. This is a positive aspect as consumers have started to become aware of the environmental issue. Thusly, the Malaysian government embarked on green technology and green consumption. In particular, the Malaysian government collaborates with the Standard and Industrial Research Institute of Malaysia to establish eco-friendly tagging on packaging and certificates for consumers effortlessly to identify (Sharifah et al., 2016). Simultaneously, the Ministry of Finance collaborates with Bank Negara Malaysia to launch a Low Carbon Transition Facility (LCTF) financing facility to assist small and medium enterprises (SME) in applying sustainability practices (Bank Negara Malaysia, 2022).

1.2 Research Problem

Despite the Malaysian government's initiatives to promote green products and raise citizen environmental awareness, it is still far from sufficient. According to the International Labour Organization (2022), in the 2022 Environmental Performance Index, Malaysia is ranked 130th among 180 countries, with a score of 35.0 points on a rating from 0 to 100, where 100 indicates the highest efficiency. The index ranks the countries by each country initiative to promote ecological vitality, value on environmental health and reduce global warming through 40 various performance criteria. Table 1.2 shows the 2022 environmental performance index comparison of Malaysia and Asia Pacific, where a 100 score indicates the best; this statistic demonstrates that Malaysians still lack environmental awareness and there is a serious environment degradation in Malaysia. Therefore, this paper aims to know the factors that can influence eco-conscious consumer behaviour towards the consumption of green products.

Table 1.2: Malaysia and Asia-Pacific Environmental Performance Index by Selected Indicators



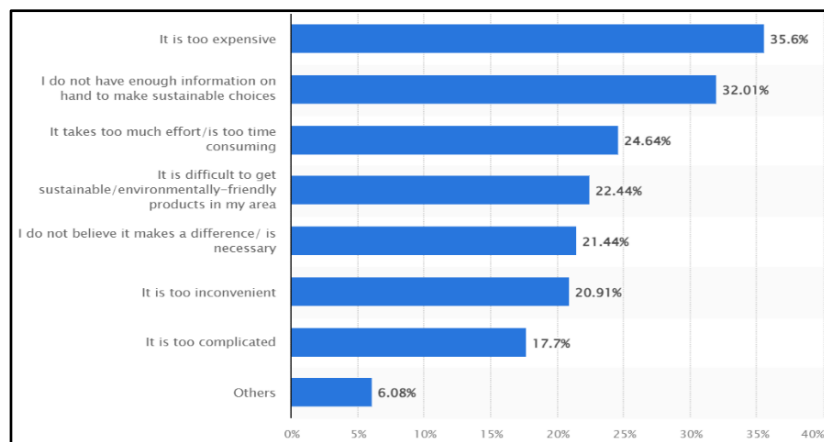
Note: EPI = Environmental Protection Index; HLT = Environmental health; AIR = Air quality; H2O = Sanitation and drinking water; HMT = Heavy metals; ECO = Ecosystem vitality; BDH = Biodiversity and habitat; FSH = Fisheries; AGR = Agriculture. Score 0 (worst) – 100 (best). Asia-Pacific refers to ILO member states in the region with available data (n = 33).

Source: International Labour Organization (2022)

Furthermore, Malaysians do not practise green buying behaviour as it is costly. Evidence has found that green products are comparatively expensive in supermarkets, causing Malaysians to overlook their benefits (Al’Azmi, 2018). As indicated in Table 1.3, it is noteworthy that most Malaysians, approximately 35.6%, exhibit reluctance to purchase green products, primarily due to the discrimination of sustainable products are expensive. Besides, Handriana (2016) add on that citizens in developing countries are more unlikely to consume sustainable products as the priority is to meet their personal and family consumption needs to survive. Those evidence reflects dissatisfaction among Malaysian towards the consumption of green products, due to the negative factors such as costly, time consuming and complicated.

Lastly, as shown in Table 1.2, among 2,090 respondents, 32.01% of Malaysian lack consciousness about green consumption, leading them to disregard the presence of green products. According to Mohamoud, Maon and Kassim (2020), in the eco-school program conducted by WWF Malaysia, only 3.9% of schools have successfully achieved proficiency in delivering sustainable development education. This had indicated that, there is a gap between eco-consciousness and green consumption. Green product consumption should be aggressively promoted through education by providing individuals with the knowledge and skills to engage in sustainable consumption (Fischer, 2013). Hence, Malaysia is chosen for this study to identify the factors that may lead to eco conscious consumer behaviour towards the consumption of green products.

Table 1.3: Causes for Not Adopting Sustainable Practices Among Malaysians as Of February 2022



Source: *Reasons for not adopting sustainable practices among Malaysians as of February 2022* (2022). Statista, Statista Research Department.

1.3 Research Objectives

The purpose of this study is to examine the factors that can influence eco-conscious consumer behaviour towards the consumption of green products.

1.3.1 Specific Objectives

The subsequent specific objectives are developed for fulfilling the general objective.

1. To identify most commonly green products consuming.
2. To identify what are the factors that influence on eco-conscious consumer behaviour (ECCB) toward the consumption of green products.

1.4 Research Questions

The subsequent research questions are developed in order to provide a clear direction for this study.

1. What is the most commonly green products consuming?
2. What are the factors influence on eco-conscious consumer behaviour (ECCB) toward the consumption of green products?

1.5 Research Significance

This study provides insight into the existing literature on sustainable consumption behaviour using the integration theoretical framework of the Theory of Planned Behaviour (TPB) and Attitude-Behavioural-Context Theory (ABC) suggested by Qin and Song (2022). Apart from sustainable consumption, this study added eco-conscious consumer behaviour to examine consumer behaviour toward the consumption of green products. TPB framework explores the individual's internal context in influencing the consumption of green products, while ABC Theory explores the external context. Hence, through the integration of two theoretical frameworks, a deeper comprehension of eco-consciousness consumer behaviour towards the consumption of green products can be achieved. Since limited empirical studies have been conducted in Malaysia in the

context of green consumerism, this study may contribute insightful knowledge to the industrial and academic context.

Firstly, the findings could provide valuable guidance in the development of eco-practices, improving the quality of green products, and aligning the marketing strategies with customers' needs. It also strategically positions companies to succeed in the expanding market for green products. Furthermore, this study provides policymakers with the regulatory approach to encourage green consumption behaviour. Lastly, this study would encourage students and scholars to be more creative and comprehensive in the selection of theoretical frameworks, which will benefit their future research.

1.6 Conclusion

Chapter one of this study provides a comprehensive outline, which is an insightful way to indicate the objectives in addition to highlighting its importance and distinctiveness. The following chapter will comprehensively review the past research as well as develop a theoretical framework.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Chapter two discovers on the past researcher studies as well as determine the theories implemented in this study. Besides, conceptual framework also developed in this chapter. Last but not least, this chapter expands on the explanation of the variables hypothesis.

2.1 Underlying Theories

There are two theory were employed in this study is theory of planned behaviour (TPB) that explained on individual internal motivation including attitude, subjective norms, and perceived behaviour control. However, as theory of planned behaviour only explain from the individual interna perspective, attitude-behaviour-context theory (ABC) which describes on the external context such as positive context and negative context were added in this study to ensure a deeper comprehension of eco-consciousness consumer behaviour towards the consumption of green products can be achieved.

2.1.1 Theory of Planned Behaviour (TPB)

In order to determine eco-conscious consumer behaviour, the theory used in this paper is the theory of planned behaviour (TPB) which mentions that the formation of behaviour is affected by an individual's attitude, subjective norms, and perceived behavioural control, founded by Ajzen (1991). The attitude influencing consumer intention refers to how much they believe in the behaviour. According to Ajzen (1991), the higher the intention to engage in a behaviour, the greater the possibility of performing the actual behaviour. Hence, TPB provides a strong predictive and interpretive ability for the psychological decision-making process underlying in goal-oriented behaviour. Nevertheless, internal motivations alone are ineffective in clarifying eco-consciousness consumption behaviour as individuals may face a variety of external motivations and constraints. It has been confirmed by Nguyen, Lobo and Greenland (2016), that TPB has faced criticism for its excessive focus on internal motivation while overlooking other factors. In order to enhance the quality of this research, the integration of external context by using the Attitude-Behaviour-Context Theory

is added to the study of eco-consciousness consumer behaviour towards the consumption of green products.

2.1.2 Attitude-Behaviour-Context Theory (ABC)

In order to explore eco-conscious consumer behaviour, the theory used in this paper is Attitude-Behaviour-Context (ABC) theory which adopt social psychology, analyse the buying behaviour from individual and external perspective, it was formulated by Stern and Oskamp (1987). They developed that ECCB is influenced by a series of internal and external factors. According to Guagnano, Stern, and Dietz (1995), the eco-conscious behaviour (B) is determined by the interaction of individual environmental attitude (A) and contextual factors (C). The individual attitudinal factors including one's viewpoint and beliefs, and contextual factors refers to the external elements such as financial support, government influence and social mores. Hence, this theory had widely used to deeply explain ECCB. For instance, according to Malik and Singhal (2017), there is a positive relationship between psychographic segmentation and ECCB while build interrelationship between green consumer value and positive purchase intention. For further illustration, in the exploration of green consumption behaviour, it is founded that sustainable buying is influence by individual environmental attitude and contextual factors, in Dongying, China (Qin & Song, 2022).

2.2 Review of variables

2.2.1 Attitude (AT)

Attitude is one of the factor in TPB that reflects on a person's judgment on the performance of a specific behaviour, whether is positive or negative behaviour (Ajzen, 1991). Kotchen and Reiling (2000) pointed out that attitude is the key indicator of an individual inclination to participate in specific behaviour. For example, according to Chen, Chen and Tung (2018), customers who hold a positive attitude towards green products, who believe that consume of green products will mitigate the environmental damage. Hence, in this study, AT refers to consumer preference and displeasure towards the consumption of green products.

2.2.2 Subjective Norms (SN)

Subjective norms the second factors in TPB, which defines as the perceived expectation of those who are important to an individual, or the pressure from society that influence an individual's willingness to engage in a particular behaviour, such as consume of green products (Ajzen, 1998). Subjective norms influenced by a set of societal beliefs and perceptions of one's important person including family, relatives, friends, or colleague (Chen & Deng, 2016). Thus, the influence of one's important person might change the individual's attitude towards a behaviour, such as the consumption of green products. In this study, SN indicates the role of important person influencing consumer behaviour toward the consumption of green products.

2.2.3 Perceived Behaviour Control (PBC)

The concept of PBC refers to a person's perception of the degree of simplicity or difficulty of accomplishing the particular behaviour. This perception is influenced by past experience and consciousness of potential barriers (Ajzen, 1991). PBC is the most important factors when assessing behaviours that are partially influenced by an individual's conscious choice (Ajzen, 1991). PBC can be conceptually divided into two components: self-efficiency and perceived controllability. Self-efficiency refers to individual would perform the particular behaviour based on its perceived effectiveness and knowledge of green products (Bandura, 1992). Besides, perceived controllability refers to the individual consider the potential impact and obstacles of a particular behaviour (Mazar & Zhong, 2010). In this study, PBC indicates the knowledge and past experienced of consumer to influence them to consume green products.

2.2.4 Positive Context (PC)

As mentioned in ABC theory, ECCB would be influenced by external environment elements, which consist of positive and negative context. In this study, the positive context defines as the external opportunity that influence consumer behaviour towards the consumption of green products. The positive context including advertising, government incentive, government regulation and education (Stern, 1999). According to Al-Kumaim et al., (2021), consumer attitude towards the green products is positively influenced by government environmentally policy and media reports.

2.2.5 Negative Context (NC)

NC refers to the external obstacles that restrict and negatively influence consumer behaviour towards green products. The NC such as cost, technological and infrastructure limitation, and organizational factors (Stern, 1999). In this study, NC refers to obstacles that influence consumer not to consume green products, such as high product cost, time consuming occur when consume the green products and involving numerous challenges in the process of consuming green products (Guagnano, Stern, & Dietz, 1995).

2.3 Conceptual Framework

Figure 2.1: Conceptual Framework

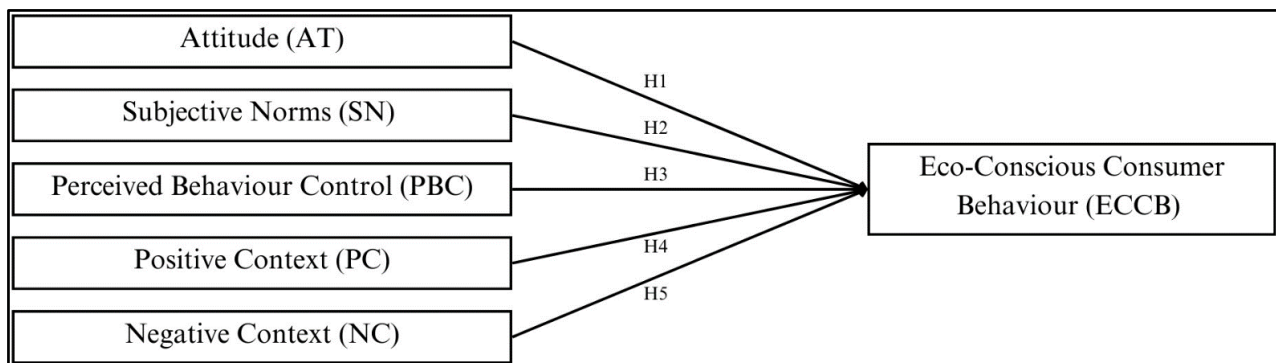


Figure 2.1 refers to the conceptual framework developed for this study to explore the eco-conscious consumer behaviour towards the consumption of green products. Based on the previous discussion of theoretical models and variables, the frameworks included five independent variables: attitudes, subjective norms, perceived behaviour control, positive context, and negative context. As stated in Chapters 2.1 and 2.2, these independent variables will significantly influence eco-conscious consumer behaviour towards the consumption of green products; hence, this framework is developed to examine whether the reasoning is correct. Based on the framework, the hypothesis will be developed in the following section based on this framework.

2.4 Hypotheses Development

2.4.1 Consumer's Attitude to Eco-Conscious Consumer Behaviour towards the Consumption of Green Products

According to the study done by Qin and Song (2022), it is proof that consumer attitude will significantly influence ECCB in China. Besides that, Vermeir and Verbeke (2008) found that the drivers in the Theory of Planned Behaviour (TPB) model, such as attitude, subjective norms, and perceived behaviour control, contributed 50% to consumer intention to consume sustainable products. To further illustrate on that, Moisander (2007) stated that consumers will engage in proactive behaviour towards a sustainable environment when they believe their action will be successful. Hence, the discussion hypothesized that:

H1: Attitude is positively influence on eco-conscious consumer behaviour (ECCB) toward the consumption of green products.

2.4.2 Subjective Norms to Eco-Conscious Consumer Behaviour towards the Consumption of Green Products

Several studies have discovered that subjective norms will influence ECCB. For example, Wang (2014) proved that subjective norms positively influence consumer consciousness towards green product consumption. It is similar to what Vermeir and Verbeke (2008) stated previously: TPB drove 50% of consumer intention. Moreover, it is proven by Qin and Song (2022) that internal motivation, including attitudes, subjective norms, and perceived behaviour control, significantly influences ECCB. However, Nguyen, Lobo and Greenland (2016) found that subjective norms did not affect developing countries. In their exploration on Vietnam consumers, the influence of their significant person is ineffective as their family, friends, and colleagues rarely motivate them to consume energy-efficient products. Hence, the discussion hypothesized that:

H2: Subjective norms is positively influence on eco-conscious consumer behaviour toward the consumption of green products.

2.4.3 Perceived Behaviour Control to Eco-Conscious Consumer Behaviour towards the Consumption of Green Products

As perceived behaviour control is influenced by past experience, Kidwell and Jewell (2008) observed that highly experienced consumers will have a greater potential to be influenced by their confidence in their abilities to engage in a particular behaviour; likewise, their conscious behaviour is more likely to transfer into action. Furthermore, Kim and Choi (2005) found that the higher the consumer perceived behaviour control, the greater the possibility of consumers performing green consumption. However, the study towards the relationship between perceived behaviour control and ECCB in examining consumers' ability to overcome the barriers related to behavioural control is less common in Malaysia (Ogiemwonyi & Harun, 2020). Hence, the discussion hypothesized that:

H3: Perceived behaviour control is positively influence on eco-conscious consumer behaviour toward the consumption of green products.

2.4.4 Positive Context to Eco-Conscious Consumer Behaviour towards the Consumption of Green Products

Several studies have proven that positive contexts like green marketing have potentially influenced eco-conscious consumers to consume green products. This has been proven by Rasool, Rehman, Cerchione, and Centobelli (2021), who found that green advertising influenced consumer preference towards green products. Besides, consumers will have a favourable impression towards green products when the products' benefit is conveyed through advertising. Additionally, the government's policy can influence ECCB, such as improving the quality control of green products (Wang, Li, Mangmeechai & Su, 2017). Lastly, financial support from the government, such as incentives, could positively impact the ECCB (Qin & Song, 2022). Hence, the discussion hypothesized that:

H4: Positive context is positively influence on eco-conscious consumer behaviour toward the consumption of green products.

2.4.5 Negative Context to Eco-Conscious Consumer Behaviour towards the Consumption of Green Products

As discussed previously, negative context notably high cost, time and complicated instruction, will be perceived as constraints towards ECCB. The suggestion given by Gifford (2011) that green consumption is associated with effort, financial expenses, facility limitation, and such may hinder consumers from performing the behaviour or make this behaviour unarchivable. Additionally, the

findings of Qin and Song (2022) also verified that the external context, such as positive context and negative context, have a critical influence on ECCB. They found that if consumer value that context will have a negative outcome on their behaviour, they will reduce the consumption of green products. Hence, the discussion hypothesized that:

H5: Negative context is positively influence on eco-conscious consumer behaviour toward the consumption of green products.

2.5 Conclusion

In a nutshell, chapter two review on the literature of theoretical framework, dependent variable and independent variables including attitude, subjective norms, perceived behaviour control, positive context as well as negative context. Additionally, the conceptual framework of this study had revealed in chapter two and evidence to developed the hypothesis were provided.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

The aim of this study is to examine the factors that can influence eco-conscious consumer behaviour and identify type of green products that consumers prefer. In order to achieve these objectives, Research Methodology in chapter three is important to discuss the method used in data collection for this study. This chapter will thoroughly review on research design. Followed by the explanation of the data collection techniques, sampling techniques, and research instrument, including the pilot test. Lastly, data analysis is also discussed in this chapter.

3.1 Research Design

Zikmund, Babin, Carr and Griffin (2013) defined the concept of research design as a comprehensive plan developed to resolve a research problem. Besides, research design acts as a blueprint to direct research projects. It involves a diligent planning approach that aims to methodically gather and evaluate data in order to improve understanding of a study (Abutabenjeh & Jaradat, 2018). Research design encompasses two types, which are quantitative research and qualitative research.

3.1.1 Quantitative Research

In this study, quantitative research is adopted to examine consumers' eco-conscious consumer behaviour towards the consumption of green products. This is due to the reason that quantitative research is able to enhance the objective of the study by having measurement and interpretation of numerical data through statistical techniques which are all part of quantitative research. With the facilitation of statistical techniques, quantitative research has been found to be scientific and able to minimize researchers' time and effort in presenting their findings (Daniel, 2016). For further illustrations, Qin and Song (2022) and Chen et al. (2023) applied this research design to examine the factors that influence eco-conscious consumer behaviour toward the consumption of green products.

3.2 Sampling Design

Pandey and Pandey (2015) defined sampling design as a subset chosen to represent the entire population. The objective of sampling design is to acquire precise and reliable data about the whole population and carry out in-depth studies with the least amount of time, effort, and money, as well as to identify the limits of accuracy for these predictions. Since sampling design is beneficial and effective, it is frequently used in studies and research.

3.2.1 Target Population

Target population is the survey respondents chosen in this study, to evaluate and interpret their data in order to make reasonable conclusions. As the purpose of this study is to examine the factors that can influence eco-conscious consumer behaviour towards the consumption of green products, the chosen target population is consumers in Malaysia who are aware of and intend to consume green products. To be precise, the targeted age is from 18 years old to 30 years old Malaysian. The reason for selecting this demographic is that they have sufficient knowledge on environmental issues and environmental protection. In a survey conducted by Ilham et al. (2021) on Kuala Lumpur students, most of the students demonstrated an elevated level of knowledge on sustainability and willing to get involved in environmental protection activities such as in a scale of five, 47.7 percent of students choose to walk to school instead of using vehicle, and 21.4 percent of students choose not to use plastic straw. Hence, this survey questionnaire will be distributed to Kuala Lumpur residents who are aged from 18 years old to 30 years old.

3.2.2 Sampling Frame and Sampling Location

The sampling frame refers to the actual group of individuals for whom a sample is chosen. Villegas (2023) mentioned that individuals that are involved in the sample shall ideally be accurately represented by the sampling frame. Nonetheless, since this study is using non-probability sampling techniques, sampling frame will be irrelevant. Besides, sampling location is the chosen place where data is collected from target population.

In this study, the data is collected through an electronic form created from Google Forms. As mentioned in the targeted population, resident in Kuala Lumpur have higher awareness and

knowledge on environmental protection and issues, the questionnaire was randomly distributed to the resident in Kuala Lumpur, Malaysia. Furthermore, the questionnaire was distributed through Internet, such as Microsoft Teams, E-mail, and social media platforms.

3.2.3 Sampling Elements

Sampling element meant by any single unit from the target population, serves as the unit of study. The three main steps in sampling process are determining the suitable sample, acquiring data from the sample chosen, and making reliable inferences about the population from the data acquired. In this study, the sampling elements are residents in Kuala Lumpur that aged from 18 years old to 30 years old, with different gender, income level, and educational levels. Moreover, respondents with a good understanding of English were chosen since the questionnaire was conducted in English. This is because respondents who do not understand English will misapprehend the survey questions and simply answer the survey questions. Hence, choosing respondents who have the ability to comprehend English will ensure the accuracy of the data collected.

3.2.4 Sampling Technique

Pandey and Pandey (2015) stated that the two sampling techniques including probability and non-probability. The authors further explained that probability sampling refers to each individual in the population having an equal probability of being counted in the sample, while non-probability sampling means that the distribution is unrestricted; there is no probability of choosing any individual.

As this study does not have a sampling frame, non-probability sampling is chosen to acquire the sample. In the four categories of non-probability sampling, one of them was selected for this study. Convenience sampling falls under non-probability sampling, which segments the population systematically, also known as incidental or accidental sampling (Pandey & Pandey, 2015). The authors explained that convenience sampling often applies in observing behavioral science. Besides that, Pandey and Pandey (2015) explained that the researchers would choose a particular sample size that is readily available. Stratton (2021) further elaborates that convenience sampling chooses respondents whose characteristics that match the study objective and develop potential hypotheses. The convenience sampling technique was chosen in this study because the method is more simple than other techniques, not costly, and less time-consuming (Pandey & Pandey, 2015).

3.2.5 Sampling Size

As a larger sample size would potentially yield more accurate data, Roscoe (1975) suggested that the ideal sample size lies between the range of larger than 30 but less than 500 (Malhotra & Peterson, 2006). Loo (2023) further explained that a sample size that excess 500 will lead to risk of type II error, where researchers would mistakenly accept findings that should be rejected. Additionally, this study adopted the G*Power application to determine the rule of thumb for sample size. As computed by G*Power Software, version 3.1.9.7, a minimum of 138 respondents are required for this study (refer to Appendix 3.1).

Lastly, Lackey and Wingate (1998) recommended that the pre-test study normally required 10% of the final sample size. Therefore, 330 online questionnaires were distributed through the Internet. For further illustration, this study has chosen 300 respondents as the sample size, while 30 respondents from the sample size were administered for pre-test in order to validate the quality of the questionnaire.

3.3 Data Collection Method

The sampling element, meant by any single unit from the target population, serves as the unit of study. The three main steps in the sampling process are determining the suitable sample, acquiring data from the sample chosen, and making reliable inferences about the population from the data acquired. In this study, the sampling elements are residents in Kuala Lumpur that aged from 18 years old to 30 years old, with different genders, income levels, and educational levels. Moreover, respondents with a good understanding of English were chosen since the questionnaire was conducted in English. This is because, respondents who do not understand English will misapprehension the survey questions and simply answer the survey questions. Hence, choosing respondents who have the ability to comprehend English will ensure the accuracy of the data collected.

3.3.1 Primary Data

Pandey and Pandey (2015) explained that there are several data collection tools in primary data, including questionnaire that aims to acquire desirable data by distributing survey questions to the sample population. Questionnaire approach was adopted since it is economical and time-saving especially when establishing a questionnaire through Google Forms (Pandey & Pandey, 2015).

Furthermore, due to the questionnaire was provided in wording format and multiple-choice answers were given, it is more reliable than other tools (Zikmund et al., 2013). In this study, several questions pertaining to eco-conscious consumer behaviour toward the consumption of green products were queried in the questionnaire. For further illustration, Qin and Song (2022) and Chen et al. (2023) adopted the questionnaire method in their studies of eco-conscious consumer behaviour.

3.3.2 Preliminary Works

Preliminary work covers the procedures that were previously employed in the research. In Chapter 1 and Chapter 2, the researcher explained the introduction and measurement of the variables and predictors. Subsequently, researcher was required to choose relevant articles attached with sample questionnaires that were qualified for their research. After filtering the questionnaire, researcher shall paraphrase the wording and convert into a new questionnaire. Lastly, before distributing the questionnaire, the researcher must gain ethical clearance approval from the UTAR Scientific and Ethical Assessment Committee.

3.4 Research Instrument

Research instrument is an assessment instrument designed to evaluate a specific phenomenon. The literature review served as a guide for question formulation in the questionnaire. For this study, self-administered survey questionnaire was adopted to acquire data. This approach allows the absence of researcher and lets respondents complete the questionnaire independently.

3.4.1 Questionnaire Design

As the questionnaire is to collect primary data from target population, questionnaire design plays an important role in ensuring data validity and reliability. Developing a detailed questionnaire enables researchers to obtain primary data swiftly and precisely. According to Pandey and Pandey (2015), when designing questions in questionnaire, the wording should be clear, concise, and without hints or suggestions that would lead respondents to the researcher's favourable answer. The authors also suggested that survey questions shall have clear direction by asking relevant questions only. In this study's questionnaire design, English language was used for effective communication with

respondents. 330 questionnaires were shared online through multiple social media and online meeting platforms such as Instagram, Facebook, and Microsoft Teams.

Refer to appendix 3.2 , the questionnaire layout is divided into three sections, which are the cover page, Section A, and Section B. In the first section's cover page consists of research outline, purpose, and consent statement. Dillman (2000) explained that justifying the study objective on the first page of the questionnaire will benefit the researcher attain a high response rate.

In section A – demographic profile is built to acquire respondents' background details. There are eight questions in the demographic profile, including age, gender, nationality, education level, monthly income, and 3 questions related to the awareness and consumption of green products. All questions in section A were asked in close-ended basis, which given a certain options and ranges to choose from.

Section B was designed to examine the relationship between independent variables and dependent variable of this study (attitude, subjective norms, perceived behaviour control, positive context, negative context, and eco-conscious consumer behaviour). The purpose of this section is to acquire data from respondents, such as their factors influencing level. A total of 19 questions were asked in five-point Likert scale to indicate respondents' level of agreement, from "Strongly Disagree" to "Strongly Agree". According to Babakus and Mangold (1992), five-point Likert scale may ensure the data's quality and enhance respondents' response rates as the scale may lessen respondents' annoyance level when carrying out the questionnaire.

3.4.2 Pilot Test

Before performing a full-scale study, researchers will conduct a pilot test to examine proposed research design on a smaller target population. The method and process of pilot test is same as larger study. The data in pilot test are collected to identify the possible errors and weaknesses in the questionnaire design, ensure the feasibility of questionnaire, and ensure no obvious errors or confusing questions are being asked. Hence, adjustments can be made before conducting a disseminated questionnaire to larger-scale target respondents and able to ensure the questionnaire's quality.

According to Lackey and Wingate (1998), pilot testing, also known as pre-testing, normally requires 10 percent of the total targeted respondents. In this study, the number of targeted respondents was fixed at 300. Hence, 30 sets of questionnaires were used to test the independent variables' reliability

value. According to Cronbach. (1951), the range of Cronbach's alpha value is between zero to one, and the alpha value above 0.7 refers to the inference drawn from the data obtained through these instruments is acceptable, while above 0.9 refers to the result is highly reliable and valid. However, for the alpha value that falls within 0.6 and below, it is considered that the data and result are not valid and should be amended. Lastly, minor mistakes were feedback by respondents, such as grammar and typographical errors. The error was amended immediately to ensure the quality and properness of questionnaire. In this study, the alpha value was 0.902 which is good and able to proceed to acquire a larger scale of respondents.

3.5 Construct Measurement

Construct measurement is used to identify a certain attribute that is wide and conceptual. As measures are comparable to variables in quantitative research, measurement was included in this research to thoroughly comprehend the construct. Besides, construct measurement was included to ensure the credibility of study result.

3.5.1 Scale of Measurement

Sekaran and Bougie (2013) explained that measurement involves the process of assigning symbols, especially numerical symbols, to represent an object's characteristics using established principles. In this study, the variables in questionnaire were quantified and classified by applying scale of measurements. There are three types of measurement scales used in this study, which are nominal scale, ordinal scale, and interval scale.

3.5.1.1 Nominal Scale

Nominal scale is one of the measurement scales that are used to identify objects by segmenting them into different groups based on the object's characteristics or features (Sekaran & Bougie, 2013). In nominal scale, a figure or number was assigned to label the object for classification and differentiation purposes only. Besides, nominal scale named and segmented the objects into different groups but did not indicate a ranking or ordering among the respondents. In this study, nominal scale was applied in the questionnaire Section A – demographic profile. The scale was used to measure gender, as

Forthofer, Lee, and Hernandez (2007) suggested. This is because genders such as male, female, and non-binary are not in ranking form.

3.5.1.2 Ordinal Scale

Ordinal scale was described non-numerical scale which arranges the options or objects based on ranking. Although ordinal scale has nominal attributes, but it is more sophisticated than nominal scale. Moreover, the degree of differences between two measurement points is hard to calculate due to ordinal scales do not provide information regarding the gap between two points. In layman term's, there is no equal distance between two measurement points. In this study, an ordinal scale was applied to measure the respondents' age in Section A – demographic profile questionnaire, which was recommended by Forthofer et al. (2007). Besides, ordinal scale is also applied to evaluate respondents' income level as Tang (2014) explained that researchers have no clue about each respondent's actual income, and it can be arranged in order form. For example, Qin and Song (2022) and Chen et al. (2023) used an ordinal scale to measure respondents' age and income level.

3.5.1.3 Interval Scale

Interval scale refers to arranging objects in an order form that has both nominal and ordinal scale attributes. However, interval scale differs from ordinal scale as it has equal distance between two measurement points (Sekaran & Bougie, 2013). In other words, interval scale provides information that differentiates and ranks the data. Interval scale was applied to measure the respondent's factors influencing in questionnaire Section B - Factors that will Influence Eco-Conscious Consumer Behaviour towards The Consumption of Green Products in Malaysia. This is because interval scale is the ideal scale for opinion measurement, such as Likert scale (Tang, 2014). To further illustrate, five-point Likert scale that applied in this study rates the factor items from “Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree”. Hence, interval scale was applied to Likert scale as the scale was able to rank the data with no definite variances between the units of measurement.

3.5.2 Origin of Construct

The questions in the questionnaire were abstracted from two sources, Qin and Song (2022) and Chen et al. (2023). The table below summarizes all questions that were surveyed for each variable:

Table 3.1: Summary of Questions Surveyed for Each Factors Influence

Variables	Items	Source
Attitude (AT)	<ol style="list-style-type: none"> 1. I think sustainable consumption is beneficial. 2. I think sustainable consumption is logical. 3. I am willing to practice sustainable consumption habits. 	Qin & Song (2022)
Subjective Norms (SN)	<ol style="list-style-type: none"> 1. My family and close friends believe that sustainable consumption is the right thing to do. 2. My neighbours are active in sustainable consumption. 3. I agree that most celebrities I respect and admire are active in sustainable consumption. 	
Perceived Behaviour Control (PBC)	<ol style="list-style-type: none"> 1. I can independently make my own decisions about sustainable consumption. 2. I can afford to practise sustainable consumption. 3. I have the knowledge and information for practising sustainable consumption. 	
Positive Context (PC)	<ol style="list-style-type: none"> 1. Advertising and communication education makes lead me towards sustainable consumption. 2. Government regulations lead me towards sustainable consumption. 3. Financial incentives make me tend toward sustainable consumption. 	
Negative Context (NC)	<ol style="list-style-type: none"> 1. The high cost prevents me from practising sustainable consumption. 2. Time-consuming prevents me from practising sustainable consumption. 3. Lacking accessible infrastructure facilities prevents me from practising sustainable consumption. 	
Eco- conscious Consumer Behaviour (ECCB)	<ol style="list-style-type: none"> 1. I prioritize using products that do not harm the environment. 2. I consider the potential impact of my action on the environmental when I make decision. 3. I worried about wasting the earth's resources. 4. I believe green products are important to save our nature. 	

3.5.3 Measurement of Independent Variables and Dependent Variable

In this study, five-point Likert scale was applied to measure the five factors that will influence eco-conscious consumer behaviour towards the consumption of green products, which are attitudes, subjective norms, perceived behaviour control, positive context, and negative context.

3.5.3.1 Attitudes

Attitudes influencing eco-conscious consumer behaviour refer to the extent of respondents' inclination to participate in green consumption (Kotchen & Reiling, 2000). There are three items sourced from Qin and Song (2022) were applied to measure attitudes. The items included "*I think sustainable consumption is beneficial*", "*I think sustainable consumption is logical*," and "*I am willing to practice sustainable consumption habits*".

3.5.3.2 Subjective Norms

Subjective norms are the perceived expectations of those who are important to an individual or the pressure from society that influences an individual's willingness to engage in consuming green products (Ajzen, 1991). This study adapted three items from Qin and Song (2022) to measure subjective norms, which are "*My family and close friends believe that sustainable consumption is the right thing to do*", "*My neighbours are active in sustainable consumption*", and "*I agree that most celebrities I respect and admire are active in sustainable consumption*".

3.5.3.3 Perceived Behaviour Control

Perceived behaviour control is the perception of the simplicity or difficulty of participating in green consumption. There were three items selected and sourced from Qin and Song (2022). The questions included "*I can independently make my own decisions about sustainable consumption*", "*I can afford to practice sustainable consumption*," and "*I have the knowledge and information for practicing sustainable consumption*".

3.5.3.4 Positive Context

Positive context refers to the external forces that will prompt consumer eco-conscious behaviour towards the consumption of green products. In this study, positive context is tested by three items adapted from Qin and Song (2022), including “*Advertising and communication education lead me towards sustainable consumption*”, “*Government regulations lead me towards sustainable consumption,*” and “*Financial incentives make me tend toward sustainable consumption*”.

3.5.3.5 Negative Context

Negative context refers to the obstacles and difficulties preventing consumers from practicing green consumption (Stern, 1999). Three questions were retrieved from Qin and Song (2022), including “*The high cost prevents me from practicing sustainable consumption*”, “*Time-consuming prevents me from practicing sustainable consumption,*” and “*Lacking accessible infrastructure facilities prevents me from practicing sustainable consumption*”.

3.5.3.6 Eco-conscious Consumer Behaviour

In this study, eco-conscious consumer behaviour refers to consumers being cautious on choosing actions that are able to protect the environment, prioritizing consuming green products and engaging in sustainable practices. In this study, there are four questions sources from Chen et al. (2023) to measure eco-conscious consumer behaviour. These items are “*I prioritize using products that do not harm the environment*”, “*I consider the potential impact of my action on the environmental when I make decision*”, “*I worried about wasting the earth’s resources,*” and “*I believe green products are important to save our nature*”.

3.6 Proposed Data Analysis Tools

The proposed data analysis tool is a technique implemented by researchers to conduct various data modifications, statistical analyses, and visualizations to reach a significant conclusion in the study. Hence, descriptive analysis and inferential analysis will be explained in the sequent subtopic.

3.6.1 Descriptive Analysis

Descriptive analysis is a data analysis method that emphasizes examining historical data and summarizing the given situation in a detailed and more straightforward way. It allows researchers to analyse the collected data and explain results using visualization forms, such as bar charts, tables, and dashboards. Besides, descriptive analysis is the fundamental technique to provide a comprehensive measurement of data distribution; the objective is to assist researcher in determining errors and examining the relationship between variables (Navneet, 2015). In this study, pie charts were created to analyse respondents' demographics in Section A. Simultaneously, tables were also developed to illustrate mean, standard deviation, data percentage, and frequency.

3.6.2 Inferential Analysis

According to Aldrich (2019), inferential analysis is another data analysis method that derive conclusions for the entire population pertaining to the data acquired from a sample. The inferential analysis is crucial as it able to make assumptions by the characteristics of sample. For instance, pie charts and tables are utilized in the study's questionnaire - Section A, to illustrate the frequency distribution. This is because pie charts give an insight of each category's proportion and provide visual images that are easier to understand. Additionally, this study employed SPSS Software to conduct Multiple Regression and Pearson's Correlation Analysis in order to examine the relationship between independent variables and dependent variable. Hence, based on the 330-sample data collected from respondents, researcher able to comprehend what are the factors that can influence eco-conscious consumer behaviour towards the consumption of green products.

3.6.3 Multiple Regression Analysis

Multiple Linear Regression refers to the statistical technique that implements a straight line to identify the relationship between variables, and it is applicable in analysing quantitative data. According to Aldrich (2019), multiple regression analysis may be adopted in quantitative studies that have one dependent variable and two or more independent variables. Furthermore, Loo (2023) stated that multiple regression analysis able to determine the degree of changes in independent variables influence dependent variable. Hence, the multiple regression model is suitable for this research to examine the most influential variable of eco-conscious consumer behaviour among attitude, subjective norms, perceived behaviour control, positive context, and negative context.

The Multiple Regression Analysis Formula Equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 \dots$$

Equation for This Study:

$$Y = a + b_1X_1 (AT) + b_2X_2 (SN) + b_3X_3 (PBC) + b_4X_4 (PC) + b_5X_5 (NC)$$

Whereby:

Y	=	Dependent Variable
X	=	Independent Variable
AT	=	Attitude
SN	=	Subjective Norms
PBC	=	Perceived Behaviour Control
PC	=	Positive Context
NC	=	Negative Context
a	=	Beta Regression Coefficient Value
b	=	Regression Constant Value

3.6.4 One Way Analysis of Variance (ANOVA)

The one-way analysis of variance is a statistical technique to compare whether multiple sample means are significantly different. The ANOVA analysis is only applicable when the study consists of two or more independent groups. Hence, this study fulfilled the criteria and employed ANOVA analysis to examine whether statistical evidence supports a significant difference between the means and related groups.

3.6.5 Pearson Correlation Coefficient

One of the tools in a statistical approach that measures the relationship between variables is Pearson correlation coefficient, and both independent and dependent variable must be ratio or interval scale (Turney, 2022). The Pearson correlation coefficient value range falls between -1 to 1, whereby 1 refers to a strong positive correlation between two variables, -1 refers to a negative correlation, and 0 refers to no correlation between two variables. In this study, the correlation coefficient test was applied to identify the relationship between factors influences and eco-conscious consumer behaviour.

3.7 Conclusion

In summary, Chapter Three discussed on techniques and tools to conduct this research. After collecting 330 respondents, the data will be processed to SPSS software for further analysis The result will be shown and interpreted in the next chapter.

CHAPTER 4: DATA ANALYSIS

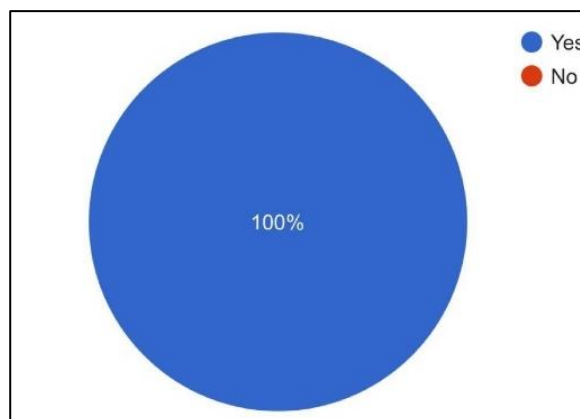
4.0 Introduction

In this chapter, the 330 responses were analysed through SPSS Software; meanwhile, among 330 respondents, there is 1 respondent who is not willing to disclose personal information. Besides, the results of statistical analysis such as Multiple Regression, One-Way Analysis of Variance, and Pearson Correlation Coefficient will be included in this chapter. Last but not least, the Reliability Analysis, Descriptive Analysis and Inferential Analysis results will be discussed and interpreted in the form of tables and figures.

4.1 Data Collection Process and Respond Rates

The questionnaire was developed by Google Forms and distributed through social media including WhatsApp, Instagram, and Microsoft Teams. Besides, the face-to-face method of distribution was utilized in order to collect more respondents. According to Figure 4.1, this survey achieved a 100% of response rate, with a total of 329 responses, and all the respondents were eligible for further examination as all respondents are Malaysian.

Figure 4.1: Descriptive Analysis of respondents' Nationality



4.2 Descriptive Analysis

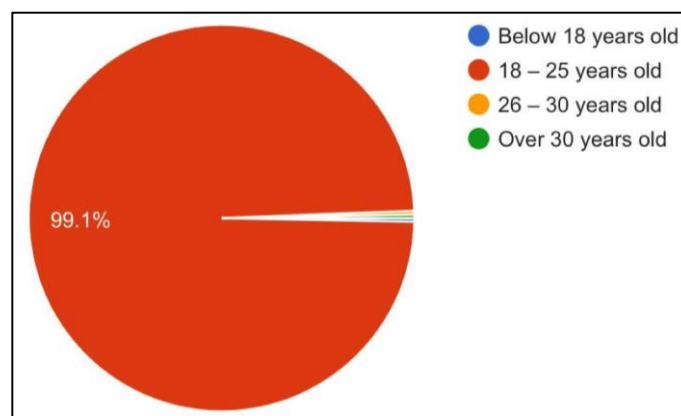
4.2.1 Respondent's Demographic Profile

The data analysis of demographic profile consists of seven questions, which will be presented and illustrated through pie charts and bar charts. The analyses include age range, gender, educational level, monthly income, awareness of green products, consumption of green products, and consumer preference on green product categories.

4.2.2 Age Group

According to Figure 4.2 below, over 329 respondents, there are 99.1% of the respondents aged from 18 to 25, which comprised 326 respondents. Besides, there were three respondents were fell in three different age groups, including those aged below 18, 26 – 30 years old, and above 30 years old. Each of them contributed 0.3% of the sample size. This is because the questionnaire was mostly distributed face-to-face at Universiti Tunku Abdul Rahman Sungai Long Campus (UTAR).

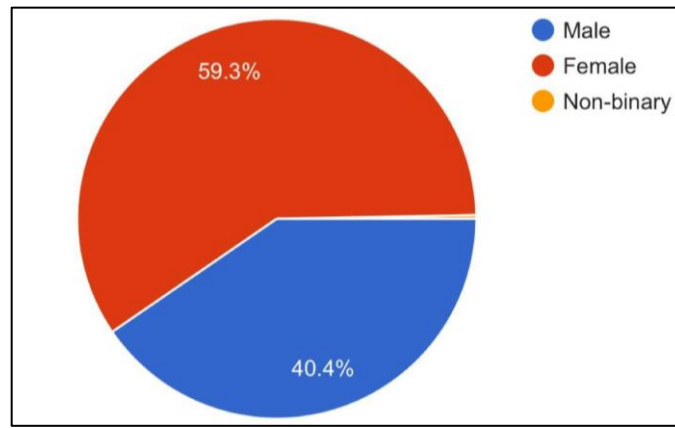
Figure 4.1: Descriptive Analysis of Age Group



4.2.3 Gender

Based on figure 4.3 below, 59.3% of respondents are female, which are 195 respondents. Meanwhile, males consist of 40.4%, which are 133 respondents. Additionally, only one respondent's gender is non-binary, contributing 0.3% to the sample.

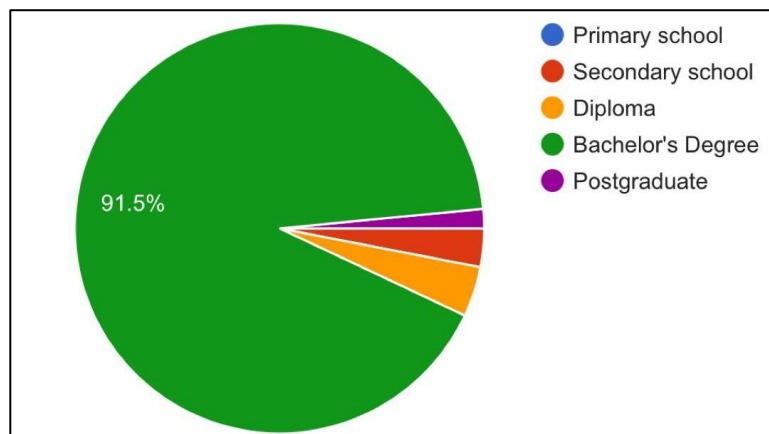
Figure 4.2: Descriptive Analysis of Gender



4.2.4 Educational Level

Figure 4.4 below visualized the 329 respondents’ educational level. Most of the respondents – 301 respondents are Bachelor’s Degree students at 91.5% of the sample. Besides, diploma students involved 13 respondents and contributed 4% to the sample. Additionally, 10 respondents are from secondary school, with a percentage of 3%. Lastly, only a little fraction of respondents is from postgraduate, which are 5 respondents, contributed 1.5% to the sample.

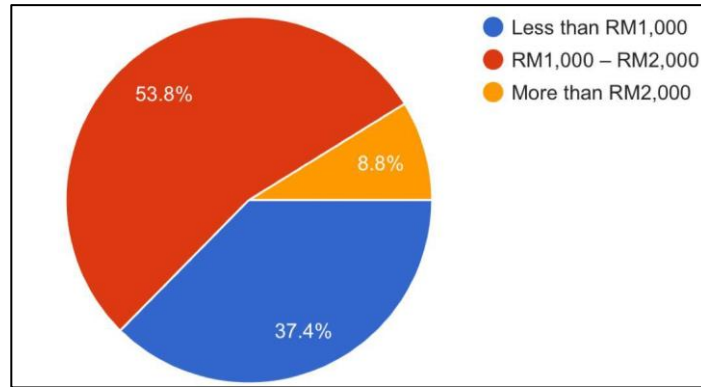
Figure 4.3: Descriptive Analysis of Educational Level



4.2.5 Monthly Income

As per figure 4.5 below illustrates, most of the respondents have the income of RM1,000 – RM2,000, with a total of 177 respondents or 53.8% of the sample. Besides, there are 37.4% of respondents belong to the category of less than RM1,000, which is 123 respondents. Additionally, respondents with a monthly income that above RM2,000 comprised 8.8%, which are 29 respondents. Monthly income is important in this study to examine the green consumption behavior of respondents.

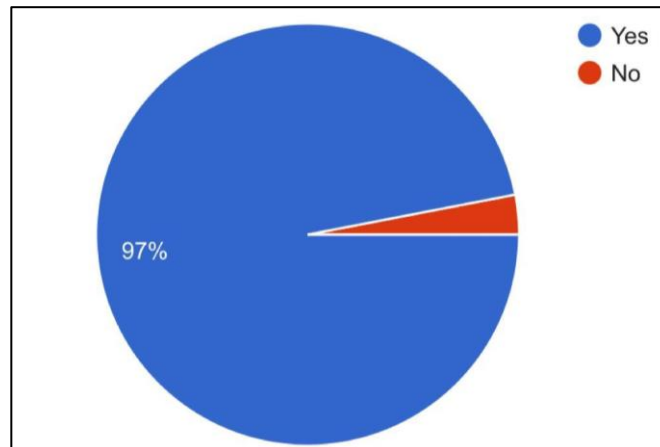
Figure 4.4: Descriptive Analysis of Monthly Income



4.2.6 Awareness of Green Products

Figure 4.6 below shows the respondents' awareness towards green products. It is vital to understand respondents' awareness as it will affect their willingness to consume green products. The pie chart below shows that 97% of respondents are aware of the existence of green products, which comprised of 319 respondents. On the other hand, 3% of respondents, which are 10 individuals, do not know the existence of green products.

Figure 4.5: Descriptive Analysis of Awareness of Green Products

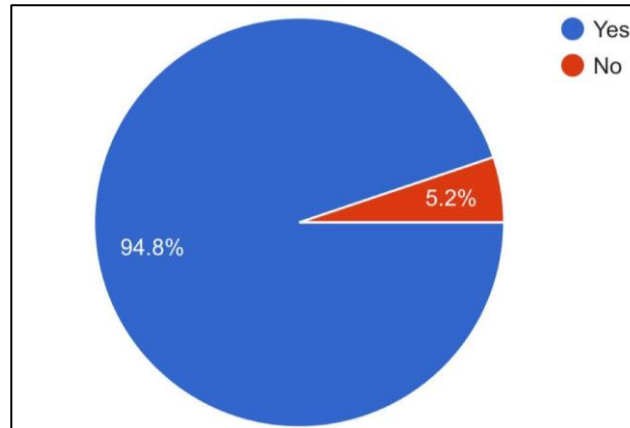


4.2.7 Past Experience in Consuming Green Products

According to Figure 4.7 below, 94.8% of the respondents had experienced in consuming green products, with a total of 312 respondents. At the same time, 5.2% of the respondents do not consume

green products before. It is noted that among 17 respondents who do not consume green products, seven of them are sensible about the existence of green products. Hence, it is crucial to examine the factors that able to motivate them to consume green products.

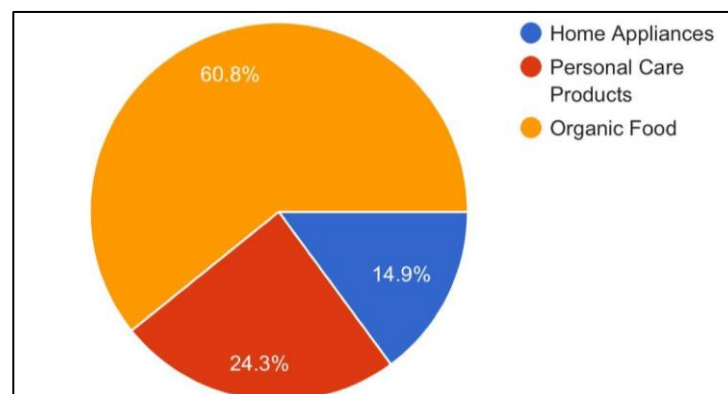
Figure 4.6: Descriptive Analysis of Past Experience



4.2.8 Type of Green Products

Figure 4.8 below illustrates the type of green product that respondents prefer to consume. There are three categories of green products that commonly appear in daily life, including home appliances, personal care products, and organic food. Of the 329 respondents, 60.8% preferred to consume organic food, comprising 200 individuals. Besides, 24.3% of respondents favour to consume green personal care products, with a total of 80 individuals. Lastly, 14.9% of respondents are tender to consume green home appliance products, which involved 49 individuals.

Figure 4.7: Descriptive Analysis of Type of Green Product



4.3 Reliability Test

Reliability test also known as pilot test, served as a tool to ensure questionnaire is feasible and there are no errors before conducting a large-scale study. According to Cronbach (1951), the study is acceptable when acquired 0.7 or more Cronbach's alpha value. In this study, the pilot test had randomly picked 30 respondents from 329. It is noted that AT=Attitude, SN=Subjective Norms, PBC=Perceived Behaviour Control, PC=Positive Context, NC=Negative Context, ECCB=Eco-Conscious Consumer Behaviour.

4.3.1 Pilot Test

According to Table 4.1 below, Cronbach's alpha values for the independent variables are AT=0.896, SN=0.806, PBC=0.751, PC=0.781, NC=0.887. Besides, the Cronbach alpha value of the dependent variable is ECCB=0.774. As all values were above 0.7, the reliability test is proceedable.

Table 4.1: Cronbach's Alpha Pilot Test

Variables	No. of item	Cronbach's Alpha	Reliability Level
Attitude (AT)	3	0.896	Good
Subjective Norms (SN)	3	0.806	Good
Perceived Behaviour Control (PBC)	3	0.751	Acceptable
Positive Context (PC)	3	0.781	Acceptable
Negative Context (NC)	3	0.887	Good
Eco-Conscious Consumer Behaviour (ECCB)	4	0.774	Acceptable

4.3.2 Actual Test

The table below illustrate the actual reliability test for this study. The Cronbach's alpha values for independent variables are AT=0.898, SN=0.738, PBC=0.704, PC=0.731, and NC=0.833. Additionally, the dependent variable Cronbach alpha value is ECCB=0.769. Therefore, all variables are acceptable to proceed for further examination.

Table 4.2: Cronbach's Alpha Reliability Analysis

Variables	No. of item	Cronbach's Alpha	Reliability Level
Attitude (AT)	3	0.898	Good
Subjective Norms (SN)	3	0.738	Acceptable
Perceived Behaviour Control (PBC)	3	0.704	Acceptable
Positive Context (PC)	3	0.731	Acceptable
Negative Context (NC)	3	0.833	Good
Eco-Conscious Consumer Behaviour (ECCB)	4	0.769	Acceptable

4.3.3 Central Tendencies Measurement of Constructs

The mean and standard variations of 19 items were calculated through SPSS Software. The six constructs' mean, and standard deviations are measured by interval scale and will be presented as per tables below:

4.3.3.1 Mean and Standard Deviation of Attitude

Table 4.3: Mean and Standard Deviation of Attitude

Item	Statement	Mean	Standard Deviation	N
AT1	I think sustainable consumption is beneficial	4.46	0.772	329
AT2	I think sustainable consumption is logical	4.43	0.762	329
AT3	I am willing to practice sustainable consumption habits.	4.36	0.772	329

4.3.3.2 Mean and Standard Deviation of Subjective Norms

Table 4.4: Mean and Standard Deviation of Subjective Norms

Item	Statement	Mean	Standard Deviation	N
SN1	My family and close friends believe that sustainable consumption is the right thing to do	4.01	0.961	329
SN2	My neighbours are active in sustainable consumption	3.00	1.125	329
SN3	I agree that most celebrities I respect and admire are active in sustainable consumption	3.49	1.085	329

4.3.3.3 Mean and Standard Deviation of Perceived Behaviour Control

Table 4.5: Mean and Standard Deviation of Perceived Behaviour Control

Item	Statement	Mean	Standard Deviation	N
PBC1	I can independently make my own decisions about sustainable consumption	4.37	0.791	329
PBC2	I can afford to practise sustainable consumption	3.63	1.088	329
PBC3	I have the knowledge and information for practising sustainable consumption	4.08	0.964	329

4.3.3.4 Mean and Standard Deviation of Positive Context

Table 4.6: Mean and Standard Deviation of Positive Context

Item	Statement	Mean	Standard Deviation	N
PC1	Advertising and communication education makes lead me towards sustainable consumption	3.98	0.972	329
PC2	Government regulations lead me towards sustainable consumption	4.11	0.890	329
PC3	Financial incentives make me tend toward sustainable consumption	4.45	0.818	329

4.3.3.5 Mean and Standard Deviation of Negative Context

Table 4.7: Mean and Standard Deviation of Negative Context

Item	Statement	Mean	Standard Deviation	N
NC1	The high cost prevents me from practising sustainable consumption	4.40	0.912	329
NC2	Time-consuming prevents me from practising sustainable consumption	4.22	1.044	329
NC3	Lacking accessible infrastructure facilities prevents me from practising sustainable consumption	4.21	0.991	329

4.3.3.6 Mean and Standard Deviation of Eco-Conscious Consumer Behaviour

Table 4.8: Mean and Standard Deviation of Eco-Conscious Consumer Behaviour

Item	Statement	Mean	Standard Deviation	N
ECCB1	I prioritize using products that do not harm the environment	4.33	0.850	329

ECCB2	I consider the potential impact of my action on the environmental when I make decision	3.87	1.048	329
ECCB3	I worried about wasting the earth's resources	4.31	0.792	329
ECCB4	I believe green products are important to save our nature	4.55	0.748	329

4.4 Inferential Analysis

The section below illustrates the inferential analysis, including descriptive statistics and the Pearson correlation coefficient for each variable. The analysis was drawn based on 329 respondents.

4.4.1 Descriptive Statistic

Table 4.8: Descriptive Statistic of Variables

	Mean	Standard Deviation	N
AT	4.4144	0.70050	329
SN	3.5015	0.85821	329
PBC	4.0274	0.75726	329
PC	4.1783	0.72224	329
NC	4.2746	0.85218	329
ECCB	4.2637	0.66646	329

4.4.2 Pearson Correlation Coefficients

In this section, researcher applied coefficient matrix to analyze the correlation pattern in order to ensure all variables have certain relationship with each other. Besides, when the correlation coefficient is higher than 0.9, the multicollinearity problem may exist.

The table below shown the correlation matrix, and most of the constructs fall within the range of + 0.41 - ± 0.70, which have a moderate relationship with each other. Besides, the significant level for

all variables is 0.0001, indicating a positively correlated. Additionally, as all the correlation coefficient values are not greater than 0.9, the multicollinearity problem is not present in this research.

Attitude has the highest correlation among the independent variables, with the value of 0.6000, while Subjective Norms have the value of 0.418. Besides, the correlation value for Perceived Behavior Control is 0.506, Positive Context is 0.544, and Negative Context has the lowest value, 0.277. Hence, it is concluded that all the variables are significant and positively connected with each other's variables.

Table 4.9: Pearson Correlation Coefficients

		AT	SN	PBC	PC	NC	ECCB
AT	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	329					
SN	Pearson Correlation	.332**	1				
	Sig. (2-tailed)	.001					
	N	329	329				
PBC	Pearson Correlation	.542**	.529**	1			
	Sig. (2-tailed)	.001	.001				
	N	329	329	329			
PC	Pearson Correlation	.539**	.341**	.570**	1		
	Sig. (2-tailed)	.001	.001	.001			
	N	329	329	329	329		
NC	Pearson Correlation	.322**	.039**	.290**	.396**	1	
	Sig. (2-tailed)	.001	.001	.001	.001		
	N	329	329	329	329	329	
ECCB	Pearson Correlation	.600**	.418**	.506**	.544**	.277**	1
	Sig. (2-tailed)	.001	.001	.001	.001	.001	
	N	329	329	329	329	329	329

4.5 Multiple Regression Analysis

4.5.1 Model Summary

According to Table 4.11 Model Summary, all the independent variables were explained 46.6% in the dependent variables. Additionally, the adjusted R Square value is 0.458, which indicates that 45.8% of the eco-conscious consumer behaviour towards the consumption of green products is defined by the factors influence, and 54.2% are influence by other factors.

Table 4.10: Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.683 ^a	0.466	0.458	0.49076
a. Predictors: (Constant), Negative_Context, Subjective_Norms, Attitude, Positve_Context, Percieved_Behaviour_Control				

4.5.2 ANOVA Test

Table 4.12 refers to the ANOVA Test for this study, which analyses whether regression is well fitted to the data and predicts variables equally. According to the result, the F-test is 56.380 while the p-value is 0.001, which indicates that the factor influences (independent variables) are significant in explaining the eco-conscious consumer behaviour towards the consumption of green products. Hence, this research should accept alternative hypothesis and reject null hypothesis as there are sufficient evidence to conclude that all the independent variables will significantly explain the dependent variable.

Table 4.11: ANOVA Test

	Model	Sum of Square	df	Mean Square	F	Sig.
1	Regression	67.895	5	13.579	56.380	<.001 ^b
	Residual	77.793	323	.241		
	Total	145.688	328			
a. Dependent Variable: Eco_Conscious_Consumer_Behaviour						
b. Predictors: (Constant), Negative_Context, Subjective_Norms, Attitude, Positve_Context, Percieved_Behaviour_Control						

4.5.3 Coefficients Analysis

By referring to Table 4.13, the multicollinearity value is below 10 ($VIF < 10$), which indicates that all independent variables in the equation were not correlated with each other variables. Besides that, the value of all Attitude, Subjective Norms and Positive Context was below 0.05. Hence, these influence factors are acceptable in this study.

Furthermore, it is concluded that attitude is the most critical influence factor to eco-conscious consumer behaviour, as the value for standardized coefficient beta is 0.364, followed by positive context value of 0.230, subjective norms value of 0.180, perceived behaviour control value is 0.071 and negative context value is 0.042.

Table 4.12: Coefficient Analysis

Model		Unstandardized B	Coefficients Std. Error	Standardized coefficients Beta	t	Sig.	VIF
1	(Constant)	.969	.208		4.666	<.001	
	AT	.346	.049	.364	7.029	<.001	1.623
	SN	.140	.038	.180	3.687	<.001	1.438
	PBC	.062	.051	.071	1.226	.221	2.014
	PC	.212	.050	.230	4.240	<.001	1.782
	NC	.033	.036	.042	.915	.361	1.248
Dependent Variable: Eco_Conscious_Consumer_Behaviour							

4.6 Hypothesis Testing

Refer to Table 4.13, the hypothesis testing assumption could be made, and results are presented below:

H1: Attitude is positively influence on eco-conscious consumer behaviour (ECCB) toward the consumption of green products.

Table 4.13 visualized that the result for attitude is $p\text{-value} = 0.001$ ($p > 0.05$), which is significant. Hence, attitude significantly in influences eco-conscious consumer behaviour toward the consumption of green products, and researcher should reject null hypothesis.

H2: Subjective norms is positively influence on eco-conscious consumer behaviour toward the consumption of green products.

Table 4.13 shows that the result for subjective norms is p-value = 0.001 ($p > 0.05$), which is significant. Thus, subjective norms is significantly in influences eco-conscious consumer behaviour toward the consumption of green products, and researcher should reject null hypothesis.

H3: Perceived behaviour control is positively influence on eco-conscious consumer behaviour toward the consumption of green products.

Table 4.13 illustrates that the result for perceived behaviour control is p-value = 0.221 ($p > 0.05$), which is insignificant in this study. Therefore, perceived behaviour control is not significant in influencing eco-conscious consumer behaviour toward the consumption of green products, and researcher should not reject null hypothesis.

H4: Positive context is positively influence on eco-conscious consumer behaviour toward the consumption of green products.

Table 4.13 shows that the result for positive context is p-value = 0.001 ($p > 0.05$), which is significant. Consequently, positive context is significantly in influencing eco-conscious consumer behaviour toward the consumption of green products, and researcher should reject null hypothesis.

H5: Negative context is positively influence on eco-conscious consumer behaviour toward the consumption of green products.

Table 4.13 illustrates that the result for negative context is p-value = 0.361 ($p > 0.05$), which is not significant in this study. Therefore, negative context is not significantly in influencing eco-conscious consumer behaviour toward the consumption of green products, and researcher should not reject null hypothesis.

4.7 Conclusion

This chapter concluded with the results of data gathered from 330 respondents. Besides, the researcher utilized SPSS Software to perform several data analyses. Tables and charts were visualized to explain the demographic profile and analysis outcomes. Lastly, Chapter 5 will thoroughly explain the findings of this study.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.0 Introduction

Since Chapter 5 is the end of this study, this chapter will diligently interpret and discuss the results discovered from Chapter 4. A table will be illustrated to explain all the proposed hypotheses. Lastly, this chapter will address the limitations and suggest recommendations along with implications for further research purposes.

5.1 Discussions of Major Findings

5.1.1 Type of Green Products that Consumer Prefer to Consume

According to Figure 4.8, the type of green product that Malaysian consumers prefer to consume is organic food. Consuming organic food has become a trend in Malaysia, mainly driven by the increasing attention paid to health awareness among Malaysians. According to Abdullah et al. (2023), Malaysians are kneed to consume organic food after the COVID-19 pandemic.

In this study, 60.80% of consumers prefer to consume organic food over personal care products and home appliances, while most are aged between 18 and 25. Besides, the rise of environmental awareness has also encouraged Malaysian youngsters to prefer organic food. Ahmed et al. (2021) proved that Malaysians with higher environmental consciousness are more willing to consume organic food.

Table 5.1: Hypothesis Testing Result Summary

Independent Variables	Significant Values	Result	Supported/ Rejected
Attitude (AT)	P = <0.001	Significant	Supported
Subjective Norms (SN)	P = <0.001	Significant	Supported
Perceived Behaviour Control (PBC)	P = 0.221	Insignificant	Rejected
Positive Context (PC)	P = 0.001	Significant	Supported
Negative Context (NC)	P = 0.361	Insignificant	Rejected

5.1.2 Attitude Is Positively Influence on Eco-Conscious Consumer Behaviour (ECCB) Toward the Consumption of Green Products

H1 indicates that Attitude can positively influence eco-conscious consumer behaviour towards the consumption of green products ($P < 0.001$); hence, H1 is acceptable in this study. Furthermore, attitude has the highest influence on eco-conscious consumer behaviour ($\beta = 0.364$). This result is consistent with Qin and Song (2022), who proved that individual motivation would influence them to consume green products. Besides that, the result was aligned with the Ogiemwonyi and Harun (2020) in Malaysia, who verified that consumers who believe green products may help environmental protection are more likely to consume green products. Hence, consumers who hold positive opinions towards green products will prefer to consume them. In contrast, consumers who doubt green products' effectiveness in protecting the environment are less likely to consume them. Therefore, the correlation between Attitude and Eco-Conscious Consumer Behaviour is supported in this study.

5.1.3 Subjective Norms Is Positively Influence on Eco-Conscious Consumer Behaviour (ECCB) Toward the Consumption of Green Products

H2 indicates that Subjective Norms can positively influence eco-conscious consumer behaviour towards the consumption of green products ($P < 0.001$); hence, H2 is acceptable in this study. According to Qin and Song (2022), one's important person will influence individual's perception towards the consumption of green products. The one's important person including family members, close friends, colleagues or relatives. Chen and Deng (2016) proved that subjective norms positively influence consumers to consume green products. The pressure and expectations from one's significant individual will influence consumer decisions to consume green products. Hence, when the consumer's social group thinks it is beneficial to consume green products, the consumer will be kinder to consume green products in order to behave in ways that match the group's expectations. Therefore, the correlation between Subjective Norms and Eco-Conscious Consumer Behaviour is supported in this study.

5.1.4 Perceived Behaviour Control Is Positively Influence on Eco-Conscious Consumer Behaviour (ECCB) Toward the Consumption of Green Products.

Based on the result, H3 indicates that Perceived Behaviour Control has no significant relationship in influencing eco-conscious consumer behaviour towards the consumption of green products ($P=0.221$); hence, H3 is not acceptable in this study. The result is inconsistent with Qin and Song (2022), stating that perceived behaviour control plays a significant role in influencing consumer eco-conscious behaviour towards the consumption of green products. Nonetheless, the result proved by Ogiemwonyi and Harun (2020) that most Malaysians lack the ability to overcome barriers independently. This may stem from Malaysia's heightened awareness or concern when considering new products. Besides, since Malaysia has a strong collectivist culture, consumers are more likely to seek advice from their close ones rather than being the first to consume green products. Additionally, despite Malaysians having environmental knowledge but, the decision to consume green products does not solely depend on knowledge. Hence, the correlation between Perceived Behaviour Control and Eco-Conscious Consumer Behaviour is not supported in this study.

5.1.5 Positive Context Is Positively Influence on Eco-Conscious Consumer Behaviour (ECCB) Toward the Consumption of Green Products.

The result in H4 shows that Positive Context can positively influence eco-conscious consumer behaviour towards the consumption of green products ($P=0.001$); hence, H4 is acceptable in this study. According to Qin and Song (2022), positive context, including government regulation, advertising and communication education, and financial incentives, will positively lead consumer eco-conscious behaviour towards sustainable consumption. In alignment with Yahya's (2019) findings on Malaysia's university students aged from 18 to 30 years old, government regulation may positively encourage consumers to adopt sustainable consumption. Besides that, according to Ali (2021), green advertising can drive eco-conscious consumer behaviour towards green consumption. In this context, this study acquired data from UTAR students aged between 18 to 30. Therefore, this study supported the relationship between Positive Context and Eco-Conscious Consumer Behaviour towards the consumption of green products.

5.1.6 Negative Context Is Positively Influence on Eco-Conscious Consumer Behaviour (ECCB) Toward the Consumption of Green Products.

Based on the result, H5 indicates that Negative Context has no significant relationship in influencing eco-conscious consumer behaviour toward the consumption of green products ($P=0.361$); hence,

H4 is not acceptable in this study. The negative context, including the high cost of consuming green products, time-consuming, and lack of facilities, would not restrict consumers from consuming green products. This statement was proved in the findings of Qin and Song (2022) that negative context does not influence consumers' eco-conscious behaviour toward the consumption of green products. This may be because consumers are willing to pay more in order to protect the environment for their future generation, or green consumption was not time-wasting to them. Hence, the relationship between Negative Context and Eco-Conscious Consumer Behaviour is not supported.

5.2 Implications of the Study

5.2.1 Managerial Implication

This study's result proves that attitude has the most significant relationship in influencing eco-conscious consumer behaviour toward the consumption of green products, for which the p-value is <0.001 . The outcome indicates that the higher the consumer's concern about the environment, the more likely they will consume green products (Paul, Modi & Patel, 2015). Singh and Gupta (2013) explained that consumers are willing to make an effort to mitigate the environmental impact when they possess a positive attitude and greater concern for the environment. Hence, this study recommends that green businesses should most target eco-conscious consumers to increase their sales and profit. Besides, this study also recommends that marketers can tailor their advertising strategies to highlight the sustainable aspects of their products to make consumers view green products positively and position their businesses as leaders in sustainable practices.

Besides, this research also proves that subjective norms have a significant relationship in influencing eco-conscious consumer behaviour toward the consumption of green products, for which the p-value is <0.001 . Ogiemwonyi, Harun, Othman, Ismael and Ali (2019) pointed out that subjective norms are important in influencing eco-conscious consumer behaviour to consume green products. This indicates that consumers will consume sustainably when their important one views green consumption as beneficial. Hence, researchers hereby suggest that advertising is a must for businesses to promote the benefits of green consumption to enhance consumers' influence on those around them. Additionally, the government can initiate educational campaigns to improve citizens' awareness regarding the importance of sustainable consumption to the environment. Government may run the campaign through social media platforms and educational institutions.

Lastly, this research proves that positive context has a significant relationship in influencing eco-conscious consumer behaviour toward the consumption of green products, for which the p-value is <0.001 . Chen and Deng (2016) suggested that government-positive initiatives, including subsidies and incentives to businesses and providing green infrastructure, may create opportunities for consumers to adopt green consumption. Hence, research recommends that the government reopen the Low Carbon Transition Facility (LCTF) grant for small and medium enterprises that produce or manufacture green products. Providing grants and incentives may allow businesses to reduce production costs and ultimately reduce green product prices. Hence, it attracts consumers to consume sustainability. Moreover, the government should invest in green public infrastructure, such as public transport and recycling facilities, to make it convenient for consumers to engage in green consumption. Lastly, policymakers should set the price ceiling and reduce taxes for green products and services to reduce the price pressure transfer from business to consumer.

5.2.2 Theoretical Implication

The Theory of Planned Behaviour (TPB) and Attitude-Behaviour-Context Theory (ABC) were applied to achieve the goal of this study, which is to examine eco-conscious consumer behaviour towards the consumption of green products. The researcher proved that individuals' internal motivation, influence of social circle, and external positive context are able to explain green consumption behaviour more accurately than perceived behaviour control and external negative context. Besides, both theories were widely applied in observing environmental issues and predicting human behaviour. Therefore, the integration of TPB and ABC theory is useful for academicians to examine topics related to consumer green consumption behaviour in their future research.

5.3 Limitations of the Study

There are several limitations in this study have been pointed out by the researchers, including geographical limitations and model limitations. One of the problems is geographical limitation, which occurs in the data collection process. This study focuses more on collecting data from residents in Kuala Lumpur and Selangor due to the population being denser than in other states. Nevertheless, consumption behaviour, thinking towards green products, and purchasing patterns are different in different states due to various factors, including education and the growing environment. As a result, the data collected may not accurately reflect the perspective of all consumers in Malaysia and will cause inaccuracy in interpreting the result.

Besides, the lack of moderator in existing study also one of the limitations. According to Söderlund (2023), lacking a moderator will cause a limit in theoretical advancement as a moderator acts as a variable that lets the researcher better understand by examining the certainty of independent variables in influencing the dependent variable. Besides, the author mentioned that the lack of moderator causes redundancy of direct relationship. Söderlund (2023) further elaborated that the researchers would overlook the significant information in the data when solely concentrating on the independent variables. The statement was proved in this research as 45.8% of the eco-conscious consumer behaviour towards the consumption of green products is defined by the factors influence, and 54.2% are influenced by other factors.

5.4 Recommendations of the Study

To address the issues of this study, the researcher hereby suggests some recommendations to prevent these issues in future studies. Firstly, to overcome the geographical limitations, the researcher should broaden the geographical scope. Instead of solely acquiring data from Klang Valley, the researcher may also collect data from residents in rural areas. For example, researchers can send the questionnaire to other states' universities or travel to other states and distribute the questionnaire face-to-face. Hence, this proposed method may allow researchers to have a better understanding of analysing consumption behaviour and ensure that the analysis is comprehensive and accurate.

Secondly, future researchers are advised to determine the potential moderator based on theoretical concepts supported by literature in order to solve the issue of the lack of a moderator (Memon, Cheah, Ramayah, Ting, Chuah & Cham, 2019). For example, research may refer to the outcome of journal articles and acquire the evidence to support the moderation effect. Memon et al. (2019) proved that the inconsistency of the outcome in previous studies regarding the influence of the same independent variable on the result might provide a strong justification for testing a moderator. Hence, the researcher may use Smart Partial Least Square (Smart-PLS) to perform the tests for the complex models instead of SPSS Software. (Purwanto, Asbari, Santoso, Sunarsi & Ilham, 2021).

5.5 Conclusion

In essence, this study discovered that the three independent variables – Attitude, Subjective Norms, and Positive Context have a significant influence on the dependent variables, Eco-Conscious Consumer Behaviour, while Perceived Behaviour Control and Negative Context are insignificant in influencing the

dependent variable. It has been found that Attitude is the most important factor in Eco-Conscious Consumer Behaviour. Additionally, this study provides valuable insight into both practical and theoretical implications for Malaysian citizens, businesses, and government to cultivate green consumption behaviour. Followed by limitations and recommendations to guide research to overcome the knowledge gap in future research. Undeniably, this study is essential to perform as the trend for green consumption behaviour has risen in developing countries, and the issue of pollution in Malaysia should be solved as fast as possible. Hence, this study could inspire businesses, marketers, and government institutions the idea of improving green products and regulations that encourage consumers' green consumption behaviour.

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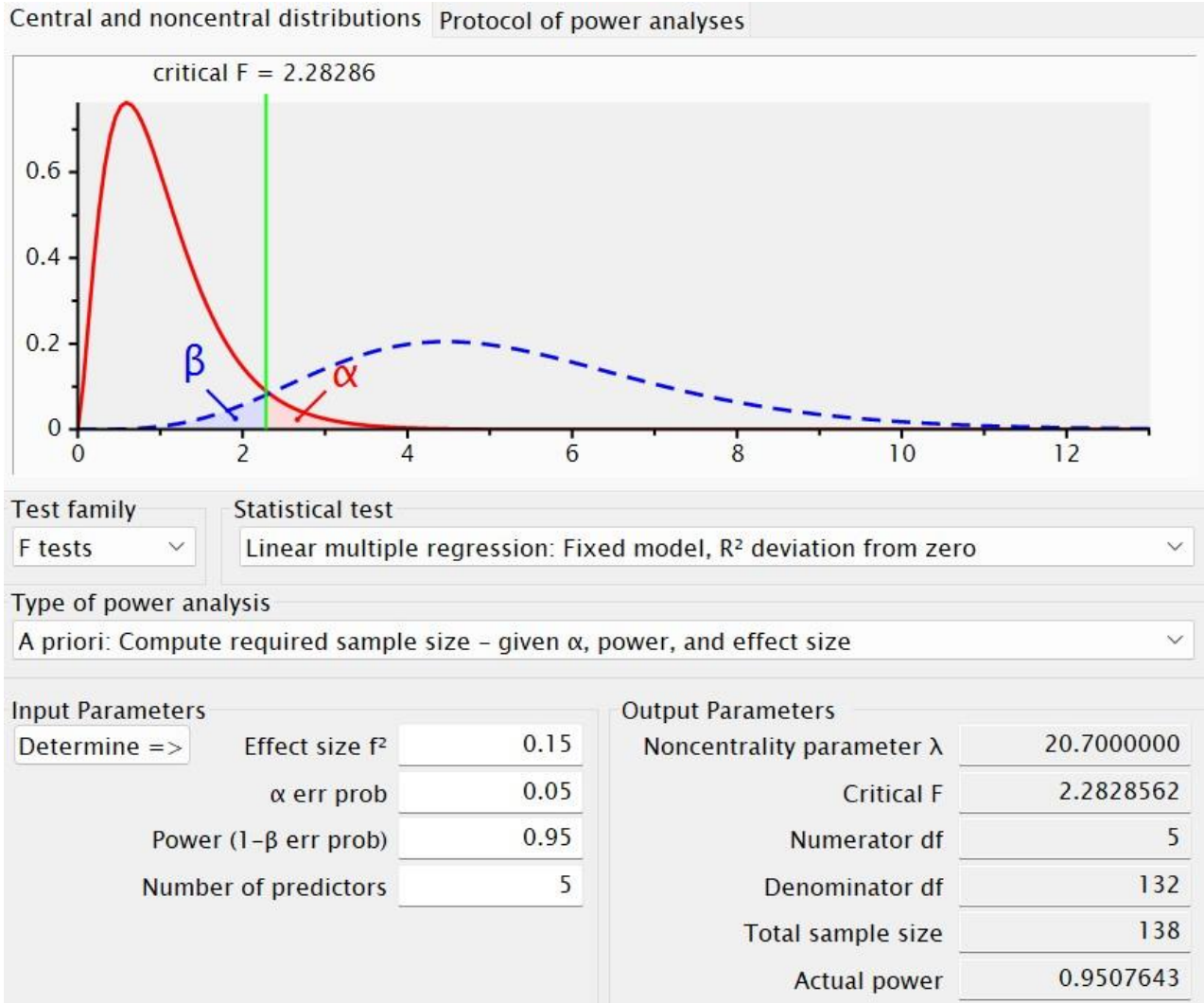
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APPENDIX

Appendix 3.1 * G*Power Software, version 3.1.9.7



Appendix 3.2 Questionnaire

Dear respondents,

I am Tan Sze Ting (Student ID: 2001506), a final year undergraduate student pursuing Bachelor of International Business (Hons) at Universiti Tunku Abdul Rahman (UTAR), Sungai Long Campus. I am currently conducting a research study on “A Study of Eco-Conscious Consumer Behaviour on Green Products”. This research aims to explore the internal and external factors that would influence conscious consumer behaviour (ECCB) toward the consumption of green products in Malaysia.

You are invited to participate in this research questionnaire, which consists of two sections (Sections A & B) that require respondents to spend approximately 5 to 7 minutes to complete. Kindly note that your responses and information will be kept confidential and only used for academic research purposes. Your participation is truly appreciated. If you have any questions regarding this questionnaire, please do not hesitate to contact me at serenestst518@lutar.my. Thank you for spending your precious time on this questionnaire!

Sincerely,

Tan Sze Ting

Bachelor Degree in International Business (Honours)

Contact Number: +6011-2819 5842

Green product refers to the products that are composed of recycled materials, are relatively long-lasting, toxic-free, and have the least packaging. Additionally, green products is to minimize the environmental effects during their whole life cycle. For examples, metal straw, LED lightbulb and recycle bag.

Section A: Demographic Profile

In this section, you are required to provide your personal details. Kindly note that your data will be kept confidential.

1	Age	
	<input type="checkbox"/>	Below 18
	<input type="checkbox"/>	18 – 25
	<input type="checkbox"/>	26 – 30
	<input type="checkbox"/>	Over 30
2	Gender	
	<input type="checkbox"/>	Male

	<input type="checkbox"/>	Female
3	Are you Malaysian?	
	<input type="checkbox"/>	Yes
	<input type="checkbox"/>	No
4	Education Level	
	<input type="checkbox"/>	Primary school
	<input type="checkbox"/>	Secondary school
	<input type="checkbox"/>	Diploma
	<input type="checkbox"/>	Under Graduated
	<input type="checkbox"/>	Postgraduate
5	Monthly Income	
	<input type="checkbox"/>	Less than RM1,000
	<input type="checkbox"/>	RM1,000 – RM2,000
	<input type="checkbox"/>	More than RM2,000
6	Are you aware of the existence of green products?	
	<input type="checkbox"/>	Yes
	<input type="checkbox"/>	No
7	Have you consume green products before?	
	<input type="checkbox"/>	Yes
	<input type="checkbox"/>	No
8	What type of green products do you prefer to consumer?	
	<input type="checkbox"/>	Home Appliances
	<input type="checkbox"/>	Personal Care Products
	<input type="checkbox"/>	Organic Food

Section B:

This section aims to explore the factors that will influence eco-conscious consumer behaviour towards the consumption of green products in Malaysia. The factors include attitude, subjective norms, perceived behaviour control, positive context and negative context. Kindly rate the extent to which you agree or disagree with the following statements.

Note: (1) = Strongly Disagree (SD); (2) = Disagree (D); (3) = Neutral (N); (4) = Agree (A); (5) = Strongly Agree (SA).

Attitude (AT)	SD	D	N	A	SA
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1	I think sustainable consumption is beneficial.	1	2	3	4	5
2	I think sustainable consumption is logical.	1	2	3	4	5
3	I am willing to practise sustainable consumption habits.	1	2	3	4	5

	Subjective Norms (SN)	SD	D	N	A	SA
1	My family and close friends believe that sustainable consumption is the right thing to do.	1	2	3	4	5
2	My neighbours are active in sustainable consumption.	1	2	3	4	5
3	I agree that most celebrities I respect and admire are active in sustainable consumption.	1	2	3	4	5

	Perceived Behavioural Control (PBC)	SD	D	N	A	SA
1	I can independently make my own decisions about sustainable consumption.	1	2	3	4	5
2	I can afford to practise sustainable consumption.	1	2	3	4	5
3	I have the knowledge and information for practising sustainable consumption.	1	2	3	4	5

	Positive Context (PC)	SD	D	N	A	SA
1	Advertising and communication education makes lead me towards sustainable consumption.	1	2	3	4	5
2	Government regulations lead me towards sustainable consumption.	1	2	3	4	5
3	Financial incentives make me tend toward sustainable consumption.	1	2	3	4	5

	Negative Context (NC)	SD	D	N	A	SA
1	The high cost prevents me from practising sustainable consumption.	1	2	3	4	5
2	Time-consuming prevents me from practising sustainable consumption.	1	2	3	4	5
3	Lacking accessible infrastructure facilities prevents me from practising sustainable consumption.	1	2	3	4	5

	Eco-conscious Consumer Behaviour (ECCB)	SD	D	N	A	SA
1	I prioritize using products that do not harm the environment.	1	2	3	4	5

2	I consider the potential impact of my action on the environmental when I make decision.	1	2	3	4	5
3	I worried about wasting the earth's resources	1	2	3	4	5
4	I believe green products are important to save our nature.	1	2	3	4	5