THE BUYING BEHAVIOUR FROM A CONSUMER PERSPECTIVE ON GREEN PRODUCT

LIM XIAO XUAN

BACHELOR OF INTERNATIONAL BUSINESS
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

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BY

LIM XIAO XUAN

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DECLARATION

I hereby declare that:

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

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

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

(4)   The word count of this research report is <u>12332</u>.

Name of student:	Student ID:	Signature:
Lim Xiao Xuan	2001801	

Date: _____27/4/2024_____

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DEDICATION

This work done is especially dedicated to:

Dr. Foo Meow Yee

and

To my families and my loved ones,

Thanks for being there when I needed you the most.

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LIST OF ABBREVIATION

UNFCCC	United Nations Framework Convention on Climate Change
ACE	Action for Climate Empowerment
GDP	Gross Domestic Product
TCV	Theory of Consumption Values
IV	Independent Variable
DV	Dependent Variable
CV	Conditional Value
EV	Emotional Value
A	Attitude
EC	Environmental Consciousness
CGPPB	Consumers' Green Product Purchase Behaviour
CDP	Consumer Decision-Making Process Model
SPSS	Statistical Package for the Social Sciences

PREFACE

Nowadays, environmental issues such as pollution, global warming and biodiversity loss are reaching critical levels that could significantly disrupt human daily life. The United Nations and other world organizations are constantly calling for support and cooperation from countries, governments, educational institutions, businesses and individuals to safeguard the planet for future generations. However, in Malaysia, there is limited research conducted to study consumers' green purchase behaviour as compared to the United States and Europe. As consumers' consumption pattern impacts the environment directly, it is crucial to discover the determinants that would influence one's green product buying behaviour, especially after the hit of the COVID-19 pandemic. Understanding the underlying factors that contribute to strong consumers' green product purchase behaviour will allow all levels of parties to execute effective and efficient efforts to boost green product consumption. With that, this research attempts to assess the factors influencing green product purchase behaviour among consumers.

ABSTRACT

This study aims to investigate the factors affecting consumers' green product buying behaviour in Malaysia. Consumer consumption as the source of diverse socioeconomic effects is giving rise to a new paradigm shift in consumer behaviour towards green product purchases. Although some studies have examined the consumers' purchase behaviour in the green context but a study that incorporates the Theory of Consumption Values (TCV) is rarely found in Malaysia. Based on this consideration, the TCV is applied as the guiding theory in this research. Conditional value, emotional value, attitude and environmental consciousness are included in the research framework to evaluate their influence on consumers' green product purchase behaviour. With that, questionnaires are distributed to 200 adult Malaysian consumers by applying convenience sampling. The collected data are then analyzed using Pearson's Correlation Analysis and Multiple Regression Analysis. Results indicate that conditional value, emotional value and environmental consciousness have a significant positive effect on consumers' green purchase behaviour while attitude has no relationship with the dependent variable. Lastly, the theoretical and managerial implications of these findings are discussed, and several recommendations are proposed to future researchers.

Keywords: conditional value, emotional value, attitude, environmental consciousness, consumers' green product purchase behaviour

<u>CHAPTER 1: RESEARCH OVERVIEW</u>

1.0 Introduction

Under the United Nations Framework Convention on Climate Change (UNFCCC), nearly every nation around the world has demonstrated support for the Action for Climate Empowerment (ACE) by engaging in the global response to environmental degradation (UNFCCC, n.d.). Following this initiative, countries are increasingly encouraging business sectors to establish new strategies to transform consumer consumption from conventional products to green products.

Green products, according to the Organization For Economic Cooperation and Development (2009), help to minimize, correct or prevent adverse environmental effects on soil, air and water; they act as an avenue for creating beneficial goods and provide at least a way of addressing issues concerning waste and toxic to the nature. Building upon this definition, Maichum et al. (2016) and Sreen et al. (2018) define the green product as a product that is manufactured following sustainable development principles, and which strives to preserve the natural world by minimizing pollution and conserving energy.

With businesses' practices in promoting green product consumption, UNFCCC (2023) highlighted a global momentum for energy evolution with an unexpected growth of renewables in recent years. This phenomenon underscores the critical importance of consumers' purchase behaviour to minimize negative environmental effects as success in mitigating environmental issues requires collaboration among government, businesses and all levels of society (Laureti & Benedetti, 2018).

1.1 Research Background

Evolution of lifestyles and consumerism being the aftereffects of growing urbanization are posing a burden on both the natural world and sustainable development (Joshi & Rahman, 2016). The alarming acceleration of glacial melt since 2000 is evident as one of the destructive consequences caused by environmental problems such as global warming (Ramirez, 2023). Recognizing this severity, UNESCO is urgently calling for actions from humans to stop this phenomenon (Kelley, 2022). In the wake of environmental deterioration, environmental issues have resurfaced as a major global concern in recent years, attracting the interest of various parties. According to Straughan and Roberts (1999), environmental concerns have in fact undergone multiple phases. It initially began around the 1960s with the concept of green, which emphasized pollution and energy conservation. In response to rising social and political pressure, these concepts were extended to recycling, product redesign and alternative packaging. Subsequently, the upsurge in environmental concerns since the 1990s has given rise to the notion of green consumerism (Ali & Ahmad, 2012).

In 2017, businesses in both the United States and Europe started recognizing that part of the consumers become attentive to how their purchasing decisions impact the environment and unknowingly directing their interests toward environmentally friendly products (Göçer & Oflaç, 2017). De Moura et al. (2012) claimed that though satisfaction of individual needs remains at the heart of consumer behaviour, environmental preservation has also emerged as a top priority. Notably, Unilever disclosed that 33% of its consumers are increasingly inclined to purchase from brands they perceive as environmentally and socially responsible, signifying an untapped opportunity of €966 billion in the €2.5 trillion green product market (Unilever, 2017). This opportunity scale can be illustrated by Unilever's business growth where its brands such as Ben & Jerry's and Dove, which have incorporated sustainability into their operations are experiencing a 30% growth faster than other brands.

Pertaining to organizational sustainability, tapping into this potential opportunity through the green product concept is critical for businesses to thrive under high social and political pressures. Barbu et al. (2022) stated that the total global market for green products is predicted to be worth USD 44 trillion, which is over 50% of the global GDP. Meanwhile, the global market for green technology and sustainability has grown from USD 13.76 billion in 2022 to USD 28.60 billion in 2024, and this market size is estimated to reach USD 134.90 billion by 2030 (Laricchia, 2023; Yahoo Finance, 2024). Novozymes (2022) mentioned that this trend is mainly driven by the COVID-19 pandemic where the increased concern for wellness and hygiene contributes to growing consumption of harmless products. As a result, Papadas et al. (2019) revealed that more profit-driven firms are focusing their strategies on green production and eco-efficiency to cater to the needs of consumers for green products while exploiting pressures as a competitive advantage to yield profitability in the longer term despite the costs involved.

As value started to play a vital role in determining consumers' green buying behaviour, brands like Honda and Nike; regardless of which industry they are competing in have considered the linkage between consumers' perceived value and today's business strategy (Suki, 2016a). These brands are going beyond traditional focus aspects such as financial factors and are adapting quickly to the trend by establishing their respective green credentials to demonstrate their support of the green products concept to the public (Ali et al., 2020). According to Wang et al. (2018), firms also pursue recognized green certifications such as ISO 14001 certification which guides them in adhering to environmental legal requirements. Adoption of such green certificates allows them to satisfy consumers' perceived value and publicize their environmentally friendly practices for marketing purposes, signalling to consumers that they care about nature while building a positive reputation in the market (Zhu & Sarkis, 2016).

1.2 Research Problem

Presently, it is noted that most studies investigating the factors influencing consumers' green product buying behaviour are conducted in Western countries; little is based on Asian countries, especially in developing nations such as Malaysia (Amin & Tarun, 2021). While few researchers have assessed this similar topic related to green purchase behaviour in the Asian context, the majority of them have primarily examined independent variables such as perceived consumer effectiveness (Jaiswal & Kant, 2018), environmental knowledge (Lee, 2017) and social influence (Shatnawi et al., 2019). Given that generalization tends to be not meaningful in varied geographical contexts due to the complexities of consumers' green buying behaviours across different cultures (Rahbar & Wahid, 2011); thus, in this research, I would like to fill up the gap in the existing literature by focusing on conditional value, emotional value, attitude and environmental consciousness to explore the consumers' perspective and findings in Malaysia context since there are minimal local research associated with these four variables. Moreover, Amin and Tarun (2021) claimed that studies regarding consumption values are vital for identifying the fundamental nature of consumers' decision-making process when it comes to green product consumption as consumers' perception regarding price and quality is heavily influenced by their perceived values (Bei & Simpson, 1995). As a result, it further conveys the need for this research to ascertain the potential findings impacted by Malaysian culture.

Recognizing the need to drive sustainable growth for the planet, the Malaysian government has undertaken some initiatives such as the introduction of the Ministry of Energy, Green Technology and Water (KeTTHA) to endorse the green concept and promote green product consumption among the citizens (Tan et al., 2019). In the review of Budget 2024, financing funds that amounted to RM200 billion were allocated by the government to motivate the transition of industries towards a low-carbon economy (The Star, 2023). Despite the government's efforts, Malaysia's environment continues to deteriorate in which its Environmental Performance Index went down from an overall rating of 47.9 score and ranked 68 in 2020 to 35

score and ranked 130 in 2022 (Lai et al., 2023). According to Kong et al. (2014), over 90% of Malaysian consumers expressed strong concern for environmental issues; however, only 20% of them were embracing green products. Similar in the Western context, Göçer and Oflaç (2017) stressed a gap between the upsurge of environmental consciousness and the engagement in green consumer groups. A recent survey in the Western countries shows that 65% of respondents stated their desire to purchase green products, but only 26% actually did so (White et al., 2019). Collectively, these research revealed a high level of environmental consciousness does not necessarily imply a growing green buying behaviour as it is not guaranteed that environmentally conscious persons would behave pro-environmentally (Maharum et al., 2017). Hence, this research is necessary to narrow the "intention-action gap".

Besides, new research analyzing consumers' green buying behaviours should be continually developed as the findings of any specific research will not be relevant indefinitely, with the degree of environmental consciousness changes over time (Lin & Huang, 2012). As time goes by, traditional regression methods of examining consumers' green buying behaviours may fail to reflect consumers' attitudes and values accurately towards green products since their knowledge and behaviour regarding the environment have undergone significant changes (Maniatis, 2016). This is proven by Hong et al. (2020) that consumer behaviour has started to shift towards a preference for green product consumption as they increasingly emphasize healthy living standards after the pandemic. Therefore, this research investigating the factors on consumers' green products purchase behaviour based on conditional value, emotional value, attitude and environmental consciousness is deemed timely.

1.3 Research Questions

1.3.1 General Question

Based on the given research problem, the research questions of this study are listed below:

RQ 1: What are the factors affecting consumers' green product purchase behaviour in Malaysia?

1.3.2 Specific Questions

RQ 2: Does conditional value affect the purchase behaviour of Malaysian consumers on green products?

RQ 3: Does emotional value influence the purchase behaviour of Malaysian consumers on green products?

RQ 4: Does attitude impact the purchase behaviour of Malaysian consumers on green products?

RQ 5: Does environmental consciousness have an effect on the purchase behaviour of Malaysian consumers on green products?

1.4 Research Objectives

1.4.1 General Objective

This research focused on several objectives which investigate the green product buying behaviour of consumers in Malaysia. The following research objectives are addressed in this study:

RO 1: To investigate the factors affecting consumers' green product purchase behaviour in Malaysia.

1.4.2 Specific Objectives

RO 2: To determine whether the purchase behaviour of Malaysian consumers on green products is influenced by conditional value.

RO 3: To examine whether the purchase behaviour of Malaysian consumers on green products is influenced by emotional value.

RO 4: To evaluate whether the purchase behaviour of Malaysian consumers on green products is influenced by attitude.

RO 5: To assess whether the purchase behaviour of Malaysian consumers on green products is influenced by environmental consciousness.

1.5 Research Significance

This research is critical because it can provide evidence that reveals to marketers the factors affecting consumers' green product buying behaviour. Realizing the slow transition of environmental concerns into actual going green action, it is vital to narrow the "intention-action gap" for business sustainability goals, as it hinders the green products market share. Through this research, a better picture is provided on how learning consumers' purchase behaviour for green products can be beneficial for marketers seeking to increase their market share (Biswas & Roy, 2015a). One of the largest consumer goods corporations in the world, Unilever, discloses that about 70% of its carbon footprint is determined by the items consumers purchase and how they consume and dispose of them (White et al., 2019). Hence, a more thorough understanding of the factors influencing consumers' buying behaviour on green products is necessary if marketers are to minimize environmentally damaging behaviour while solving the intention-action gap.

Furthermore, marketers will be able to explore the great potential of long-term marketing value and return in the green product market. According to Thøgersen et al. (2015), studying the concept of green buying behaviour as well as the role of consumption values in determining consumer behaviour toward green products may be extremely valuable for marketers who are seeking relevant insights into sustainable and green marketing. It has been noticed that today's consumers are attempting to meet not only their physical needs but also psychological needs which include their personal values (Yıldırım & Candan, 2013). In order for green products to be mainstream, it is crucial that marketers should understand the aspects impacting consumers' selection process (Pickett-Baker & Ozaki, 2008). Maniatis (2016) claimed that marketers must be aware of what consumers are searching for in a green product prior to positioning their green labelling, in which they must determine whether consumers are seeking personal benefits or are keen on the products' true ecological performance. This is because the culture of green product purchases is still relatively new in Malaysia (Singh et al., 2019). To foster greener consumption behaviours, marketers should reach out to a broader audience instead

of the deep green group by delving into numerous green marketing theories, including the analysis of consumer wants. On top of that, Papadas et al. (2019) also emphasized that the execution of a contemporary green marketing strategy can lead marketers to achieve long-term competitive advantage and profitability.

As environmental issues have emerged as a persistent public concern in Malaysia, the conduct of such research enables policymakers who are dedicated to stimulating green product demands to formulate the best appropriate policies to support future environmental efforts. These green business policies may assist firms in developing marketing communications that can boost consumers' green product purchases. According to Biswas and Roy (2015a), green consumption can be enhanced by incorporating the efforts of governments and relevant corporate sectors in promoting environmental awareness as well as protection. The development of consistent and strict policies helps to alleviate green skepticism in consumers as deceptive and misleading environmental claims will be minimized; hence, stimulating green consumption among consumers (Leonidou & Skarmeas, 2017).

The findings of this study are also expected to contribute to the existing literature in this field. Upon completion of this research, academics will have a more up-to-date and new perspective of knowledge about what motivates specific behaviour in Malaysian consumers' green product purchases. Eventually, this study may serve as a resource for other academics who wish to conduct similar research projects as they can learn a lot about aligning consumer behaviour with their preferences.

According to Amin and Tarun (2021), due to the large population size and the need for sustainable behaviour in emerging economies like India and China, the majority of research with respect to environmentalism is focused in those nations. This issue calls those findings' applicability to other Asian nations into question. Given that the focus of this research was found to be deficient in previous literature in Malaysia, this current research which provides a creative framework will be beneficial for academics in compatible with other Asia-Pacific regions.

1.6 Chapter Layout

1.6.1 Chapter 1: Research Overview

In Chapter 1, the broad overview of this research project is outlined. It generally presents the background of the research as well as an introduction to the goals of this study, followed by a clear assessment of the study by evaluating the green product and issues related to green product consumption. It also covers the contributions of this research to practitioners and academics.

1.6.2 Chapter 2: Literature Review

The focus of Chapter 2 is basically on the literature review. To begin with the literature review, the researcher studies all the previous literature based on credible resources such as relevant journals and reports. Furthermore, this chapter illustrates the proposed framework that affects the consumers' green purchase behaviour. The hypotheses development is also explained in the chapter.

1.6.3 Chapter 3: Methodology

This chapter details the research methodologies that are applied in analyzing the different ways to evaluate the research hypotheses, including the research design, sampling design, data collection as well as the research instrument.

1.6.4 Chapter 4: Data Analysis

In Chapter 4, the researcher presents the data collected from respondents by transforming it into tables and figures. The demographic profile and general information of respondents will be examined. The descriptive analysis, reliability test and inferential analyses are also discussed.

1.6.5 Chapter 5: Discussion, Conclusion And Implications

Lastly, the researcher will summarize the major findings in Chapter 5. Not only that, implications and limitations of the study as well as recommendations for future research will also be provided.

1.7 Conclusion

To sum up, this chapter has outlined the foundation of this research project. The researcher has presented the research background regarding the backdrop of green products. The researcher has also identified the issues she aims to address and explore under the research problem. Moreover, by looking at the research objectives and questions, the researcher intends to form a deeper understanding in audiences about the purpose of conducting this research. The research significance has rationalized the importance of this research and formed audiences' interest towards this study.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter discusses the Theory of Consumption Values (TCV) as the underlying theory in this research, followed by the dependent variable, which is consumers' green product purchase behaviour and independent variables which include the conditional value, emotional value, attitude and environmental consciousness. Besides, the proposed theoretical framework as well as hypotheses development will also be presented.

2.1 The Theory of Consumption Values (TCV)

This research applies the theory of consumption values (TCV) as the guiding theory to validate the influencing variables on consumer buying behaviour toward green products. Based on Sheth et al. (1991), consumers generally make purchasing decisions depending on utilitarian values along with several intrinsic and extrinsic values as most of them are value-driven, cognitive and logical. Sheth and colleagues observed that the multidimensional consumer behaviour that is based on various functional and non-functional values is seldom explained by the unidimensional conception of value (Peng et al., 2014). Therefore, the theory of consumption values is developed to explain the reasons behind consumers' decisions to purchase or refrain from purchasing a certain product, select a particular product type over others, and select a particular brand over others. The foundation of TCV is formed by three main axiomatic propositions: 1) Consumer choice behaviour is a function of diversified consumption values. 2) All consumption values are independent. Though maximizing all consumption values is desirable; however, doing so is often

impractical as consumers typically accept a reduction in one value in exchange for an increase in another (Sheth et al., 1991). 3) All consumption values contribute differently in every given purchase situation (Gonçalves et al., 2016).

Figure 2.1: The Five Values Influencing Consumer Choice Behaviour
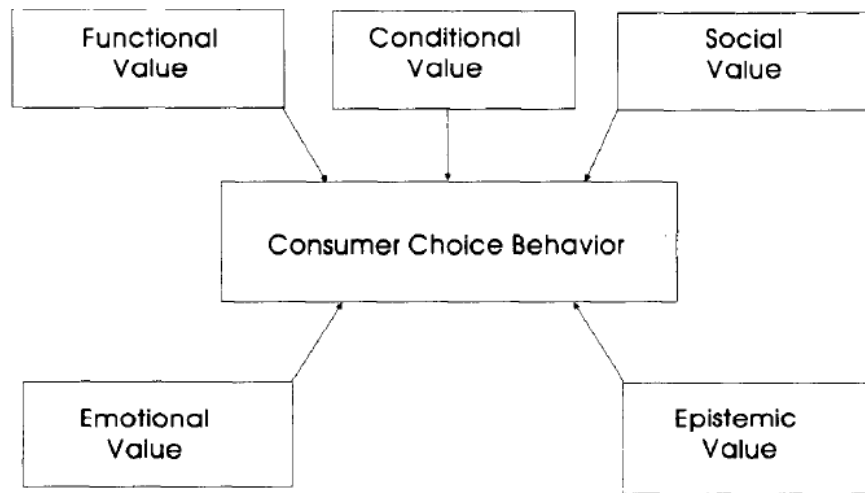
Source: Sheth et al. (1991). Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research, 22*, 159-170.

Mason et al. (2023) mentioned that the TCV emphasizes 5 consumption values which include functional value, emotional value, conditional value, epistemic value and social value to provide insights into the underlying motivations driving a consumer's choices. These consumption values reflect consumers' perceived utility of a good or service regarding its performance, ability to stimulate emotions, compatibility and novelty as well as affiliation with a certain social group in diverse circumstances. Based on Zeithaml (1988), TCV revealed that consumers form purchase decisions based on the totality of their perceived consumption values, which might alter depending on the circumstances as previous studies discovered that one's behaviour is triggered by their perception of value (Turel et al., 2007). Yang and Peterson (2004) also stressed that the perceived consumption values will impact consumer behavioural outcomes in terms of behavioural usage intention and consumer satisfaction, and it is found that the impact of perceived consumption values on the behavioural intention to green purchase behaviour can be of positive

environmental significance. According to Sheth et al. (1991), the TCV is applicable to decisions involving a wide variety of product types, including industrial products and services, consumer durables and consumer nondurables. Simultaneously, it is tested that this theory is applicable to over 200 consumer purchasing situations, ranging from green products (Suki & Suki, 2019), food consumption (Chakraborty & Dash, 2023), home appliances (Dilotsotlhe & Duh, 2021) to online brands (Fathima et al., 2022).

With the wide applicability of TCV, past research examining the relationship between consumer green purchase behaviour and consumption values has revealed mixed findings (Mason et al., 2023). Though it is not evident in every TCV-based research, certain studies suggest that all 5 consumption values have a positive and substantial effect on consumer green purchase behaviour (Suki et al., 2022). Some empirical research found contradictory findings in the meantime. Khan and Mohsin (2017) discovered that epistemic value and conditional value have a negative relationship with consumer green purchase behaviour but the findings of Lin and Huang (2012) indicated a significant positive relationship in this instance. However, despite these mixed findings, the theory of consumption values underpins the fact that the crucial factor in determining whether to purchase green products will be their utility and value, which must surpass that of conventional products. In the event that consumers act as value optimizers, their intention to purchase green products will be stronger the higher the consumption values of green products (Biswas & Roy, 2015a).

2.2 Review of Variables

2.2.1 Conditional Value

Conditional value is the perceived net utility of a product derived in a particular context or series of circumstances that a decision-maker must consider (Sheth et al., 1991). Prior to being examined in the marketing discipline, the implication of conditional value on consumer behaviours was first investigated in the view of psychology. Understanding that intention and attitude alone cannot predict consumer behaviours with any degree of accuracy, researchers in the 1970s started to study the predictive ability of situational variables (Belk, 1974; Park, 1976). Situational variables denote the conditions surrounding people under which they react to motives relevant to their desires (Nicholls et al., 1996). According to Laaksonen (1993), consumers buying behaviours may be influenced as consumers' situational variables altered. Though Yıldırım and Candan (2013) explained the perceptions of consumers on conditional value are generally unknown until the emergence of a situation that would alter their purchase behaviour, Belk (1974) argued it can be provided based on the fundamental determinants of situational variables such as time and place.

In the context of green products, conditional value can be referred as the perceived net utility obtained from consuming green products over conventional products depending on consumers' perceived willingness to gain individual advantages such as discounts (Biswas & Roy, 2015b). As stated by Wang et al. (2013), the conditional value arises and affects consumer green purchase behaviour when there is a substantial correlation between the value and the use of product or service in specific situations. Rana and Solaiman (2023) claimed that the influence of conditional value

on green purchase behaviour is facilitated by the changes in consumers' situational variables. These claims are supported by Lin et al. (2010) who discovered an impact on consumer green purchase behaviour by conditional value when the consumer is attentive to environmental warning issues. The relationship between climate change and environmental damage enhances the conditional value of green products as well, as stressed by Bakhtvar and Piri (2021).

On the other hand, Qasim et al. (2019) revealed conditional value is enhanced by the easy accessibility of green products and the availability of promotional activities. In this instance, conditional value serves as a crucial predictor of green purchase behaviour as consumers are often drawn to offers like government subsidies or cash refunds, which entices them to act green (Rana & Solaiman, 2023). Rana and Solaiman (2023) mentioned the sales of hybrid cars in Malaysia have grown since the announcement of tax exemption in 2011, but they have subsequently slowed down following its termination in 2014.

Hence, it is emphasized that conditional value as one of the consumption values has an essential connection to green purchase behaviour among consumers (Lin et al., 2010). Meanwhile, Teoh and Noor (2015) validated the potential of conditional value to affect green purchase intention and to act as a motivator to facilitate green purchase behaviour. Ali et al. (2019) further proposed that conditional value possesses a significant impact on green purchase behaviour especially on green IT products. However, some researchers claimed that conditional value is less significant or even irrelevant to consumers' green purchase behaviour (Amin & Tarun, 2021; Beyzavi & Lotfizadeh, 2014).

2.2.2 Emotional Value

Emotional value is described by Sheth et al. (1991) as the perceived utility resulting from a product's ability to evoke feelings or memories. In the field of consumer behaviour, emotions are viewed as sentiments or emotional responses to products, brands, promotions and advertisements (Hawkins et al., 1992). According to Lin and Huang (2012), emotional responses are often attached to a product. Hence, in simple terms, this value can be explained as the level of pleasure acquired by consumers through product consumption, and as such, Petrick (2002) claimed that the more pleasure a product brings to consumers, the greater the value it is.

Emotional value varies from other consumption values as it comprises both hedonistic and utilitarian components (Qasim et al., 2019). The combination of these elements in emotional value is important as hedonics have a tendency to stick in people's subconscious minds and serve as a guide for future purchase decisions (Tracy & Robins, 2007). Mackay (1999) noticed emotions play a role in every consumer choice and that a product's appeal is the result of both rational and emotional considerations. Therefore, this value is related to and derived from consumers' inner selves based on their personal feelings which are attached to the purchase or consumption of a product (Sekhokoane et al., 2017). A consumer's feelings may be negative, positive or mixed in this regard. It differs greatly from person to person depending on individual experiences (Maharum et al., 2017). As such, some research has discovered the influence of emotional value on green purchase behaviour as neutral and less significant (Wang et al., 2004), whereas Moon et al. (2021) identified emotional value as the primary barrier hindering the shift towards green behaviour. However, as Corral-Verdugo et al. (2009) stated, green purchase behaviour usually tends to be associated with positive feelings due to its consistency with environmental protection, and the positive feelings may spark a sense of commitment in consumers; strengthening their green purchase behaviour.

According to Yıldırım and Candan (2013), this value can arise in both negative and positive ways and influence the product selection process which is to be transformed into future purchase behaviour. If consumers possess emotional values in a positive way, Wang et al. (2018) claimed that they are more likely to engage in green purchase behaviour and think doing so is protecting the environment. As consumers of today are increasingly conscious of green products which are associated with the ideas of environmental protection and a healthy lifestyle, the emotions that emerge from green products will encourage their green purchase behaviour because they perceive that they are preserving nature (Suki & Suki, 2015).

2.2.3 Attitude

Ajzen (2001) defined attitude as an individual's disposition towards a specific direction. Attitude is a more reliable predictor of green behaviour as it is found to be the most consistent variable for determining consumers' green purchase behaviour (Tan & Lau, 2010). According to Rana and Paul (2017), it can be generally assessed as the consumer's positive or negative judgement of a particular behaviour. To put it simply, attitude reflects the likes and dislikes of consumers. Meanwhile, environmental attitude is termed as the disposition of consumers towards environmental preservation (Lee, 2008). It is correlated with the concern expressed about the potential causal impacts of environmental degradation being measured upon consumers' behavioural commitments (Tanner & Kast, 2003). Tan and Lau (2010) further reinforced that environmental attitude is usually based on an individual's self-concept and the extent to which they believe they are an integral part of the natural world. In conclusion, attitude represents the psychological feeling channelled via consumers' judgements, and if it is positive, behaviour will occur to be more positive as well (Chen & Tung, 2014).

To be more precise, the significant relationship between environmental attitude and green purchase behaviour has been widely acknowledged in the green context of many cultures based on the understanding that attitude informs behaviour (Young et al., 2010). Paul et al. (2016) mentioned it is discovered that consumers with positive environmental attitudes tend to opt for beverages with green packaging. Witek and Kuźniar (2020) revealed that before consumers engage in a green purchase decision, they must first have an appreciation for the natural world; therefore, their study found that consumers often prefer to purchase sustainable clothing products if they hold a positive environmental attitude. The reasoning that backs up these claims is that since consumers' awareness of environmental issues has grown, a positive environmental attitude will lead them to purchase products that are more in line with this concern (Costa et al., 2021).

Nevertheless, some research indicates that there is no meaningful correlation between consumer's environmental attitude and their green purchase behaviour. The argument is that consumers' positive environmental attitudes and green product buying behaviour may be delimited by various variables such as inconsistent product information and cost (Tan et al., 2019). Meanwhile, Trivedi et al. (2018) tried to distinguish between inward and outward environmental attitudes to examine the direct influence of consumers' environmental attitudes on green purchase behaviour, and they noticed that the impacts varied across types of attitudes. According to Leonidou et al. (2010), green purchase behaviour is strongly affected by consumer's inward environmental attitude based on their individual perceived needs to safeguard the environment, whereas a lack of significant link between outward environmental attitude and green purchase behaviour is observed based on their perceived needs of social, political and legal efforts to preserve the environment.

2.2.4 Environmental Consciousness

Environmental consciousness is a reflection of one's awareness of environmental problems and how green practices might help to solve such problems (Boztepe, 2012). It encompasses psychological factors associated with an individual's tendency to be involved in green behaviour (Leaniz et al., 2018). Originating in the 1960s in the West, the concept of environmental consciousness was apparent among those who avoided buying certain items due to their potentially harmful by-products (Grunert & Juhl, 1995). Over time, this concept spread, and consumers become sensitive to the need to not buy environmentally damaging products.

According to Tan et al. (2019), consumers' degree of environmental consciousness has risen as a result of their increased knowledge about green practices. They naturally inclined to express feelings of environmental protection as the individual is aware of the possible effects that consumption may have on the environment (Franzen & Meyer, 2010). Such consciousness derives from consumers' belief and concern for the natural world, and it is known to affect consumers' purchase behaviour with its ability to shape consumers' purchase decisions (Diamantopoulos et al., 2003; Mishal et al., 2017).

Accordingly, Costa et al. (2021) suggested that environmental consciousness can lead to consumers' green purchase behaviour because it incorporates sustainability factors into consumer decision-making. A high level of environmental consciousness will enhance consumer's trust towards the green credentials of goods and their purchase intention to embrace a healthy lifestyle and uphold their principles (Pires et al., 2015). Thus, Suki (2016b) claimed that environmentally conscious consumers are prone to buy green products specifically for the environmental attributes, which they emphasize over any other characteristics of the products as they have

invested a significant emotional involvement in doing their part to preserve the environment (Lee, 2009).

2.2.5 Consumers' Green Product Purchase Behaviour

According to Grob (1995), in the green context, behaviours are referred to as activities that directly impact the environment. Hence, green purchase behaviour simply means an individual's buying habits of green products, which are recyclable and harmless to the earth (Harizan & Haron, 2012). Biswas and Roy (2015b) defined green purchase behaviour as the practice of adjusting one's lifestyle and consumption of green products to fulfil the demands of today and expectations of tomorrow; whereas Kamalanon et al. (2022) explained it as the tendency of consuming goods that establish significant beneficial impact and positive attitudes toward the nature.

As mentioned by Roberts (1996), a strong green purchase behaviour leads consumer preference to only purchase and consume products that with the least amount of environmental damage. Anvar and Venter (2014) introduced this group of consumers as the "true-blue" greens who may even be willing to forgo their preferences for high quality and compromise with subpar performance to preserve the environment. It is found that the consumers' green product purchase behaviour is driven by various motivations as Aziz and Yani (2017) further illustrate that green purchase behaviour is triggered by both consumers' desire to meet personal needs and their concern for the welfare of society as a whole. Therefore, while analyzing consumers' green purchase behaviour for marketing strategy success, Mishal et al. (2017) argued that psychological factors such as values, awareness and attitudes toward the environment are more reliable than demographic factors.

Realizing the practice of green purchase behaviour may pave the way for sustainable development in future decades, the current level of consumer research has been centralizing on consumers' green purchase decisions. According to Anvar and Venter (2014), the consumer decision-making process model (CDP) should be discussed in the context of green purchase behaviour as consumers' green product buying behaviour is determined by the level of involvement they show in a purchase decision (Lai & Cheng, 2016). The first stage of CDP refers to the need recognition stage which recognizes a purchase problem to be addressed or a need to be satisfied. In a green context, greater awareness at this point will enhance consumption decisions that support green purchase behaviour (Bloch et al., 1986). The second stage, information search can occur internally or externally but Baker and Ozaki (2008) revealed that it is relatively rare that consumers make green purchase decisions based on internal search. This is followed by the evaluation of alternatives stage where consumers compare and select the best option; leading to the purchase stage and subsequently consumption, and that process is known as the green purchase behaviour (Anvar & Venter, 2014).

In conclusion, there is a need to study the consumers' conditional value, emotional value, attitude and environmental consciousness in regard to their green product purchase behaviour.

2.3 Proposed Theoretical Framework

Based on the literature review, Figure 2.2 presents the research framework.

Figure 2.2 Theoretical Framework of The Study
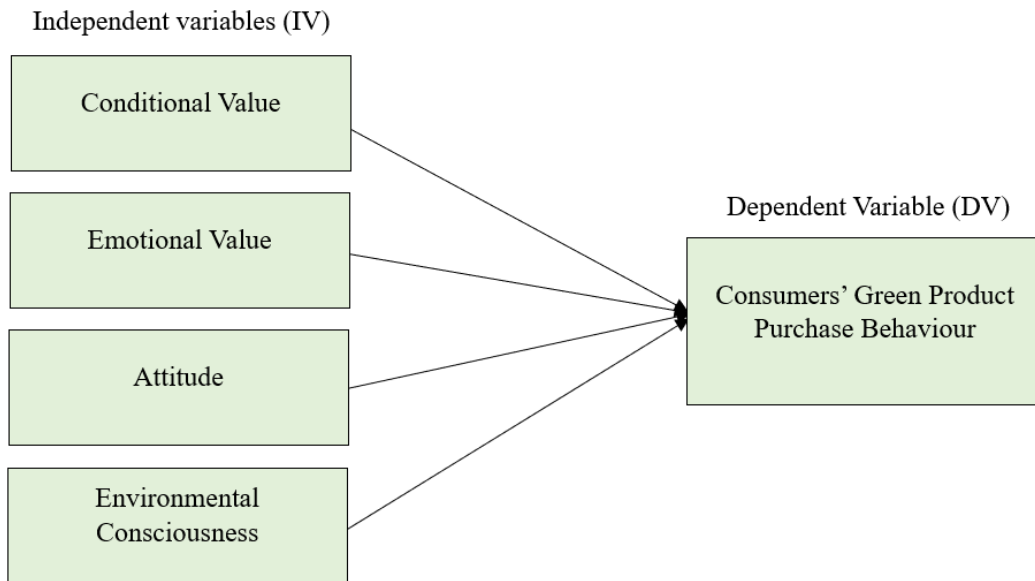
Source: Developed for the research.

The independent variables for the current research are conditional value, emotional value, attitude and environmental consciousness. The four variables presented are also known as the factors to the dependent variable, which is consumers' green product purchase behaviour. The researcher has adapted these four variables in the research framework since the majority of studies in general have shown them to have a positive significant relationship with consumers' green product purchase behaviour (Costa et al., 2021; Wang et al., 2020). As Andrews et al. (2007) pointed out, it is not always practicable to incorporate all five values of TCV in research because a smaller set may be driving the decision situation; hence, the researcher only includes factors such as "conditional value" and "emotional value" which do produce contradictory outcomes. With that, the researcher attempts to contribute to validating the relationship between the selected independent variables and the

consumers' green product purchase behaviour (Maharum et al., 2017; Rahnama & Rajabpour, 2017).

2.4 Hypotheses Development

H1: Conditional value has a significant effect on consumers' green product purchase behaviour.

According to Samson and Voyer (2014), consumers will purchase green products due to specific conditions. Situations related to places and times have encouraged green purchase behaviour of consumers; other relevant aspects like government subsidies, personal knowledge and discounted rates are also crucial (Rahnama & Rajabpour, 2017). Sang and Bekhet (2015) mentioned that economic incentives are an important predictor of green purchase behaviour as sales promotions and subsidies provided by the government are found to have positively influenced the consumers' decisions to purchase green cars. Furthermore, conditional value positively affects consumers' green buying behaviour in as much as they are aware of environmental warnings through their purchases (Asadi et al., 2021). Thus, it is hypothesized that conditional value will have a significant effect on consumers' green purchase behaviour.

H2: Emotional value has a significant effect on consumers' green product purchase behaviour.

Emotional value acts essentially in the involvement of green activities as Penz and Stöttinger (2012) considered it a key component in deciding consumer preference and behaviour (Kanchanapibul et al., 2014). As Arvola et al. (2008) mentioned attributes of green products can evoke consumer emotions, a variety of emotions

such as guilt and environmental protection have been demonstrated to positively influence consumer buying behaviour and can drive them to "go green" (Kilbourne & Pickett, 2008). Consumers are more likely to purchase green products when the particular purchase generates a positive emotion in them (Chang & Geng, 2022). In the natural food context, consumers believe that natural food products are free from environmental damage and will lead them to engage in environmental preservation (Muhamed et al., 2019). Therefore, it is logical to assume that purchasing and consuming natural food products will satisfy consumers and provide them with positive emotional value to be involved in green purchase behaviour (Akbar et al., 2019). Moreover, numerous studies have shown that emotional value has a significant positive impact on green purchase behaviour (Danish et al., 2019; Janssen, 2018). Hence, the researcher proposed that emotional value will significantly affect consumers' green purchase behaviour.

H3: Attitude has a significant effect on consumers' green product purchase behaviour.

Attitude has been long observed in the study of green context. It is identified that attitude composed of two main types, which are importance and inconvenience (Laroche et al., 2001). Perceived importance refers to the level of consumers' environmental concerns in which whether they view green behaviour as important to the society or for themselves, whereas inconvenience is the degree of trouble perceived by the consumers to engage in green behaviour (Roberts & Bacon, 1997).

Consumers' attitudes can have an impact on their actual green behaviour (Nguyen et al., 2019). Previous study noticed that consumers' purchasing choices are often based on their environmental attitudes (Felix & Braunsberger, 2016). According to Xu et al. (2019), strong attitudes are expected to encourage consumers to " go green"; thus, it stands to reason that attitude will positively correlate with green product purchase behaviour. Setiawan et al. (2020) indicated that when an individual has a positive environmental attitude, this attitude will react positively to

their behaviour and contribute to stronger green buying behaviour. Akbar et al. (2014) further supported that the more positive the consumer environmental attitude, the stronger their green purchase behaviour.

H4: Environmental consciousness has a significant effect on consumers' green product purchase behaviour.

Based on Wang et al. (2014), an emerging environmental paradigm - that is, consumers' orientation towards environmental consciousness can be linked to green behaviour. The explicit aspects of environmental consciousness include the awareness of energy saving as well as the sensitivity to climate crisis problems (Şimşekoğlu & Lajunen, 2008). With the advancement of research and widespread consumer accessibility to information, green issues have captured consumers' attention – even among those who previously had not shown a willingness to learn about environmental issues, and influenced their purchase behaviour (Kushwah et al., 2019). Therefore, Aagerup and Nilsson (2016) mentioned that consumers of green products are, on the whole, environmentally conscientious, and this lead to the proposed hypothesis that environmental consciousness has a significant relationship with green purchase behaviour (Cheung & To, 2019).

2.5 Conclusion

In conclusion, this chapter deals with literature reviews of the proposed theory and variables. After reviewing the available literature, the researcher has developed the research framework and hypotheses based on the underlying theory and practicability in real life.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter explains the methods used by the researcher to gather and analyze data such as the research design, data collection methods, sampling design, research instrument, construct measurement, and data analysis techniques.

3.1 Research Design

3.1.1 Quantitative Research

A quantitative approach is adopted in this research to examine the factors on consumers' green product purchase behaviour. According to Mohajan (2020), quantitative research explains phenomena through the collection and analysis of numerical data by using questionnaires, polls or surveys into statistics. For this study, the researcher chooses to conduct surveys to gather information regarding consumers' green purchase behaviour and its influencing factors. Based on Ahmad et al. (2019), the application of the quantitative approach helps to generate findings that uncover trends and behaviours. It also enhances the reliability, validity and generalizability of the research findings as Guo (2013) mentioned it is backed by both probability and statistical theories with simulated and empirical data (Sürücü & Maslakçı, 2020). Due to its standardized methodologies, the

quantitative approach has the benefit of allowing the research to be duplicated through time since the documentation of research frameworks and methods is shareable and replicable (Goertzen, 2017).

3.1.2 Descriptive Research

The researcher has used a descriptive research design to study the respondents' demographic profiles. This research design is valuable for describing the characteristics of the sample under investigation, as Omair (2015) mentioned. Descriptive research tends to produce quantitative information; hence, a survey would be involved due to such a research design. With that, the research findings can be generalized from a sample to a larger population through the cross-sectional survey.

3.1.3 Causal Research

A causal research design is also involved in this study. This research design can be typically categorized into two different methods which are laboratory experiments and field experiments. Based on Zikmund (2003), causal research is the best way of proving the causal-effect relationship between a dependent variable with the independent variables. The use of causal research in the form of field experiments in this research aims to determine whether conditional value, emotional value, attitude and environmental consciousness will influence green purchase behaviour to discover the factors on consumers' green product purchase behaviour.

3.2 Data Collection Method

3.2.1 Primary Data

Primary data refers to the raw data collected directly from respondents to address a particular problem (Malhotra, 2020). The researcher prefers using primary data in this study because it is more up-to-date, specific and relevant to the problem at hand.

For this research, the primary data is gathered through a questionnaire-based online survey. Before data collection, a pilot study is conducted among 30 respondents to eliminate any inaccuracies in respondents' views. To guarantee the quality of the data, a brief statement explaining the aims of this research is included at the beginning of the questionnaire. The final questionnaire which composes a total of 37 questions is then distributed to 200 respondents. The reason for using a questionnaire-based online survey in collecting the data is that it is less costly to the researcher in terms of time and cost. At the same time, there is little interference from the researcher; hence, allowing the respondents to take their time filling out the questionnaire and reducing their response bias.

3.3 Sampling Design

3.3.1 Target Population

In this research, the target population consists of adult Malaysian consumers who are aged over 18 years old. The green context being studied is very conceptually complicated, making it difficult for the minor to understand. For this reason, adults are perceived to have a better ability for choice-making and evaluation. Moreover, adult consumers are assumed to have the income to exercise independence in selecting the right products from a wide range of available choices. Hence, the researcher decides to collect data from adult consumers in Malaysia.

3.3.2 Sampling Frame

The sampling frame for this research comprised adult Malaysian consumers who have had bought green products before or those who declared an interest in green purchases. They are mainly from Kuala Lumpur, Selangor and Johor since these states are the top 3 most populous states in Malaysia with the most developed urban centres (Department of Statistics Malaysia, 2023). Thus, the researcher assumes these three major states provide a suitable context for studying consumers' perceptions of green products.

3.3.3 Sampling Technique

Convenience sampling as one of the non-probability sampling methods is applied to this current research. According to Zikmund (1997), convenience

sampling collects and obtains data from a sample that is easily accessible and it is usually applied for collecting an extensive amount of questionnaires speedily and with economy. With that, this sampling technique is chosen to deal with both cost and time constraints faced by the researcher as it enables the researcher to easily choose a representative sample of individuals from the population that meet some specific practical requirements according to their accessibility and convenience. Based on convenience sampling, the respondents are invited via researcher's social networks which include friends, families, and neighbours.

3.3.4 Sample Size

The sample size of this study is set to 200 respondents. Sekaran (2003) has suggested the sample sizes that are suitable for most studies are greater than 30 and fewer than 500. As such, the sample size of 200 is adequate to accurately reflect the population. Moreover, Bagozzi and Yi (2012) also asserted that a sample size can be allowed as long as it is larger than 100, or 200 if feasible.

3.4 Research Instrument

3.4.1 Questionnaire Design

A questionnaire in Google Forms is applied as the main research instrument for gathering data in this study. To ease the respondents with quick and

effective decision-making, the questionnaire is presented in English and is designed with a total of 37 close-ended questions. Furthermore, the questionnaire consists of four sections, namely Section A, Section B, Section C and Section D.

In Section A, questions related to respondents' general demographic information such as age, gender, ethnicity, educational background, monthly income, types of green products they have bought as well as their frequency and expenditure spent on green products in a month are asked to understand their background information. Section B poses five questions about the actions taken by respondents in safeguarding a green environment to determine the common environmental practices that the respondents have been exercising in their daily lives.

Section C encompasses questions associated with the independent variables. This section consists of 18 items assessing the variables: four items for each conditional value and emotional value which are adapted from Lin and Huang (2012), while attitude and environmental consciousness are each measured using five items adapted from Suki (2016) and Tan et al. (2019). The final part of the questionnaire, Section D includes six items regarding the dependent variable, consumers' green product purchase behaviour which are adapted from Sekhokoane et al. (2017) and Tan et al. (2019).

3.4.2 Pilot Test

Following the development of the draft questionnaire, a pilot test which is a small-scale preliminary study is conducted before this actual research to ensure the research's feasibility and to eliminate the logically duplicative measurement items. According to Dikko (2016), the primary objective of a

pilot test is to make required improvements to enhance the reliability and value of the research. A total of 30 responses were collected for this preliminary study through the draft questionnaire. Table 3.1 displays the Cronbach's Alpha result.

Table 3.1: Cronbach's Alpha Result

Constructs	Cronbach's Alpha	No. of items
Conditional Value	0.819	4
Emotional Value	0.847	4
Attitude	0.882	5
Environmental Consciousness	0.915	5
Consumers' Green Product Purchase Behaviour	0.857	6

Source: Developed for the research.

The result shows that all constructs have met the minimum required Cronbach's Alpha value of 0.70. This indicates that every construct is reliable enough to be covered in this research, especially the environmental consciousness construct which generated a score of 0.915; indicating a good internal consistency of items.

3.5 Construct Measurement

3.5.1 Measurement Scale

A nominal scale that classifies observations and events using numbers in a qualitative way by categorizing them in groups based on a shared qualitative characteristic is used in this research. According to Idika et al. (2023), the

variable in a nominal measurement is usually made up of named categories without any mathematical properties. In the designated questionnaire of this research, the use of nominal scale is found in both Section A and B in which the researcher asked about the respondents' gender, ethnicity, education background, types of green products they have bought as well as their actions taken in preserving the green environment.

Besides, an ordinal scale is also employed in the research. Based on Philippi (2021), an ordinal scale is unique up to order, which implies that any order-preserving transformation is acceptable but it does not provide any further information beyond the relative order of elements. Questions that are related to age, monthly income, frequency and expenditure spent on green products in this designated questionnaire are using the ordinal scale.

Lastly, the questionnaire uses a 5-point Likert scale in Section C and D to evaluate respondents' opinion in terms of the influence of conditional value, emotional value, attitude and environmental consciousness on their green product purchase behaviour. Each item is to be rated in a range from 1-5, where 1 represents Strongly Disagree, 2 represents Disagree, 3 represents Neutral, 4 represents Agree and 5 represents Strongly Agree. The items are all adapted from previous studies as shown in Table 3.2.

3.5.2 Origin of Construct

Table 3.2: Origin of Construct

Constructs	Sources
Conditional Value	Lin and Huang (2012)
Emotional Value	Lin and Huang (2012)
Attitude	Suki (2016); Tan et al. (2019)
Environmental Consciousness	Tan et al. (2019)
Consumers' Green Product Purchase Behaviour	Sekhokoane et al. (2017); Tan et al. (2019)

Source: Developed for the research.

3.6 Proposed Data Analysis Tool

3.6.1 Statistical Package for the Social Sciences (SPSS)

This research project is using the IBM SPSS Statistics Software version 29.0 for data analysis. SPSS is useful for the researcher to construct graphs and tables in analyzing the data collected. Besides, SPSS allows the computation of basic descriptive statistics and supportation of a variety of inferential statistical tests. This software also supports large-scale data handling; easing the researcher while performing data analysis.

3.6.2 Descriptive Analysis

Descriptive analysis is a technique of summarizing data in a comprehensible form that aids in describing data. This statistical technique facilitates the development of structures that fit the criteria of the data by providing explanations on distribution, central tendency and variability. By using visual data representations such as charts, histograms and tables, descriptive statistics allow the researcher to evaluate the significant properties of the collected data (Kemp et al., 2018). Kaur et al. (2018) mentioned that descriptive statistics should always be performed before inferential statistical comparisons because they serve as the basis for inferential statistical tests.

3.6.3 Scale Measurement

3.6.3.1 Reliability Test

A reliability test is performed in this research project by applying Cronbach's Alpha to test the internal consistency reliability of constructs (Cronbach, 1951). The Cronbach's Alpha typically ranges from 0 to 1. When Cronbach's Alpha is 0, this value denotes an internally inconsistent and unreliable measurement. When the value equals 1, the measurement is indicated as internally consistent and reliable. Simultaneously, Olaniyi (2019) claimed that a value ranging between 0.70 to 0.90 is acceptable. The reliability test eventually assists the researcher in determining whether the measurements employed in this research are as reliable as previous research (Hajjar, 2018). Table 3.3 shows the range of Cronbach's Alpha reliability level.

Table 3.3: Range of Cronbach's Alpha Reliability Level

Coefficient of Cronbach's Alpha	Indication
α value <0.60	Poor reliability
α value between 0.61 and 0.70	Fair reliability
α value between 0.71 and 0.80	Good reliability
α value between 0.81 and 0.95	Excellent reliability

Source: Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). *Business Research Methods* (8th ed.). South-Western Pub.

3.6.4 Inferential Analysis

An inferential analysis is used to derive generalizations about a larger population from a sample (Marshall & Jonker, 2011). Based on the sample data, the researcher employed inferential analysis to test whether the developed hypotheses are true, make predictions and draw conclusions. In this study, the inferential analyses covered are Pearson's Correlation Analysis and Multiple Regression Analysis.

3.6.4.1 Pearson's Correlation Analysis

Pearson's Correlation analysis is employed as one of the inferential analyses for the following rationale. Pearson's Correlation analysis provides a measure of the strength and direction of linear association between two numerical variables (Obilor & Amadi, 2018). To investigate the comovement between conditional value, emotional value, attitude and

environmental consciousness (IV) with consumers' green product purchase behaviour (DV), thus, this analysis is applied.

The formula of Pearson's Correlation is:

$$r = \frac{n(\Sigma xy) - (\Sigma x)(\Sigma y)}{\sqrt{[n\Sigma x^2 - (\Sigma x)^2][n\Sigma y^2 - (\Sigma y)^2]}}$$

Pearson Correlation Coefficient (r) is measured based on the above formula where x refers to independent variables while y represents the dependent variable. The r can range from -1 (perfect negative correlation) through 0 (no correlation) to $+1$ (perfect positive correlation). Based on the correlation coefficient, the degree of association is revealed.

Table 3.4: Value for Pearson's Correlation Analysis

Correlation Coefficient	Positive	Negative
Negligible	+0.00 to +0.09	-0.00 to -0.09
Weak	+0.10 to +0.39	-0.10 to -0.39
Moderate	+0.40 to +0.69	-0.40 to -0.69
Strong	+0.70 to +0.89	-0.70 to -0.89
Very strong	+0.90 to +1.00	-0.90 to -1.00

Source: Schober, P. (2018). Correlation Coefficients: Appropriate Use and Interpretation. *Anesthesia & Analgesia, 126*(5), 1763-1768. 10.1213/ANE.0000000000002864

3.6.4.2 Multiple Regression Analysis

In multiple linear regression analysis, the relationship between one dependent variable and more than one independent variables is determined. Using multiple regression analysis, the researcher tries to account for the variation of conditional value, emotional value, attitude and environmental consciousness (IV) in the consumers' green product purchase behaviour (DV) synchronically (Uyanık & Güler, 2013). The regression equation that mathematically represents how the dependent variable is related to one or more independent variables is shown below:

$$y = \beta_0 + \beta_1 x_1 + \ldots + \beta_n x_n + \varepsilon$$

y = Dependent variable

β_0 = Intercept

$\beta_{1\ldots}$, β_n = Regression Coefficient of the independent variables

$x_{1\ldots}$, x_n = Independent variables

ε = Random error

A p-value, which is the statistical significance level for the correlation coefficient will be derived through the multiple linear regression analysis. If the p-value is less than 0.05, it denotes a statistically significant level in which there is a strong significant relationship between two variables (Sedgwick, 2012).

3.7 Conclusion

This chapter has covered a thorough study of the research methodology which includes the research design, data collection methods, sampling design, research instrument (questionnaire design and pilot test), construct measurement and the proposed data analysis tools (descriptive analysis, reliability test, Pearson's correlation analysis and multiple regression analysis).

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter shows and reviews the findings derived from the 200 responses, which are structured into three main sections: descriptive analysis, scale measurements and inferential analysis. All analyses will be presented in graph and table forms.

4.1 Descriptive Analysis

To simplify and elucidate the respondents' demographic information, the researcher has conducted a descriptive analysis. This process involves utilizing pie charts, bar charts and tables to provide a comprehensive overview of the data.

4.1.1 Respondents' Demographic Profile

The respondents' demographic characteristics such as age, gender, ethnicity, education background, monthly income and frequency of green product purchases are included in this section.

4.1.1.1 Age

Figure 4.1: Age
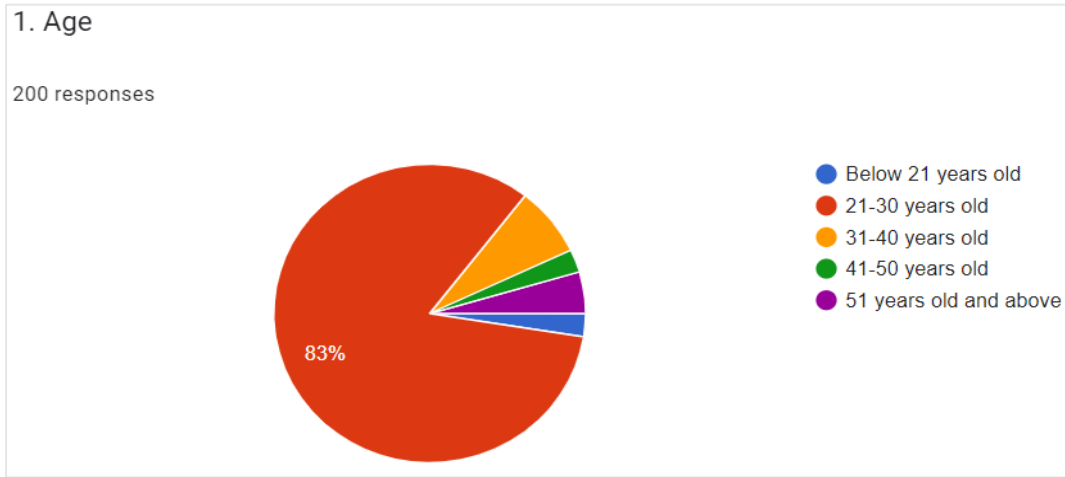
Source: Developed for the research.

Table 4.1: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 21 years old	5	2.5	2.5	2.5
	21-30 years old	166	83.0	83.0	85.5
	31-40 years old	15	7.5	7.5	93.0
	41-50 years old	5	2.5	2.5	95.5
	51 years old and above	9	4.5	4.5	100
	Total	200	100.0	100.0	

Source: Developed for the research.

Figure 4.1 and Table 4.1 reveal that majority of the respondents, totalling 166 individuals (83%) are between 21-30 years old. Following this, 15 respondents (7.5%) are aged between 31-40 years old while 9 (4.5%) are 51 years old and above. The remaining respondents spread across two age groups which are below 21 years old and between 41-50 years old, with each age group consisting of 5 respondents (2.5%).

4.1.1.2 Gender

Figure 4.2: Gender
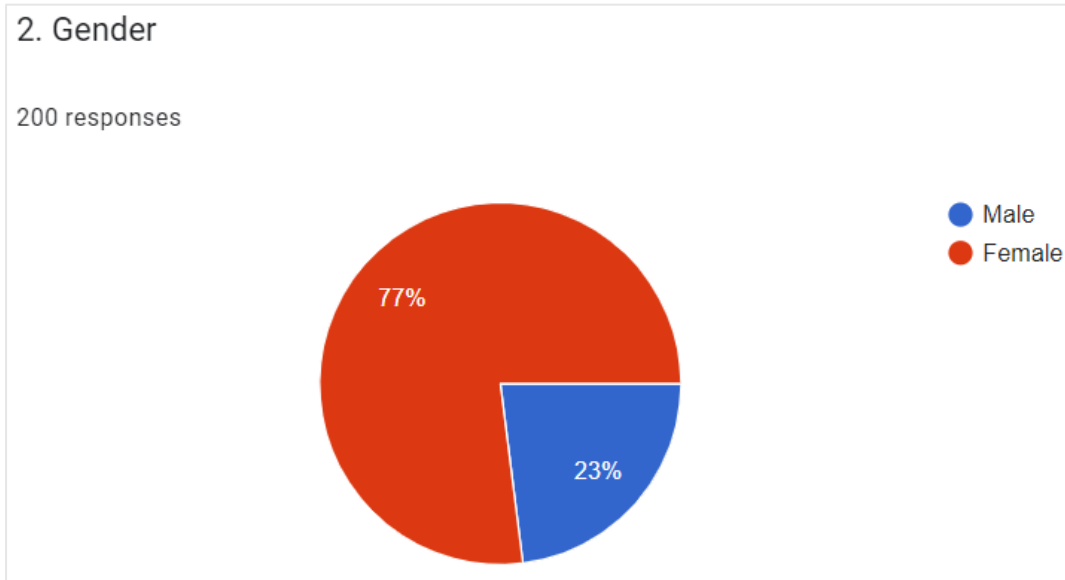
Source: Developed for the research.

Table 4.2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	46	23.0	23.0	23.0
	Female	154	77.0	77.0	100.0
	Total	200	100.0	100.0	

Source: Developed for the research.

The distribution of respondents' gender is displayed in Figure 4.2 and Table 4.2. Notably, there are more female respondents involved in this research as compared to male respondents, with 154 females (77%) and 46 males (23%).

4.1.1.3 Ethnicity

Figure 4.3: Ethnicity
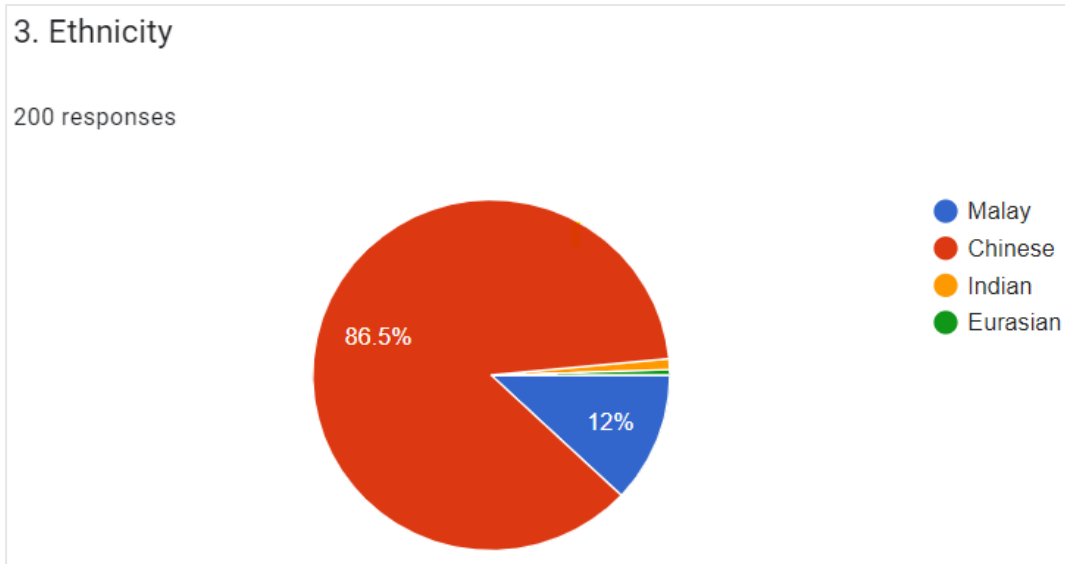
Source: Developed for the research.

Table 4.3: Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	24	12.0	12.0	12.0
	Chinese	173	86.5	86.5	98.5
	Indian	2	1.0	1.0	99.5
	Eurasian	1	0.5	0.5	100.0
	Total	200	100.0	100.0	

Source: Developed for the research.

Based on Figure 4.3 and Table 4.3, it is evident that Chinese respondents are dominant among respondents from other ethnicities, comprising 173 individuals (86.5%) of the sample. Following closely are Malay respondents, accounting for 24 individuals (12%), while Indian respondents represent a smaller proportion with only 2 individuals (1%). Besides, the 200 samples include a minority of Eurasian respondent, which made up 0.5% of the responses.

4.1.1.4 Education Background

Figure 4.4: Education Background
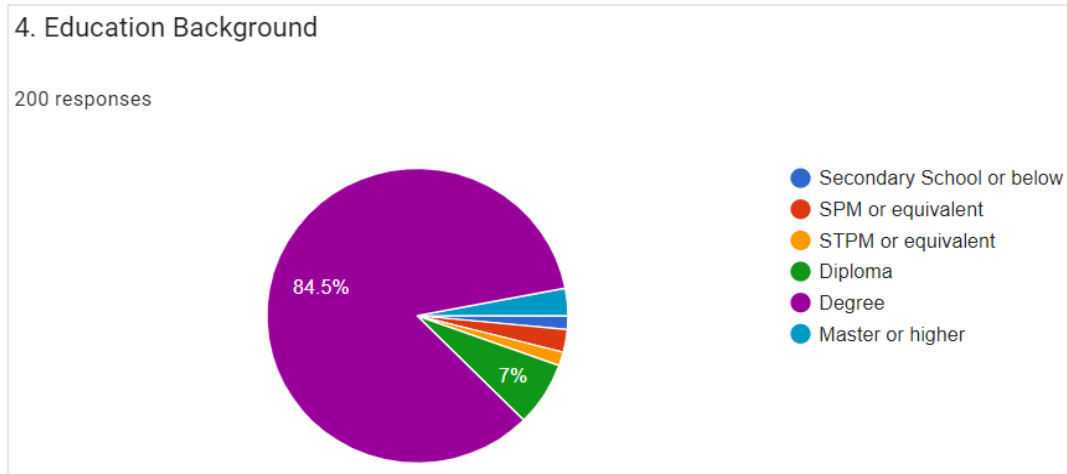
Source: Developed for the research.

Table 4.4: Education Background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School or below	3	1.5	1.5	1.5
	SPM or equivalent	5	2.5	2.5	4.0
	STPM or equivalent	3	1.5	1.5	5.5
	Diploma	14	7.0	7.0	12.5
	Degree	169	84.5	84.5	97.0
	Master or higher	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

Source: Developed for the research.

As presented in Figure 4.4 and Table 4.4, most respondents, totalling 169 individuals (84.5%) are Degree Holders. 14 respondents (7%) hold a Diploma, 6 (3%) attained a Master or higher qualifications and 5 (2.5%) with SPM or equivalent qualifications. Moreover, there are 3 respondents (1.5%) who hold qualifications at the secondary level, and an equal number have STPM or equivalent qualifications.

4.1.1.5 Monthly Income

Figure 4.5: Monthly Income
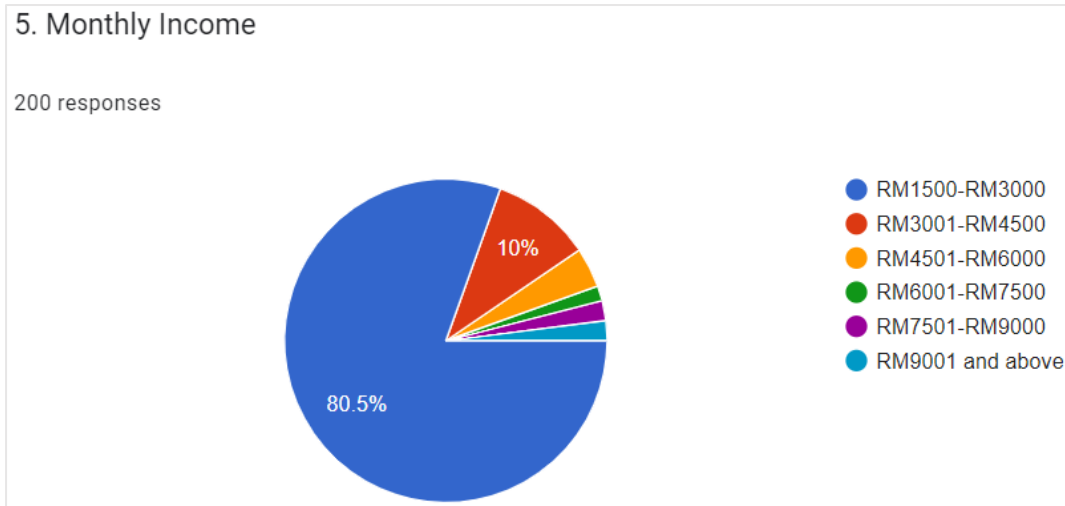
Source: Developed for the research.

Table 4.5: Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM1500-RM3000	161	80.5	80.5	80.5
	RM3001-RM4500	20	10.0	10.0	90.5
	RM4501-RM6000	8	4.0	4.0	94.5
	RM6001-RM7500	3	1.5	1.5	96.0
	RM7501-RM9000	4	2.0	2.0	98.0
	RM9001 and above	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Source: Developed for the research.

Referring to the above, 161 (80.5%) of the 200 respondents earn between RM1500-RM3000. Next, 20 respondents (10%) have an income range of RM3001-RM4500 per month, while 8 (4%) with salaries ranging from RM4501-RM6000. In addition, 4 respondents (2%) indicate incomes between RM7501-RM9000, with the same number of individuals earning above RM9001. The remaining 3 respondents (1.5%) are earning between RM6001-RM7500 monthly.

4.1.1.6 Green Product Purchase Experience

Figure 4.6: Green Product Purchase Experience
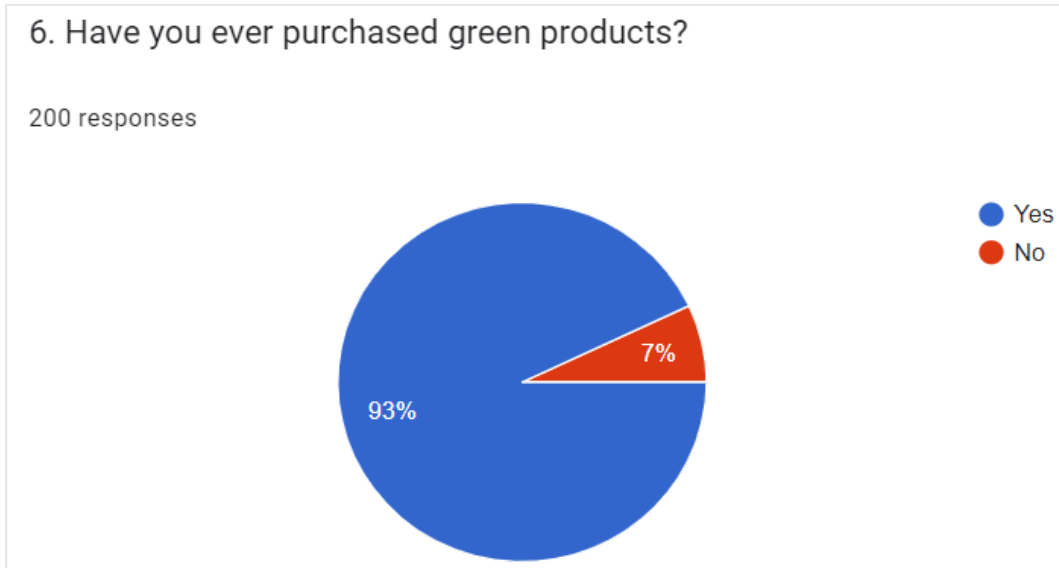
Source: Developed for the research.

Table 4.6: Green Product Purchase Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	186	93.0	93.0	93.0
	No	14	7.0	7.0	100.0
	Total	200	100.0	100.0	

Source: Developed for the research.

Figure 4.6 and Table 4.6 show the respondents' experiences with purchasing green products. According to the data reported, the majority of respondents, where 186 of them (93%) have engaged in green product purchases. Conversely, only 14 respondents (7%) have no prior experience with green product purchases.

4.1.1.7 Frequency of Green Product Purchases

Figure 4.7: Frequency of Green Product Purchases
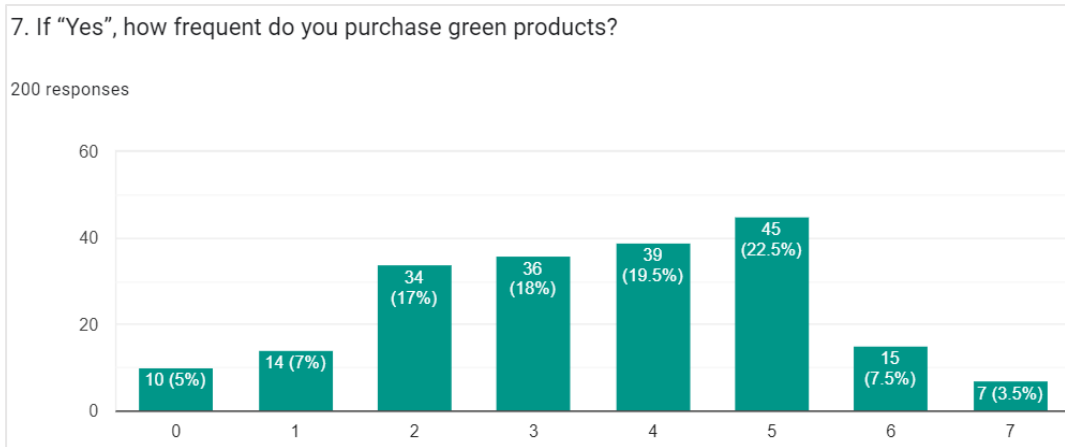
Source: Developed for the research.

Table 4.7: Frequency of Green Product Purchases

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	5.0	5.0	5.0
	1	14	7.0	7.0	12.0
	2	34	17.0	17.0	29.0
	3	36	18.0	18.0	47.0
	4	39	19.5	19.5	66.5
	5	45	22.5	22.5	89.0
	6	15	7.5	7.5	96.5
	7	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

Source: Developed for the research.

According to Figure 4.7 and Table 4.7, there are 10 respondents (5%) selected "0" as their responses, indicating they did not purchase green products previously. Following this, 14 respondents (7%) selected "1", 34 (17%) selected "2", and 36 (18%) selected "3" to represent their extremely infrequent, quite infrequent as well as slightly infrequent green product

purchases respectively. Furthermore, 39 respondents (19.5%) opted for "4" in their responses, expressing neither infrequent nor frequent green purchases. In contrast, a large proportion of individuals indicated a degree of frequency in their green purchases with 45 respondents (22.5%) choosing "5", 15 (7.5%) choosing "6", and 7 (3.5%) choosing "7", reflecting a slightly frequent, quite frequent and extremely frequent green purchase respectively.

4.1.1.8 Types of Green Product Purchased

Figure 4.8: Types of Green Product Purchased
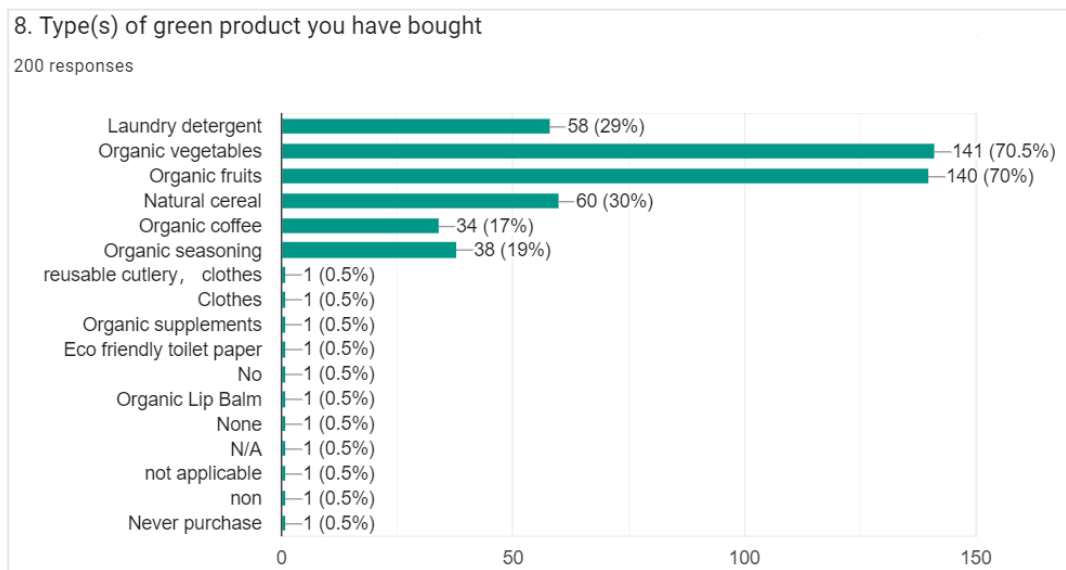
Source: Developed for the research.

Table 4.8: Types of Green Product Purchased

		Frequency	Percent
Valid	Laundry detergent	58	29.0
	Organic vegetables	141	70.5
	Organic fruits	140	70.0
	Natural cereal	60	30.0
	Organic coffee	34	17.0
	Organic seasoning	38	19.0
	Clothes	2	1.0
	Reusable cutlery	1	0.5
	Organic supplements	1	0.5
	Eco-friendly toilet paper	1	0.5
	Organic Lip Balm	1	0.5
	No	1	0.5
	None	1	0.5
	N/A	1	0.5
	Not applicable	1	0.5
	Non	1	0.5
	Never purchase	1	0.5

Source: Developed for the research.

Based on Figure 4.8 and Table 4.8, a significant majority of respondents, constituting 70.5% and 70%, respectively, reported buying organic vegetables and organic fruits. The next commonly bought green product is a natural cereal with 30% of the respondents indicating this purchase experience, while 29% revealed purchasing eco-friendly laundry detergent. Other than that, 19% and 17% of individuals disclosed that they have also bought organic seasoning and organic coffee, respectively. There is also a minority of respondents who expressed that they have bought green products such as clothes (1%), reusable cutlery (0.5%), organic supplements (0.5%), eco-friendly toilet paper (0.5%) and organic lip balm (0.5%). The remaining respondents indicated that they had not bought any green products before.

4.1.1.9 Expenditure on Green Product Purchases

Figure 4.9: Expenditure on Green Product Purchases
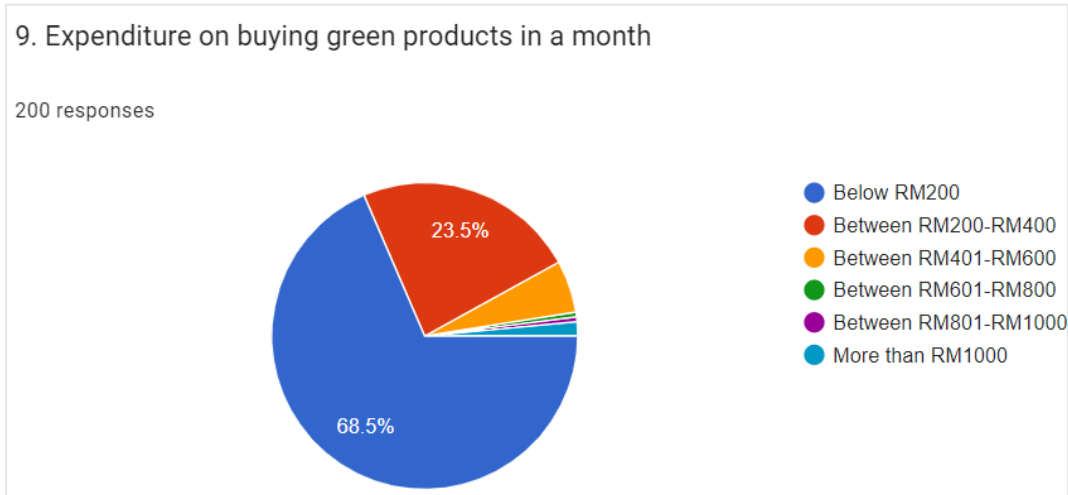
Source: Developed for the research.

Table 4.9: Expenditure on Green Product Purchases

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM200	137	68.5	68.5	68.5
	Between RM200-RM400	47	23.5	23.5	92.0
	Between RM401-RM600	11	5.5	5.5	97.5
	Between RM601-RM800	1	0.5	0.5	98.0
	Between RM801-RM1000	1	0.5	0.5	98.5
	More than RM1000	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

Source: Developed for the research.

Figure 4.9 and Table 4.9 present that 137 respondents (68.5%) allocate less than RM 200 monthly for green product purchases. Following that, 47 individuals (23.5%) stated that their green product expenses fall within the

range of RM200-RM400, while 11 respondents (5.5%) spend an amount ranging from RM401-RM600. Additionally, among the respondents, 1 (0.5%) reported spending between RM601-RM800, another (0.5%) spent between RM801-RM1000, and the remaining 3 declared expenditures exceeding RM1000.

4.1.2 Respondents' General Information

This section comprises general information regarding respondents' actions in preserving a green environment to determine the common environmental practices that the respondents have been exercising in their daily lives.

4.1.2.1 Recycle Newspaper

Figure 4.10: Recycle Newspaper
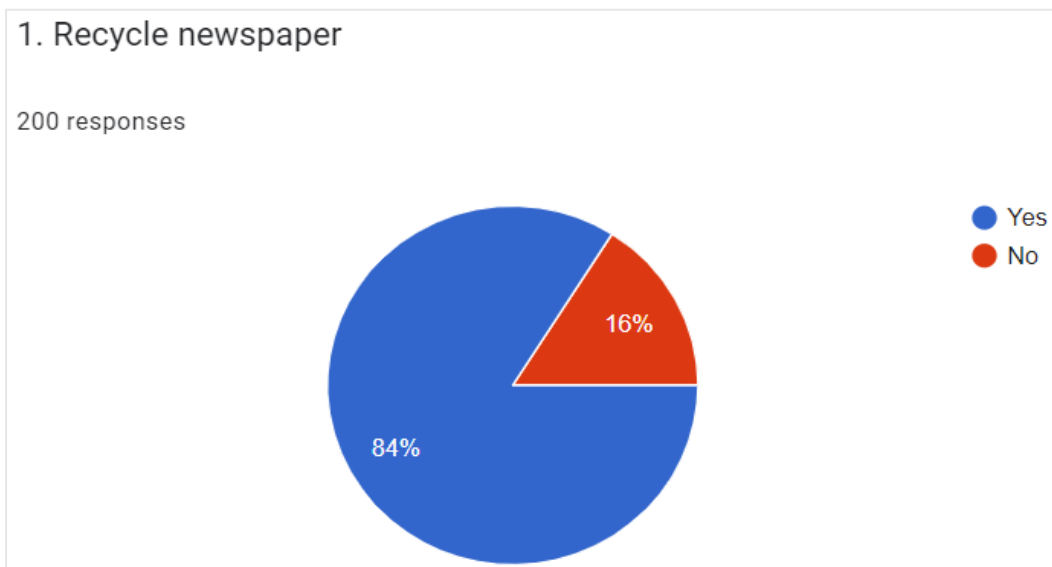
Source: Developed for the research.

Table 4.10: Recycle Newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	168	84.0	84.0	84.0
	No	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

Source: Developed for the research.

As demonstrated in Figure 4.10 and Table 4.10, it is apparent that most respondents will recycle old newspapers, with 168 of them (84%) indicating a "Yes" in their responses, while only 32 respondents (16%) reported not participating in this practice.

4.1.2.2 Purchase Products Made From Recycled Materials

Figure 4.11: Purchase Products Made From Recycled Materials
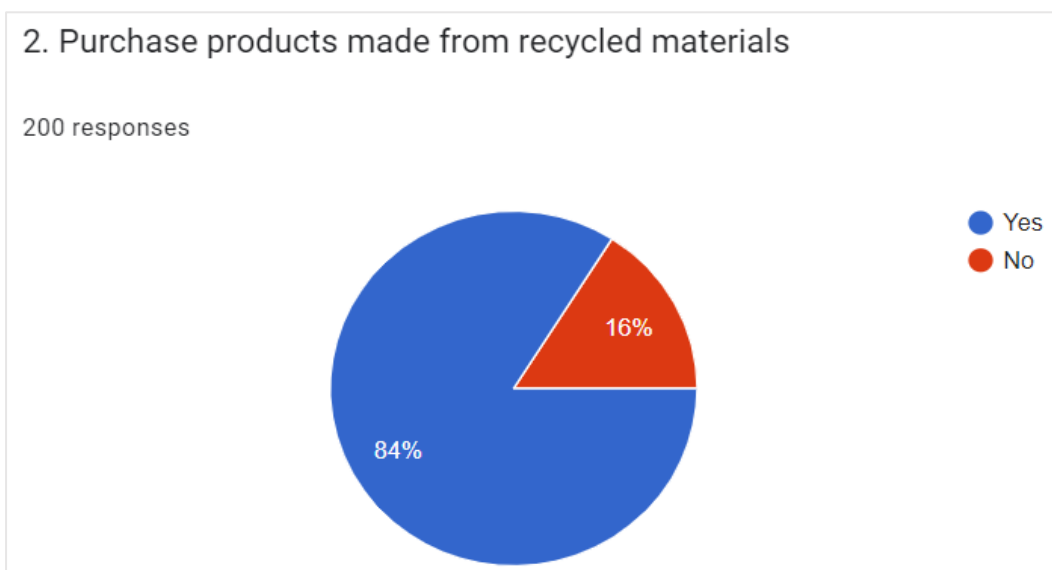
Source: Developed for the research.

Table 4.11: Purchase Products Made From Recycled Materials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	168	84.0	84.0	84.0
	No	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

Source: Developed for the research.

Similarly to 4.1.2.1, there are 168 respondents (84%) declared that they usually do purchase products made from recycled materials, while the remaining 32 individuals (16%) stated that they do not opt for such products.

4.1.2.3 Recycle Bottles, Cans Or Glasses

Figure 4.12: Recycle Bottles, Cans Or Glasses
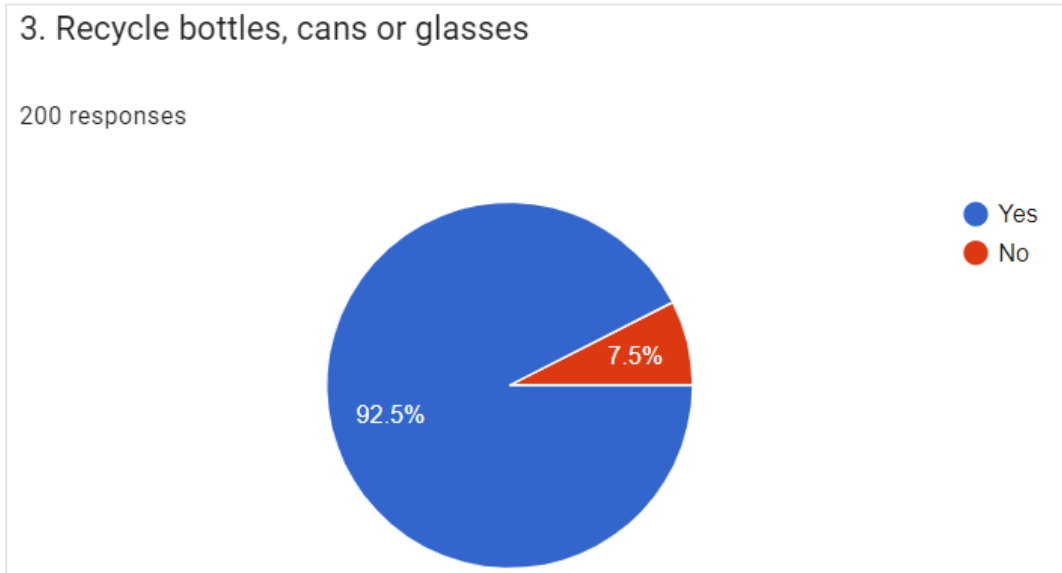
Source: Developed for the research.

Table 4.12: Recycle Bottles, Cans Or Glasses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	185	92.5	92.5	92.5
	No	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

Source: Developed for the research.

Figure 4.12 and Table 4.12 illustrate that there are a few respondents who did not practise recycling bottles, cans or glasses as 15 of them (7.5%) selected the option "No". Conversely, the majority, totalling 185 individuals (92.5%) chose the option "Yes", indicating their engagement in such action.

4.1.2.4 Bring Your Own Bags To The Supermarket

Figure 4.13: Bring Your Own Bags To The Supermarket
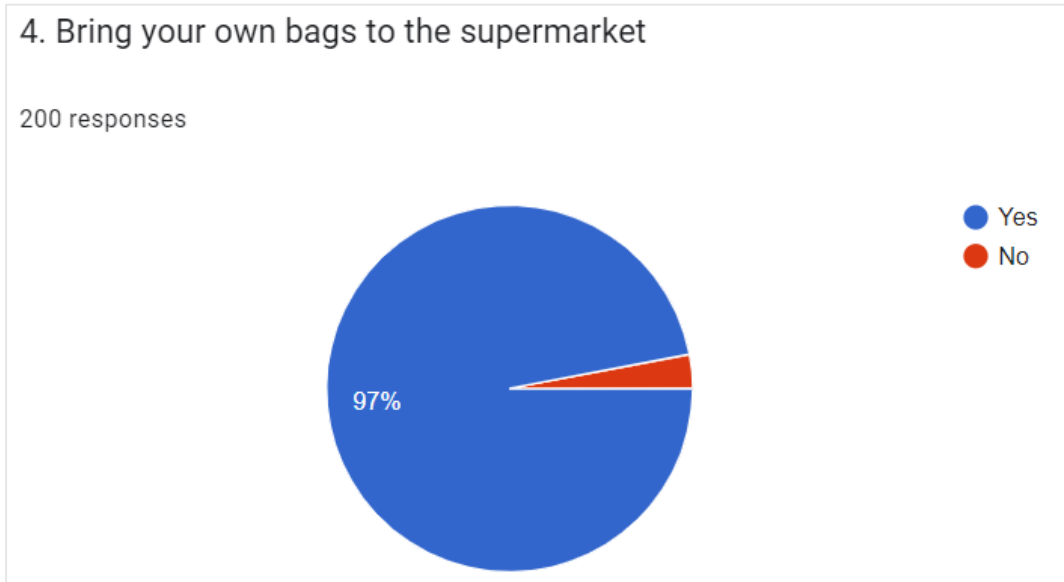
Source: Developed for the research.

Table 4.13: Bring Your Own Bags To The Supermarket

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	194	97.0	97.0	97.0
	No	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

Source: Developed for the research.

Based on Figure 4.13 and Table 4.13, a large proportion of respondents, comprising 194 individuals (97%) expressed that they always bring their own bags when visiting the supermarket. Only a minority of 6 respondents (3%) revealed that they did not follow this practice.

4.1.2.5 Use Recycled Paper

Figure 4.14: Use Recycled Paper
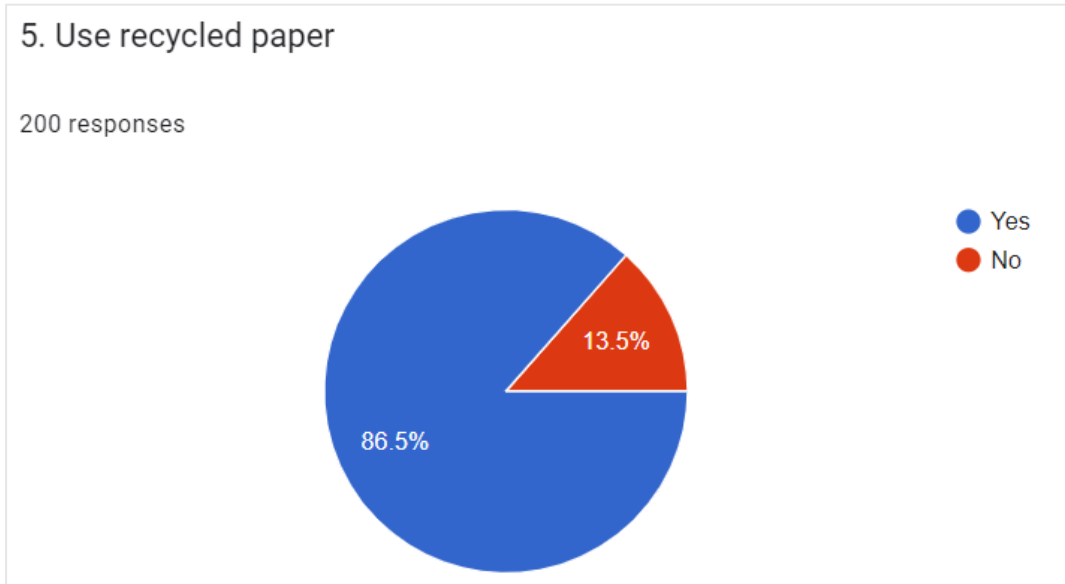
Source: Developed for the research.

Table 4.14: Use Recycled Paper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	173	86.5	86.5	86.5
	No	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

Source: Developed for the research.

The usage of recycled paper among respondents is displayed in Figure 4.14 and Table 4.14. Out of 200 respondents, 173 respondents (86.5%) disclosed they have the habit of using recycled paper while the other 27 individuals (13.5%) reported a lack of engagement in this sustainable practice in their daily routine.

4.2 Scale Measurement

The researcher also performed the Cronbach's Alpha reliability test to examine the internal consistency and reliability of the collected data.

4.2.1 Reliability Analysis Test

Table 4.15: Reliability Analysis

No.	Variables	Cronbach's Alpha	No. of items
1	Conditional Value	0.867	4
2	Emotional Value	0.911	4
3	Attitude	0.908	5
4	Environmental Consciousness	0.884	5
5	Consumers' Green Product Purchase Behaviour	0.829	6

Source: Developed for the research.

Table 4.15 shows the internal reliability of both independent variables and dependent variable. Referring to the table, Cronbach's Alpha coefficient for each variable is greater than 0.80, indicating an excellent reliability. Remarkably, the IV "Emotional Value" exhibits the strongest reliability as reflected through its alpha value of 0.911. The second highest alpha value is 0.908 from the IV "Attitude". "Environmental Consciousness" ranks third with an alpha coefficient of 0.884, followed by "Conditional Value" with 0.867. Lastly, the DV "Consumers' Green Product Purchase Behaviour" demonstrates slightly lower reliability as compared to the independent variables, with a Cronbach's Alpha of 0.829.

4.3 Inferential Analyses

4.3.1 Pearson's Correlation Analysis

Table 4.16: Correlation Matrix

Correlations		CV	EV	A	EC	CGPPB
CV	Pearson Correlation	1	.706**	.717**	.652**	.629**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	200	200	200	200	200
EV	Pearson Correlation	.706**	1	.725**	.652**	.618**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	200	200	200	200	200
A	Pearson Correlation	.717**	.725**	1	.708**	.571**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	200	200	200	200	200
EC	Pearson Correlation	.652**	.652**	.708**	1	.590**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	200	200	200	200	200
CGPPB	Pearson Correlation	.629**	.618**	.571**	.590**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200

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

Source: Developed for the research.

The degree of association between consumers' green product purchase behaviour (DV) with conditional value, emotional value, attitude and environmental consciousness (IV) is presented through the correlation matrix. Based on Table 4.16, all independent variables have a moderate positive correlation with the dependent variable as reflected through the respective positive r values ranging between 0.40 to 0.69. This suggests that consumers' green product purchase behaviour tends to increase when the

independent variables increase. Among the four independent variables, conditional value with the r value of 0.629 demonstrates the strongest association with consumers' green product purchase behaviour, followed by emotional value ($r = 0.618$), environmental consciousness ($r = 0.590$) and lastly, attitude ($r = 0.571$). Besides, the < 0.001 2-tailed p-value reflects that the correlation is highly significant as the standard α is 0.05.

4.3.2 Multiple Regression Analysis

Table 4.17: Multiple Regression Analysis Model Summary

						Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.694ᵃ	.482	.471	.51185	.482	45.328	4	195	<.001

a. Predictors: (Constant), EC, CV, EV, A

Source: Developed for the research.

Referring to Table 4.17, the model's adjusted r-square of 0.471 reveals that 47.10% of the variation in consumers' green product purchase behaviour can be explained by the four independent variables which are conditional value, emotional value, attitude and environmental consciousness. Meanwhile, 52.90% of the variation in consumers' green product purchase behaviour is left unexplained. This suggests that the model has not included all the factors associated with the obtained outcome.

Table 4.18: Table of ANOVA

ANOVAᵃ					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	47.501	4	11.875	45.328	<.001ᵇ
Residual	51.088	195	.262		
Total	98.589	199			
a. Dependent Variable: CGPPB					
b. Predictors: (Constant), EC, CV, EV, A					

Source: Developed for the research.

As shown in the ANOVA table above, the p-value is <0.001, indicating a statistically significant model since the p-value is less than 0.05. It also implies that at least one of the coefficients of the four predictors is nonzero, meaning at least one of the independent variables has a positive relationship with the dependent variable.

Table 4.19: Multiple Regression Analysis Coefficients

Coefficientsᵃ					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	.828	.222		3.724	<.001
CV	.291	.082	.291	3.546	<.001
EV	.216	.071	.252	3.040	.003
A	.022	.077	.025	.283	.778
EC	.201	.071	.219	2.813	.005
a. Dependent Variable: CGPPB					

Source: Developed for the research.

Table 4.19 remarkably highlighted that there is a very significant relationship between conditional value, emotional value and environmental consciousness with consumers' green product purchase behaviour based on their respective p-values being <0.001, 0.003 and 0.005. Given that all coefficient values are reported in positive signs, it is further interpreted to reveal a positive relationship between the 3 independent variables with

consumers' green product purchase behaviour. Meanwhile, with a p-value of 0.778, it is found that attitude has no relationship with consumers' green product purchase behaviour. The multiple regression equation derived from these findings is as follows:

Consumers' Green Product Purchase Behaviour

= 0.828 + 0.291 (CV) + 0.216 (EV) + 0.022 (A) + 0.201 (EC)

Where   CV = Conditional Value

                    EV = Emotional Value

                    A = Attitude

                    EC = Environmental Consciousness

4.4 Hypotheses Testing

H1: Conditional value has a significant effect on consumers' green product purchase behaviour.

Based on Table 4.19, the p-value of conditional value stands at <0.001, which is lower than 0.05, signalling a very significant effect on consumers' green product purchase behaviour. Given the coefficient value of 0.291, it is inferred that there is a positive relationship exists between conditional value and consumers' green product purchase behaviour where a 1% increase in conditional value will lead to a 0.291% rise in consumers' green product purchase behaviour. Therefore, H1 is not rejected.

H2: Emotional value has a significant effect on consumers' green product purchase behaviour.

Referring to Table 4.19, the emotional value's p-value of 0.003 demonstrates a very significant effect on consumers' green product purchase behaviour given its value is less than 0.05. With a coefficient value of 0.216, the positive relationship between emotional value and consumers' green product purchase behaviour is revealed. This finding suggests that a 1% increase in emotional value will result in a 0.216% increase in consumers' green product purchase behaviour. Hence, H2 is not rejected.

H3: Attitude has a significant effect on consumers' green product purchase behaviour.

As displayed in Table 4.19, the p-value associated with attitude is 0.778, which is significantly greater than 0.05. Therefore, H3 is rejected since there is no relationship between attitude and consumers' green product purchase behaviour.

H4: Environmental consciousness has a significant effect on consumers' green product purchase behaviour.

Table 4.19 reports that environmental consciousness has a very significant effect on consumers' green product purchase behaviour with its p-value of 0.005, a value notably lower than 0.05. Meanwhile, the positive coefficient of 0.201 also reveals a positive relationship between environmental consciousness and consumers' green product purchase behaviour where a 1% increase in environmental consciousness will lead to a growth of 0.201% in consumers' green product purchase behaviour. Thus, H4 is not rejected.

4.5 Conclusion

Overall, this chapter has analyzed the respondents' demographic profile and general information, reliability analysis test, Pearson's Correlation Analysis, Multiple Regression Analysis and hypothesis testing. Through these analyses, it is determined that H1, H2 and H4 are supported by the findings.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

This chapter will comprehensively discuss the findings from chapter 4, as well as the research's implications, limitations and recommendations for further study.

5.1 Discussions of Major Findings

Table 5.1: Summary of Hypotheses Testing Results

Hypotheses	Unstandardized Coefficient Beta	P-value	Results
H1: Conditional value has a significant effect on consumers' green product purchase behaviour.	0.291	<0.001	Supported
H2: Emotional value has a significant effect on consumers' green product purchase behaviour.	0.216	0.003	Supported
H3: Attitude has a significant effect on consumers' green product purchase behaviour.	0.022	0.778	Not supported
H4: Environmental consciousness has a significant effect on consumers' green product purchase behaviour.	0.201	0.005	Supported

Source: Developed for the research.

H1: Conditional value has a significant effect on consumers' green product purchase behaviour.

As hypothesized, consumers' green product purchase behaviour is significantly affected by conditional value, with this factor exerting the strongest positive effect among all the independent variables assessed. In this instance, the availability of promotional offers emerges as the most influential element among consumers as a total of 162 and 167 respondents expressed their inclination to buy green products if government subsidies and discounts are provided, respectively. These findings are supported by Alganad et al. (2021), who highlighted the significance of financial incentives in stimulating green purchases as the sales and demand for green products have been reinforced in response to financial benefits. Consumers would seek eco-friendly options if the purchase cost of adopting such products is reduced (Kushwah et al., 2019). Hence, the significant positive relationship that exists between conditional value and consumers' green purchase behaviour can be proven through this aspect.

H2: Emotional value has a significant effect on consumers' green product purchase behaviour.

Table 5.1 illustrates that emotional value is positively influencing consumers' green product purchase behaviour. The result shows that consumers typically believe buying green products is a wise choice that contributes to society. This aligns with the findings of previous research where Zailani et al. (2019) noticed consumers who hold positive emotional values will engage in green purchases since such action reinforces their belief that they are performing responsibly to safeguard the environment (Woo & Kim, 2019). Thus, this research explains positive emotional values have affected consumers' green purchase behaviour in a way that they rely on emotional decision-making rather than rational.

H3: Attitude has a significant effect on consumers' green product purchase behaviour.

According to Table 5.1, attitude demonstrates no effect on consumers' green product buying behaviour; therefore, the proposed H3 is not accepted. This finding does not correspond with prior studies conducted by Jhanji and Sarin (2018) and Policarpo and Aguiar (2020) which identified attitude as the main drivers of green purchase behaviour. The reason explaining this lack of support for the influence of attitude could potentially be the role of personal norms in establishing the relationship between attitude and green purchase behaviour. Joshi and Rahman (2015) also claimed that a positive attitude among consumers does not always lead to the purchase of green products unless there is a substantial personal commitment to nature. Consequently, it may be speculated that consumers have not fully developed a sense of dedication and interest in themselves to make green purchasing decisions.

H4: Environmental consciousness has a significant effect on consumers' green product purchase behaviour.

Table 5.1 shows that environmental consciousness has a significant positive effect on consumers' green product purchase behaviour. This is backed up by Sangroya and Nayak (2017) and Park and Lin (2020) who found environmental consciousness as a key factor driving consumer green purchase behaviour. Arısal and Atalar (2016) further support this finding by claiming that consumers with deeper concern about the environment will actively purchase green products. Therefore, it is evident in this research that consumers who possess a strong awareness of environmental issues will prioritize the environmental characteristics of products over other attributes while making a purchase.

5.2 Implications of the Study

5.2.1 Practical Implications

The findings of this study provide practitioners and policymakers with several implications and suggestions for promoting green products. First and foremost, it is revealed that conditional value in terms of promotional offer availability has the strongest influence on consumers' green purchase behaviour. Based on this, both parties may recognize the need to take into consideration the price sensitivity of consumers. Marketers should design pricing strategies that can effectively leverage discounts to boost consumers' conditional value with affordable prices. Restructuring of flexible production practices should be the first step initiated by the companies to incorporate financial incentives into their pricing strategy. Meanwhile, the government ought to introduce subsidies and supporting policies such as import export duty exemption for green businesses to stimulate industrial sectors in the active promotion of eco-friendly products. This effort would also help drive the acceptance of non-green preferential consumers towards green products given that the products are competitively priced.

As consumers emotionally regard green purchases as an act contributing to society, this result suggests marketers and government to create more impactful slogans and emotional appeals in advertisements that would positively promote green consumption as a good act for themselves as well as the future generations. Imperceptibly, the demand for green products among consumers may increase as they unconsciously identify themselves as responsible environmental defenders; thereby, establishing an emotional bond attached to the green products.

Recognizing highly environmentally conscious consumers are more likely to buy green products, marketers may implement green educational campaigns regularly to raise the public's awareness of environmental issues while promoting the culture of green purchase behaviour. Education enables consumers to realize the long-term effect of green purchases on nature since it is one of the most impactful means of promoting positive ideas and messages. By instilling the value of green products and the severity of environmental pollution in consumers, they may understand the need for personal sacrifice for environmental protection; hence, switching their purchase behaviour towards green products by assuming this transition as a positive corrective action. Policymakers should also back up this effort by devising public interventions that highlight the do's and dont's in the environmental protection policy. Subsequently, businesses may capture the long-term market value by capitalizing on the potential consumer demand for green products.

5.2.2 Theoretical Implication

This current study also offers significant implications for academics. It expands the application of the Theory of Consumption Values (TCV) in the context of green products among Malaysian consumers, providing an examination from the perspective of a developing country. Based on the findings, this study gives evidence to confirm the applicability and relevance of TCV in consumers' green product purchase behaviour. Though the research may build upon earlier studies, but its updated statistics still add a distinctive contribution, particularly considering the scarce research currently in this field within Malaysia. Besides, the researcher found that attitude does not affect consumer's green purchase behaviour. Consequently, researchers may consider substituting this variable with alternative factors that might exert a substantial influence on consumer's green purchase behaviour.

5.3 Limitations of the Study

While this study has provided new insights into the topic, it still carries some limitations that could serve as opportunities for future research. One of the limitations is the inability of the adopted research design to identify the reason behind the unsupported hypothesis. As the researcher is conducting quantitative research, the data and findings generated from this current design are not sufficient to justify complex situations such as why respondents feel, believe and behave in certain ways. Hence, this research lacks evidence to explain the underlying reasons leading to the rejection of the hypothesis for the independent variable "attitude".

The second limitation of this study is the application of a monolingual survey questionnaire. Language barriers have posed a challenge to some respondents. As the researcher employs English as the only medium to deliver the questionnaire, some respondents have expressed difficulties comprehending specific terms since English is not their first language. These language barriers have, in turn, hindered individual's willingness to participate in the questionnaire; thereby, creating a limitation and challenge to the researcher in the data collection process.

Additionally, this research solely investigates the relationship between dependent variable and independent variables without incorporating additional variables such as moderators or mediators. The researcher may overlook some valuable insights that could potentially derive from the relationship between the moderator or mediator with the dependent and independent variables. This may compromise the comprehensiveness of the research and indirectly limit an in-depth exploration of the research topic.

Despite the outlined limitations, it is crucial to highlight that they do not diminish the significance of delving into consumers' green product buying behaviour. Instead, they provide opportunities for further investigation.

5.4 Recommendations for Future Research

Several recommendations are proposed to minimize the limitations in future studies. Future research may build upon this current study by expanding it in a qualitative approach. By employing a qualitative research design, future researchers will be allowed to explore the reasons why "attitude" is not related to consumers' green product purchase behaviour. They may delve into the consumers' perspectives and get them to elaborate their thoughts through an in-depth interview.

Future researchers may also narrow the research scope to a particular product category or industry since it is suggested different types of green products may elicit different purchase behaviours based on consumers' value orientation. For instance, they can investigate the consumers' purchase behaviour for both high-involvement products such as electric vehicles and low-involvement products like organic food.

Moreover, future researchers may provide a translated questionnaire by employing reliable translation techniques. Back translation techniques can be one of the essential methods considered in cross-cultural survey research. This process entails translating the survey into the languages preferred by respondents and then translating it back into the original language to ensure the accuracy of translation. By leveraging back translation, future researchers not only can facilitate a relatively inclusive research environment but also allow respondents to convey their experiences and opinions more precisely while upholding the integrity of the original content.

Lastly, future researchers are advised to incorporate a mediator or moderator in their research to enhance the depth of their work. For example, mediating variables such as consumers' financial background and knowledge which are believed to have a significant influence on green purchase behaviour can be included in the framework.

By doing so, they can develop an in-depth investigation of the topic with a comprehensive research framework.

5.5 Conclusion

In conclusion, this research has effectively attained its objectives in investigating the relationship between conditional value, emotional value, attitude and environmental consciousness with consumers' green purchase behaviour. After a series of analyses, this study revealed that all independent variables except "attitude" have a very significant positive relationship with consumers' green purchase behaviour. The researcher has also reviewed the study's limitations and provided some constructive recommendations for future researchers who are interested in examining similar topics.

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APPENDICES

Appendix A: Questionnaire

The Buying Behaviour On Green Products-From A Consumer Perspective

Dear respondents,

Warm greetings! I am researcher Lim Xiao Xuan from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM), pursuing a degree in Bachelor of International Business (HONS). I am currently conducting research on **"The buying behaviour on green products-from a consumer perspective"** for my final year project. This research aims to study the factors on consumers' green product purchase behaviour.

The questionnaire is divided into four sections:
Section A: Demographic Information
Section B: Actions Taken in Preserving Green Environment
Section C: Factors Affecting Green Product Purchase Behaviour
Section D: Consumers' Green Product Purchase Behaviour
It would take approximately 5 - 10 minutes to complete the entire questionnaire.

I greatly appreciate your time and efforts spent in completing this survey, your responses are an essential contribution to the success of my research. For this research, your data and information will be kept **strictly private and confidential** for academic purposes only. Respondent's confidentiality is to be preserved at all costs. Your responses will be reported as a combined total, no personal data will be disclosed.

Your participation in this research is voluntary. Participants may withdraw from the research at any time without penalty. If you need any further information, you may contact me at limxiaoxuan0629@1utar.my. Thank you for participating in this survey!

1. Email *

Your answer

2. CONSENT *
I have read and I understand the provided information. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving a reason and without cost. I voluntarily agree to take part in this study.

○ I agree

○ I disagree

Section A-Demographic Information

Answer all the questions

1. Age *

○ Below 21 years old

○ 21-30 years old

○ 31-40 years old

○ 41-50 years old

○ 51 years old and above

2. Gender *

○ Male

○ Female

3. Ethnicity *

○ Malay

○ Chinese

○ Indian

○ Other: _____

4. Education Background *

○ Secondary School or below

○ SPM or equivalent

○ STPM or equivalent

○ Diploma

○ Degree

○ Master or higher

5. Monthly Income *

○ RM1500-RM3000

○ RM3001-RM4500

○ RM4501-RM6000

○ RM6001-RM7500

○ RM7501-RM9000

○ RM9001 and above

6. Have you ever purchased green products? *

○ Yes

○ No

7. If "Yes", how frequent do you purchase green products? *

0=Not Applicable 1=Extremely Infrequent 2=Quite Infrequent 3=Slightly Infrequent
4=Neither Infrequent Nor Frequent 5=Slightly Frequent 6=Quite Frequent 7=Extremely
Frequent

	0	1	2	3	4	5	6	7	
Not Applicable	○	○	○	○	○	○	○	○	Extremely Frequent

8. Type(s) of green product you have bought *

☐ Laundry detergent

☐ Organic vegetables

☐ Organic fruits

☐ Natural cereal

☐ Organic coffee

☐ Organic seasoning

☐ Other:

9. Expenditure on buying green products in a month *

○ Below RM200

○ Between RM200-RM400

○ Between RM401-RM600

○ Between RM601-RM800

○ Between RM801-RM1000

○ More than RM1000

Section B-Actions Taken in Preserving Green Environment

Answer all the questions

1. Recycle newspaper *

○ Yes

○ No

2. Purchase products made from recycled materials *

○ Yes

○ No

3. Recycle bottles, cans or glasses *

○ Yes

○ No

4. Bring your own bags to the supermarket *

○ Yes

○ No

5. Use recycled paper *

○ Yes

○ No

Section C-Factors Affecting Green Product Purchase Behaviour

The following are related to the factors affecting green product purchase behaviour.

Using the scale below, indicate that **only one** answer best fits the situation.

1=Strongly Disagree

2=Disagree

3=Neutral

4=Agree

5=Strongly Agree

1. Conditional Value *

	1	2	3	4	5
I would buy green products instead of conventional products under worsening environmental conditions.	○	○	○	○	○
I would buy green products instead of conventional products when there is a subsidy for green products.	○	○	○	○	○

I would buy green products instead of conventional products when there are discount rates for green products or promotional activity.	○	○	○	○	○
I would buy green products instead of conventional products when green products are available.	○	○	○	○	○

2. Emotional Value *

	1	2	3	4	5
Buying green products instead of conventional products would feel like making an excellent personal contribution to something better.	○	○	○	○	○
Buying green products instead of conventional products would feel morally right.	○	○	○	○	○

Buying green products instead of conventional products would make me feel better.	◯	◯	◯	◯	◯
Buying green products instead of conventional products would make me feel I am making a wise choice.	◯	◯	◯	◯	◯

3. Attitude *

	1	2	3	4	5
I feel that green product's environmental reputation is generally reliable.	◯	◯	◯	◯	◯
The green products I decide to purchase will be safe to use.	◯	◯	◯	◯	◯
There is a need for me to make green purchasing decisions.	◯	◯	◯	◯	◯
The green purchasing decisions will improve the quality of my life.	◯	◯	◯	◯	◯
I am interested in making green purchasing decisions.	◯	◯	◯	◯	◯

4. Environmental Consciousness *

	1	2	3	4	5
I have read newsletters, magazines or other publications written by environmental groups.	○	○	○	○	○
My knowledge of environmental issues such as air pollution, water pollution, waste disposal and deforestation influence my purchasing decisions for green products.	○	○	○	○	○
The awareness of environmental responsibility, such as recycling to protect our environment, influences my purchasing decisions for green products.	○	○	○	○	○
The seriousness of Malaysia's environmental problems, such as air pollution, water pollution, waste disposal and deforestation, influence my purchasing decisions for green products.	○	○	○	○	○

The support for environmental protection, such as the government's environmental policies and non-government organisation's voluntary activities, makes me feel that I am environmentally responsible in purchasing green products.

○ ○ ○ ○ ○

Section D-Consumers' Green Product Purchase Behaviour

Using the scale below, please choose **only one** answer to which each of the following statements reflects your purchase behaviour on green products.

1=Strongly Disagree

2=Disagree

3=Neutral

4=Agree

5=Strongly Agree

1. I make a special effort to buy paper and plastic products that are made from   *
recycled materials.

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

2. I only buy the green product that I believe will reduce waste disposal (made of   *
recycled content).

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

3. I buy the green product to increase my sense of satisfaction. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

4. I buy green product that I believe will minimize human health problems such as * cancer because it contains fewer toxic materials.

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

5. I have switched products for ecological reasons. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

6. When I have a choice between two equal products, I purchase the one that is * less harmful to other people and the environment.

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Appendix B: Ethical Approval Letter

UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)

Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/78-212/2024

13 January 2024

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

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

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

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	The Motivation for Purchasing Souvenirs Among the Domestic Tourists	Wan Shiuan Ling	Ms Annie Yong Ing Ing	13 January 2024 – 12 January 2025
2.	Factor Affecting Healthy Food Purchase Behaviours of Generation Z	Pe Kai Wen		
3.	Factors Affecting Customer Satisfaction Among Online Shoppers	Dion The Jee Wei		
4.	The Factors Influences on Customer Satisfaction and Loyalty in Business Performance	Tang Wei Ping		
5.	The Impact of Social Media Influencer on Youth Online Buying Behaviour in Klang Valley	Goh Pieh Ling	Ms Chin Wai Yin	
6.	A Study on E-commerce Factors that Influence Post-purchase Behaviour of Young Adults in Malaysia	Chan Chiew Kong	Dr Corrinne Lee Mei Jyin	
7.	Factors and Barriers to Attaining Mental Health Services	Chan Pei Xin		
8.	Factors Influencing the Customer Intention in Adopting Autonomous Vehicles (Avs)	Chye Chi Ern		
9.	Applying the Fraud Triangle Theory to Examine Fraudulent Cases from the Perspective of Working Adults	Alex Lau Chin Yeh	Dr Eaw Hooi Cheng	
10.	Examining the Influential Factors of Financial Fraud on Social Media from the Perspective of University Students	Bryan Wee Xin Jie		
11.	Factors Affecting Financial Fraud Awareness Among University Students	Liew Yoon Ler		
12.	The Impact of ChatGPT on E-commerce: The Case of Platform-based Business	Lee Siu Ying	Pn Ezatul Emilia Binti Muhammad Arif	

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	Adoption Rate of Digital Channel among MSMEs Entrepreneurs. (A Comparison Between Social Commerce and E-Commerce Platforms)	Law Yung Khan	Pn Ezatul Emilia Binti Muhammad Arif	
14.	Factor Affecting Consumers Behavioral Intention to Share Digital Footprints on Social Media	Jenny Leong Siew Yee	Pn Farida Bhanu Binti Mohamed Yousoof	
15.	Factors Affecting the Unemployment Crisis Among Fresh Graduate in Malaysia	Lim Say Siang		
16.	The Buying Behaviour on Green Products – From AConsumer Perspective	Lim Xiao Xuan	Dr Foo Meow Yee	
17.	Factor Affecting Consumer Brand Loyalty on Personal Care Product	Ooi Xin Yi		
18.	Drivers of Employee Retention: A Case Study in Health and Beauty Industry	Tan Chi Ying		
19.	Factors of Remote Work Influencing Remote Work Productivity of Employees in Malaysia	Lee YanZheng	Ms Hooi Pik Hua @ Rae Hooi	
20.	Exploring University Students' Readiness for the Industrial Revolution 4.0: A Conceptualised Framework	Poh Joe Yee	Dr Jayamalathi a/p Jayabalan	
21.	The Role of Artificial Intelligence on the Overall Success of SMEs in the E-Commerce Sector	Low Wai Ying	Ms K Shamini a/p T Kandasamy	
22.	Understanding the Impact of Short Video Advertising on Youth Consumer Behavior	Celine Tia Hui Lin	En Khairul Anuar Bin Rusli	
23.	Influence of Corporate Social Responsibility (CSR) on Consumer Purchase Intention	Yeo Ai Ping		
24.	The Impact of Green Marketing of Food and Beverages on Consumers' Purchase Intention	Yong Xin En		
25.	Factors that Influence the Acceptance of QR Payment Among Customers in Malaysia	Lee Hai Wen	Dr Komathi a/p Munusamy	13 January 2024 – 12 January 2025
26.	To Study the Influences of Compensation, Work Environment, Motivation on Employee Satisfaction Among Industrial Trainees	Sam Li Ixing		
27.	The Influence of Celebrity Endorsements on Consumers' Purchase Intention Toward Sports Equipment	Chong Wei Ni		
28.	Investigating the factors of online payment technology in influencing consumer purchase behavior	Chua Jun Quan		
29.	The Impact of Utilizing ChatGPT in Higher Education	Lee Zi Wei	Dr Law Kian Aun	
30.	The Effectiveness of Duolingo's AI-Powered Language Learning Platform in Improving Second Language Acquisition Among Malaysia's Tertiary Students	Oh Fang Yan		
31.	The Effects of AI Tools on Undergraduates' Academic Writing Proficiency	Ng Shi Zhe		
32.	Consumer's Coping Strategies Toward PackagingWaste in Food Delivery Service	Tan Shin Rhu	Mr Lee Yoon Heng	
33.	Securing User Trust: A Study on Social Media Privacy, Information Protection, User Education, and Platform Reliability	Lim Jing	Ms Logeswary a/p Maheswaran	
34.	User Acceptance of Neobanks in Malaysia	Tang Sze Jun	Ms Loh Yin Xia	
35.	The Interplay of Digital Financial Literacy, Capability, Autonomy in the Financial Decision-making in Today's Digital Age	Wong Zheng Wah	Dr Low Mei Peng	
36.	Effects of In-store Factors Influencing Consumer Impulse Buying Behavior in Shopping Mall	Soh Xin Jie	Dr Malathi Nair a/p G Narayana Nair	
37.	Examining the Impact of Generation Z's Attitude Towards Counterfeit Footwear in Malaysia	Lim Su Kim		
38.	Young Adults' Intention to Use Mobile Payment inMalaysia	Alvin Chow Mun Sing		
39.	Consumer Motivation to Repurchase Organic Personal Care Products	Crystal Chow Weng Yann		

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
40.	The Impact of Worklife Balance on Employee Performance in Private Universities in Malaysia	Yeo Jing Wen	Dr Omar Hamdan Mohammad Alkharabsheh	13 January 2024 – 12 January 2025
41.	Determinants of Student's Satisfaction on AI Usagein Education	Chang Charng Jie	Ms Puvaneswari a/p Veloo	
42.	How Artificial Intelligence (AI) is Transforming Tourism Industry	Boon Yi Jean	Pn Raja Nurul Aini Binti Raja Aziz	
43.	Factors Affecting the Consumption Pattern of Fast Fashion Products Among Generation Z	Evelyn Chow Sum Yee	Dr Sia Bee Chuan	
44.	Antecedents and Consequences of Beauty and Cosmetic Products Impulse Purchase on TikTok	Kong Chi Kei	Dr Tang Kin Leong	
45.	Examining the Antecedents of Perceived Enjoyment and Flow Experience in Impulsive Buying Behaviour: A Study from the Perspective of TikTok User	Tan Hong Qing		
46.	Understanding the Determinants of Online Hotel Booking Intentions	Sharon Lian Sin Yee	Dr Tiong Kui Ming	
47.	A Study of Eco-Conscious Consumer Behavior on Green Products	Tan Sze Ting		
48.	Brand Loyalty Among Generation Z Towards Samsung Products in Malaysia	Chey Xin Hui	Dr Yeong Wai Mun	
49.	Factors Influencing the Adoption of Touch 'n GoeWallet Among Consumers in Malaysia	Lim Si Ting		

The conduct of this research is subject to the following:

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

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

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

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

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

Thank you.

Yours sincerely,

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

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

Appendix C: SPSS Output

Reliability Analysis Test

Independent Variable: Conditional Value

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.868	4

Independent Variable: Emotional Value

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.911	4

Independent Variable: Attitude

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.908	5

Independent Variable: Environmental Consciousness

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.884	.892	5

Dependent Variable: Consumers' Green Product Purchase Behaviour

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.829	.831	6

Pearson's Correlation Analysis

		CV	EV	A	EC	CGPPB
CV	Pearson Correlation	1	.706**	.717**	.652**	.629**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	200	200	200	200	200
EV	Pearson Correlation	.706**	1	.725**	.652**	.618**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	200	200	200	200	200
A	Pearson Correlation	.717**	.725**	1	.708**	.571**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	200	200	200	200	200
EC	Pearson Correlation	.652**	.652**	.708**	1	.590**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	200	200	200	200	200
CGPPB	Pearson Correlation	.629**	.618**	.571**	.590**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200

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

Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
						Change Statistics			
1	.694[a]	.482	.471	.51185	.482	45.328	4	195	<.001

a. Predictors: (Constant), EC, CV, EV, A

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.501	4	11.875	45.328	<.001[b]
	Residual	51.088	195	.262		
	Total	98.589	199			

a. Dependent Variable: CGPPB

b. Predictors: (Constant), EC, CV, EV, A

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.828	.222		3.724	<.001
	CV	.291	.082	.291	3.546	<.001
	EV	.216	.071	.252	3.040	.003
	A	.022	.077	.025	.283	.778
	EC	.201	.071	.219	2.813	.005

a. Dependent Variable: CGPPB