TRUST, SUBJECTIVE NORM AND ATTITUDE TOWARDS THE PURCHASE INTENTION OF GREEN PRODUCTS AMONG GENERATION Z

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A final year project submitted in partial fulfilment of the requirement for the degree of

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

TEH HONG PIOW FACULTY OF BUSINESS AND FINANCE

DEPARTMENT OF BUSINESS ADMINISTRATION

JANUARY 2025

PREFACE

It is mandatory for this research project to be conducted in essence to complete our studies in Bachelor Degree of Business Administration (Honours). The topic selected for this research that sparked our interest was "Trust, Subjective Norm and Attitude Towards the Purchase Intention of Green Products among Generation Z." This topic is emphasized as it reflects the growing awareness of environmental sustainability and the increasing importance of Generation Z as a key consumer group in shaping future markets and societal change.

In today's world, environmental issues such as climate change, pollution, and resource depletion have created an urgent need for sustainable practices, including green consumption. However, while Generation Z is often perceived as environmentally conscious, the actual purchase intention of green products may vary depending on several behavioural factors. Among these, trust in green products and claims, the influence of subjective norms, and individual attitudes play crucial roles. This research project seeks to provide a clearer understanding of how these variables shape the purchasing intentions of Generation Z towards green products. For the purpose of evaluation, the study employed a quantitative research design, where data was collected through a survey questionnaire distributed among Generation Z in Malaysia with the sample size of 171 respondents. The findings of this research aim to highlight the relationship between trust, subjective norm, and attitude, and how these factors collectively influence purchase intention.

This report contains comprehensive explanations, analyses, and linkages between the theoretical framework of consumer behaviour and its practical implications in the context of green product adoption. As a whole, this research serves as a contribution and reference to academics, marketers, and policymakers in understanding the determinants of green purchase intention, as well as a suggestion for encouraging sustainable consumption practices among future generations.

ABSTRACT

The objective of this research is set to understand trust, subjective norm and attitude towards the purchase intention of green products among Generation Z. In this research, the independent variables are trust, subjective norm, and attitude, while determining their direct relationship with dependent variable, purchase intention. The scope of our targeted sample size and subject to study is among the generation z in Malaysia, and 171 questionnaire respondents are successfully collected. With the aid from Statistical Package for Social Science (SPSS) Software to run the reliability tests, explaining the correlation coefficient, and testing of each hypothesized relationships between the existing variables. After experimenting and analysis, the results shown from Pearson Correlation Coefficient and Multiple Linear Regression Analysis determine the significant positive relationship between two of the existing independent variables (subjective norm, attitude) and our dependent variable (purchase intention) and insignificant positive relationship between one of the existing independent variables (trust) and our dependent variable (purchase intention).

Keywords: purchase intention; trust; subjective norm; attitude; green products; Generation Z

Subject Area: HF5413.W55 2009

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LIST OF ABBREVIATIONS

A	Attitude
PI	Purchase Intention
SN	Subjective Norms
SPSS	Statistical Package for Social Science
T	Trust

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CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The research focuses on the factors that influence purchase intention among Generation Z in this research project. The first chapter's outline will contain the following: the research background, problem statement, research objectives, research questions, study hypothesis, study significance, chapter structure, and conclusion.

1.1 Background of Study

The environment has been changing quickly all throughout the world as a result of global warming. These products have an impact on both human health and the environment. Globally, the negative impact of products is pushing people towards technology, and other environmentally friendly options (Moslehpour et al., 2022).

The term green purchase intention describes a customer's desire to steer clear of environmentally damaging items and instead choose more ecologically friendly ones. In addition to making life even more convenient, rapid economic and technological advancement has led to air pollution, climate change, and other environmental problems and global warming. Organic, non-toxic, eco- friendly, and mostly composed of recycled materials are characteristics of green products. The environment is severely impacted by several human activities. These include carbon emissions, ozone layer degradation, and the quick use of natural resources. Since impulsive purchases of items can have a negative impact on the environment, green shopping is essential. Approximately 40% of environmental harm is caused by consumer home purchases. Customers now have the choice to choose green items to reduce environmental harm.

The youngest generation of consumers is known as Generation Z. Members of Generation Z were born between 1993 and 2012 and are characterised by more sophisticated technology, individuality, risk-taking, pragmatism, and a sense of financial responsibility. Economically speaking, generation Z represents the prospective future market for goods and services. In the near future, Generation Z will account for 40% of the market. When it comes to environmental challenges, generation Z is the group that may experience the most negative ecological effects, thus their participation is essential to ensuring sustainability and benefits for their offspring. Therefore, it is important to look at Generation Z's buying intentions for eco-friendly items to grasp their inclinations and perspectives about ecologically integrated products (Saut & Saing, 2021). When it comes to the several elements that impact Generation Z's choice to purchase green products, trust is a crucial component.

Firstly, trust is one of key factors in Gen Z's desire to purchase green products. Since it explains why a customer chooses one green product over another, green trust is another essential idea for comprehending green consumer behaviour. According to Gupta et al. (2019), green trust measures the level of assurance that the manufacturer of a green product will and is able to keep its environmental and product-related commitments. Generation Z's inclination to transact with people they think are trustworthy and environmentally conscious is known as "green trust." Therefore, trust may shield consumers from ambiguity when they buy eco-friendly items. Customers' faith in the green product will grow because of their consumption experience (Suhartanto et al., 2021).

Other than that, customers are less concerned with environmental problems when making purchasing decisions, according to current data on the market share of green products. The market's availability of green products and people's obligations to the environment are not well understood (Moslehpour et al., 2022). Green purchase intention is the foundation for real green purchasing activity since it reflects an individual's environmentally conscious attitude with reference to their environmental concerns (Saut & Saing, 2021). Anything that considers and intends to buy is referred to as purchasing intention. A change from conventional to green

products will result from raising awareness of and encouraging the usage of green products in order to improve an environmentally friendly lifestyle (Ansu-Mensah, 2021). Thirdly, Due to its significant purchasing power and non-negligible market impact, Generation Z has emerged as the primary target consumer demographic for marketers. In the meanwhile, Generation Z customers have been more educated than previous generations, which may cause them to be more conscious of environmental protection problems and green products (han et al., 2024).

In short, it is crucial to understand the components that will affect the consumers' purchase intentions towards environmentally friendly products. Therefore, the goal of this study is to examine every component which will affect the purchase intention of green products among Generation Z. The research will unfold the factors that influence Generation Z purchase intention including trust, subjective norm and attitude.

1.2 Research Problem

Purchase intention is a customer's willingness to purchase a product or service, and it is the first stage in the decision-making process. This purpose substantially predicts purchase behaviour and is impacted by a variety of factors, including personal requirements and preferences, as well as external elements such as advertising and peer recommendations (Dan, 2023). Purchase intentions are an effective measurement for designing marketing actions or promotions. The intent of a customer can make it very easy to exactly iterate what kind of content should be displayed in an advertisement (Team, 2024).

Furthermore, increased demand for consumer goods and services depletes natural resources, causing significant environmental damage (Chen and Chai 2010). Individuals have recently become more mindful of the environmental implications of their purchasing decisions. Han et al. (2009) and Kalafatis et al. (1999) found that customers' environmental concerns lead to a shift toward sustainable consumption. The shift toward environmentally friendly consumption stems from concerns about the tragedies caused by environmental degradation. On the other hand, both

large organizations and small and medium-sized enterprises have started incorporating eco-friendly aspects into their product lines.

Consumers, both corporate and individual, have taken notice of the idea of green marketing and green product innovation (Yan and Yasdanifard 2014), especially young people. This suggests a greater awareness of environmental issues among young people. It's uncertain, though, if people can act on their concerns and relate them to their desire to buy ecologically friendly goods. However, according to some research, consumer behaviour and purchase intentions regarding green products are still comparatively low, despite the Malaysian government's implementation of numerous campaigns and policies to promote green behaviours and the adoption of green products. Zahoor ur Rehman (2023) claims that although green products are sold in Malaysian open marketplaces,consumer attitudes and intentions toward them are considered low. This suggests that there is a gap between policy and real consumer action, even in spite of government attempts (Rehman, 2023).

In Malaysia, despite generation Z understanding of environmental problems, they do not frequently choose green products when shopping (Rusli et al., 2022). As a result, generation Z's reactions to green products are unpredictable. Research indicates a glaring disparity between customers' professed attitudes and their real purchase behaviour; roughly 67% of consumers say they would buy green products, but only 4% did so (Moslehpour et al., 2022). Nonetheless, it is still unclear whether consumers are focusing on green purchase intentions (Ahmed et al.,2022). The majority of study on green product consumption focuses on general or older generations, creating a gap in understanding how Generation Z's digital native features influence their purchasing intentions. The youngest group of consumers is called Generation Z (Schenarts 2019). Economically speaking, generation Z is a representation of the prospective future consumers of products and services.

According to Chamberlain (2018) and Claveria (2019), Generation Z will soon hold 40% of the market. Generation Z is the group that may experience the most negative ecological effects from environmental issues, and their involvement is essential to guaranteeing sustainability and advantages for future generations. As a result, it is critical to examine the buying intention of Generation Z, seeking green products in order to comprehend their inclination and viewpoint regarding the integrated product's environmental attributes (Saut & Saing, 2021).

According to the research, brands that gain the trust of Gen Z consumers have strong patterns of loyalty and high customer lifetime value. According to an Edelman survey, 67% of respondents stated they were more likely to remain loyal and advocate for a trustworthy brand. However, breaking that trust can be equally damaging: 60% ofGen Z say they will stop buying a product if they lose or fail to create trust in the brand (Technologies, 2023). The willingness of Gen Z consumers to trust that a product will fulfill its intended purpose is known as Gen Z trust (Chen& Chang, 2013; Sung et al., 2021). According to Foroudi et al. (2020), trust enables customers to accept susceptibility based on constructive motives. Accordingly, trust is the degree to which customers are willing to depend on a product's capacity to support environmental sustainability (Chen, 2010; Chen, 2013). For green products to succeed, trust is essential (Dutta & Bhat, 2016; Jørgensen et al., 2022). Only when consumers have a high level of trust in the product and its manufacturer will they accept green claims made in marketing (Chard et al., 2013). Trust validates environmental promises in green advertising, greatly improving the purchasing choice (Borah et al., 2024).

Because of the rise in green consumerism, some businesses participate in what is known as "greenwashing." According to Schmuck et al. (2018), greenwashing is the practice of making exaggerated or unfounded claims about a product's environmental sustainability. Businesses use "greenwashing" to take advantage of consumers' preference for eco-friendly and sustainable products. However, because of greenwashing, people are growing wary of green advertising, questioning the veracity of the green claims made in advertisements (Pittman & Sheehan, 2021).

Gen Z is the most concerned about the environment of any generation, but it is also the most sensitive to messaging inconsistency. In a 2021 poll, 88 percent of American Gen Z said they don't believe brands' environmental, social, and governance (ESG) claims (Nuttall et al., 2022). ESG frameworks are intended to express a company's commitment to ethical and sustainable activities. When these statements are inconsistent or overblown, as in the instance of greenwashing, it undermines Gen Z trust. Without this trust, ESG activities risk being viewed as marketing ploys rather than genuine pledges to sustainability and social responsibility.

Gen Z bears responsibility for environmental conservation (Rusli et al., 2022). Despite Generation Z's increased environmental awareness and concern, there is a significant disparity between their eco-conscious attitudes and their actual purchase behaviours for green products. A lack of trust in the products' environmental claims and efficacy is a significant contributor to this disparity. This mistrust impairs their purchasing intentions, resulting in a preference for conventional alternatives despite their environmental beliefs. Numerous studies have found that consumers' lack of confidence in a product's ethical claims and environmentally friendly features is a major deterrent to buying eco-friendly products; they are not persuaded that using such products will have any positive environmental effects.Gen Z avoids buying eco-friendly products because they don't trust the information on the labels and packaging (Wijekoon & Sabri, 2021).

Furthermore, Flavián et al. discovered that trust can reduce the consumer's perceived risk while increasing the likelihood of a purchase at the time of transaction execution. In other words, they discovered that trust is positively correlated with purchasing intention. Gefen and Straub also discovered that consumer trust influenced purchase intention (Lee, 2020). The perceived views of influential people who have the power to influence a person's decision-making process constitute the subjective norm. Social pressure can induce a person to engage in acceptable conduct. Subjective norms and purchasing intentions were found to be positively correlated by Hasbullah et al. (2016). Other research have emphasized the importance of subjective norms in consumer purchase intention, and Wang (2014) verified that subjective

norms and overall consumer buy intention are positively correlated. Additionally, attitude describes how someone views the behavior in question, whether favorably or unfavorably. According to Leonard et al. (2004), attitude determines the appropriateness of intended action and the actor's willingness to act on it. According to Michum et al. (2016), attitudes are the most powerful predictors of their propensity to purchase green products. The more positive people are about a behaviour, the more likely they are to engage in it. Previous research on green marketing has found that attitude influences purchase intention (Chen and Tung 2014; Kim and Han 2010; Zhou et al. 2013).

As a conclusion, exploring the relationship between trust, subjective norms, and attitude in influencing Generation Z's purchase intention of green products presents an intriguing research gap that is extremely relevant in today's market. The goal of this study is to investigate trust, subjective norms, and attitude in relation to the purchase intention of green products among Generation Z, and to fill the gap by collecting quantitative data via questionnaires.

1.3 Research Objectives

1.3.1 General Objectives

The main objective of this research is to determine the factors that affect the purchase intention of green products among Generation Z.

1.3.2 Specific Objectives

1. To examine the significant impact of trust on purchase intention of green products among Generation Z in Malaysia.
2. To examine the significant impact of subjective norms on purchase intention of green products among Generation Z in Malaysia.
3. To examine the significant impact of attitude on purchase intention of green products among Generation Z in Malaysia.

1.4 Research Questions

1.4.1 General Question

What are the factors that affect the purchase intention of green products among Generation Z?

1.4.2 Specific Questions

1. Does trust have a significant impact on the purchase intention of green products among Generation Z?

2. Do subjective norms have a significant impact on the purchase intention of green products among Generation Z?

3. Does attitude have a significant impact on the purchase intention of green products among Generation Z?

1.5 Hypothesis of the Study (for Quantitative Research)

H1: There is a significant relationship between trust and the purchase intention of green products among Generation Z.

H2: There is a significant relationship between subjective norms and the purchase intention of green products among Generation Z.

H3: There is a significant relationship between attitude and the purchase intention of green products among Generation Z.

1.6 Significance Research

In light of rising eco-consciousness and the need for more responsible consumerism, this study is very important. The research offers unique insights into how trust, subjective standards, and attitudes impact the desire to purchase green products by concentrating on Generation Z, a cohort defined by heightened environmental consciousness and internet connection. Marketers, policymakers, and environmental activists may better appeal to this generation's beliefs and preferences by understanding these variables and using them to inform their communication tactics

and product offers. In particular, the results can help advance theoretical frameworks for models of consumer behavior as it pertains to sustainability and green marketing.

Not only that, the study also addresses a significant need in the literature by investigating the ways in which social and psychological elements influence consumers' intentions to make environmentally conscious purchases. Prior research has focused on each of these variables independently; however, this study combines them to shed light on how individuals in Generation Z make purchases. The results may be used by businesses to strengthen customer trust in their brands and to promote environmentally conscious purchasing through the use of social influence. In other words, these findings might also guide statutory and educational efforts to encourage environmentally responsible consumption among the youth of today, which would help achieve environmental sustainability in the long run.

1.7 Chapter Layout

The research study consists of three chapters which is includes:

Chapter 1: Introduction

The problem statement and a summary of the research will be found in Chapter 1. This chapter will also address the study's importance, research question, research purpose, and study hypothesis.

Chapter 2: Literature Review

Chapter 2 will address and delineate the main factors under investigation. In addition, the theoretical framework for the additional research and hypothesis testing will be developed in this chapter.

Chapter 3: Research Methodology

The overview of the study methodology, including the research design, methods for collecting data, sampling design, operational definitions of constructs, measurement scales, and data analysis techniques, will be covered in Chapter 3.

1.8 Chapter Summary

To give the reader a basic understanding, Chapter 1 introduced the research subject. This chapter also includes the research background, problem statement, and objective of the study as essential guidelines for doing research. Chapter 2 will have a more detailed discussion of this study.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this section, we will have a closer look on what influences Generation Z's intention to buy green products. In addition to outlining the conceptual framework, this section will focus on the independent variables. The relationship among the IV will be studied by developing hypotheses.

2.1 Underlying Theories

2.1.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behaviour (TPB) is an extension to the Theory of Reasoned Action (TRA) (Ajzen, 1991). Attitudes and Subjective Norms were initially part of the Theory of Reasoned Action (TRA) while attempting to carry out a certain behaviour. The person was seen to have willing or voluntary control over the behaviour of interest in the Theory of Reasoned Action (TRA). The Theory of Planned Behaviour (TPB) is a theory that forecasts an individual's intention to act in each situation (Ajzen, 2019). Our study focuses on purchase intention. Therefore, this theory can explain our model of purchase intention. The motivating elements influencing a behaviour’s performance are explained by this theory. In which, the

three independent variables will influence the behaviour of Generation Z toward purchase intention. A person's decision to act or not is influenced by a variety of variables including attitudes and subjective norms (Saenghiran & Chaipoopirutana, 2023). Depending on both ability and intention, the behaviour will be successful. This idea is applied in a wide range of domains, including human behaviour and health.

The degree to which an individual likes or dislikes a behaviour is referred to as their attitude, and it may be influenced by a variety of behavioural ideas or experiences. Subjective norms describe the degree of social pressure that an individual feels about a certain behaviour, which means that friends, family, coworkers, and classmates may influence a person's decision to behave in a certain manner (Saenghiran & Chaipoopirutana, 2023). Additionally, trust is a factor that influences customer behaviour, and items that are associated with trust have green attributes. Depending on how confident they were in the items, consumers thought about purchasing green products. Customers that have more faith in green products are more inclined to purchase them (Li et al., 2021). The main difference between the Theory of Reasoned Action (TRA) and the Theory of Planned conduct (TPB) is the impact of behavioural control on intentions and conduct as an additional determinant (Saenghiran & Chaipoopirutana, 2023). The Theory of Planned (TPB) behaviour has been used in many different situations to analyse and forecast behaviour. The majority of linked studies about green purchase intention have been carried out by academics using TPB.

2.1.2 Calculus-Based Trust Theory (CBT)

Calculus-based trust theory describes expectations about the other's behaviour as an "ongoing, market-oriented economic calculation" where the choice to trust arises from weighing the benefits of the connection against the expenses of keeping it going. According to Kosiba et al. (2018), calculus-based trust theory, also known as economy-based trust, has a favourable impact on consumers' emotional, cognitive, and behavioural involvement in which customers participate in the purchase intention and take on a participating role in this trust (Johnson & Grayson, 2005). The ensuing trust is effective. Building these kinds of social ties between buyers and sellers, encouraging psychological attachment and shared values, has a good impact

on buyers' long-term engagement and connection with sellers and strengthens their commitment and trust (Isaeva et al., 2020).

Furthermore, since green products are credence goods and Generation Z's purchasing decisions mostly depend on the legitimacy of eco-claims, brands, and institutions, trust is given precedence over perceived behavioral control in this study (Riskos et al., 2021). The research has confirmed that green trust has a considerable impact on intention demonstrates that trust is a stronger and more direct predictor of green purchasing intention than perceived behavioral control (Zhuang et al., 2021). Additionally, research shows that while brand and eco-label trust greatly increases Gen Z's willingness to adopt green products, trust erosion directly lowers purchase intention in the face of growing greenwashing and consumer uncertainty (Timmons et al., 2024). Therefore, concentrating on trust offers a more insightful and pertinent explanation of how attitudes and subjective standards influence Generation Z's real purchasing intention.

2.2 Literature Review

2.2.1 Purchase Intention

An individual's mindful desire or ability to make a purchase decision in the near future is referred to as purchase intention, an important concept in the field of consumer behavior research (Sharma & Foropon, 2023). According to Zaremohzzabieh et al. (2020), it is a reliable indicator of consumers' real purchasing behavior and shows their psychological tendency to acquire a given product or service. Zhuang, Luo, and Riaz (2021) state that a person's inclination to make a purchase is affected by both internal and external variables. Studies found that purchase intention was the most important outcome for understanding how consumers make decisions as i t connects customers' ideas with their actions. With increased awareness of the significance of one's actions, the concept of intention to buy has recently attracted considerable interest. Rather than price and convenience, personal values, knowledge availability, and product integrity choices now determine purchasing intention (Nekmahmud

and Fekete-Farkas, 2022). According to Shehawy and Khan (2024), studying consumers' tendency to make a purchase will tell us a lot about their level of awareness to put their preferences into practice. This is crucial when researching unknown product categories or markets, as previous consumer actions may not predict their actual preferences.

2.2.2 Trust

Trust is a concept that has been extensively researched in a range of social science disciplines. Trust can mediate the relationships between buyers and sellers, according to a number of studies, resulting in increased consumer loyalty to a company. According to Chen, the term trust is "a willingness to depend on a product, service or brand based on the belief or expectation resulting from its credibility, benevolence, and ability related to its environmental performance". Purchase intentions were directly influenced by trust, according to Rousseau et al. (1998), who defined trust as a psychological condition defined by a desire to accept vulnerability based on a favourable assumption of another party's behaviour or intention. Notably, customers' intentions to buy green products are influenced by their level of trust, which is a critical factor of their future purchase intentions (Garbarino and Johnson 1999).

Additionally, the success of green products is significantly influenced by trust (Dutta & Bhat, 2016; Jørgensen et al., 2022). Only when consumers have a high level of trust in the product and its manufacturer will they accept green claims made in marketing (Chard et al., 2013). Trust validates environmental claims in green advertising, dramatically increasing purchasing intention (Borah et al., 2024). Furthermore, Flavián et al. discovered that trust can reduce the consumer's perceived risk while increasing the likelihood of a purchase at the time of transaction execution. In other words, they discovered that trust is positively correlated with purchase intention. Gefen and Straub also discovered that consumer trust influenced purchasing intentions (Lee, 2020). However, Bai and Ma found there is no significant difference in the impact of trust on green purchase intention (Wang et al., 2019).

2.2.3 Subjective Norms

A subjective norm is a personal opinion that has a big influence on a person's decision and behaviour. It is the perceived social pressure to engage in or refrain from a certain behaviour. Subjective norms about green purchase intention refer to the knowledge of pressure regarding the implementation of green purchase intention from governmental bodies, green social movements, green communication, and influential groups such as family, neighbours. To put it briefly, it is a person's opinion on a certain behaviour that is impacted by the important opinions of others such as parents, spouses, friends, instructors (Gupta, 2021). Family members, friends, coworkers, and peer groups all created subjective norms, which have an impact on people's decisions and attitudes on purchasing eco-friendly goods. Unconsciously, people are drawn to green products, and when they see that other people in the group are more inclined to buy them, they further develop the desire to buy under the suggestion of collective behaviour (Xu et al., 2022). Green spending is heavily influenced by subjective norms, and family members' willingness to make green purchases is strongly correlated with their norms and values (Harjadi & Gunardi, 2022). Subjective norms shaped by external factors are positively correlated with the desire to purchase green products, according to several studies. Harjadi & Gunardi (2022) found that purchasing intentions for green products are significantly influenced by subjective norms. It has been shown that Generation Z's inclination to make green purchases is significantly influenced by society (Sun & Xing, 2022). Subjective norms, however, did not significantly affect consumers' propensity to buy green products, according to Kamalanon et al. (2022).

2.2.4 Attitude

A person's attitude may be described as their overall perception of engaging in a specific action. According to Ajzen (1991), one's attitude shows how they feel about the behaviour in focus. Beliefs on the results of the action and the importance given to those results are part of this analysis. Attitudes are defined further by Oteng-Peprah et al. (2019) as long-lasting emotions, ideas, and habits towards particular features of one's environment. Individuals' interactions with different things or subjects are impacted by their evaluative biases, which in turn affect their behavioural intentions. According to Lamorte (2022), one's attitude reflects their

evaluation of the anticipated outcomes associated with a behaviour by taking them into account when engaging in that behaviour. Recent research has shown the importance of attitude in predicting behavioural intentions. Lestari et al. (2020) discovered that eco-labels, environmental concern, and peer pressure substantially impact attitudes towards green products, subsequently influencing purchasing intentions. Zaremohzzabieh et al. (2021) conducted an analysis which revealed that consumer attitudes significantly influence green buying intentions. Chen et al. (2022) similarly found that green product knowledge, position, and social influence strongly impact consumer attitudes, which mediate the link between these components and behavioural intentions.

2.3 Proposed Conceptual Framework

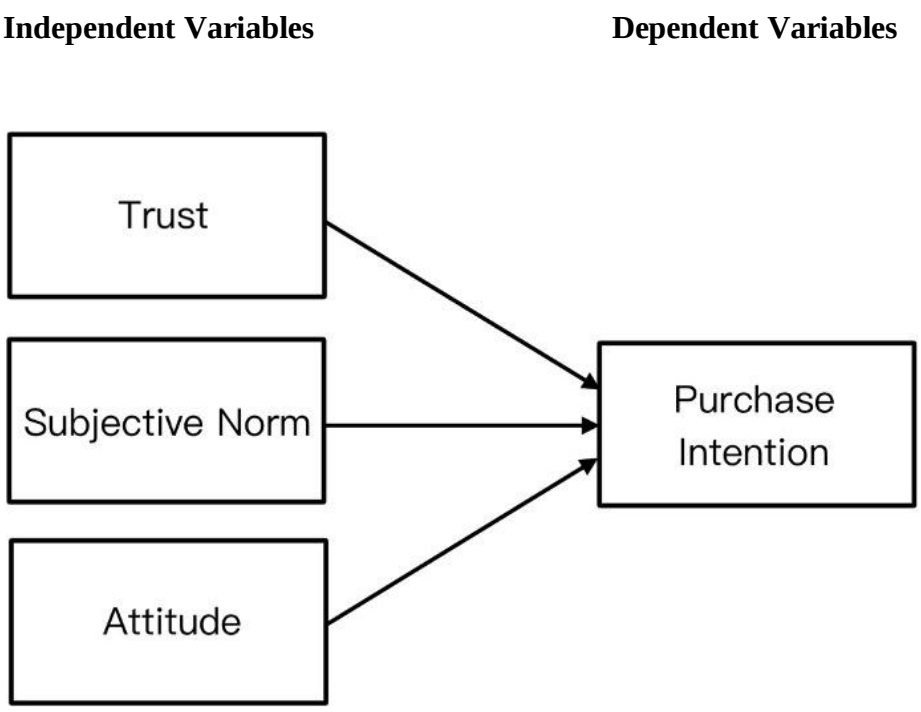

Figure 1 : The Proposed Conceptual Framework

The figure above illustrates the proposed conceptual framework for this study. This approach identifies trust, subjective norms, and attitude as independent factors and recognises the desire to buy green products as the dependent variable. The purpose of this framework is to illustrate the relationship between these independent factors and the dependent variable. Additionally, TPB provides pertinent research papers to support its explanation of the link between the three independent variables that affect consumers' intentions to purchase green products. Therefore, the suggested conceptual framework is supported by accepted theory and actual study.

2.4 Hypothesis Development

2.4.1 Relationship Between Trust and Purchase Intention of Green Products among Generation Z.

Research revealed that building trust between buyers and sellers leads to increased customer loyalty (Nguyen et al. 2013; Nuttavuthisit and Thøgersen 2017; Ong et al. 2015). Notably, customers' trust levels influence their propensity to purchase green items, and trust is a significant predictor of their future purchase intentions (Garbarino and Johnson 1999). According to the study's findings, trust positively moderated the relationship between intentions to buy green products (Li et al., 2021). However, based on Mayumi Kris Ghassani's research, they have concluded that trust has no significant effect on green purchasing intention (Ghassani et al., 2022).

Furthermore, prior studies have demonstrated that trust can increase customers' intentions to acquire and repurchase green products (Gil and Jacob 2018; Peattie 2001; Lam et al. 2016). As a result, trust has a beneficial effect on green product purchase intentions (Flavián et al. 2005). The researcher claims that trust levels can affect consumer choices(Amin & Tarun, 2020), especially in the age of socially and ecologically conscious shopping (Chen, 2010). A customer's readiness to buy a certain quantity of green services or goods is known as their "green purchasing intention" (Netemeyer et al. 2005). According to Lu et al. (2007), trust has been demonstrated to have a favourable impact on consumers' intentions to make green purchases, which may have an impact on their actual purchasing behaviour. As a conclusion,

the majority of these research has found that trust has a positive impact on purchase intention for green products. Thus, hypothesis 1 is proposed.

H1: There is a positive relationship between trust and the purchase intention of green products among Generation Z.

2.4.2 Relationship Between Subjective Norms and the Purchase Intention of Green Products among Generation Z.

According to Harjadi & Gunardi. (2022), it showed that subjective norms have a significant impact on purchase intentions of green products among Generation Z. The pressure people experience from significant social reference groups before choosing to engage in a specific conduct is known as subjective norms. Major others, such as partners, families, and tutors, are also considered major social reference groups. While individuals receive positive expectations and pressures from significant others to act in a certain behaviour, the intention to behave in that behaviour is higher. Green products have distinct environmental qualities that set them apart from other products. As a result, consumers will find it simpler to accept or reject green products when social organisations put pressure on them. Numerous empirical studies have confirmed the significance of subjective norms in determining purchase intention for green products in the context of consumer behaviour (han et al., 2024). On the other hand, consumers may not always be susceptible to attitudinal and normative control, since several research have shown similar findings, indicating that subjective norms were not significant predictors of green product purchase intentions. Subjective norms have no discernible impact on consumers' inclinations to purchase green products, according to Hasan (2020).

These results imply that the impact of subjective norms on intentions to purchase green products may differ based on the particular situation and kind of green product (Jakubowska et al., 2024). Research from Park & Lin, (2020) pointed out that a positive relationship between subjective norms and consumers' intention to purchase green products existed. Customers get inadvertently interested in green products and further develop an intention to purchase in the suggestion of collective behaviour when they learn that members of the group are more

inclined to purchase green products. Furthermore, Harjadi & Gunardi's (2022) research indicates that one of the primary determinants of green product purchasing intentions is subjective norms. With the above finding, this study proposed hypothesis 2, as the majority of research shows that subjective norms have a positive and significant effect on the desire to purchase green products.

H2: There is a positive relationship between subjective norms and the purchase intention of green products among Generation Z.

2.4.3 Relationship Between Attitude and the Purchase Intention of Green Products among Generation Z.

A study by Lavuri et al. (2021) revealed that attitudes significantly influence green purchasing intentions. The research highlighted that Generation Z's perspectives are key factors influencing their buying choices related to eco-friendly items. Attitude significantly influences Generation Z's decision to buy green products. The relationship is based on the Theory of Planned Behavior (TPB), which asserts that an individual's favorable or unfavorable opinion of a behavior substantially affects their intention to engage in that action. According to Ewe and Tjiptono(2023), environmentally conscious individuals in Generation Z are more likely to have positive views about green products and are more likely to buy them. This shows that environmental consciousness and other internal variables have a substantial impact on consumer attitudes and actions.

In addition, Zaremohzzabieh et al. (2021) conducted an analysis which combines the Theory of Planned Behavior (TPB) with the Green Purchase Behavior (GPB) model. The results revealed data from 90 studies involving over 38,000 participants indicated a medium to significant link between consumer attitude and green purchasing intention ($r = 0.413$). Furthermore, the third independent variable is attitude. Attitude refers to the extent to which an individual holds a positive or negative assessment of acquiring environmentally friendly products. According to Shehawy and Khan (2024), attitude influences purchasing intentions,

especially when influenced by variables such as concern for the environment. Their findings suggest that increased awareness of sustainability issues among Generation Z correlates with a greater likelihood of translating favourable attitudes into actionable intent. Zhuang etal. (2021) conducted a study revealing that attitude had the most significant connection with green purchasing intention among all factors assessed (r = 0.53), therefore affirming the predictive impact of attitude in green consumer behaviour. This means that a positive attitude towards green products is a significant indicator of the intention to purchase them. Since most of the research shows that attitude has a positive and significant relationship on the purchase intention of green products, hence this hypothesis is formulated.

H3: There is a positive relationship between attitude and the purchase intention of green products among Generation Z.

2.5 Chapter Summary

This chapter presents a literature review on the dependent variable (purchase intention) and three independent variables (trust, subjective norms, attitude). The literature review discusses various views of these variables among researchers, presenting diverse viewpoints from different authors. This chapter further examines the suggested conceptual framework, highlighting the impact of independent factors on the dependent variable according to the Theory of Planned Behavior (TPB). In the hypothesis development section, hypotheses 1, 2, and 3 are articulated based on the reviewed literature and additional information. Next, Chapter 3 will outline the research methodology.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

This section provides an overview of the research methodology used. This chapter discusses the research design, data collection methods, and sampling design, including target population, sampling location, sampling elements and sample size. Research instruments and measurements will be constructed to improve data processing for analysis.

3.1 Research Design

Shona (2021) classifies research design into three primary types, namely exploratory, descriptive, and causal research, which are included under the broader category of explanatory research. This research employs a descriptive research design to systematically analyze and measure the relationships among trust, subjective norm, and attitude, and their impact on the purchase intentions of green products among Generation Z consumers. Descriptive research is especially effective in explaining the traits, behaviors, and attitudes of a given community as the study seeks to examine the impact of trust in green product information, subjective norm, and attitudes on Generation Z's desire to purchase green products. The descriptive technique is ideal for this goal, since it provides a comprehensive analysis of these variables and the connections between them. Data will be collected through a standardized questionnaire administered to a representative sample of Generation Z participants. The responses will be examined with statistical methods to produce descriptive insights and reveal patterns and relationships among the evaluated variables.

3.2 Data Collection Methods

The term data collection method describes the embodied information provided by facts or figures that are evaluated for a variety of calculations and finally result in a conclusion that answers the research question or tests a hypothesis (Taherdoost, 2022). Data can be gathered using one of the two categories of quantitative or qualitative procedures. Data gathering strategies can be divided into two main categories: primary data collection methods and secondary data collection methods.

3.2.1 Primary Data

Primary data is information obtained directly from the source by the researcher (Ajayi, 2023). The term "primary data" refers to newly gathered, unique information. Direct observation or engagement with respondents is how descriptive research and surveys (like sample or census surveys) get primary data, while experimental research obtains primary data through experimentation (Mazhar, 2021). Primary data may be gathered by surveys,questionnaires, focus groups, case studies, interviews, and observations (Ajayi, 2023). The validity, reliability, impartiality, and authenticity of source data are hence better. These characteristics are crucial for some kinds of research processes, such as statistical surveys, where the data is used to address a particular problem. In addition to providing high-quality data that can enhance outcomes, using primary sources enables you to supplement your research with additional material as needed (Taherdoost, 2022).

3.2.2 Secondary Data

Any dataset collected by someone other than the intended user is considered secondary data. Secondary sources of information are quite helpful. They make it possible for researchers and data analysts to produce large, superior datasets that can be used for commercial problems. Analysts might enhance the caliber and precision of their conclusions by adding supplementary data to their datasets (Hillier, 2022). The secondary data for this study is primarily derived

from online academic journals and research articles. This approach is required since primary data alone is insufficient to address the study objectives comprehensively. Secondary data provides a greater range of discoveries that supplement and enrich primary data.

3.3 Sampling Design

According to Bhardwaj (2019), sampling is the process of choosing a sample from a large or individual population in order to achieve a certain research goal. Sampling design refers to the strategies employed to correctly choose the target population.

3.3.1 Target Population

Approximately 26% of Malaysians are young, and they could be change agents (Yahya, 2019). They play a role in shaping the present lifestyle of the next generation, which will encourage sustainable consumption practices to ensure that sustainable consumption practices are carried out (Yahya, 2019). Therefore generation Z are a very important segment of consumers towards national growth and play significant roles in development. Notwithstanding, this research focuses on the population of Generation Z consumers who have the intention to purchase green products in Malaysia. Furthermore, Yue & Nor, (2024) assert that it will be a strategic choice to acquire thorough insights into the ideas and viewpoints of this specific demographic group across multiple regions, hence generation Z was this study choice. The target respondents of this research are Generation Z in Malaysia aged between 13 to 32 years old. The age range was chosen on purpose to ensure a complete knowledge of generation Z purchases' intentions toward green products in Malaysia.

3.3.2 Sampling Frame and Sampling Location

The sampling frame, which is an operationalised representation of the target population, is the collection of units from which the sample is taken (Hossan et al., 2023). Generation Z is the particular group of persons that will be invited to participate in the research. It may be a crucial requirement that the sampling frame have a sufficient number of units to allow the collection of a complete information set. The researcher may not obtain sufficient data if the sample frame is too small. The sample location refers to the geographical location or place where the samples are

collected for scientific testing. The sample location of this study is located in Malaysia, and it aims to explore the purchasing intention of Generation Z towards green products.

3.3.3 Sampling Technique

Probability sampling and non-probability sampling are the two most used methods to data collection (Shona, 2019). To improve the accuracy and generality of the results, probability sampling makes sure that each individual in the population has an equal and known chance of being chosen. Contrarily, assumptions about the larger population should not be drawn from non-probability samples as there is no method to determine the likelihood of selection. To guarantee that the sample accurately represents the target population, this study uses non-probability sampling. Researchers use a technique called purposive sampling to pick study participants based on traits that are important for answering the research questions. Snowball sampling is used to select the respondents, therefore 384 respondents were obtained as sample for this study. Intentionally selected to reflect the research's purpose and to ensure the sample includes a wide range of observations within this demographic group, the study targets individuals from Generation Z from different geographic areas.

For this study, data collection is carried out in a systematic and organised way to ensure the validity and reliability of the results. To reach the target population, the finalised questionnaire was conducted using both online and offline approaches. To facilitate online distribution, Google Forms is utilised and promoted on Facebook, Instagram, and WhatsApp, where all of these are most popular among Generation Z. As for offline data collection, we disseminated the Google Forms QR code around campus and in other public places frequented by Generation Z. The data was collected gradually over a period of time in order to assure a sufficient response rate. All replies were triple-checked to ensure the data was accurate. Any responses that were incomplete, duplicated, or inconsistent were removed from the final dataset. After the valid responses were coded, all of them were inputted into statistical software (such as SPSS) for further analysis.

3.3.4 Sampling size

Table 3.1 : SAMPLE SIZE BASED ON DESIRED ACCURACY

	Variance of the population P=50%					
	Confidence level=95% Margin of error			*Confidence level=99% Margin of error*		
Population Size	5	3	1	5	3	1
50	44	48	50	46	49	50
75	63	70	74	67	72	75
100	79	91	99	87	95	99
150	108	132	148	122	139	149
200	132	168	196	154	180	198
250	151	203	244	181	220	246
300	168	234	291	206	258	295
400	196	291	384	249	328	391
500	217	340	475	285	393	485
600	234	384	565	314	452	579
700	248	423	652	340	507	672
800	260	457	738	362	557	763
1000	278	516	906	398	647	943
1500	306	624	1297	459	825	1375
2000	322	696	1655	497	957	1784
3000	341	787	2286	541	1138	2539
5000	357	879	3288	583	1342	3838
10000	370	964	4899	620	1550	6228
25000	378	1023	6939	643	1709	9944
50000	381	1045	8057	652	1770	12413
100000	383	1056	8762	656	1802	14172
250000	384	1063	9249	659	1821	15489
500000	384	1065	9423	660	1828	15984
1000000	384	1066	9513	660	1831	16244

Note: From Taherdoost, H. (2016). Sampling methods in research methodology; how to choose a sampling technique for research. SSRN Electronic Journal.

According to the most recent data from the Department of Statistics Malaysia (DOSM) in 2024, the Generation Z population in Malaysia reached 8.476 million, accounting for 26% of the total

population. According to Table 3.1,which is based on a 95% confidence level and a margin of error of + or - 5%, the sample size for this study should be at least 384 respondents in order to yield a more dependable result.

3.4 Research Instrument

3.4.1 Questionnaire Design

This research uses a questionnaire to collect and analyze the factors affecting the purchase intention of green products among Generation Z. Petrat (2024) defines a questionnaire as a systematic collection of questions aimed at collecting opinions or data on particular subjects. This study will utilize Google Forms to create the questionnaire, since it provides enhanced accessibility and ease, particularly for engaging Generation Z respondents in different locations. The questionnaire will mostly comprise closed-ended questions, enabling participants to choose from preset response possibilities, hence expediting responses and streamlining data processing.

The questionnaire will consist of five components. Section A will collect demographic information like name, gender, age, and employment status using multiple-choice questions. Sections B to E will employ a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to assess participants' levels of agreement. Section B will concentrate on the dependent variable, measuring respondents' purchasing intentions about green products. Sections C to E will look at the independent variables, which include trust, subjective norms, and attitude, to evaluate the effects on respondents' purchasing behavior.

3.4.2 Pilot Studies

According to Arain, Campbell, Cooper, and Lancaster (2010), a pilot study is a small feasibility study that evaluates a variety of aspects of the methods that will be employed in a larger, more thorough, or confirmatory research effort. In essence, a pilot study is carried out to prevent a fatal

flaw in a study that would otherwise need a significant investment of time and funds (Polit & Beck, 2017). Its primary goal is to stop researchers from beginning a large-scale study without adequate understanding of the suggested procedures, not to provide answers to research issues(Lowe, 2019).

SPSS software is used to test the questionnaire's reliability, and the Rule of Thumb of Cronbach's Coefficient Alpha is used to analyze its consistency and reliability. According to this rule, coefficient alpha values between 0.7 and below 0.8 indicate good reliability, 0.8 and below 0.9 indicate very good reliability, and 0.9 and above indicate excellent reliability.

Following the development and completion of the questionnaire survey, it was prepared for distribution to Malaysia's Generation Z to gather 30 respondents, who had filled out our Google Form and asked for their consent. The Google Form link for the study's questionnaire was sent by the researchers to the study's target respondents, Malaysia's generation Z, on June 17, 2025. On July 14, 2025, researchers collected the data and carried out a pilot test study following a month of gathering respondents.

Table 3.2

Rule of Thumb for Cronbach's Alpha:

α Alpha Coefficient Range	**Strength of Association**
$\alpha < 0.60$	Poor reliability
$\alpha = 0.60$ to <0.70	Fair reliability
$\alpha = 0.70$ to <0.80	Good reliability

$\alpha = 0.80$ to <0.90	Very good reliability
$\alpha \geq 0.90$	Excellent reliability

Source: Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). Business Research Methods (9th ed.). New York: South-Western/Cengage Learning.

Table3.3

Summary of Reliability Test Result (Pilot Study)

	Items	**Cronbach's Coefficient Alpha**	**Strength of Reliability**
Dependent Variable:			
Purchase Intention (PI)	5	0.722	Good
Independent Variables:			
Trust (T)	5	0.737	Good
Subjective Norms (SN)	4	0.771	Good
Attitude (A)	4	0.763	Good

Source: Developed from SPSS software for research purposes.

In order to go forward with the broader information gathering, the results of the pilot test for this study are displayed in Table 3.3. T (0.737) has the lowest reliability value among the other independent variables, whereas SN (0.771) has the highest reliability value. In Malaysia, the Coefficient Alpha for Generation Z's purchase intention (PI) is 0.722. The fact that all of these values came out above 0.7, which indicates good reliability, suggests that the questionnaire is reliable for use with a larger sample size of respondents.

3.5 Construct Measurement (Scale and Operation Definitions)

With the construction of questionnaires for this study, in general, questions will be separated into five sections, A, B, C, D and E which are allocated for the demographic questions, independent variables, and dependent variable respectively for the mentioned sections.

3.5.1 Measures

The nominal, ordinal, interval, and ratio measurement scales allow us to measure and classify collected data into well-defined variables that may be utilized for a variety of reasons. Four main measurement scales, nominal, ordinal, interval, and ratio are employed in surveys and questionnaires, which consist of multiple-choice questions. Each scale serves the purpose of the one before it since it is an incremental level of measurement. Likert, Semantic Differential, Dichotomous, and other survey question scales are all based on these four fundamental levels of variable assessment (Bhat, 2024).

Nominal Scale

The nominal scale, sometimes referred to as the category variable scale, is a scale that uses no numerical value or hierarchy to classify variables. Of the four variable measuring scales, this one is the simplest. The options have no numerical value, so calculations on these variables will be useless. The numbers associated with the scale's variables are only tags for division or category, and in some cases, this scale is utilized for classification. In this study, nominal scales are utilized to categorize demographic information from Section A, for example the gender of the respondents.

Examples of Nominal Scale Question:

Gender:
- Male
- Female

Ordinal Scale

Ordinal scales can be thought of as rank orders (Kemp & Grace, 2021). An ordinal scale is used to describe quantitative data that has a naturally occurring order. It is possible to name, classify, or rank ordinal scales. The second level of measurement, the ordinal scale, displays the data's ranking and ordering without revealing how much they differ from one another. When there is no degree of distinction between groups yet the variables being measured are ordered or placed in a certain order, In statistical data, the ordinal scale is utilised (Akman, 2023).Because it makes data analysis and classification simple, the ordinal scale in statistics is effectively used in surveys, polls, and questionnaires.

Examples of Ordinal Scale Question:

Age:
- Below 21 years old
- 21-23 years old
- 24-26 years old
- 27 years old and above

Employee Status:
- Full Time
- Part Time
- Unemployed
- Student
- Others:

Interval Scale

The Likert Scale, often known as the five-point scale, is an interval scale used for data processing. It is a particular type of interval scale commonly applied in surveys and questionnaires. It offers a statement and requests responders to express their degree of agreement or disagreement on a symmetrical scale. A 5-point Likert scale may extend from "1 = Strongly Disagree" to "5 = Strongly Agree." Given the assumption of equal distances between answer options, researchers are able to conduct a range of statistical studies, including the calculation of means, standard deviations, correlations, and regression analysis. The Likert scale is especially advantageous for analyzing correlations between variables in quantitative research, including the investigation of consumer attitudes and behavioral intentions.

Examples of Likert Scale Questions:

Example of questions to test on Purchase Intention:	**SD**	**D**	**N**	**A**	**SA**
I am willing to buy environmentally friendly products for personal use.	1	2	3	4	5
Example of questions to test on Trust:					
I trust the information green products concerning sustainability and eco-friendliness	1	2	3	4	5
Example of questions to test on Subjective Norms:					
My friends/ colleagues positive belief influences me to buy green products.	1	2	3	4	5
Example of questions to test on Attitude:					
It is a great idea to buy green products.	1	2	3	4	5

3.5.2 Reliability

Reliability is an important factor in determining the quality of study findings. The consistency of measurements over time, between instruments, and among observers is referred to as reliability. Under continuous conditions, a dependable metric yields the same outcomes. It is essential for guaranteeing the consistency and dependability of study results. While low dependability raises concerns about the veracity of the data gathered, high reliability indicates that the results are consistent and trustworthy. High reliability is required to ensure that study findings are reproducible and trustworthy. It reduces measurement errors, improving the overall quality of the research. Validity and reliability work together to build credible research, impacting how findings are interpreted and applied in both academic and practical settings (Abos, 2024).

3.5.3 Validity

According to Fiona (2019), a measurement must show dependability before it can be considered valid; this guarantees that the instrument properly analyses the target variable. Criteria validity, content validity, and construct validity are three components that make up validity. An expert in the field can verify that a questionnaire accurately covers the intended and relevant topic matter, which is known as content validity. To ensure construct validity, it is necessary to collect data from other studies that use the same instrument in order to verify that it is in line with the theory. As a more advanced kind of validity, criterion validity considers the degree to which the measure agrees with other recognised measures operating within the same theoretical framework. The authors and researchers of the initial articles on purchase intention of green products provided the survey instrument that is used in this study. The fact that it has been utilized in similar investigations gives weight to its usefulness and validity.

3.6 Data Processing

The act of turning unstructured data into usable information is known as data processing (Krantz & Jonker, 2025).Data processing includes checking, editing, coding, classifying, tabulating, and summarizing any specific research questions and unique data that are examined. The fundamental component of data processing in research is data simplification.

3.6.1 Data Checking

To make sure there are no mistakes or missing responses from the questionnaire, the researcher can double-check the data. The process of validating the accuracy and quality of data is known as data validation (Taylor, 2024). Furthermore, all the questions on the form will be checked for improper questions and grammar mistakes. The researcher can identify the issue and inaccuracy by checking. The researcher will need to alter the questionnaire to raise its level of reliability, for instance, if the reliability findings do not meet the necessary standards.

3.6.2 Data Editing

Data editing refers to methods for detecting and correcting errors in the data. Data editing is an important phase in the research process that involves identifying and correcting errors, inconsistencies, and omissions in the gathered data. This strategy seeks to reduce the number of errors and improve the questionnaire's accuracy. Data editing is critical to ensuring data quality, study findings validity, and research credibility. Inaccurate data might provide biased and unreliable results; hence it is critical to edit the data before analysing it (Kumar, 2022).

3.6.3 Data Coding

Data coding refers to the procedure of sorting information into different groups and then giving each group a unique set of numerical or symbolic identifiers (Gurus, 2023). Information collected through surveys could be represented by real numbers, such as (0,1, 2, 3,...). In sections B to E, for instance, number 1 is used to represent strong disagreement, 2 to represent disagreement, 3 for neutral, 4 to agree, and 5 to represent strongly agree. Then, the coded data can be analyzed by using statistical software.

3.7 Data Analysis

The methodical collection, cleansing, transformation, characterization, modelling, and statistical analysis of data is known as data analysis. Data analysis is essential to business and scientific

research. After all the data has been collected and processed, it will be analysed. The SPSS software is being used to assist in the reliability test (Eldridge, 2025).

3.7.1 Descriptive Analysis

Finding trends, patterns, and correlations in historical data through distillation and analysis is the main goal of descriptive analytics, a subset of data analytics (Kanade, 2025). Descriptive analytics' main goal is to give a succinct and straightforward explanation of previous events. To meaningfully explain and exhibit data, a variety of statistical and visualisation approaches are employed. Pie charts, frequency tables, and percentages of all collected data will be given to provide a succinct representation of the information's outcome.

3.7.2 Reliability Analysis (Scale Measurement)

Analyzing a scale's or measurement tool's consistency is known as reliability analysis. The goal is to ascertain whether a scale produces consistent results over multiple administrations in consistent situations. A scale with high dependability yields consistent results, indicating that it is appropriate for use in research (Sonwalkar, 2024). A result is considered dependable if it produces comparable or identical results throughout multiple testing sessions, whether undertaken by the same or different individuals. In the study, the reliability test was used to establish whether the findings were trustworthy, consistent, and dependable. The reliability test is carried out using SPSS software. Cronbach's alpha (α) was used to measure consistency. Cronbach's alpha ranges from 0 to 1, whereas the standard alpha ranges from 0 to 1.

3.7.3 Inferential Analysis

Inferential statistics is the practice of utilising sampled data to forecast or infer a larger sample or population (Corbo, 2022). Inferential statistics allow us to make inferences or conclusions from data. This usually entails extrapolating data from a sample to the entire population. To compare two subject groups and get more accurate conclusions about the broader population, this approach is commonly utilised.

The Independent Samples T-Test, One Way ANOVA, Chi-Square test, Pearson Correlation Coefficient, andMultiple Regression are the most often used techniques for computing inferential analysis. Every one of these analysis techniques is intended to compute various situations and needs of the variables in the investigation. This study will employ multiple regression to examine the relationship between a variety of independent factors, including trust, subjective norms, and attitude, and the dependent variable, purchase intention.

3.7.3.1 Pearson Correlation Coefficient

In order to determine the degree of linear relationship between two variables, Pearson Correlation Coefficient can be used. This coefficient quantifies the interval scale, which ranges from -1 to +1. When all points on a graph lie exactly on a straight line, it shows a perfect correlation; a correlation coefficient of 1 or -1 indicates a perfect positive relationship; and a correlation coefficient of -1 suggests a perfect negative relationship between the variables. The result indicates that there is no relationship between the selected variables if the correlation coefficient is 0. The purpose of this analysis is to identify the linear significance of the correlations between the dependent variable (purchase intention) and the three independent variables (trust, subjective norms and attitude).

Table 3.4

Table interprets the Strength of Pearson Correlation Coefficient:

Coefficient Range	**Strength**
± 0.00 to ± 0.20	Slight, almost negligible
± 0.21 to ± 0.40	Small but definite relationship
± 0.41 to ± 0.70	Moderate
± 0.71 to ± 0.90	High
± 0.91 to ± 1.00	Very strong

3.7.3.2 Multiple Regression

In research, multiple regression is a statistical tool for examining the relationship between several independent variables and a single dependent variable. It helps researchers in understanding the interaction of several elements and the relative importance of each independent variable when analysing the dependent variable. Not only that, it is useful when it is used to analyse the direction and strength of correlations between variables and evaluating hypotheses. For instance, in this study, multiple regression measures the individual and mixed impact of trust, subjective norm, and attitude on purchase intention.

The regression model is generally expressed as:

$$Y=\beta0+\beta1X1+\beta2X2+\beta3X3+\epsilon Y=\beta0+\beta1X1+\beta2X2+\beta3X3+\epsilon$$

Where:

- YY = Dependent variable (e.g., Purchase Intention)
- X1,X2,X3X1,X2,X3 = Independent variables (e.g., Trust, Subjective Norm, Attitude)
- β0β0 = Intercept
- β1,β2,β3β1,β2,β3 = Regression coefficients
- ϵϵ = Error term

Multiple regression indicates not only the existence of a significant relationship but also identifies the strongest predictors, quantifies the variation in the dependent variable explained (by R- squared), and evaluates the statistical significance of the model.

3.8 Chapter Summary

This chapter concluded with outlining the research methods and analysis techniques that were utilised for this study. Methods for collecting data, including research instruments, sample designs, data processing, and analysis are all detailed. The methods mentioned in this chapter

will be used in the following chapter to analyse the results and calculate the data for the questionnaire respondents.

CHAPTER 4: RESEARCH RESULT

4.0 Introduction

This chapter conducts an analysis using data gathered from 171 Malaysian Generation Z respondents to a questionnaire. Software called the Statistical Package for Social Science (SPSS) is used for data analysis and information that is descriptive, scale-measurement, and inferential. To make the analysis's outcome easier to understand, tables and diagrams will also be presented.

4.1 Descriptive Analysis

An essential research method that thoroughly investigates and summarises dataset attributes is analysis from a descriptive viewpoint. Using this data, we can see how the respondents' gender, age, and employment status fit into the overall pattern. Additionally, visual aids like tables and diagrams help comprehension while providing an accurate description.

4.1.1 Respondent's Demographic Profile

We systematically collected information on the demographic characteristics of the questionnaire respondents, including gender, age, and employee status.

4.1.1.1 Gender

Table 4.1

Gender of Respondents

Gender	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Male	53	31	53	31.0
Female	118	69	171	100.0

Source: Developed from SPSS software for research purposes.

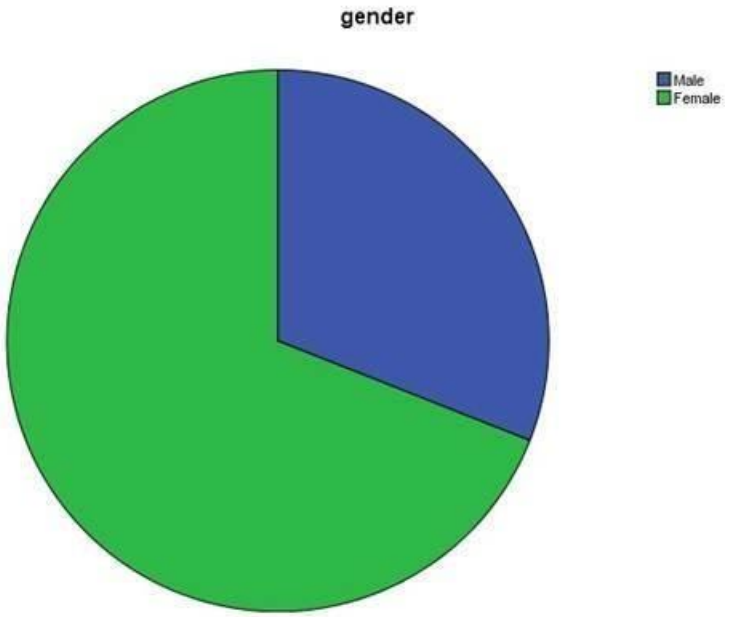

Figure 2.1: Gender of Respondents

From Table 4.1 and Figure 2.1, out of the 171 respondents, 69% (118 respondents) are female, while 31% (53 respondents) are male. This indicates that are more female respondents than male respondents.

4.1.1.2 Age

Table 4.2

Age of Respondents

Age	Frequency	Percentage	Cumulative	Cumulative

(Years)		(%)	Frequency	Percentage (%)
< 21 years old	32	18.7	18.7	18.7
21–23 years old	107	62.6	62.6	81.3
24-26 years old	16	9.4	9.4	90.6
27 years old and above	16	9.4	9.4	100.0

Source: Developed from SPSS software for research purposes.

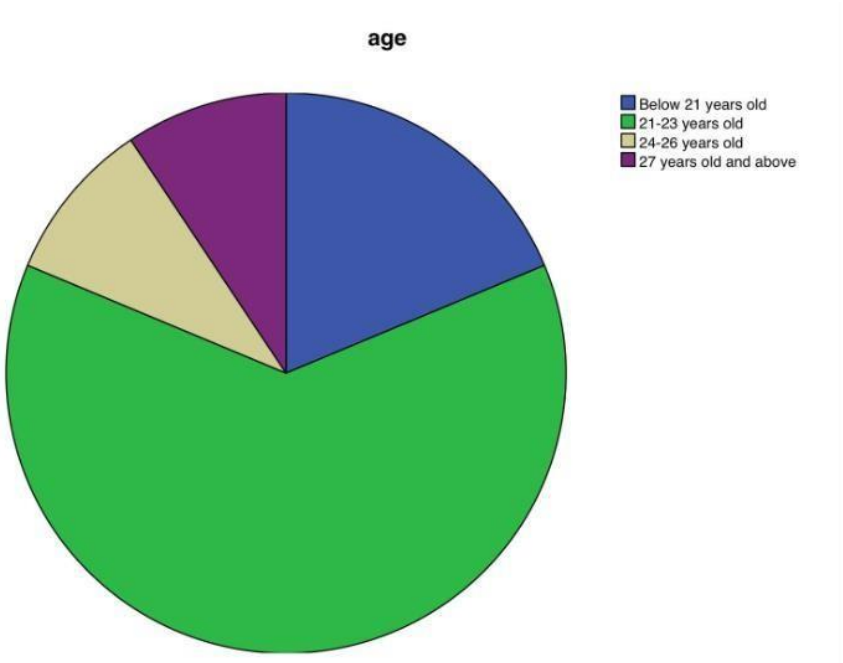

Figure 2.2 Age Group of Respondents

Table 4.2 and Figure 2.2 demonstrate the age of the respondents were divided into four categories. Out of 171 responses, 32 individuals were younger than 21 years old (18.7%), 107 individuals were between the ages of 21 to 23 (62.6%), sixteen individuals for both between the ages of 24 to 26 as well as 27 and older (9.4%). Critically, most responses were in the age group of 21 to 23, and with no significant difference between the 24 to 26 and 27 and above age groups.

4.1.1.3 Employee Status

Table 4.3

Employee Status of Respondents

Employee Status	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Full Time	53	31.0	53	31.0
Part Time	5	2.9	58	33.9
Unemployed	9	5.3	67	39.2
Student	102	59.6	169	98.8
Others	2	1.2	171	100.0

Source: Developed from SPSS software for research purposes.

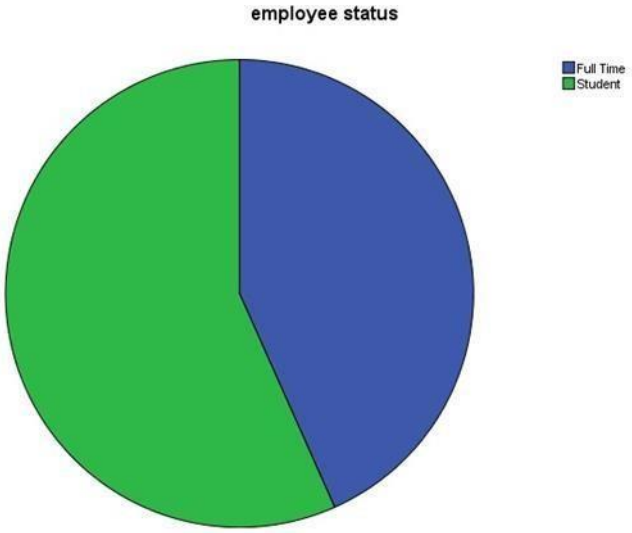

Figure 2.3 Employee Status of Respondents

The respondents' employment status is categorized in Table 4.3. Among the 171 respondents, the majority were students, accounting for 59.6% （102 respondents）. Full-time employees made

up 31.0% (53 respondents), while part-time employees accounted for 2.9% (5 respondents). Additionally, 5.3% (9 respondents) were unemployed, and only 1.2% (2 respondents) were classified as others. The results indicate that most Gen Z respondents were students, reflecting their stage in life as they pursue education while gradually transitioning into the workforce.

4.1.2 Central Tendencies Measurement of Construct

4.1.2.1 Variables

Table 4.4

Central Tendencies Measurement of Variables

Variables	Mean	Standard Deviation	Mean Ranking	Standard Deviation Ranking
PIAVE	4.0363	0.74192	3	2
TAVE	4.1170	0.63682	2	4
SNAVE	3.8129	0.92835	4	1
AAVE	4.1287	0.68726	1	3

Source: Developed from SPSS software for research purposes.

The major trends of PIAVE, TAVE, SNAVE, and AAVE show in Table 4.4. AAVE, which placed third in standard deviation at 0.68726, had the highest mean score of 4.1287, suggesting great agreement with moderate consistency. With the most consistent replies and the lowest standard deviation of 0.63682, TAVE came in second place with a mean of 4.1170. With a mean of 4.0363 and a standard deviation of 0.74192, PIAVE came in second in terms of consistency. With the lowest mean of 3.8129 and biggest standard deviation of 0.92835, SNAVE showed the least amount of agreement and the widest range of answers. AAVE received the most endorsements overall, whereas SNAVE received the least amount of consensus.

4.2 Scale Measurement

4.2.1 Reliability Test

Table 4.5

Cronbach's Alpha Reliability Test

Variable	Number of Items	Cronbach's Alpha Value	Strength of Reliability
Dependent Variable:			
PI	5	.858	Very Good
Independent Variables:			
T	5	.814	Very Good
SN	4	.888	Very Good
A	4	.826	Very Good

Source: Developed from SPSS software for research purposes.

Table 4.5 indicates that the Cronbach's Alpha value for the dependent variable, PI, is 0.858, while the independent variables T, SN, and A have values of 0.814, 0.888, and 0.826, respectively. According to Table 3.2, it reveals that the generated questionnaire is reliable, since all values above 0.8, signifying a very good reliability.

4.3 Preliminary data screening

4.3.1 Normality Test

Table 4.6

Normality Test

Variable	Skewness	Kurtosis
Dependent Variable:		
PI	-1.043	1.775
Independent Variable:		
T	-0.387	-0.600
SN	-0.584	-0.566

A	-0.787	0.223

Source: Developed from SPSS software for research purposes.

Using descriptive statistics to determine skewness and kurtosis, followed by the condition that skewness and kurtosis should fall between +2 and -2 when the data are normally distributed, is a popular rule-of-thumb test for normalcy (Garson, 2012). Table 4.6 shows the skewness and kurtosis values for the dependent variable PI and independent variables T, SN, and A. The result show that the dependant variable (PI) has a left-skewed distribution with a skewness of –1.043 and a kurtosis value of 1.775 that is within an acceptable range. The data appears to be left-skewed, as shown by the negative skewness values of the independent variables (T, SN, and A), which range from -0.387 to -0.787. With minor variances indicating a mixture of light-tailed and moderately peaked distributions devoid of strong outliers, the kurtosis values, which range from -0.600 to 0.223, show that the data distribution is roughly normal.

4.4 Inferential Analysis

4.4.1 Pearson Correlation Analysis

The results of Pearson Correlation Analysis for this research are referred to Table 3.4.

4.4.1.1 Trust (T) with Purchase Intention (PI)

HI: There is a significant relationship between trust and the purchase intention of green products among Generation Z.

Table 4.7

Correlation between Trust with Purchase Intention

		Purchase Intention (PI)
Trust (T)	Pearson Correlation	0.633
	Sig. (2-tailed)	0.000
	N	171

Source: Developed from SPSS software for research purposes.

According to Table 4.7 demonstrates a positive correlation between generation Z's trust and purchase intention. Due to the T and PI correlation coefficient value of 0.633, the Pearson

correlation value of 0.633 falls within the ±0.41 to ±0.70 range, indicating a moderate positive relationship between T and PI. Following that, the significance level (p-value) is 0.000 is considered highly significant.

4.4.1.2 Subjective Norms (SN) with Purchase Intention (PI)

H2: There is a significant relationship between subjective norms and the purchase intention of green products among Generation Z.

Table 4.8

Correlation between Subjective Norms with Purchase Intention

		Purchase Intention
Subjective Norms (SN)	Pearson Correlation	0.662
	Sig. (2-tailed)	0.000
	N	171

Source: Developed from SPSS software for research purposes.

Table 4.8 reveals that there is a moderately positive relationship between SN and PI, with a correlation of 0.662 being within the range of ±0.42 to ±0.70. Apart from that, the p-value is 0.000, which is very significant, so it's much more noteworthy. This indicates that the link of subjective norms and purchase intention are moderately and significantly related.

4.4.1.3 Attitude (T) with Purchase Intention (PI)

H3: There is a significant relationship between attitude and purchase intention of green products among Generation Z.

Table 4.9

Correlation between Attitude with Purchase Intention

		Purchase Intention (PI)
Attitude (A)	Pearson Correlation	0.773
	Sig. (2-tailed)	0.000
	N	171

Source: Developed from SPSS software for research purposes.

From the results in table 4.9, there is positive relationship between attitude and purchase intention of green products among Gen Z because of the positive value for correlation coefficient. The attitude variable has a 0.773 correlation with the purchase intention variable. Thus, when attitude is high, purchase intention is high. The value of this correlation coefficient 0.773 is fall under coefficient range from ±0.71 to ±0.90. Therefore, the relationship between attitude and purchase intention is high. The relationship between attitude and purchase intention is significant. It is because the p-value 0.000 is less then alpha value 0.01.

4.4.2 Multiple Linear Regression Analysis

4.4.2.1 Determinants of Purchase Intention

A multiple regression study was conducted using SPSS statistical software to evaluate the collective predictive capacity of three independent variables (Trust, Subjective Norms, and Attitude) on the dependent variable, Purchase Intention.

Table 4.10

Analysis of Variance

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.685	3	20.562	107.678	.000[a]
	Residual	31.890	167	.191		
	Total	93.575	170			

Source: Developed from SPSS software for research purposes.

Based on the ANOVA result, the F-ratio of our regression models is shown, which ideally the larger the F-ratio, the higher the variance between the variables; while $p < 0.05$. In *Table 4.10*, the F value shows a rather high value of 107.678, while the p-value is 0.000, concluding the high significance of the relationship between the independent variables and the dependent variable. It indicates that the regression model is a good fit for the data, all the independent variables (T, SN, A) are statistically significant in explaining the dependent variable (PI).

Table 4.11

R-square Value's Model Summary

Model Summary				
Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate
1	.812	.659	.653	.43699

Source: Developed from SPSS software for research purposes.

The R Squared number indicates the extent to which the independent variables in the study can explain the percentage of variance in the dependent variable. As seen in Table 4.11, the independent variables (T, SN, and A) represent 65.9% of the variance in the dependent variable (PI). However, the remaining 34.1% (100% - 65.9%) could not be explained by this research. The other variables that are not explained in this research likely have another purpose in explaining purchasing intention.

Table 4.12

The Estimate of Parameter

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.357	0.233		1.529	0.128
	T	0.092	0.079	0.079	1.163	0.246
	SN	0.220	0.050	0.275	4.393	0.000
	A	0.597	0.069	0.553	8.619	0.000

Source: Developed from SPSS software for research purposes.

The multiple regressions model for this study is as follows:

Equation: $PI = 0.357 + 0.092\ (T) + 0.220\ (SN) + 0.597\ (A)$

In this study, the relationship between the three independent variables, which are the three is include trust (T), subjective norms (SN), and attitude (A), and the dependent variable is purchase intention (PI). According to Table 4.12, the result shows that two independent variables are statistically significant at less than 0.05 and one independent variable is statistically not significant at more than 0.05.

The first independent variable, trust (T), has highest value as of 0.246 for its p-value among other independent variables, which is considered as a not significant level because the p-value is more than alpha value 0.05. Besides, the unstandardized beta coefficient of 0.092 is the lowest among the independent variables, indicating that for every increment of one unit in T, the purchase intention increases by 0.092 units, holding other predictors constant. Thus, trust has the least explanatory power among the variables in the research.

In addition, the independent variable, subjective norms (SN), is significant in this study, demonstrating a statistically significant effect on the dependent variable with a p-value of 0.000 ($p < 0.05$). The unstandardized beta coefficient of 0.220 indicates that a one-unit increase in SN results in a 0.220-unit improvement in purchase intention, provided all other variables remain constant.

Furthermore, attitude (A), the third independent variable in the study, is found to be significant, supported by its p-value of 0.000. Attitude is predictor variables that contribute the highest to the variation of the dependent variable （purchase intention） because Beta value (under standardized coefficients) of this predictor variable is the largest 0.597 if compared to other predictor variables (trust and subjective norms). This means that attitude makes the strongest unique contribution to explain the variation in dependent variable (purchase intention), when the variance explained by all other predictor variables in the model is controlled for.

Overall, the model suggests that most of these independent variables positively influence the dependent variable except trust, with attitude being the most influential with unstandardized beta coefficients of 0.597.

4.5 Conclusion

Overall, all results in this chapter were obtained from the questionnaire data, processed through SPSS software. The analysis covers demographic statistics, reliability and normality assessment, Pearson correlation coefficient, and multiple linear regression. Additionally, tables and pie are offered to assist in visualising the data result.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION

5.0 Introduction

In this chapter, we will go over the main points of our topic and how they relate to the analysis in Chapter 4. Furthermore, the study's practical implications will be detailed, after which the research's constraints will be discussed, and finally, recommendations for readers and future studies will be provided.

5.1 Discussion of Major Finding

Based on the findings from SPSS, researchers have determined the results for each hypothesis.

Table 5.1
Overview of Statistical Analysis

Test	Hypothesis	Result	Outcomes
Trust	H1: There is significant relationship between trust and purchase intention of green products among Generation Z.	r= 0.633 t-value= 1.163 p-value= 0.246	Unsupported
Subjective Norms	H2: There is significant relationship between subjective norms and purchase intention of green products among Generation Z.	r= 0.662 t-value= 4.393 p-value= 0.000	Supported

Attitude	H3: There is significant relationship between attitude and purchase intention of green products among Generation Z.	r= 0.773 t-value= 8.619 p-value= 0.000	Supported

5.1.1 H1: Relationship between Trust and Purchase Intention of Green Product among Generation Z

The first hypothesis tested the claim that there is a relationship between Generation Z consumer's trust in brands and their intention to buy green products. A moderately strong positive association (r = 0.633) was found, suggesting that those who expressed more trust also tended to indicate a stronger intention to buy green products. A t-value of 1.163 and a p-value of 0.246, which surpass the customary threshold of 0.05, indicate that the association was deemed statistically insignificant. It appears that trust is linked to intentions to purchase green products, but the strength of the relationship is insufficient to provide a statistically significant effect in this sample. Thus, while the correlation between the two seems significant initially, there is not enough data to draw any firm conclusions about how this will affect the larger Gen Z demographic. What this means is that trust may have a descriptive correlation with purpose, but it is not a strong predictor in this sample. Therefore, the hypothesis is rejected.

These findings are in line with more recent study which discusses the importance of trust in determining whether or not consumers would make green purchases. For example, according to Hudayah et al. (2023), a study conducted among Polish Generation Z consumers examined sustainable food consumption. The results showed that trust was not a significant predictor, but attitudes and consumer knowledge were more influential in determining green buy intentions. Similarly, Soomro et al. (2020) found that among young Pakistanis, trust was negatively and insignificantly correlated with the purchase of green products. This collection of evidence together supports the notion that although trust is frequently associated with positive purchasing intentions, its direct statistical impact is generally minimal or inconsistent across different cultural contexts.

Not only that, the growing mistrust of businesses' overstated environmental promises and greenwashing among younger consumers could be a contributing factor. Members of Generation Z are recognised to be tech-savvy and to place a premium on genuine and transparent brands (Otte

& Maehle, 2022). Consequently, trust may serve more as an essential condition than a motivation, and it may lose some of its power when other factors, such the perceived quality of the product or environmental concern, are weak at the same time. This shows that trust is more of a basic necessity than a driving factor in consumer willingness to purchase.

In short, developing a more thorough knowledge of Gen Z's green buying behaviour could be achieved by conducting future studies that investigate the interaction effects of trust with such mediators or moderators. For instance, studies could look at the relationship between trust and the impact of social influence, product quality perception, environmental concern, or intention to buy. To further understand the impact of trust in influencing customer decisions over time, longitudinal designs or experimental manipulations could be useful.

5.1.2 H2: Relationship between Subjective Norms and Purchase Intention of Green Product among Generation Z

The second hypothesis proposed that subjective norms is positively correlated with purchase intention, and the analysis supports this relationship. This research found a significant relationship that is positive related between subjective norms and purchase intention of green products among Generation Z.

According to Ngo et al. (2025), a key element of the Theory of Planned Behaviour (TPB) is the subjective norm, which is the feeling of social pressure to engage in or refrain from specific behaviours. This pressure is influenced by normative ideas, which represent an individual's evaluations of how important other people believe they should behave as well as their motivation to do so. Subjective norms are a key predictor of purchase intention, as several empirical investigations have repeatedly shown, particularly in social circumstances where the views of others have great sway.

Depending on the society, social pressure can have varying effects on an individual's behaviour. Viewpoints of other people's normative expectations and their drive to meet them can be used to measure subjective norms. According to Azjen (1991), normative ideas are thought to establish

subjective norms also, consumers will be impacted by societal perceptions and group expectations (Noor et al., 2020). According to green subjective norms, people's desire to buy environmentally friendly products is influenced by the perceived social pressure they experience while engaging in green purchase intention. These are frequently influenced by the opinions and values of significant others, such as family, friends, and the broader public (Ngo et al., 2025).

Other than that, according to HamJeger (2015) contends that societal pressure to adopt ecologically conscious behaviours is a result of green subjective norms. According to XuDu (2022), suggests that people may feel pressured to comply to win social acceptability when they sense peer pressure or societal expectations about the purchase of eco-friendly products. WanShen (2018) further pointed out that people are sometimes motivated to make green purchases by the need to avoid unfavourable opinions or criticism from others (Ngo et al., 2025). From a social identity standpoint, subjective norms that align individual behaviour with the values and expectations of their group reinforce green identification and a sense of belonging, which in turn influences green purchasing intention. The result that a social environment that values sustainability will ultimately increase Generation Z's purchasing intention, significantly strengthening subjective norms and ultimately making green purchasing a more habitual and socially acceptable behaviour.

5.1.3 H3: Relationship between Attitude and Purchase Intention of green products among Generation Z

Hypothesis 3 proposed that attitude is positively correlated to purchase intention. The finding shows a clear and statistical association between attitude and purchase intention among the generation z in Malaysia.

As discussed in Chapter 2, according to Ajzen (1991), one's attitude shows how they feel about the behaviour in focus. Based on the Theory of Planned Behaviour (TPB), a person's decision to act or not is influenced by a variety of variables, including attitudes (Saenghiran & Chaipoopirutana, 2023). According to this study, attitudes substantially influence purchasing intentions towards green products. As a result, attitude can significantly enhance overall perception,

ultimately leading to increased purchase intention towards green products among generation z in Malaysia.

More precisely, a number of empirical studies have confirmed that there is a favourable correlation between consumer attitudes and purchase intention toward green products existed. Paul, Modi, and Patel, for instance, discovered that consumers are more likely to purchase wine in ecologically friendly packaging if they have a favourable attitude toward environmental responsibility. Furthermore, the results of this research are in line with Chen and Tung's findings, which show that a positive attitude influences purchase intentions of green products. Therefore, this study suggests that attitude positively contributes to purchase intention toward green products among generation Z in Malaysia (han et al., 2024).

5.2 Implications of Study

5.2.1 Practical Implications

Our research offers several practical implications, particularly from the perspective of green marketing strategies aimed at positively promoting green purchase intention. This ensures that businesses and their customers both gain while protecting the environment (Aldaihani et al., 2024). Organization must reevaluate their conventional marketing tactics considering the urgent issues around climate change, a major global issue that is especially severe in Malaysia due to rising temperatures. Customers of nowadays, including those in Generation Z, are becoming more conscious of businesses' green products and are impacted by them when making judgments about what to buy since they believe these green products will improve their health and lifestyle. Leaders in the retail sector may significantly impact Generation Z purchase intentions by implementing green marketing methods. Green marketing techniques must be incorporated into strategic planning and execution if a firm places a high priority on sustainability. This strategy draws in customers of all ages and strengthens the organization's standing as a green product, which appeals to Generation Z.

To gauge how well their green marketing tactics are impacting Generation Z's green attitude, organization may also observe how they behave. To get additional data on their environmental

initiatives, organization might also gather and examine client ratings and comments. They may then evaluate how well their green initiatives are working and identify areas that need further work. Moreover, they can also benchmark their green marketing activities against those of their industry peers targeting the same Generation Z segment so that they can understand the effectiveness of their efforts in promoting the green purchase intention of this group of customers. Furthermore, the research emphasizes how important it is for organizations and legislators to address environmental challenges as part of their primary duties. Green marketing techniques, such green labelling, green packaging, and green advertising, may successfully foster green purchasing intentions when they are supported by a positive green mentality.

Lastly, our findings may be used by policymakers to increase consumer understanding of the effects of their consumption and purchase intention, decrease skepticism about green products, and promote green product expertise. Policies that highlight the advantages of moving from non-green to green products, both for individuals and the environment, must be created. More encouraging rules or regulations for businesses and organizations can be provided to improve customer engagement with evidence of green claims made by the relevant businesses. These could improve consumers' purchase intentions and lessen the unfavorable impression of green advertising or products (Nekmahmud et al., 2022).

5.2.2 Theoretical implications

This study looks deeper into the Theory of Planned Behaviour (TPB) and Calculus-Based Trust (CBT) Theory, expanding its application and providing theoretical validity, within the framework of Generation Z's goal to purchase green products. According to the TPB model (Ajzen, 1991), there are three factors that influence how people act: their attitudes, subjective norms, and perception of their own behavioural control. This is in keeping with previous research that has shown that Generation Z's attitude and subjective norms substantially impact their green buying intention, lending validity to the theory's predictive power. These results confirm that TPB is a strong model for environmentally conscious consumer behaviour, particularly among a younger demographic.

In addition, this study offers fresh theoretical insight by bringing in Calculus-Based Trust (CBT) Theory (Lewicki & Bunker, 1996). CBT theory states that people form trusting relationships after weighing the pros and cons of cooperating or deceiving. The resulting findings provide a strong contrast to previous CBT studies that revealed trust is very important in influencing consumer decisions, especially when there is a lack of information or risk involved (Gefen et al., 2003). There was a reasonably strong association between trust and the intention to purchase green products, although trust did not reach statistical significance in this study. Based on this disparity, it seems that trust in environmentally friendly brands is more of a given for Generation Z than a driving force behind their actions. This run opposed to the long-held beliefs within CBT theory, which hold that trust cannot motivate actions in low-risk or heavily regulated consumer settings.

When it comes to green consumerism, cognitive evaluations (such as attitude and subjective norms) have a greater impact on purchasing decisions than risk-mitigation elements (such as trust). This finding adds to the increasing amount of literature that suggests a theoretical integration of TPB and CBT. Gen Z in Malaysia is an understudied population, but these findings are especially relevant because of the growing effect of societal ideals, environmental narratives, and peer pressure on their purchasing habits. Not only that, the importance of individual and group values in shaping eco-friendly purchasing decisions has been highlighted in previous research using TPB (e.g., Yadav & Pathak, 2017; Al-Swidi et al., 2021). There has to be a contextualisation of theoretical applications within unique generational and cultural contexts because this study goes against past research that heavily relied on trust as a predictor (Chen et al., 2020).

Even while this study highlights the predictive power of TPB constructs, it also recognises that other contextual or psychological factors, such digital literacy, environmental concern, or perceived greenwashing, could impact green purchasing choices. In order to broaden the theoretical framework and deepen the understanding of Generation Z's pro-environmental actions, future research should investigate these.

5.3 Limitations of Study

5.3.1 Limited Demographic Scope

There are a number of limitations to this study, but it does provide useful insights into the green purchasing behaviours of Generation Z. First, the sample was intentionally small, consisting only of Malaysian consumers from Generation Z. Although this generation is becoming increasingly important in sustainability trends, the results might not apply to other age groups or areas. Consumer behaviour can be greatly influenced by factors such as cultural values, environmental consciousness and purchasing power, which differ among nations and generations. The shopping habits of younger generations may be more affected by societal ideals and peer pressure than those of older generations, who may be more price sensitive or concerned about the reliability of the goods. Furthermore, other factors like perceived behavioural control and price sensitivity could have played a larger role in explaining the observed variations in purchase intention beyond the three constructs of trust, attitudes, and subjective norms that were examined in this study.

5.3.2 Cost as a Constraint

The members completely comprehend and have examined the different approaches of employing monetary incentives to increase the respondent's engagement and boosting the response rates. However, it is agreed among the members to not use the money incentives because this approach was not initially planned and agreed upon. The group members made the decision not to move forward with financial incentives because, in order to get 384 respondents, we were uncertain about the planning, budgeting, and calculations necessary for this strategy to be successful because it was not thoroughly thought out or planned.

5.4 Recommendations for Future Research

To improve generalisability, future studies could include various age groups or cross-cultural comparisons beyond Generation Z. Cultural and generational differences may affect trust, attitudes, and subjective norms in green purchasing. Researchers can also include perceived behavioural control, environmental concern and brand image to better understand sustainable consumer decisions. These may explain why trust was unimportant in this investigation. Mixed methods approach like qualitative interviews or focus groups may reveal consumer motivations and opinions. Thus, these methods would improve green consumerism theory and practice.

Finally, by emphasizing the significance and implications of the study, future research may take into account different financial or non-financial incentives or intrinsic motivation techniques.

5.5 Conclusion

The goal of carrying out this research is to examine trust, subjective norm and attitude towards the purchase intention of green products among generation z. The established hypotheses (H2 and H3) are accepted and supported by data, according to the results, while the hypothesis (H1) is not. We may conclude that the study's independent variables (subjective norm and attitude) have a significant positive relationship with purchase intention (PI), whereas trust has an insignificantly positive relationship with PI. The project serves as a future reference for future study regarding purchase intention.

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APPENDIX 1: SURVEY QUESTION

Dear respondents,

We are students in Bachelor of Business Administration (Honors) from Faculty of Business and Finance (FBF) in Universiti Tunku Abdul Rahman (UTAR). The purpose of this study is to discuss the factors that affect purchase intention of green products among generation Z in Malaysia. This study can help to know more about the purchase intention of green products among generation Z in Malaysia.

There are **FIVE (5) sections** in this questionnaire. Section A is on demographics. Section B, C, D and E cover all the variables in this study. Please read the instructions carefully before answering the questions. Please answer ALL questions in ALL sections. Completion of this questionnaire will take you approximately 5 to 10 minutes.

Your participation in this study is entirely voluntary. There will be no disadvantage if you decide not to complete the attached anonymous questionnaire. You can withdraw at any time without any penalty. You can refuse to answer any question at any time if you feel uncomfortable.

The information collected from you will be kept strictly private and confidential. All responses and findings will be used solely for academic purposes.

Your assistance in completing this questionnaire is very much appreciated. Thank you for your participation. If you have any question regarding to this questionnaire, you may contact us at shuching2002@1utar.my.

If you decide to complete this attached anonymous questionnaire, this will be taken as you voluntarily agree and formal consent to participate in this study. Thank you very much for your cooperation and willingness to participate in this study.

Yours sincerely,

Ong Shu Ching

Sandy Lim Zi Wen

Tan Sze Ying

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

a) Name
b) Identity card
c) Place of Birth
d) Address
e) Education History
f) Employment History
g) Medical History
h) Blood type
i) Race
j) Religion
k) Photo
l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

a) For assessment of any application to UTAR
b) For processing any benefits and services
c) For communication purposes
d) For advertorial and news

e) For general administration and record purposes

f) For enhancing the value of education

g) For educational and related purposes consequential to UTAR

h) For replying any responds to complaints and enquiries

i) For the purpose of our corporate governance

j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance with the terms and conditions in the Notice and our relevant policy.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3.You may access and update your personal data by writing to us at shuching2002@1utar.my.

Acknowledgment of Notice

- I have been notified and that I hereby understood, consented and agreed per UTAR above notice.
- I disagree, my personal data will not be processed.

Section A: Demographic

This section collects general information about your background.

Please select **ONE** answer for each question that best reflects your personal information. Your responses will remain confidential and are solely for academic research purposes.

1. Gender *

- ◯ Male
- ◯ Female

2. Age *

- ◯ Below 21 years old
- ◯ 21-23 years old
- ◯ 24-26 years old
- ◯ 27 years old and above

3. Employee Status *

- ○ Full Time
- ○ Part Time
- ○ Unemployed
- ○ Student
- ○ Others

Section B: Purchase Intention

Please choose **ONE** of the most relevant scales to indicate your level of agreement with the following statement(s). Kindly take note of the rating scale shown below before you begin answering the question.

1 - Strongly Disagree
2 - Disagree
3 - Neutral
4 - Agree
5 - Strongly Agree

1. I am willing to buy environmentally friendly products for personal use.

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

2. I would buy environmentally friendly products in the near future. *

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

3. I aim to pay more on green products rather than conventional products. *

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

4. I will think of shifting to green product for ecological reasons. *

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

5. I would recommend green products to others. *

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

Section C: Trust

Please choose **ONE** of the most relevant scales to indicate your level of agreement with the following statement(s). Kindly take note of the rating scale shown below before you begin answering the question.

1 - Strongly Disagree
2 - Disagree
3 - Neutral
4 - Agree
5 - Strongly Agree

1. I trust the information green products supply concerning sustainability and eco-friendliness. *

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

2. I trust the green product's environmental reputation is generally reliable. *

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

3. I believe the green product's environmental claims are generally trustworthy. *

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

4. I trust the green product's environmental concern meets my expectations. *

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

5. I believe green products with sound commitments for environmental protection. *

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

Section D: Subjective Norms

Please choose **ONE** of the most relevant scales to indicate your level of agreement with the following statement(s). Kindly take note of the rating scale shown below before you begin answering the question.

1 - Strongly Disagree
2 - Disagree
3 - Neutral
4 - Agree
5 - Strongly Agree

1. My friends/ colleagues positive belief influences me to buy green products. *

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

2. My family would advise me to buy environmentally friendly products for consumption. *

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

3. I think green products are more in line with my family's wishes. *

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

4. My interaction with people influences me to buy green products. *

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

Section E: Attitude

Please choose **ONE** of the most relevant scales to indicate your level of agreement with the following statement(s). Kindly take note of the rating scale shown below before you begin answering the question.

1 - Strongly Disagree
2 - Disagree
3 - Neutral
4 - Agree
5 - Strongly Agree

1. It is a great idea to buy green products. *

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

2. I have a positive attitude concerning green product purchase. *

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

3. To me, buying green products for consumption is pleasant. *

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

4. I have a favourable attitude towards buying green products. *

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

APPENDIX 2: TABLE OF DETERMINING SAMPLE SIZE

	Variance of the population P=50%					
	Confidence level=95% *Margin of error*			*Confidence level=99%* *Margin of error*		
Population Size	5	3	1	5	3	1
50	44	48	50	46	49	50
75	63	70	74	67	72	75
100	79	91	99	87	95	99
150	108	132	148	122	139	149
200	132	168	196	154	180	198
250	151	203	244	181	220	246
300	168	234	291	206	258	295
400	196	291	384	249	328	391
500	217	340	475	285	393	485
600	234	384	565	314	452	579
700	248	423	652	340	507	672
800	260	457	738	362	557	763
1000	278	516	906	398	647	943
1500	306	624	1297	459	825	1375
2000	322	696	1655	497	957	1784
3000	341	787	2286	541	1138	2539
5000	357	879	3288	583	1342	3838
10000	370	964	4899	620	1550	6228
25000	378	1023	6939	643	1709	9944
50000	381	1045	8057	652	1770	12413
100000	383	1056	8762	656	1802	14172
250000	384	1063	9249	659	1821	15489
500000	384	1065	9423	660	1828	15984
1000000	384	1066	9513	660	1831	16244

APPENDIX 3: RELIABILITY TEST ANALYSIS RESULT FOR PILOT TEST

Pilot Test

Purchase Intention:

Reliability

[DataSet0]

Scale: Reliability Analysia for Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.722	.723	5

Inter-Item Correlation Matrix

	personal use	future	more on green product	shifting to green product	recommend green product
personal use	1.000	.209	.007	.158	.173
future	.209	1.000	.228	.530	.464
more on green product	.007	.228	1.000	.524	.607
shifting to green product	.158	.530	.524	1.000	.533
recommend green product	.173	.464	.607	.533	1.000

Trust:

Reliability

[DataSet0]

Scale: Reliability Analysis for Trust

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.737	.740	5

Subjective Norms:

Reliability

[DataSet0]

Scale: Reliability Analysis for Subjective Norms

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.771	.768	4

Inter-Item Correlation Matrix

	influences	consumption	wishes	interaction
influences	1.000	.720	.380	.477
consumption	.720	1.000	.397	.395
wishes	.380	.397	1.000	.343
interaction	.477	.395	.343	1.000

Attitude:

Reliability

[DataSet0]

Scale: Reliability Analysis for Attitude

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.763	.768	4

Inter-Item Correlation Matrix

	great idea	positive attitude	pleasant	favourable attitude
great idea	1.000	.529	.409	.482
positive attitude	.529	1.000	.252	.504
pleasant	.409	.252	1.000	.545
favourable attitude	.482	.504	.545	1.000

APPENDIX 4: DESCRIPTIVE ANALYSIS RESULT

```
FREQUENCIES VARIABLES=Gender Age EmployeeStatus
  /NTILES=4
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE
  /PIECHART FREQ
  /ORDER=ANALYSIS.
```

Frequencies

```
[DataSet0]
```

Statistics

		gender	age	employee status
N	Valid	171	171	171
	Missing	0	0	0
Mean		1.6901	2.0936	2.9708
Median		2.0000	2.0000	4.0000
Mode		2.00	2.00	4.00
Std. Deviation		.46383	.80624	1.38660
Variance		.215	.650	1.923
Range		1.00	3.00	4.00
Minimum		1.00	1.00	1.00
Maximum		2.00	4.00	5.00
Percentiles	25	1.0000	2.0000	1.0000
	50	2.0000	2.0000	4.0000
	75	2.0000	2.0000	4.0000

Frequency Table

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	53	31.0	31.0	31.0
	Female	118	69.0	69.0	100.0
	Total	171	100.0	100.0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 21 years old	32	18.7	18.7	18.7
	21-23 years old	107	62.6	62.6	81.3
	24-26 years old	16	9.4	9.4	90.6
	27 years old and above	16	9.4	9.4	100.0
	Total	171	100.0	100.0	

employee status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full Time	53	31.0	31.0	31.0
	Part Time	5	2.9	2.9	33.9
	Unemployed	9	5.3	5.3	39.2
	Student	102	59.6	59.6	98.8
	Others	2	1.2	1.2	100.0
	Total	171	100.0	100.0	

APPENDIX 5: RELIABILITY TEST ANALYSIS RESULT

Purchases Intention:

```
RELIABILITY
  /VARIABLES=PI1 PI2 PI3 PI4 PI5
  /SCALE('Reliability Analysis for Purchase Intention') ALL
  /MODEL=ALPHA
  /STATISTICS=SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

```
[DataSet0]
```

Scale: Reliability Analysis for Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	171	100.0
	Excluded[a]	0	.0
	Total	171	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.858	.860	5

Inter-Item Correlation Matrix

	personal use	future	more on green product	shifting to green product	recommend green product
personal use	1.000	.642	.370	.507	.477
future	.642	1.000	.472	.667	.608
more on green product	.370	.472	1.000	.593	.579
shifting to green product	.507	.667	.593	1.000	.607
recommend green product	.477	.608	.579	.607	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
personal use	16.0702	10.019	.597	.429	.848
future	16.0175	8.759	.736	.599	.812
more on green product	16.3684	8.869	.610	.428	.850
shifting to green product	16.1696	8.977	.743	.566	.812
recommend green product	16.0994	8.972	.705	.504	.821

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.1813	13.761	3.70959	5

Trust:

```
RELIABILITY
  /VARIABLES=T1 T2 T3 T4 T5
  /SCALE('Reliability Analysis for Trust') ALL
  /MODEL=ALPHA
  /STATISTICS=SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

```
[DataSet0]
```

Scale: Reliability Analysis for Trust

Case Processing Summary

		N	%
Cases	Valid	171	100.0
	Excluded[a]	0	.0
	Total	171	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.814	.814	5

Inter-Item Correlation Matrix

	eco-friendliness	reputation	trustworthy	expectations	commitments
eco-friendliness	1.000	.522	.428	.461	.392
reputation	.522	1.000	.502	.484	.403
trustworthy	.428	.502	1.000	.435	.450
expectations	.461	.484	.435	1.000	.588
commitments	.392	.403	.450	.588	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
eco-friendliness	16.4912	6.934	.578	.352	.785
reputation	16.4444	6.837	.620	.405	.772
trustworthy	16.4503	6.790	.581	.349	.784
expectations	16.5614	6.459	.641	.446	.765
commitments	16.3918	6.934	.593	.400	.780

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.5848	10.138	3.18408	5

Subjective Norms:

```
RELIABILITY
  /VARIABLES=SN1 SN2 SN3 SN4
  /SCALE('Reliability Analysis for Subjective Norms') ALL
  /MODEL=ALPHA
  /STATISTICS=SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

```
[DataSet0]
```

Scale: Reliability Analysis for Subjective Norms

Case Processing Summary

		N	%
Cases	Valid	171	100.0
	Excluded[a]	0	.0
	Total	171	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.888	.888	4

Inter-Item Correlation Matrix

	influences	comsumption	wishes	interaction
influences	1.000	.690	.693	.633
comsumption	.690	1.000	.674	.671
wishes	.693	.674	1.000	.627
interaction	.633	.671	.627	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
influences	11.5146	8.028	.766	.590	.852
comsumption	11.5263	7.733	.774	.600	.849
wishes	11.3918	8.004	.755	.574	.856
interaction	11.3216	8.419	.724	.528	.867

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.2515	13.789	3.71340	4

Attitude:

```
RELIABILITY
  /VARIABLES=A1 A2 A3 A4
  /SCALE('Reliability Analysis for Attitude') ALL
  /MODEL=ALPHA
  /STATISTICS=SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

```
[DataSet0]
```

Scale: Reliability Analysis for Attitude

Case Processing Summary

		N	%
Cases	Valid	171	100.0
	Excluded[a]	0	.0
	Total	171	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.826	.828	4

Inter-Item Correlation Matrix

	great idea	positive attitude	pleasant	favourable attitude
great idea	1.000	.572	.539	.517
positive attitude	.572	1.000	.491	.599
pleasant	.539	.491	1.000	.563
favourable attitude	.517	.599	.563	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
great idea	12.1988	4.866	.647	.427	.786
positive attitude	12.4561	4.344	.666	.459	.775
pleasant	12.4678	4.639	.630	.409	.791
favourable attitude	12.4211	4.139	.677	.465	.771

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.5146	7.557	2.74902	4

APPENDIX 6: NORMALITY TEST ANALYSIS RESULT

Frequencies

[DataSet0]

Statistics

		Purchase Intention Average	Trust Average	Subjective Norms Average	Attitude Average
N	Valid	171	171	171	171
	Missing	0	0	0	0
	Mean	4.0363	4.1170	3.8129	4.1287
	Std. Deviation	.74192	.63682	.92835	.68726

Frequency Table

Purchase Intention Average

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	1.2	1	.6	.6	1.2
	2	1	.6	.6	1.8
	2.4	2	1.2	1.2	2.9
	2.6	2	1.2	1.2	4.1
	2.8	4	2.3	2.3	6.4
	3	9	5.3	5.3	11.7
	3.2	8	4.7	4.7	16.4
	3.4	11	6.4	6.4	22.8
	3.6	7	4.1	4.1	26.9
	3.8	13	7.6	7.6	34.5
	4	24	14.0	14.0	48.5
	4.2	16	9.4	9.4	57.9
	4.4	23	13.5	13.5	71.3
	4.6	21	12.3	12.3	83.6
	4.8	4	2.3	2.3	86.0
	5	24	14.0	14.0	100.0
	Total	171	100.0	100.0	

Trust Average

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.6	3	1.8	1.8	1.8
	2.8	4	2.3	2.3	4.1
	3	7	4.1	4.1	8.2
	3.2	6	3.5	3.5	11.7
	3.4	11	6.4	6.4	18.1
	3.6	11	6.4	6.4	24.6
	3.8	21	12.3	12.3	36.8
	4	15	8.8	8.8	45.6
	4.2	18	10.5	10.5	56.1
	4.4	24	14.0	14.0	70.2
	4.6	18	10.5	10.5	80.7
	4.8	5	2.9	2.9	83.6
	5	28	16.4	16.4	100.0
	Total	171	100.0	100.0	

Subjective Norms Average

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.5	3	1.8	1.8	1.8
	1.75	2	1.2	1.2	2.9
	2	5	2.9	2.9	5.8
	2.25	5	2.9	2.9	8.8
	2.5	6	3.5	3.5	12.3
	2.75	6	3.5	3.5	15.8
	3	21	12.3	12.3	28.1
	3.25	7	4.1	4.1	32.2
	3.5	9	5.3	5.3	37.4
	3.75	12	7.0	7.0	44.4
	4	19	11.1	11.1	55.6
	4.25	15	8.8	8.8	64.3
	4.5	25	14.6	14.6	78.9
	4.75	13	7.6	7.6	86.5
	5	23	13.5	13.5	100.0
	Total	171	100.0	100.0	

Attitude Average

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.75	1	.6	.6	.6
	2.25	1	.6	.6	1.2
	2.5	2	1.2	1.2	2.3
	2.75	6	3.5	3.5	5.8
	3	9	5.3	5.3	11.1
	3.25	8	4.7	4.7	15.8
	3.5	11	6.4	6.4	22.2
	3.75	8	4.7	4.7	26.9
	4	29	17.0	17.0	43.9
	4.25	26	15.2	15.2	59.1
	4.5	27	15.8	15.8	74.9
	4.75	16	9.4	9.4	84.2
	5	27	15.8	15.8	100.0
	Total	171	100.0	100.0	

```
DESCRIPTIVES VARIABLES=PIAVE TAVE SNAVE AAVE
  /STATISTICS=MEAN STDDEV MIN MAX KURTOSIS SKEWNESS.
```

Descriptives

```
[DataSet0]
```

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Purchase Intention Average	171	1.00	5.00	4.0363	.74192	-1.043	.186	1.775	.369
Trust Average	171	2.60	5.00	4.1170	.63682	-.387	.186	-.600	.369
Subjective Norms Average	171	1.50	5.00	3.8129	.92835	-.584	.186	-.566	.369
Attitude Average	171	1.75	5.00	4.1287	.68726	-.787	.186	.223	.369
Valid N (listwise)	171								

APPENDIX 7: PEARSON CORRELATION ANALYSIS RESULT

```
CORRELATIONS
  /VARIABLES=PIAVE TAVE
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

```
[DataSet0]
```

Correlations

		Purchase Intention Average	Trust Average
Purchase Intention Average	Pearson Correlation	1.000	.633**
	Sig. (2-tailed)		.000
	N	171.000	171
Trust Average	Pearson Correlation	.633**	1.000
	Sig. (2-tailed)	.000	
	N	171	171.000

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

```
CORRELATIONS
  /VARIABLES=PIAVE SNAVE
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

```
[DataSet0]
```

Correlations

		Purchase Intention Average	Subjective Norms Average
Purchase Intention Average	Pearson Correlation	1.000	.662**
	Sig. (2-tailed)		.000
	N	171.000	171
Subjective Norms Average	Pearson Correlation	.662**	1.000
	Sig. (2-tailed)	.000	
	N	171	171.000

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

```
CORRELATIONS
  /VARIABLES=PIAVE AAVE
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

```
[DataSet0]
```

Correlations

		Purchase Intention Average	Attitude Average
Purchase Intention Average	Pearson Correlation	1.000	.773**
	Sig. (2-tailed)		.000
	N	171.000	171
Attitude Average	Pearson Correlation	.773**	1.000
	Sig. (2-tailed)	.000	
	N	171	171.000

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

APPENDIX 8: MULTIPLE LINEAR REGRESSION ANALYSIS RESULT

Regression

[DataSet0]

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Attitude Average, Subjective Norms Average, Trust Average[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Purchase Intention Average

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812[a]	.659	.653	.43699

a. Predictors: (Constant), Attitude Average, Subjective Norms Average, Trust Average

b. Dependent Variable: Purchase Intention Average

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.685	3	20.562	107.678	.000[a]
	Residual	31.890	167	.191		
	Total	93.575	170			

a. Predictors: (Constant), Attitude Average, Subjective Norms Average, Trust Average

b. Dependent Variable: Purchase Intention Average

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.357	.233		1.529	.128
	Trust Average	.092	.079	.079	1.163	.246
	Subjective Norms Average	.220	.050	.275	4.393	.000
	Attitude Average	.597	.069	.553	8.619	.000

a. Dependent Variable: Purchase Intention Average

Casewise Diagnostics[a]

Case Number	Std. Residual	Purchase Intention Average	Predicted Value	Residual
47	-3.461	1.20	2.7126	-1.51260
94	-4.086	2.00	3.7857	-1.78568
157	-4.847	1.00	3.1182	-2.11820

a. Dependent Variable: Purchase Intention Average

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.3170	4.8981	4.0363	.60237	171
Residual	-2.11820	1.21156	.00000	.43311	171
Std. Predicted Value	-2.854	1.431	.000	1.000	171
Std. Residual	-4.847	2.773	.000	.991	171

a. Dependent Variable: Purchase Intention Average