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Understanding Consumer's intention to purchase the green
product: The Role Social Media Marketing

BY

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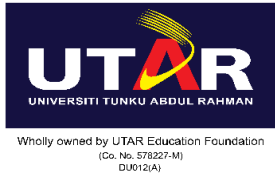
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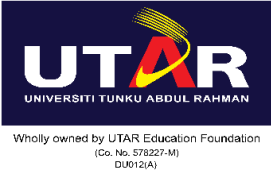
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We hereby declare that:

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DEDICATION

We dedicate this research endeavor to our supervisors, Dr. Tan Chi Hao and Dr. Nur Aliah Binti Mansor, whose guidance made it possible for us to complete this study. Their unwavering support and encouragement have not only motivated us but have also played a crucial role in shaping the essence of this investigation. Your additional dedication and diligence throughout the research process will always be remembered by us. We also wish to acknowledge our examiner, Dr. Raja Kumar A/L K. Kathiravelu, whose invaluable feedback was instrumental in elevating the quality of this study. Finally, we extend our heartfelt appreciation to the participants for their support in providing the essential data and information that made the completion of this research project possible.

TABLE OF CONTENTS

	Page
Copyright Page	ii
Submission form.....	iii-iv
Declaration	v
Acknowledgement	vi
Dedication	vii
Table of Contents	viii-xiii
List of Tables	xii
List of Figures	xiii
List of Abbreviations	xiv
Preface	xv
Abstract	xvi

TABLE OF CONTENT

CHAPTER1: RESEARCH OVERVIEW.....	
1.0 Introduction	1 pages of 54
1.1 Research Background.....	1-3 pages of 54
1.2 Research Problem Statement.....	3-5 pages of 54
1.3 Research Objective and Research Questions	5-6 pages of 54
1.3.1 Research Objective.....	5
1.3.2 Research Questions.....	6
1.4 Research Significant.....	6-7 pages of 54
1.4.1 Theoretical Theory.....	6
1.4.2 Practical Theory.....	7
1.5 Conclusion.....	7 pages of 54
1.6	
CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction.....	8 Pages of 54

2.1	Review of Theory.....	8-9 Pages of 54
2.2	Review of Variables.....	9-12 Pages of 54
2.2.1	Purchase intention.....	10
2.2.2	Attitude.....	10
2.2.3	Subjective Norm.....	11
2.2.4	Perceived Behavioural Control.....	11
2.2.5	Social Media Marketing.....	12
2.3	Proposed Framework.....	12 Pages of 54
2.4	Hypothesis Development.....	13-15 Pages of 54
2.4.3	There is significant effect of Attitude and green purchase intention among Gen Z.....	13
2.4.4	There is significant effect of Subjective Norm and green purchase intention among Gen Z.....	13-14
2.4.5	There is significant effect of Perceived Behavioural Control and green purchase intention among Gen Z.....	14-15
2.4.6	There is significant effect of Social Media Marketing and green purchase intention among Gen Z.....	15

2.5 Conclusion.....15 Pages of 54

CHAPTER 3: RESEARCH METHOD.....

3.0 Introduction.....16 Pages of 54

3.1 Research Design and Quantitative Research16 Pages of 54

3.2 Sampling Design.....16-18pages of 54

3.2.1 Target Population.....16

3.2.2 Sampling Frame.....17

3.2.3 Sampling Techniques.....17-18

3.2.4 Sample Size.....18

3.3 Data Collection Methods.....18-20 Pages of 54

3.3.1 Questionnaire Design.. 19-20

3.4 Proposed Data Analysis Tools 21 Pages of 54

3.4.1 Data Analysis Tool.....21

3.5 Descriptive Analysis 21 Pages of 54

3.6	Reliability Test.....	22 Pages of 54
3.7	Multiple regression.....	22-23 Pages of 54
3.8	Conclusion.....	23 Pages of 54

CHAPTER 4: DATA ANALYSIS

4.0	Introduction	24 Pages of 54
4.1	Descriptive Analysis.....	24-27 Pages of 54
	4.1.1.1 Respondent's Gender.....	24
	4.1.1.2 Respondent's Age	24
	4.1.1.3 Respondent's Location.....	25
	4.1.1.4 Respondent's Awareness about the Green Product..	26
	4.1.1.5 Respondent's Occupation.....	26-27
4.2	Reliability Test.....	27 Pages of 54
4.3	Inferential Analysis.....	28-30 Pages of 54
4.4	Conclusion.....	30 Pages of 54

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0	Introduction.....	31 Pages of 54
5.1	Discussion of Findings.....	31-33 Pages of 54

5.1.1	There is significant of effect between ATT and green purchase Intention among gen Z.....	31-32
5.1.2	There is significant of effect between SN and green purchase Intention among Gen Z.....	32
5.1.3	There is significant of effect between PBC and green purchase Intention among Gen Z.....	32-33
5.1.4	There is significant of effect between SMM and green purchase Intention among Gen Z....	33
5.2	Implication of the Study.....	33-34 Pages of 54
5.2.1	Theoretical Implication.....	33
5.2.2	Practical Implication.....	34
5.3	Limitation and Recommendation	35
5.4	Conclusion.....	36
	References.....	37-37 Pages of 54
	Appendices.....	48-54 Pages of 54

LIST OF TABLES

	Page
Table 4.1: Reliability Test	22
Table 4.2: Pearson Correlation Coefficient Analysis	28
Table 4.3: Anova	29
Table 4.4: Model summary	29
Table 4.5: Coefficient	30

LIST OF FIGURES

	Page
Figure 4.1: Respondent's Gender	24
Figure 4.2: Respondent's Aged	25
Figure 4.3: Respondent's Location	25
Figure 4.4: Respondent's awareness about the Green Product	26
Figure4.5: Respondent's Occupation	26

LIST OF
ABBREVIATIONS

ATT	Attitude
SN	Subjective Norm
PBC	Perceived behavioral control
SMM	Social Media Marketing
GPI	Green purchase intention

PREFACE

The purpose of this research project was conducted to satisfy the requirement for accomplishing the Bachelor of marketing (Hons) Degree from University of Tunku Abdul Rahman. Nowadays, environmental deterioration has become huge problem and had provided negative outcomes for the whole world. So, it is crucial for conducting this study to eliminate the problems. In this research project will focusing on the factors that influence the green purchase intention of the consumers. Dependent variables in this study is Green Purchase Intention and the Independent Variables are Attitude (ATT), Subjective Norm(SM) , Perceived behavioural Control(PBC) and Social Media Marketing(SMM). Moreover, this study also would provide deeper understanding and clear direction for the businesses and future researchers regarding factors influencing the green purchase intention. Hence, the topic in this study is “Understanding consumers’ intention to purchase green products: The role of social media marketing.

ABSTRACT

The objective for this study is to examine the factors that influencing the green purchase intention. The theory that we adopted is "Theory of planned behaviour" (TPB). Furthermore, Attitude (ATT), Subjective norm (SM) , Perceived behavioural Control(PBC) and Social Media Marketing (SMM) are the independent variables in this study. These independent variables are utilized to assess whether it have the significantly influence the Green Purchase Intention (GPI)- Dependent variable

Moreover, total of 251 respondents were collected in this study. The Statistical Software Package for Social Sciences (SPSS) was adopted to analyse the IVs and also IVs. The findings showed that Attitude (ATT), Social Media Marketing (SMM) have significant influence the green purchase intention. Whereas Subjective Norm and Perceived behavioural control (PBC) have insignificant influence of green purchase intention. The relationship between the IV and DV was using Reliability test. In addition, the inferential analysis was using are the Pearson Correlation Coefficient and Multiple Regression Analysis. This study able to offer the fresh knowledge for the researcher and business to understanding the factors influencing green purchase intention.

keywords: purchase intention, green product, generation Z, social media marketing, attitude, subjective norm, perceived control behavior, green product industry

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CHAPTER 1: INTRODUCTION

1.1 Introduction

This study will discuss the consumers' intentions to purchase green products and how the role of social media will affect them. Our research focus on the variables which influence the purchase intention of green products among Gen Z in Malaysia. The present study explores the interplay between social media influence, consumer purchase intention and the green product. This chapter included research background, research objective, research problem and research questions

1.2 Research background

The society is facing a several problems which affect the economic, social and environmental problem (Fissi et al., 2021). According to Lu et al., 2019 as under the condition of economic globalization, green issues topic is becoming very serious. Disease, premature death, climate change happened is cause by the pollution (Landrigan et al., 2019). The goals of green product innovation, as an example of innovation, are resource conservation, pollution reduction, and environmental enhancement. Sustainable development is important to help the environment reduce the harm and balances the rule of nature (Sulich et al., 2020).

Firstly, green product innovation focus on goods that consume less energy or resources over the course of their lifetime (Lu et al., 2019). This could help the manufacturers to reduce the use of raw material costs, save the energy, and have more chance to enter new markets. It also improves the economic and social performance of the businesses to achieve both goals of businesses and the environment. Following that, during the design of product green product can reduce the use of toxic element which show that the performance of innovative green product is more superior that the traditional products by a large amount (Li et al., 2020).

By doing so, this will totally ensure reduce the waste of disposal cost, maintain environmental regulation, ensure the final products are safe for consumers to use and increase product quality

at the same time improve the competitive benefits of companies in the global market (Lu et al., 2019). After that, green product also focuses on lengthen the lifespan of out-of-date products which encourage businesses to explore new way to transform garbage dumps into a useful and marketable product to get extra profits. The use of resource and pollution get to reduce to help manufacturer get sustainable production (Ren et al., 2019).

Next, the high education of school has the chance to increase the awareness of green issues among the students (Fissi et al., 2021). There are people prefer to buy green product to reduce the pollution and world environmental crisis (Tezer & Bodur, 2019). Green product buyers may choose to buy green products to reduce these issues happening. Business company are responsible to maintain the sustainability of supply chain because customer make purchase is based on their knowledge and depends on how the marketers implement the green product on the marketing program (Hong & Guo, 2019).

Marketers can smartly use the technology to create a marketing strategy which can positioning themselves with green product (Kong et al., 2021). This method could increase the awareness of customer about green product and their demand. For example, Walmart had created a marketing plan which related with the green market for its suppliers. They produce green product to meet the green buyer demand who concern with the environmental issues (Hong & Guo, 2019).

Then, social media is a very good platform for the company to have two ways communication with their customer. The platform includes mobile phone, computer, tablet and more. Social media can influence people to have intention to buy or know more about green product (Ying & Wang, 2019). Social media play a role of sharing information to increase the firm's performance (Abbas et al., 2019). The research show that there are 80 percentage of marketers believe their revenue increase is due to the customer engage with their product which show on the social media (Grewal et al., 2019).

Social media enable the customer to like, leave comment and share the product content which post on the media platform (Grewal et al., 2019). It gives an opportunity to the business company to promote green concept and improve their brand image to gain competitive advantages (Majhi, 2020). Throughout this action, the relationship between the company business and consumer will get to build up stronger.

The green product brings long-term benefits to the environment (Kumar et al., 2021). Therefore, the green buyer is less prioritizing maximum on self-advantage compare with other

conventional consumers because they focus more on protecting the environment. They would support green development and global sustainability by doing recycle or remade the product (Kamalanon et al., 2022). On the other side, businesses can put more effort on the green movement to develop a green brand image by providing green product.

Green purchasing has been recognized as an environmentally beneficial practice (Cordella et al., 2019). When green consumers are making purchasing selections, they will take into consideration real environmental factors such as pollution reduction, environmental preservation and the responsible use of non-renewable resources. Therefore, when a consumer purchase goods that are recyclable or environmentally friendly that do not harm the environmental or reduce natural resources is called as green purchase (*ScienceDirect.com | Science, Health and Medical Journals, Full Text Articles and Books.*, n.d.).

Finally, the nature mother earth is being polluted worldwide and bring damage to people due to the human being (Singh et al., 2019). Marketers have to control the use of resources because the resources limited however, human needs are unlimited. If the marketers can use the resources smartly and look for long-term result this can achieve organization goal without wasting too many resources (Nekmahmud & Fekete-Farkas, 2020). Green marketing is using eco-friendly products to meet customer requirements, wants and needs, at the same time it achieved environmental improvement (Hong & Guo, 2019).

1.3 Problem Statement

Nowadays the environment has become worse and worse and has caused serious problems like the exhaustion of the natural resources on the earth, pollution of the environment, and increase of greenhouse harmful gases as well as climate, these serious issues were due to the not sustainable form of consumption. (Shittu O,2020). Some researchers conducted a survey stated only 14-18% of the total amount of plastic waste is collected for reuse, recycling and disposed is stand for 24%, the remaining will be set on fire or even free into environment (OECD,2018). Furthermore, based on Duru et al (2019) predicted that disposable plastic good will provide 50 percent of wasted of plastic and those plastic waste free into the ocean. Based on numerous predictions, in the year 2020 plastic wasted are from 4 tons to 12 million [FAO,2017]. This issue will result ocean become risky due to that action. According to Shoumik et al, (2023) stated some animal in the ocean animal like turtle, whale, fish were dying due to the starvation

because filled with plastic. (Shoumik et al,2023). Thus, it is crucial for us to conduct this study to overcome above issues.

Based on Marcel et al due to not using sustainable car, conventional vehicle emission about 15 percent of the CO₂ in the world, and it have polluted the air environment (Marcel et al, 2022). So, it will lead to a serious problem, based on the (WHO) stated that in the whole world 7.3 billion of the human are suffer in the (PM_{2.5}) air pollution (Rentschler et al, 2023) and the most terrible incidents were reported by the organization of world health organization (WHO), the organization estimated that in the world's population with the amount of 4.2million people died due to serious air pollution annually. (Shaddick, et al,2020). Not just that if none of action is taken to solve air pollution, global warming will occur, when global warming keeps on increasing on the earth, it actually will lead to a more serious impact which is spreading of the illnesses from animals like the previous with SAR, ZIKA, MERS, Ebola, rabies as well as plague all of this virus it actually affect the human health (Trevor, 2019). So, it is crucial for us to study Green product purchase intention in order to solve the issues above.

Luckily, all the above serious problems have resulted in the process of conducting continuous “green” as well as conscious and consumption of green goods created at the end (Pagliacci, et al 2019, Sreen, et al, 2018), however, despite most of the customers' increasing good attitude towards all green products. The actual buying intention towards green goods from customers is considered low. Based on the past studies the researcher conducted research that found out the difference between consumer's positive attitudes toward the green product and the behaviour of consumers purchasing green products. (De Silva, 2021). For instance, the article by White et al. announced that with the percentage of 65 per cent of people in the latest survey showed that the participant they are more willing to purchase products that is environmentally or sustainable, nevertheless only 26% of the participants have actual purchases (white, 2019). So, we take initiative to study factor affecting Green purchase intention in order encourage more people to have actual purchase on green products.

Another reason for us to conduct the study is that we found out that there are several research gaps we need to clarify, therefore we hope that our study can fulfil all those research gap and shape a better future.

Based on past studies most of the researchers measured the purchasing intention of green products based on TPB variables like attitude, subjective norm, or perceived behavioural control but seldom of them are using social media marketing as a variable. (Abir &

Muhammad,2023 ; Ja-Shen Chen & Tran-Thien-Y Le, 2022 ; Kamonthip & Suriakat , 2016 ; Noermijati, N et alc,2019). So, in our research, we hope to study, does social media marketing capable influence the intention of purchasing green goods, if social media marketing have the impact on affecting purchased intention of the green products, so it will better for future study added these variables in determining green purchase intention.

Second Gap we found out that there is the inconsistency of result occurring in the similar of study. First example, some of the study they reveal that attitude is strongly affecting the purchased intention the green product.(Piyanoot , 2022), but some of the study proven that attitude does not have strong relationship in purchasing intention of those green Product or .(Laisya , 2018 ; Sauer & Wood, 2018).Second example, based on the reporter valentina they have conducted a study with 265 participant through a questionnaire about purchase intention toward the green product, in the end the result shown the variables of the subjective norm have a strong relationship between purchase intention of green product (Coboanoglo, C, Valentina , D , 2021), in other study they have different result stating that purchased intention of green product does not have any effect on it (Wong, S , et al 2018).Third, researchers of Yuan, 2023 has proven that Behavioural control can be the factor in affecting the purchased intention of green product, whereas other study they did not supports this relationship (Lim,et al 2023). Last, social media marketing actually have the impact on buying intention of green product. (Farheen , N et al , 2022) in other study stated that the they is not relation for the social media marketing affecting purchase intention of green products. (Ni Luh Bayu Okadiani , 2019). In this study we will close all those gaps in order to have better understanding of the customer purchase intention.

1.4 Research objective

1. To determine the effect of subjective norm on green purchase intention among gen z consumer.
2. To determine the effect of attitude on green purchase intention among gen z consumer.
3. To determine the effect of perceived behaviour control on green purchase intention among gen z consumer.
4. To determine the effect of social media marketing on green purchase intention among gen z consumer.

1.5 Research Question

1. Does the attitude effect on the green purchase intention among gen z consumer.
2. Does the subjective norm effect on the green purchase intention among gen z consumer.
3. Does the perceived behaviour control effect on the green purchase intention among gen z consumer.
4. Does the social media marketing effect on the green purchase intention among gen z consumer.

1.6 Research Significant

1.6 .1 Theoretical Theory

In this study, reaffirmations of this Theory of planned behaviour is one of our objectives, since in the past some of the studies stated that some of the variables in this theory were not able to explain the relationship between intention to purchase green products because some of the results from the researcher point out that there is a negative impact on it, thereby this study is conducted to clarify theory, so that it able form deep understanding on it. Furthermore, this study has added social media marketing as one of the variables in this study, the reason is fewer researchers have conducted this variable to explain the purchase intention of green products. Thus, in our study, we suggested adding that variable because we believe that this would be a useful variable to determine the purchase intention of green products in today's world, then if this variable indeed explains the relationship between purchase intention of green products, it is highly encouraged to add variable as a factor to determine the purchase intention of green products in the future research. Therefore, in our study, we can provide the latest and most useful knowledge regarding the purchase intention of green products from the customer to the researcher.

1.6.2 Practical Theory

Our study contributes to a good understanding and knowledge to researchers and also for business. Having this study, allows the researcher to have good direction when comes to understanding the factors affecting the purchase intention of green products. By having that knowledge, the researcher is capable of providing consistent results to the whole world. Then all the businesses can utilize the results conducted by the researcher in improving their business. Having that intellectual info from researchers allows businesses to have a better idea of the purchase intention of green products and then allows them to identify new opportunities in promoting their products. For example, if the result reveals that one of the variables has a great impact compared to other variables, the business should more focus on that variable in promoting its green product to the customer. In addition, it also allows the firms to have good knowledge in knowing the existing market trends and then be able to provide the actual needs to the customer by that business able to gain ability in retaining, acquiring and attracting the customers. Most importantly it helps those businesses gain a competitive advantage and compete with other competitors and capable of sustaining earnings and also survive in the long-term period. Last, the creation of awareness of purchasing green products able to occur via this study, because in this study have mentioned the cause of deterioration of the environment. Thus, it encourages businesses and customers to adopt green products in the future.

1.7 CONCLUSION

In Chapter 1, we discussed the definition of green products and the benefits of it. Next, we discussed the research problem and the research gap of green products. Moreover, we also listed down all the research questions and the research objective in this study. Last, we discussed two types of research significance which are the theoretical and practical, what is the contribution of our study. Then our objective in this study is to examine the factors affecting the purchase intention of green products

Chapter 2: Literature review

2.0 Introduction

In chapter 2 will discuss about the review of theory, variables along with the past empirical model and construction of conceptual model. Hypothesis development and research design will show in this chapter as well together with the link between the dependent variable (GPI) and the independent variables (ATT, SN, PBC, and SMM).

2.1 Review of theory

Theory of Planned Behaviour (TPB)

Theory of Planned Behaviour (TPB) is conceptual framework model which created by Icek Ajzen to handle complexity of human behaviour. Behavioural disposition concepts like personality traits and social attitudes, have been important in these attempts to forecast and understand human behaviour (Ajzen, 1991). The purpose of the demonstration was to show that although general attitudes and personality traits are involved in human behaviour, it is only through the examination of large, collected, and reliable samples of behaviour that one can identify their influence (Ajzen, 1991).

Theory of Planned Behaviour also show how people carry out their behaviour with their planning by reflecting firm mind. If they have stronger intention, then the plan would possible been carry out with higher percentage. According to Ajzen, 1991 mentioned that a behaviour needs to have a person volitional control so that their behavioural intention can turn into an actual performance. People need to have ability to carry out their intentions so that they can able to perform the activity. The attitude, subjective norm, and PBC components are all considered to have determinants (Tenenbaum et al, 2020).

According to Gagné and Godin, 2000 intention is the one which direct determinant of volitional behaviour in the theory of planned behaviour. Only in situations where the conduct is not fully under volitional control may perceived behavioural control have a direct impact on behaviour.

The term of behavioural intention means a person put their effort to execute their goals in order to achieve their motive, plan and decision. It is like an object to measure the likelihood of

wanting which carry out the activity to reach them. Attitudes toward the behaviour and subjective norms influence behavioural intentions (Tenenbaum et al, 2020).

Subjective norms are a person belief which regarding how important they think they should engage in the behaviour. It focuses on an individual's incentive to conform to these perceived norms and their perceptions about the approval or disapproval of their behaviour from others who are important to them (Tenenbaum et al, 2020). Then, attitude is an evaluation of a person with their action. Human social behaviour can be best described as following roughly well-thought-out plans (Ajzen, 1985).

Theory of planned behaviour also allows the researchers to determine the elements that affect environmental behaviour and then focus interventions on these elements (Yuriev et al., 2020). Individual intention and perceived behavioural control are the sources of behaviours.

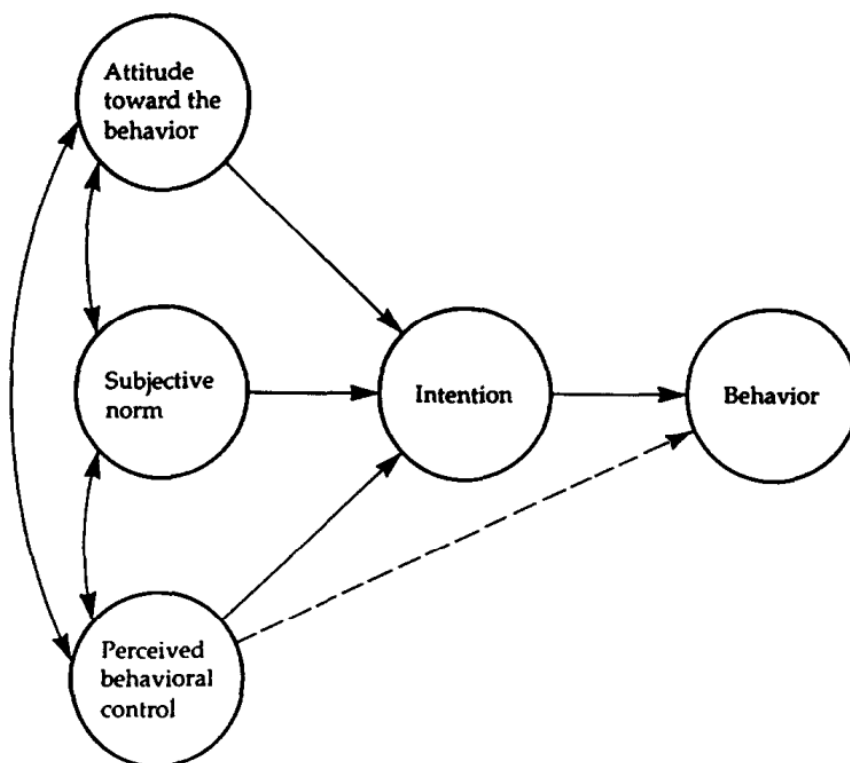


Figure 2.1 the conceptual framework theory of planned behaviour. The theory of planned behaviour. Source: Ajzen (1991)

2.2 Review of variable

Purchase intention

A scene where consumer willing to make transaction and desire to purchase good or service is called as purchase intention. In other words, purchase intention is referring to a consumer's decision to get a product following test. There are multitude of elements influence the consumer's purpose when choosing a product, and the final selection is dependent on the consumer's intention in combined with many external influences (Sohail et al., 2015).

It also describes where a consumer hope to purchase a specific product from a specific brand. A person has a purchase intention is to desire to purchase a good or a service (Shahid et al., 2017).

According to H. Wang et al., 2019 consumer's knowledge towards the green produce can get to influence the purchase intention of consumer. When the consumer has higher knowledge with the green product, they will have positive impact on the green product. Therefore, the percentage to buy the green product increased. Consumer is an important role on maintaining the economic system. The economic growth will not get to increase if there is no consumer demand. (Shahid et al., 2017)

Attitude

Attitude is one of the important roles in customer purchase (Guerrero et al., 2000). Consumer will search for the product information to understand the good and service. The information may come from the advertisement, newspaper, radio, or even family and friends (Watson et al., 2002). Understanding the information to make their final decision to purchase the product that they want is classify as an attitude. The final decision-making process is based on whether the consumer has positive or negative feelings towards the product (Wiederhold & Martinez, 2018).

According to Wan et al. (2017), attitude categorize into two dimensions which are experiential and instrumental dimensions. Experiential dimension is based on the consumer feelings toward the product. For an example, the consumer will choose to buy green product because buying green product is a good behaviour. However, instrumental dimension is a consumer's behaviour outcome. For instance, the consumer buys the green product is due to save the environment. Responsible buyers understand the moral and environmental issues surrounding the world (Flanagan & Priyadarshini, 2021).

Subjective norm

Subjective norms are judgments of the degree to which relevant consumer feels participating in a particular activity, balanced against their motivation to follow their instructions (Manning, 2011). Both injunctive and descriptive norms are typically referred to as subjective norms. Additionally, it serves as a function of belief on the expectations of the particular items from their reference and allows them to decide whether or not to comply (Oteng-Peprah et al., 2020).

Subjective norms were a significant predictor of exercise intentions only for individuals who had a high fear of negative assessment, not for those who lacked this attribute (Latimer-Cheung & Ginis, 2005). It also defined as the sum of individuals' beliefs about the opinions of significant people about what they should do, multiplied by their degree of concern for the approval of those important people (Trafimow et al., 2002).

Perceived Behavioural Control

Perceived behavioural control relates to the degree to which an individual is in control of their actions. It serves as a stand-in for true behavioural control (Trafimow et al., 2002). Research shows that perceived behavioural control affects in both ways for a person intention and the end of the result which they actually had done (Terry & O'Leary, 1995).

For instance, researchers discovered that belief in one's own ability to control behaviour continued to have an important impact on whether or not people intended to do something, even after controlling for factors like how much people cared about the outcome and what other people thought (Terry & O'Leary, 1995).

There are a lot of factors may block or boost people to buy the green product which include money, time or even opportunity (Bautista et al, 2020). When people have better actual control over the behaviour, the percentage to perform their behaviour can get to increase.

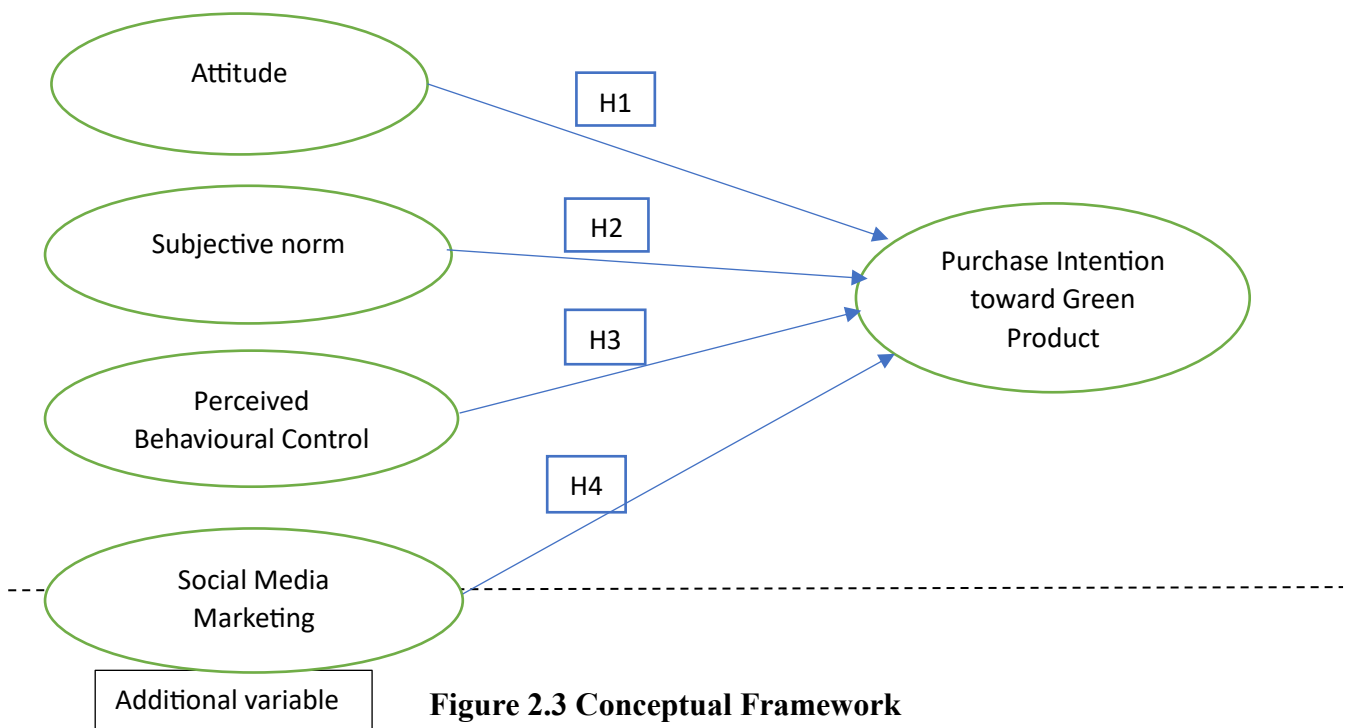
Social Media Marketing

Marketing and social media strategies are linked together. When consumer used the social media in effective way by selecting the relevant green product content and viral video, it brings success to social media marketing strategy (Bentolhoda. A& Farhang. S, 2019).

Social media has a significant impact on how consumer feel about and intend to buy green products. According to Ying & Wang, 2019 there are above 80 percent of consumer recognize the green product from the social media and they believe propaganda of green product are trustable. Social media marketing is an important tool for business to promote green product. Social media platform like Instagram, Twitter, WhatsApp and Facebook help to gain the popularity of green product (Gupta & Syed, 2021).

Social media marketing has a strong and favourable connection with consumers' intentions to buy environmentally friendly products on social media (Nekmahmud et al., 2022). Company business can take this opportunity to promote green product. Social media also help business to have two ways communication with their consumer (Gupta & Syed, 2021). It is an effective platform for green advertising, it helps consumers make smarter purchasing decisions by providing them with information about green product (Luo et al., 2020).

2.3 Construction of conceptual model



2.4 Hypothesis Development

2.4.1 The Relationship Between Attitude and Purchase Intention of Green Product

Few studies have stated that Attitude is one of the vital variables in determining the consumer purchase intention towards Green Products (Al Mamun et al., 2018). Thus, customers that have a good attitude toward green products are the major motive for them to buy green products, one of the research projects also mentioned that attitude can be one of the judgments of the environmental concern as well as motivation for the customer in the protection of environment. Furthermore, many studies have also proven the influence of customer attitude towards the buying intention can be directly or indirectly by alternative variables. (He et al. 2019). According to the researcher of Johe and Bhullar., (2016), they have stated that indirectly of customer attitude mediates the organic identity of effect on the buying intention of the customer (Johe.,et alc, 2016).In the past, some studies also proved that the positive relationship of attitudes toward green products. For Instance, the Mohd Suki (2016) researchers conducted a study of quantitative regarding the buying intention of green products and stated that customers' attitude toward green product purchases has a great impact on it, which means there is a positive relationship with that statement (Mohd Suki, 2016). The second example is from Ireland, this country supported the positive relationship of the attitude toward green product purchase intention, and the nation concluded a consumer purchase intention of green products can be explained by the attitude toward the environment. (Ireland, 1993).

H1: There is a Significant of effect between Attitude and Purchase Intention among gen Z

2.4.2 The Relationship Between Subjective Norm and Purchase Intention of Green Product

Subjective norms are classified as the most important in influencing the environment-friendly in the research. (Wang et al., 2016). Various studies have revealed that the variable of the subjective norm is a crucial variable that determines green product buying intention of Green food (Valentina,2021), Electric car (Mahmoud & Hamed,2022) as well as the intention to visit the green hotel (Sandra, F.,2023). The researchers, of Jain (2020) and Chen & Wang (2021) conducted and study about the subjective norm toward purchase intention, and they mentioned that subjective norm has a positive relationship and crucial impact when comes to explaining the intention of green purchase. Moreover, customers' intention to buy specific goods was greatly affected by how customers perceive the feedback and judgment from others toward the

behaviour of buying that will be conducted by the customer itself. In this situation, the possibility for a customer to purchase the goods and services will be strong whenever the customer feels that purchase behaviour would be viewed by another person positively. In other word, the intention for a customer to purchase a specific product would be lower whenever the customer felt that the other person's judgment, perception, or feeling toward the behaviour was negative. Next, In other studies, the variable of the subjective norm is indirectly rather than directly affects the intention of purchase (Kamalanon, P.,2022) and other studies also conclude that subjective norms have an effect of profound in the intention to purchase (Zhuang, W.,2021).

H2: There is a Significant of effect between Subjective Norm and Purchase Intention among Gen Z

2.4.3 The Relationship Between Perceived Behavioural Control and Purchase Intention of Green Product

Perceived behavioral control is able to reflect a person's perception of how complex or easy for a customer to buy green goods. PBC can be connected with a few factors of situational like the cost of economics, the availability of product 'info, and also the convenience of utilization. For example, it would be a low chance for a customer to connect with the green goods, while the customer encounters complexity in the purchase or the green goods itself does not contain the advantage for the buyer or the earth. (Lucyna &Wieslawa, 2023). Moreover, PBC is capable of directly influencing purchase intention as well as behaviour toward all green goods. Various studies have conducted the impact of PBC on purchase intention in green contexts, such as the purchase of Electric cars (Ikram.2022), the purchase of organic food (Yadav,2016 & Pathak and Carfora et al., 2019) as well as green skin care products (Keye, et al.,2022). All of these studies also revealed that purchase behavioural control has a positive relationship in affecting the purchase intention of green products which is green skin care products.

H3: There is a Significant effect between PBC and Purchase Intention among Gen Z

2.4.4 The Relationship Between Social Media Marketing and Purchase Intention of Green Product

Social Media Marketing is also of crucial and positive in affecting the intention of the customer in the behavioral of environmentally friendly (Hynes and Wilson, 2016). Next, Social Media Marketing is currently been used by firms as a tool in promoting their green goods. Thus, it provides the opportunity for enterprises to grow their green goods market share and also allows

them to promote green goods actively on social media (Yingsun,2019). Then, the study also justified that the variables of Social Media Marketing play an important influencing the Purchase intentions and attitudes of customers toward green goods, when there is a high level of PBC (Webb et al. 2008). The reason is Social Media Marketing can facilitate process of knowledge, or development, so customers are willing to change their buying intention toward green goods. (Farheen, N.,2022). In the past result, R. Shanti & Y. Alversia., (2022), this study shows that social media marketing can be a crucial variable in determining the purchase intention of a green product like green skincare and also stated that the SMM has a direct impact on the purchase intention. The study conducted by Maher& Alshurideh (2022) this study also mentioned that social media marketing has a positive effect on the purchase intention of green products due to the information from SMM will greatly influence the customer purchase intention of green products

H4: There is a Significant of effect between social media marketing and Purchase Intention among Gen Z

2.5Conclusion

In this Chapter 2, we will have deep understanding toward the theory and also variable. Since, we have discussed the past TPB theory and variables as well as relationship between the variables toward green purchase intention

Chapter 3: Research method

3.0 Introduction

This chapter will discuss about research design, sampling design, data collection procedures and proposed data analysis.

3.1 Research design and quantitative research

Research design is an important subject in academic field where include social sciences and sciences. Choosing the right design is an important choice for researcher, after deciding on the research topic and developing the questions. This can reduce the misunderstanding and confusion for the research design. (Abutabenjeh & Jaradat, 2018). There are few processes which are creating questionnaires, collecting data and providing the answers.

In this quantitative research, researches will use questionnaires to get numeric data. The qualitative research is to gain an in-depth knowledge of social situations as they naturally happened. Since people are the ones who give their everyday lives meaning, this method recognizes people's first-hand knowledge (Ahmad et al., 2019). Quantitative research focus on collecting and analysing data of structures that numerically representable (Jones, 2022). It aims to construct accurate measurements that make statistical analysis possible.

3.2 Sampling Design

3.2.1 Target population

The target population in this research is generation z. Gen z involve a lot in social media, they can ably get more information by using social media (Vițelar, 2019). They never lived without the internet because they were raised in a highly connected society (Ismail et al., 2020). Understanding their preferences and habit is essential for businesses and governments alike, as their unique traits and behaviours shape markets and trends. Gen z also has depth understanding of modern technologies and device.

According to Heo and Muralidharan, 2017 generation z purchasing power keep increasing in recent years. They had become the target market in the field of green product demand, which shows they had become an important factor in the market segment and the growth of environmentally friendly goods (Heo and Muralidharan, 2017). This change reflects the way that consumer behaviour is changing, with younger generations playing a bigger role in developing sustainable purchasing habits.

3.2.2 Sampling frame

The list of individuals selected from a population to serve as a sample for the study is known as the sampling frame. From 2017 until 2030, the youngest and largest consumer group is known as Generation Z (Priporas et al., 2020). The age of generation z will be the age of 18-25, so the respondents mostly are students. Generation z may have more knowledge about the environment and the concept of green product.

The capital city of Malaysia, Kuala Lumpur, is the site of this investigation. We selected Kuala Lumpur due to the increasing number of Malaysians living in cities over the last few years—roughly 76% of Malaysians now call urban areas home (Ogiemwonyi & Harun, 2020). Urban environments are also preferred by numerous businesses for growth and development. Kuala Lumpur is importance as a major urban area, so it may be a suitable place for research.

3.2.3 Sampling technique

Non-probability sampling is used in this study. The researcher's taste for sample selection is taken into account when using nonprobability sampling procedures. The researcher's access to the study sample is the main source of this sampling technique (Ogiemwonyi & Harun, 2020). The judgement sapling is used for this research because it is low cost, more convenience and effective (Sarstedt et al., 2017). Researchers will choose their target population based on their own knowledge to survey. In order to make contacts with potential participants who are willing to help complete the survey, researchers can use their own personal social networks as a starting point.

Through the utilization of these already existing connections, researchers can efficiently expand their scope and encourage involvement from individuals who might be interested or

have key opinions to offer the research. For example, judgement sampling can let researchers to save more time, they can choose the individual directly according to the knowledge that they know.

3.2.4 Sample Size

The sample size we are using in this study is 250. According to rule of Thumb it states with sample size of N greater than 200 will be most sufficient in analysis the data (Hoe,2008). Furthermore, according to Roscoe 1975, it stated that a sample size should be greater than 30 and smaller than 500, larger than 500 it will result error (Sekaran et al.,2016). Then, based on Kyriazos (2018) stated that sample size should be around 200-300. So, in our study 250 sample size will be most suitable for our research.

3.3 Data collection method

The process of data collection is systematic, objective is to obtain the information that needs to be answered in the research questions, overcome a specific research issue, or/and contribute support for rejecting or accepting or rejecting hypotheses in research (Kelvin, M.,2022). There a several ways to collect the data, which are observation, Interview, Questionnaire, and focus on team discussion (Kelvin, M.,2022). So, in our research, we are using the questionnaire in collecting the data, because according to Rani (2012) questionnaire is the most suitable skill for collecting the data quantitatively. Next, a questionnaire is capable of collecting data of quantitative in a standardized method, so data can be coherent and consistent in the analysis and also questionnaire method is cheaper. Moreover, the questionnaire we decided to distribute online the reason it provides a good response rate for each question; for instance, each of the questions requires answered by the respondent to answer subsequent questions (Nepal, J .,2016)

3.3.1 Research Instrument

In this questionnaire, English will be written, and then we will distribute the question to social media such as Instagram, Facebook, Microsoft Team, Little Red Book, and others. This question will consist of three sections: Section A, do respondents acknowledge the green product, Section B, Information of demographics, and Section C measures respondents in response to the independent variable in the study. The questionnaire consists of 13 questions and Five Point Likert scale will be used in questionnaires 1 (strongly disagree) to 5 (strongly agree), the reason we used the Likert scale is that Likert scale is mostly used in the field of marketing, healthcare, behavioural of science (Joost, c, et al., 2012) and another reason is easier to construct and the scale is more reliable (Hamed, T., 2019).

- 1) Section A: Filter question (it is crucial in determining the respondent's criteria)
- 2) Section B: Demographic Information (It is crucial in assisting us in understanding respondent response patterns)
- 3) Section C: Instrument, include independent response (Attitude, Subjective Norm, Perceived Behavioural Control, and Social Media Marketing) and dependent variables (green purchase intention)

Variables	Item		Sources
Attitude	ATT1	"I hold a good attitude towards buying a green version of a products".	Tanner and Wölfing Kast (2003) ; Taylor and Todd (1995);
	ATT2	"I favour the idea of buying green products."	McCarty and Shrum (1994)
	ATT3	"I believe that green products assist in decreasing several kinds of pollution (Water, Air, etc.)"	
Subjective Norm	SN 1	"Most people who are important to me think I should buy green products when going for buying."	Dean et al., 2012; Chen and Peng, 2012;
	SN 2	"Most people who are important to me would want me to buy green products when going for buying."	Arvola et al., 2008; Sparks et al., 1997

	SN 3	“People whose opinions I appreciate would prefer that I buy green Products.”	
Perceived Behavioural Control	PBC 1	“I have sufficient fund and time to purchase the Green products”	Cheung et al. (2017); Ding et al. (2017).
	PBC 2	“I know where is the place buy to Green products”	
	PBC 3	“I can decide whether to buy the Green products or not”	
	PBC 4	“I have sufficient resources to buy green products”	
Social Media Marketing	SMM1	“I favour share green products information with my friends”	Abzari et al. (2014); Erkan and Ervan (2016); Hynes and wilson (2016)
	SMM2	“Expressing own opinion about green products that I am thinking regarding purchasing is very convenience through social media”	
	SMM3	“Using social media to explore for information regarding green products that I am thinking regarding purchasing is very fashionable”	
Green Purchase Intention	GPI 1	1. “I am intending to buy green products because it concerns about environmental .”	Chang and Chen (2008)
	GPI 2	2. “I expect to buy the green products in future because of its environmental performance. ”	
	GPI 3	3. “I am happy to buy green products because it is friendly to the environment”	

3.4 Proposed Data Analysis Tool

3.4.1 Data Analysis Tool (SPSS)

In this study, we are using the statistics package of social science (SPSS) to analyse quantitative data. Statistical Package of Social Science (SPSS) is a statistical software. It was founded by IBM, to manage data, analyse modern, analyse of multivariate, firm intelligence, and also investigate criminals (Karamurugan,K et al., 2022). There are a few reasons we adopting (SPSS). The first reason, many institutions of educational institutions have adopted SPSS in doing the analysis and stated that SPSS's features are friendly users (Arifa,2021). Second, SPSS is very meaningful in analysing quantitative research and also it is capable provide a speedy and reliable answer to our study (Karamurugan et al., 2022). Last, the biggest advantage of the SPSS program is it capable of handling huge data that is various variables connected with it (Jasrai, 2020).

3.5 Descriptive Analysis

In our study, we will utilize descriptive analysis. The meaning of descriptive analysis refers to questions in research, research design as well as analysis of data that require to be conducted on that title. It is also called research of observational method since did not have any variable in the research study would be affected by any situation (Manjuntha,2019). Next, Descriptive analysis is one of the methods for quantitative research, to collect information that is quantifiable and would be used for statistical analysis of the sample of population. Descriptive analysis is a very famous research tool for the market, to describe and obtain the segment of demographic in nature (Manjuntha,2019). Data that have been analysed and obtained can be applied for future research in various research skills. According to Manjuntha, 2019 stated that Descriptive research is capable of providing high-quality and reliable data because it carries on in natural situations (Manjuntha,2019).

3.6 Reliability test

Reliability focuses on the degree measurement of phenomenon yields with a stable and consistent result (Taherdoost, 2016). A scale or test is considered dependable, for instance, if it consistently produces the same result when measured again. Since dependability refers to the constancy of a measuring instrument's parts, testing for reliability is important.

The Cronbach Alpha coefficient is the internal consistency measure that is most frequently used. Likert scales is the most suitable for measure of reliability. While there are no hard and fast guidelines for internal consistency, most people think that a minimum internal consistency coefficient of 0.70 is necessary.

It is recommended that dependability for an exploratory or pilot study be at least 0.60. following that, the report has proposed four reliability cut-off points: high (0.80-0.90), moderate (0.70-0.80), low (0.60 and lower), and exceptional (0.90 and beyond) reliability.

Table 1: Selection of coefficient of alpha to observe the extent of reliability of instrument

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

(Sharma, 2016)

3.7 Multiple Regression

Inferential statistics are a wide category of skills that goes beyond describing a set of data. Inferential statistics enable the researcher to come out with conclusions from sample size to population size. (Trochim, 2006). With inferential statistics it allows us to assess the disparity between the group and the relationship between variables. There are a few types of inferential statistics, which are the T-test, Analysis of variance also called ANOVA, Multiple Regression and Correlation (Timothy, 2019). In our study, we are adopting Multiple regression. Since Multiple regression is capable of explaining the relationship between the dependent variables and more than one independent variable (Nese,2013).

Formula of Multiple Regression:

$$Y=A+B1(X1)+B2(X2)\dots BZ(XZ)$$

Y refer to Malaysia's Gen Z purchase intention of Green Products. X1 refers to ATTITUDE, X2 refers to SUBEJECTIVE NORM, X3 refer to PERCEIVED BEHAVIOURAL CONTROL and X4 refers to SOCIAL MEDIA MARKETING.

Research equation:

$$PI=A+B1(ATT)+B2(SN)+B3(PBC)+B4(SMM)+ \epsilon$$

PI= Malaysia's Gen Z purchase intention of Green Product

A=Constant

ATT=Attitude

SN=Subjective Norm

PBC=Perceived Behavioural Control

SMM=Social Media Marketing

ϵ =Error term

3.8 Conclusion

In this chapter, it will provide a deep comprehension of what research instrument that we adopt.

Chapter 4: Data Analysis and Findings and Interpretation

4.1 Introduction

In chapter 4 we will discuss the data which collected from the questionnaire survey. As stated in the previous chapter, we gathered 315 responses from our survey, which approximately corresponds to the generation Z population. Invalid responses will not be used in the data analysis. SPSS statistics will be used as the data analysis tool for this research.

4.2 Descriptive Analysis

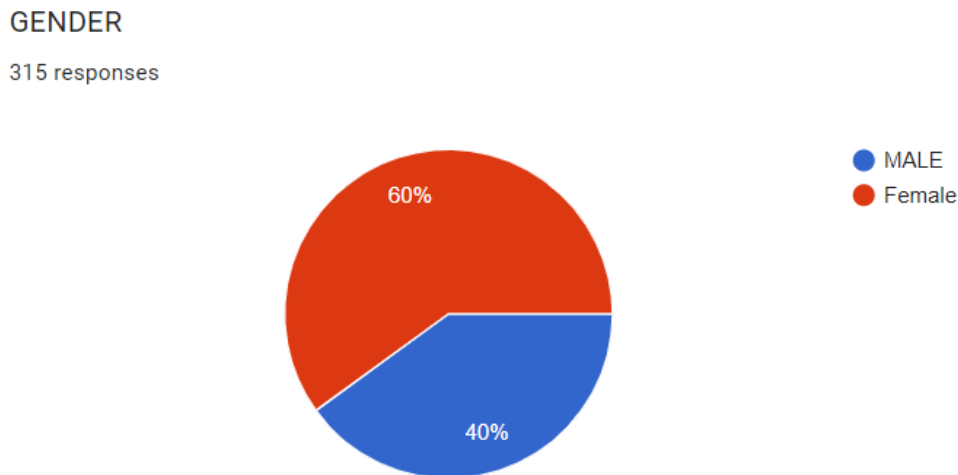


Figure 4.1 Respondent's Gender

The gender distribution of the questionnaire respondents is shown in Figure 4.1. Male respondents represented 40% of the total number of responses ($n=126$), while female respondents made up 60% ($n=189$). In this questionnaire, while compared to male respondents, female respondents make up the majority of the sample.

Are you age around 18 -25 years old ?

315 responses

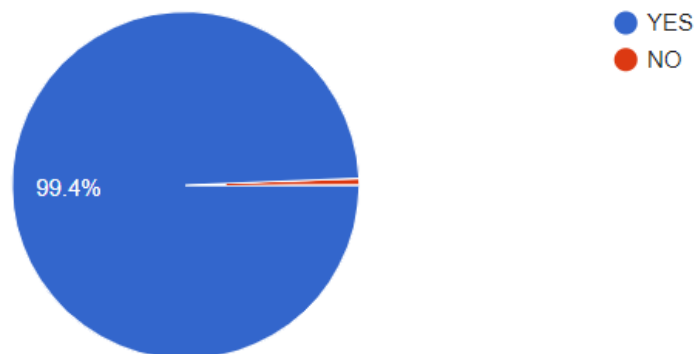


Figure 4.2 Respondent's Age

This figure 4.2 shows that most of the respondents are in the age of 18 to 26. There are 99.4% (n=313) are in the age of 18 to 26, which means that majority of them are generation z. Since this study is only involves with the respondents between the age of 18 to 26, so respondents who do not fulfil the age range (n=2) was filtered out during the screening stage.

Are you living in Kuala Lumpur ?

315 responses

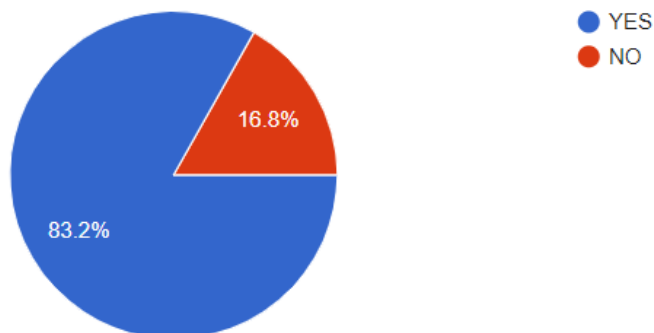


Figure 4.3 Respondent's Location

The data shows that almost all of the respondents (83.2%) are from Kuala Lumpur, as seen in figure 4.3. This represents 262 of the total respondents that took part in the study. The remaining 53 responders (16.8%) are from other states, in contrast. When comparing the distribution of participation to those from other regions, Kuala Lumpur is clearly represented.

Do you know about the Green product ?

315 responses

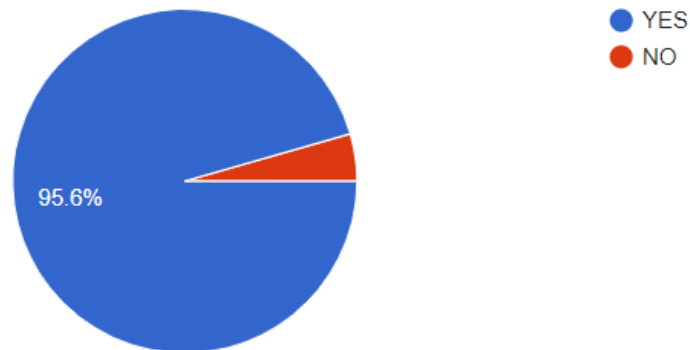


Figure 4.4 Respondents awareness about the Green Product

The pie chart shown in figure 4.4, there are 95.6% (n=301) of respondents know about the green product. This high percentage highlights how important it is for respondents to have previous understanding about green products in order for them to understand the questionnaire that is provided in the Google Form. In a lack of basic understanding, participants can find it difficult to provide accurate answers to questions, which could compromise the reliability of the results of the research. There are only 4.4% (n=14) respondents do not know about the green product, therefore they will be filter out from during the screening stage.

OCCUPATION

315 responses

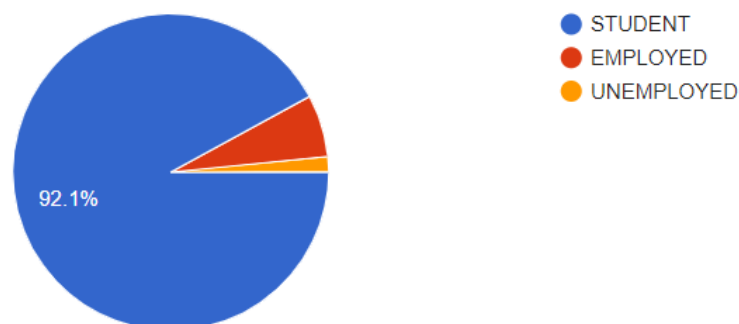


Figure 4.5 Respondent's Occupation

Figure 4.5 provides a breakdown of respondents' occupations, revealing that the majority are students, comprising 92.1% of the total, or 290 respondents. The next group of respondents are those who are employed, representing 6.3% (20 respondents), and those who are unemployed, representing 1.6% (5 respondents). This distribution shows that students made up the majority of respondents, with a smaller proportion of working and unemployed individuals.

Since this study only included Generation Z who live in Kuala Lumpur, only (n=251) will be included for further analyses.

4.3 Reliability test

There are 251 respondents were used for reliability analysis to test the reliability in the survey. After testing, the Cronbach Alpha scores of the four independent variables are shown in table 4.3a, including source credibility Attitude (3 items, $\alpha= 0.836$), Subjective Norm (3 items, $\alpha= 0.896$), Perceived Behaviour Control (4 items, $\alpha= 0.821$), Social Media Marketing (3 items, $\alpha= 0.803$) and the Cronbach's Alpha score of dependent variable Green Purchase Intention is (3 items, $\alpha=0.811$). According to Sharma, 2016, the Cronbach's Alpha score should be at 0.60. Since all of the variables in this study is above 0.80, so it is considered as reliable and acceptable.

Table 4.3a Reliability Test

Variable	No of Item's	Cronbach's Alpha	Level of Reliability
Independent Variables			
ATT	3	0.836	Acceptable
SN	3	0.896	Acceptable
PBC	4	0.821	Acceptable
SMM	3	0.803	Acceptable
Dependent Variable			
GP	3	0.811	Acceptable

4.4 Inferential Analysis

4.4.1 Pearson Correlations Coefficient Analysis

Based on the results of Pearson Correlations Coefficient analysis, there is a positive relationship between the dependent variable (GP) and independent variables (ATT, SN, PBC, SMM). The strength of the correlation is arranged with variables by ascending order. The variable with the strongest correlation is Social Media Marketing ($r= 0.756$, $p< 0.01$), followed by is attitude ($r=0.610$, $p<0.01$), Perceived Behaviour Control ($r= 0.564$, $p<0.01$) and Subjective Norm ($r=0.535$, $p< 0.01$).

Table 4.4.1 Pearson Correlations Coefficient Analysis

➔ **Correlations**

		Correlations				
		AVE_ATT	AVE_SN	AVE_PBC	AVE_SMM	AVE_GP
AVE_ATT	Pearson Correlation	1	.544**	.556**	.636**	.610**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	250	250	250	250	250
AVE_SN	Pearson Correlation	.544**	1	.691**	.637**	.535**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	250	250	250	250	250
AVE_PBC	Pearson Correlation	.556**	.691**	1	.625**	.564**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	250	250	250	250	250
AVE_SMM	Pearson Correlation	.636**	.637**	.625**	1	.756**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	250	250	250	250	250
AVE_GP	Pearson Correlation	.610**	.535**	.564**	.756**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	250	250	250	250	250

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

4.4.2 Multiple Regression Analysis

Table 4.4.2.1 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.973	4	14.993	94.153	<.001 ^b
	Residual	39.015	245	.159		
	Total	98.988	249			

a. Dependent Variable: AVE_GP

b. Predictors: (Constant), AVE_SMM, AVE_PBC, AVE_ATT, AVE_SN

The table 4.4.2.1 shown the F-value of the model is 118.091 and the significant value is < 0.001. the p-value is smaller than 0.05 so this prove that all the independents variables which are Attitude, Subjective norm, Perceived Behavioural Control and Social Media Marketing can forecast the Green Purchase Intention (dependent variable).

Table 4.4.2.2 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.606	.599	.39905

a. Predictors: (Constant), AVE_SMM, AVE_PBC, AVE_ATT, AVE_SN

According to the table 4.4.2.2, the model summary has shown that the Adjusted R Square is 0.599, the means that all of the independent variables have explain a total of 60.6% in Gen Z green purchase intention in Kuala Lumpur.

Table 4.4.2.3 Coefficient

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.046	.171		6.113	<.001
	AVE_ATT	.172	.049	.192	3.533	<.001
	AVE_SN	-.005	.048	-.006	-.100	.920
	AVE_PBC	.090	.052	.103	1.723	.086
	AVE_SMM	.530	.055	.574	9.596	<.001

a. Dependent Variable: AVE_GP

Then, the table 4.4.2.3 shows that the significant value of the independent variables. The result has indicated among those four independent variables, there are only two of them has significantly correlated with green purchase intention which are ATT and SMM. Their significant value is smaller than 0.05, however SN and PBC are in the category of insignificant as their value are more than 0.05. SMM have the strongest effect on green purchase intention since it standardized coefficient beta value is 0.574. Following that is, ATT($\beta=0.192$), PBC ($\beta=0.103$) and SN ($\beta=0.006$).

4.5 Conclusion

In summary, the data which collected by using the survey form is interpreted in chapter 4. The reliability test is to prove that the data are reliable and safety for other investigation. This result shows how the independent variables are significant correlations with the dependent variables and which independent variables affect dependent variable.

Chapter 5: Conclusion and Implications

5.1 Introduction

In this chapter will discuss about the finding theoretical and practical implication and recommendation.

5.2 Discussion of Findings

The summary of the hypothesis testing was developed in this table.

HYPOTHESIS	SIGNIFICANT VALUE	RESULT
H1: There is a Significant of effect between Attitude and green purchase Intention among Gen Z	<0.001	SUPPORTED
H2: There is a Significant of effect between Subjective Norm and green purchase Intention among Gen Z	0.551	NOT SUPPORTED
H3: There is a Significant of effect between Perceived Behavioural control and green purchase intention among Gen Z	0.175	NOT SUPPORTED
H4: There is a Significant of effect between Social media marketing and green purchase intention among Gen Z	<0.001	SUPPORTED

H1: Attitude (ATT) will positively influence Gen Z's green purchase Intention

The significant value of Attitude is 0.001 smaller than 0.005, meaning H1: Attitude(ATT) will positively influence Gen Z's green purchase Intention. This result is aligned with the researcher Mohd Suki (2016) state that Attitude has a great impact on the green purchase intention. The next example researcher Moslehpour; 2022 come with a conclusion that consumer will have good attitude toward them and purchase that company products, whereby a firm adopted eco-friendly product. The reason is because Knowledge playing major role in a human's attitude toward the green purchase, it able to affect the decision of environment. The knowledge from

an individual about the environment is critical factor in affecting individual behavioural because it provides related with knowledge regarding strategies of action and problems at the same time assisting to create their intention and also attitude via specific system of belief from individual. (Cheah & Phau 2011). A researcher as support that a person with knowledge that concerning environment able to influence the attitude of a person then led them to have purchase intention of green goods. (Djumilah, 2019). All this finding from researcher have show that attitude have a powerful influence toward the green goods.

H2: Subjective Norm (SN) will positively influence Gen Z's green purchase Intention.

The significant value of Subjective Norm is 0.551, this result showed that Subjective Norm has does not positively influence the Gen Z's green purchase intention. The result is contrast with the studies of Valentina, (2021), Mahmoud & Hamed ,(2020) and also Sandra ,(2023). The reason is that Subjective norm is indirectly influence the green purchase intention because SN affect the attitude first then further influence the behavioural of green buying. (Gadenne et al., 2019). According to Chaudhary & Bisai, (2018) studies they found out that community entities like friends, family and colleague are not capable to convince the customer to buy green good. Thus, Chaudhary & Bisai come with conclusion that Subjective Norm does not influence the green buying intention. Then another researcher also Ruangkanjanes, (2018) also align with Chaudhary & Bisai study he mentioned that awareness toward the environment concern will not provide community pressure toward the customers in buying the green product, thus this researcher supported that the Subjective Norm have a poor relationship with the green buying intention. Based on the above studies, strongly proven that the subjective norm has insignificant relationship toward green purchase intention. Thus, the relationship of Subjective Norm towards the green buying intention is not supported this study.

H3: Perceived Behavioural Control (PBC) will positively influence Gen Z's green purchase Intention.

The analysis show that significant value of perceived Behavioural Control is 0.175 means larger than 0.005. So, Perceived behavioural control does not have positively influence Gen z green purchase intention. This result is contrast with the study of Hasan, (2020) but align with the Abdullah et al (2021). One of the reason was Perceived behavioural control is actually have an indirect influence toward the purchase intention (Li et al ,2018). According to the Li et al, (2018), he mentioned that self-efficacy was the mediator between the PBC and also intention

of buying. So, the reason was clarified why in this study showed that PBC have an insignificant impact on the purchased intention.

H4: Social Media Marketing (SMM) will positively influence Gen Z's green purchase Intention.

The Significant value of Social Media Marketing 0.001 smaller than the 0.005. Meaning the H4 Social Media Marketing will positively influence the green purchase intention. The result is same with R. Shanti & Y. Alversia,(2002) according to their study the variable of Social media Marketing is consider the most crucial factor that influencing a person's green purchase intention and also they had mentioned that SMM have a direct impact on the green purchase. The reason SMM able to influence the green purchase intention is because the there is a lot of netizen uploading as well as browsing the info and reel in the platform of social media every day, it will lead person to have strong influence on daily life and has a chance in switching the consumer decision to green buying. (Zafar, et al,2021). Thus, when a Gen Z customer focus the info from social media that is related to environmental concern, it will have a higher chance for customer to have green purchase intention. (Kang et al, 2017). Moreover, the social media influence the consumer in the groups of reference, creating a public pressure that can influence the consumer buying intention of green product directly. (Rebeka,2020). All the above study and the reason has adequate explain that SMM have positively influence the green purchase intention.

5.3 Implication of the Study

5.3.1 Theoretical Implications

This study adopts the theory of planned behaviour model to investigate the factors which influence the green purchase intention towards the generation Z in Kuala Lumpur. The four variables include attitude, subjective norm, perceived behavioural control and social media marketing. The result shows that attitude and social media marketing positively affect the generation z with their green purchase intention while the subjective norm and perceived behavioural control do not.

The study makes a contribution by illustrating how the theory of planned behaviour model is applicable to understand the attitudes and social media marketing behaviours of Generation Z. It offers the possibility of additional research into the understudied Malaysian green product

market as well as the reasons behind the variables that influence consumers' intentions to purchase green products in this particular setting.

5.3.2 Practical implication

In term of business side, these data able to provide deep understanding for them, for instance in this study H1 (Significant of effect between Attitude and green purchase Intention among Gen Z) is supported. Company can actually base on the H1 findings to create business strategy in marketing their products. First, business can inform the benefits of buying the green products by having awareness campaign to the public. Then customers would get influenced by it, customers more willing to purchase those green goods. In other hand, business should also focus on their green product quality. If the green product not having good quality, customers will have a negative attitude toward the green product. Despite, company having effective way in promoting their products. Moreover, Business can create a video or an advertisement regarding green product solving the environment issue. Then, citizen start to form positive attitude towards the green product. Since, positive attitude can be formed when person known their actions, can resolve something. Next, in this study H4 (Significant of effect between social media marketing and green purchase). Business can utilise social media marketing in promoting the green product. Since some of the business might utilise the ineffective way like poster or even flyer in promoting green products however, utilizing of social media able to acquire more people than traditional way. In one hand, business able to save printing cost and hiring cost.

In terms of government, these findings also provide them good opportunity to promote green purchase. For example, government can impose green taxes to the product like conventional car. Then, customers will feel the impact because the conventional car is high price. Thus, they would have negative attitude toward the conventional car, and they would not purchase on it. In this case, it would probably encourage the customers to purchase green car. Moreover government also can foster the citizen's green attitude through social media because as mentioned above social media marketing able to influenced a person daily life.

In this research, result of Subjective Norm and Perceived behavioural control showed that these two variables have insignificant relationship toward the green purchase intention. However, most of the studies from others stated that both of these variables have an great impact on the green purchase intention. Hence, practitioners should always consider these SN and also PBC when promoting green product.

5.4 Limitation

Furthermore, respondents from this study mostly are student which stand 92.1%, this factor also will affect the respondent answer the questionnaire. As green product is relative expensive to students, so students are not effort to buy it. Thus it will not strongly reflect the actual purchase of green product of GenZ. Another limitation from this study is only focusing the direct relationship between the independent variable and the dependent variable but neglect variable of moderating. For instance, some of the researcher point out that environment awareness can be moderator variables between attitude and green purchase intention (Rama,2024). So, if having moderating variable in this study the result would probably have slightly different.

Furthermore, some of the respondent might lack of understanding toward the questionnaire. When respondent having doubt on the question, they might just simply opt an answer. Another issue is respondent might just simply answer without reading or interpreting question. All this issue would be resulting in lack of accurately.

5.5 Recommendation

Then future researcher also suggested that to include income as variable to determine the green purchase intention, as some of the studies also stated income also crucial variable in this research. Furthermore, future researcher are recommended for applying mediator variable in similar study, because adding mediator allow the researchers to surpass studying the relationship between iv and dv for big picture of the world.

Apart form that, future researcher also suggested that to have multilingual in the questionnaire, so respondent can have better understand or even spend some time to explain to the respondent. Moreover, researcher also can provide gift to the respondent as appreciation in participating in study. Then, respondent would probably more willing take their time in answering questionare

5.6 Conclusion

After reviewing this study's findings, we have confident that the business and researcher will have good understanding about Gen Z green purchase intention. The limitation and the recommendation would contribute an efficient and effective in conducting the research.

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APPENDICES

(Appendix 1) Questionnaire



Wholly owned by UTAR Education Foundation
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DU012(A)

University Tunku Abdul Rahman

Understanding consumer intention to purchase the green product: The role social media marketing

Instructions:

1. There are **TWO (2)** sections in this questionnaire. Please answer ALL questions in ALL sections.
2. Completion of this form will take you less than 5 minutes.
3. The contents of this questionnaire will be kept **strictly confidential**.

Voluntary Nature of the Study

Participation in this research is entirely voluntary. Even if you decide to participate now, you may change your mind and stop at any time. There is no foreseeable risk of harm or discomfort in answering this questionnaire. This is an anonymous questionnaire; as such, it is not able to trace response back to any individual participant. All information collected is treated as strictly confidential and will be used for the purpose of this study only.

I have been informed about the purpose of the study and I give my consent to participate in this survey.

YES () NO ()

Note: *If yes, you may proceed to next page or if no, you may return the questionnaire to researchers and thanks for your time and cooperation.*

Pre-Screening Question

Are you age above 18-25?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Are you Living in Kuala Lumpur?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Do you know about the green product?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Demographic Information

Gender

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

Occupation

Student	<input type="checkbox"/>
Employed	<input type="checkbox"/>
Unemployed	<input type="checkbox"/>

Research Instrument

Please tick only one appropriate number ranging of the scale from: Strongly Disagree=(1), Disagree=(2), Neutral(3), Agree=(4), Strongly Agree =(5)

NO.	Question	5 Point Likert Scale				
ATT 1	"I have a good attitude towards buying a green version of a products".	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
ATT 2	"I favour the idea of buying green products."	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
ATT 3	"I believe that green products assist in decreasing several kinds	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

	of pollution (Water, Air, etc.)”					
SN 1	“Most people who are important to me think I should buy green products when going for buying.”	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SN 2	“Most people who are important to me would want me to buy green products when going for buying.”	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SN 3	“People whose opinions I appreciate would prefer that I buy green products.”	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PBC 1	“ I have sufficient fund and time to purchase the Green products”	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PBC 2	“ I know where is the place to buy Green products”	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PBC 3	“ I can decide whether to buy the Green products or not”	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PBC 4	“ I have sufficient resources to buy green products”	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

SMM 1	"I favour share green products information with my friends"	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SMM 2	"Expressing own opinion about green products that I am thinking regarding purchasing is very convenience through social media"	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SMM 3	"Using social media to explore for information regarding green products that I am thinking regarding purchasing is very fashionable"	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
GPI 1	"I am intend to but the green products because it concern about the environment"	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
GPI 2	"I expect to buy green products due to its environmental performance"	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
GPI 3	"I am happy to buy green product because it is friendly to environment"	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

APPENDIX 2

Table 1: Selection of coefficient of alpha to observe the extent of reliability of instrument

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

APPENDIX 3 RELIABILITY TEST

Variable	No of Item's	Cronbach's Alpha	Level of Reliability
Independent Variables			
ATT	3	0.836	Acceptable
SN	3	0.896	Acceptable
PBC	4	0.821	Acceptable
SMM	3	0.803	Acceptable
Dependent Variable			
GP	3	0.811	Acceptable

APPENDIX 4 PEARSON CORRELATION COEFFICIENT ANALYSIS

Correlations

		AVE_ATT	AVE_SN	AVE_PBC	AVE_SMM	AVE_GP
AVE_ATT	Pearson Correlation	1	.544**	.556**	.636**	.610**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	250	250	250	250	250
AVE_SN	Pearson Correlation	.544**	1	.691**	.637**	.535**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	250	250	250	250	250
AVE_PBC	Pearson Correlation	.556**	.691**	1	.625**	.564**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	250	250	250	250	250
AVE_SMM	Pearson Correlation	.636**	.637**	.625**	1	.756**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	250	250	250	250	250
AVE_GP	Pearson Correlation	.610**	.535**	.564**	.756**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	250	250	250	250	250

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

APPENDIX 4 ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.973	4	14.993	94.153	<.001 ^b
	Residual	39.015	245	.159		
	Total	98.988	249			

a. Dependent Variable: AVE_GP

b. Predictors: (Constant), AVE_SMM, AVE_PBC, AVE_ATT, AVE_SN

APPENDIX 5 MODEL SUMMARY

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.606	.599	.39905

a. Predictors: (Constant), AVE_SMM, AVE_PBC, AVE_ATT, AVE_SN

APPENDIX 6 COEFFICIENT

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.046	.171		6.113	<.001
	AVE_ATT	.172	.049	.192	3.533	<.001
	AVE_SN	-.005	.048	-.006	-.100	.920
	AVE_PBC	.090	.052	.103	1.723	.086
	AVE_SMM	.530	.055	.574	9.596	<.001

a. Dependent Variable: AVE_GP