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FACTORS INFLUENCING CUSTOMER PERCEPTION AND PURCHASE  
INTENTION ON GREEN PRODUCT

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Report submitted in fulfilment of the requirement for the degree of Bachelor of  
Technopreneurship with Honor

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“I declare that this project is the result of my own research except as cited in the references. The research project has not been for any degree and is not concurrently submitted in candidature of any other degree.”

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Date: 7th June 2016

## DEDICATION

This research paper is lovingly dedicated to my parents, Syed Kamaruzzaman bin Syed Abdullah and Sharifah Aloyah bt Syed Ali, who have been my constant source of inspiration, they have given unconditional support with my studies. I am honoured to have their as my parents. Thank you for giving me a chance to prove and improve myself through all my walk of life. Secondly, I would like to express my sincere gratitude to my supervisor, Mr. Hasan bin Saleh, who guided and supported me throughout my final year project. Without his advice and motivation this project paper would not been completed successfully. To all my family thank you for believing me for allowing me to further my studies. Thank you my friend Mahsuri bt Baharu, Farhana bt Mohd Nazmi, Siti Nor Ariza bt Zaid, Rafizah bt Jamadin and Roslizawati bt Mat Jaafar for your knowledges sharing and support. Lastly to my loved one, Syed Muhammad Ismail bin Syed Hussein, thank you for your understanding and unconditional support me.

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## ABSTRACT

The aim of the study is to identify the relation between customer perception and purchase intention on green product. In this, the purchase intention elements or the independent variables consist of green packaging, price promotion of green product, green advertising and green product value. Firstly the researcher will determine whether consumer perception on green product elements partially in relation with purchase intention. Second, the study will investigate factors of consumer purchase intention on green products. Thirdly, the scope is to identify influence of perception toward purchase intention on green product. The research method used to conduct the study is by quantitative approach where sample of 384 questionnaires will be distribute to consumer at shopping mall Melaka city. In findings of this study, all the independent variables will be analysis using Pearson Correlation simple Regression. To complete this study, researcher used Theory of Planned Behavior (TPB) to apply it.

**Keywords:** customer perception, purchase intention

## ABSTRAK

Tujuan kajian ini adalah untuk mengenal pasti hubungan antara persepsi pelanggan dan niat pembelian produk hijau. Dalam hal ini, unsur-unsur niat pembelian atau pembolehubah bebas terdiri daripada pembungkusan hijau, promosi harga produk hijau, pengiklanan hijau dan nilai produk hijau. Pada mulanya, penyelidik akan mengenalpasti sama ada persepsi pengguna mengenai unsur-unsur produk hijau sebahagiannya berhubung dengan hasrat pembelian. Kedua, kajian ini akan menyiasat faktor niat pembelian pengguna terhadap produk hijau. Ketiga, skop adalah untuk mengenal pasti pengaruh persepsi ke arah niat pembelian produk hijau. Kaedah kajian yang digunakan untuk menjalankan kajian ini ialah melalui pendekatan kuantitatif di mana sampel 384 soal selidik yang akan diedarkan kepada pengguna di pusat membeli belah bandar. Dalam hasil kajian ini, semua pembolehubah bebas akan menggunakan analisis Korelasi Pearson Regresi mudah. Untuk melengkapkan kajian ini, penyelidik menggunakan Teori Tingkah Laku Terancang (TPB) untuk menggunakannya.

**Kata kunci:** persepsi pelanggan, niat pembelian

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of Research

Unusual climate changes, global warming, health concern, and environmental issues are the factors which have led consumers to behave “green” in their purchasing decisions, (Do Paco and Raposo, 2009; Barber, 2010; Okada and Mais, 2010). The terms “green” or “sustainable” often refer to products, services or practices that allow for economic development while conserving for future generations, (Matthew Speer, 2011).

Interest in green products has grown in recent years, as indicated by increased consumers demand, (Chen, 2008) including in Malaysia. Generally, Malaysian consumers are more willing than before to favour green concepts, (Tan and Lau, 2010; Punitha and Azmawani Abd, 2011). Emerging markets for green products in Malaysia means promising opportunities for green marketers. Importantly, Malaysia has been ranked ninth for consumer awareness on the impact of air pollution and global warming. Based on The Nielsen Global Online Environmental and Sustainability Survey in 2011, nine out of ten Malaysians were aware of the impact of the environmental issues, (The Edge, 2011).

The purpose of this study, green consumers are described as the ones who take into consideration the environmental consequences of their consumption patterns, and intend to modify their purchase and consumption behaviour for reducing the environmental impact. Purchase decisions of green consumers are found to be the central theme in the present state of research on green consumer behaviour.

The purchase decisions are described in forms of supporting green companies, purchasing green products (Albayrak et al., 2013; Schlegelmilch et al., 1996), adopting sustainable consumption practices (Gadenne et al., 2011) and likely to spend more for green products (Essoussi and Linton, 2010).

Industrial sector nowadays try to help and protect nature by producing product that are environmentally friendly. However, green products are more expensive compare to the conventional product. Consumer will think wisely to buy product that will give benefit to them by comparing the prices. In addition, industrial sector plays important role to do “green marketing” to attract customer perception and purchase intention to buy green product. However, studies to unveil the relationships between consumers’ perception of green products and green purchase intention are still relatively less in Malaysia (Elham Rahbar and Nabsiah Abdul, 2011).

## **1.2 Problem Statement**

This study is about factors that influence consumer purchase intention on green product. Going green in Malaysia nowadays have expend widely in school, universities and workplace. Responsibility to reduce pollution problem and to protect environment are not only for government but also for individuals to mitigate the pollution problem.

There are some obstacles that are found in terms of the factors that influence consumer purchase intention to buy the green product. Lack of information and marketing on green products makes green product less usable and less purchase in the market.



Individuals can help by reducing their waste that can contaminate the environment by recycling, or by consuming the green products which usually more expensive compare to conventional product.

### **1.3 Research Objective**

The general objectives of this study are outline below:

1. To determine the relationship between consumer perception and purchase intention on green product.
2. To investigate factors of consumer purchase intention on green products.
3. To identify influence of perception toward purchase intention on green product

### **1.4 Research Question**

This research focus is to identify the factors that influence consumer purchase intention on green product. The research questions are outlined below:

RQ<sub>1</sub>: What is relationship between consumer perception and purchase intention on green products?

RQ<sub>2</sub>: What are the factors of consumer purchase intention on green product?

RQ<sub>3</sub>: Does the perception influence consumer to have purchase intention on green product?

### **1.5 Scope of Study**

This study covers for both male and female consumers that are using the green product in Melaka Tengah. Melaka have their vision which is “*Melaka Maju Negeriku Sayang Negeri Bandar Teknologi Hijau*” in 2020. This theme and from this study, can determine how far Melaka residents attention to using the green product in their daily life.

### **1.6 Limitation of Research**

The limitations of this study are insufficient marketing and understanding about green product in the market. People do not aware existence of the green product in the market nowadays.

Target population is another factor that limits this study because the target population is only at Melaka state. Nevertheless, the willingness of respondent to answer the questionnaires is also not known.

### **1.7 Significant of Study**

The significant of study was to identify the factors influence customer perception of green product purchase intention. This information was helpful in understanding the relationship between consumer perceptions on green product and how was their purchase intention to buy it. The findings provide the consumers with information that will make them aware existence of green product in the market. In addition, the findings also provide organization with information that will make them recognize the effectiveness of green product as it does not only benefit the consumers but also the organization.

## **1.8 Summary**

This summary includes background of study, problem statement, research questions, research objective, scope of research, limitation of study and significant of study. The further chapter will be more explain and discuss about literature review.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter highlights the literature review of the factor influence consumer perception on green product in terms of green purchase intention. This study also aimed to understand relationship between consumer perception and purchase intention which clarifies on how green product can affecting their purchase intention. This study used various reference materials as guidelines such as journals, books, thesis and other printed medium. The information from this research can be used to strengthen the understanding and conceptualized research framework.

#### **2.2 Definition**

##### **2.2.1 Green Product**

Awareness on the destruction of natural resources resulting from human activities has raised the issue of environmental protection and environmental consciousness in consumer behavior. This has increased the demand for green products in the market worldwide. A green product is defined as “a product that was manufactured using toxic-free ingredients and environmentally-friendly procedures, and which is certified by a recognized organization”, (Gurau and Ranchhod, 2005).

Defining a product as “green” is not often straightforward since green building is a whole-systems approach to designing, constructing, operating and maintaining buildings, (Shrum, 1995). According to D'Souza, (2007) Green products have to represent a significant achievement in reducing environmental impact; they may also have to incorporate strategies of recycling, recycled content, reduced packaging or using less toxic materials. The rising number of customers demanding environmentally responsible products and the need to remain competitive has prompted many marketing managers to seek information concerning environmentally responsible purchase behavior, (Scott and Jobber, 2000).

### **2.2.2 Green Consumer**

A green consumer is someone who is very concerned about the environment and therefore, purchases service or products that are environmentally-friendly or eco-friendly, (Ian, 2002; Geuens, 2005). Another suggests of definition is that green consumers who will make sure through label information looking for environmental validation for the product (D'Souza, 2004). In other words, it has been suggested that these are the consumers who would be encouraged to purchase green goods even if they were rather low in quality and higher in price in contrast to other products.

### **2.2.3 Green Purchase Intention**

Green purchase intention is define as an intention to buy a products or services that are not harmful for the society and to the environment. It also can be defined as willingness or desires to buy products or services that are less harmful and eco-friendly product. With the developing of technologies nowadays, there is bad and negative effect to the environment such as air pollution, water pollution and damage of ozone layer. People are now more serious and aware on this issue to avoid

this effect. They have tendency to use such product, which have less harmful and less dangerous to the environment. The society and public are taking more seriously noticed about environmental issues creating the more pollution in our environment, arisen from industrial sector manufacturing activities (Chen, 2011; Rizwan et al., 2013).

The green purchase intention in study was conceptualized as a single dimension variable and was measured by three items. However, D'Souza *et al.* (2006) have developed a conceptualized model that consisted of seven variables in their study, which investigated the influences of multiple factors on green products for green purchase intention among consumers in Australia. The green purchase intention in the study was conceptualized as two-dimension variables, with price and quality as the measurement for green purchase intention. Whereas the study by Nik Abdul *et al.* (2009) referred green purchase intention as the probability and willingness of a person to give preference to products having eco-friendly features over other conventional products in their purchase considerations.

Likewise, Chen and Chang (2012) defined green purchase intention as the likelihood that a consumer would buy a particular product resulting from his or her environmental needs. Hence, for the purpose of this study, green purchase intention was conceptualized as a single-dimension variable, which is in line with Nik Abdul *et al.* (2009), as they have defined green purchase intention as the probability and willingness of a person to give preference to products with eco-friendly features over other conventional products in their purchase considerations.

## 2.2.4 Theory of Planned Behavior (TPB)

According to the Theory of Planned Behavior by Ajzen (1991), the combination of attitudes towards the behavior, subjective norms, and perceived behavioral control guide the formation of an intention, and thus, intention is assumed to be the predecessor of the actual behavior as shown in Figure 2.1. Again, a central factor in the Theory of Planned Behavior is the individuals' intention to perform a given behavior. Intentions are assumed to control the motivational factors that influence behavior. They are indications of how hard people are willing to try, or how much of an effort they are planning to exert in order to execute the behavior.

Shortly, the stronger the intention to engage in certain behavior, the more likely an actual behavior would be performed (Ajzen,1991). Roberts and Bacon (1997) have developed a conceptual model to explore the relationships between consumers' environmental concern and ecologically conscious consumer behavior in the USA. Their study conceptualized the consumer behavior variable in six-dimensional criteria with 30 measuring items. They ranged from the use of recycled products to consumers green purchase behavior. In a similar study on consumer behavior, (Chan, 2001) developed a conceptualized model that investigated the influence of various cultural and psychological factors on green purchase behavior among Chinese consumers.

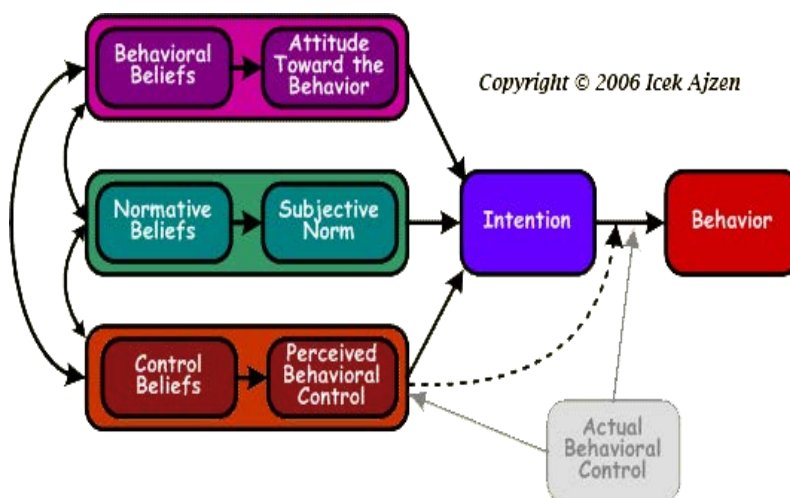


Figure 2.1: Theory of Planned Behavior (TPB) Model, by Ajzen (2006)

## **2.3 Factors Influencing Green Purchase Intention**

### **2.3.1. Green Packaging**

Draskovic *et al.* (2009) proposed that packaging is a communication tool between businesses and consumers and it is capable of attracting consumers' attention. Consumers' overall perception of packaging is a sum of individual perspective of packaging shape, size, colour, materials, and labelled information. Hence, to further understand how packaging communicates and affects consumers, it is important to investigate how consumers perceive packaging. Van Dam and Van Trijp (1994), in their attempt to unveil consumers' perceptions and preference for beverage containers in the Netherlands, define green packaging as to the extent consumers recognize environmental aspects in their perception of product packaging and the extent consumers consider environmental aspects in their overall preference formation.

### **2.3.2. Eco Label Product**

Tang *et al.* (2004) define eco-label as a mean of information tool that usually utilized logo to convey information to consumers on the environment implications of buying such product. Additionally, Rex and Baumann (2006) describe eco-label as a means for consumers to make choices that will reduce environmental impact and enable them to influence how products are made. Sonderskov and Daugbjerg (2011) define eco-label as a product claim to furnish consumers with credible and easily accessible information on the environmental attributes of a product. Also, Sammer and Wustenhagen (2006) advocate eco-label as an important marketing tool to overcome market failure due to information asymmetries between sellers and buyers of environmental friendly products. Elham Rahbar and Nabsiah Abdul (2011)



developed a conceptualized model that investigated the effects of eco-label, eco-brand, and environmental advertising on consumers purchasing behavior in Penang, Malaysia. They suggested that these three marketing tools are useful in enhancing consumer's knowledge about environmental friendly products and their ability to distinguish between green products and conventional products. In the same study, eco-label was conceptualized as a single dimension variable that consisted of four items, ranging from consumers recognition of various eco-labels, use of eco-labels, the comprehension of the meaning of eco-labels, and trust of the eco-label's message.

Hence, for the purpose of this study, eco-label was conceptualized as a single dimension variable based on the study of Elham Rahbar and Nabsiah Abdul (2011). In addition, a considerable amount of literature has been published on the relationship between eco-label and green purchase. The results of these studies often contradict each other. Vlosky *et al.* (1999) unveiled the relationships between intrinsic environmental motivations like environmental consciousness, the importance of environmental certification, involvement in certification, and the willingness to pay a premium for environmentally certified wood products in USA. The study found that consumers with high involvement or high expectation in environmental certification had high willingness to pay a premium for environmentally certified wood products. A study by D'Souza (2000), which examined the impact of "Dolphin-Safe" eco-label on four brands of consumers' canned tuna choice in Australia, reported that consumers were favorably influenced by the presence of "dolphin-safe" eco-label on their tuna brand preference. Sammer and Wustenhagen (2006) conducted a choice-based conjoint analysis involving 151 potential washing machine buyers in Switzerland. The study analyzed the relative importance of EU energy-labelled products compared to other product attributes, such as brand, water and energy consumption level, energy efficiency rating, and price factor on consumer buying decision for a washing machine. The research findings indicated that the energy label positively influenced consumers' buying decisions. Interestingly, the willingness to pay for the costs exceeded the cost savings that can be expected over the lifetime of the product.

### **2.3.3. Green Advertising**

According to Davis (1994), corporate environmental advertisement typically contains three elements. First, the advertisement presents a general statement of corporate concern for the environment. Second, the advertisement describes how the corporation has initiated a number of activities to demonstrate its concern and commitment towards environmental improvement. Third, the advertisement provides a description of specific environmentally related activities, in which the corporation is engaged and / or outcomes for which the corporation takes credit. Whereas Chan, (2004), defines green advertisement as claims that the attributes of the advertised product or associated production process contributed to environmental protection or with other positive effects to the environment.

(Chan, 2004) developed a model that consisted of six dimensions in measuring the Chinese consumers responses to green advertisement which are attitudes toward the advertisement, attitudes toward the advertised product, intention to purchase the advertised product, relevance of the advertised product to the respondents' daily lives, usefulness of the advertisement in guiding respondents to purchase the product, and perceived credibility of the advertising claim.

The purpose of this study, green advertisement was conceptualized as a uni-dimension variable based on Chan (2004) study. Accordingly, the definition used in this study is as an activity to influence consumers' behaviour by encouraging them to buy products that are not harmful to the environment and to direct their attention to the positive consequences of their purchasing behaviour.

Result from a study by Davis, (1994) found that consumers' reactions to corporate green advertisements were significantly influenced by consumers' prior perception about the corporate environmental concern. If the consumers' prior-perceptions toward corporate environmental concern had been favourable, then consumers were significantly more likely to respond positively to the green

advertisement, including the advertised message, the corporate image, as well as the products from the corporate.

#### **2.3.4 Green Product Value**

Yaacob and Zakaria, (2011) conferred that in general, consumers engage in green products for the benefits of environmental improvement they live in. In some cases, direct personal benefits, such as perceived health advantages of organic foods or the energy saving of an eco-friendly air conditioner, are mostly observed. Chen and Chang, (2012) inspected the roles of green perceived value, green perceived risk, and the mediating effect of green trust on the green purchase intention of information and technology products in Taiwan.

The definition of green perceived value in Chen and Chang, (2012) study was adopted from Patterson and Spreng, (1997), who documented green perceived value as consumers overall appraisal of the net benefit of a product or service between what is received and what is given based on consumers environmental desires, sustainable expectations, and green needs. Therefore, for the purpose of this study, the green product value was conceptualized as a single dimension variable based on the study by Chen and Chang, (2012).

Although the broad literature has acknowledged the significant effects of green products and their values or benefits on consumers' green purchase intention, a few studies have reported contradictory findings. A study by Bhaskaran *et al.*, (2006) indicated that customers do not perceive those products produced under environmental sustainable standards as offering any distinct benefits to them and customers distrust the claims made by these organizations. In addition, these products are more expensive than traditional products and the implementation of such environmental standards on food is expensive.

Green products have usually been more costly to manufacture than conventional products, and thus, they are simply more expensive for consumers to purchase (D'Souza *et al.*, 2006; Okada and Mais, 2010; Royne *et al.*, 2011; Sonderskov and Daugbjerg, 2011). Hence, Chen and Chang, (2012) suggested that companies should develop products with both green features and high-value attributes to attract consumers. They further argued that increasing consumer perceived value about green products may ease customer skepticism about green products and enhance consumer purchase intention.

## **2.5 Willingness to Pay More**

Generally, green products will be priced higher than the conventional products due to the higher cost incurred in the processes, materials and to certain extent the cost involve in getting a certified eco-label on the products. Price is always thought as the determinant factor in making purchasing decision. Consumers were willing to pay for premium price on products that carry certification whilst paying lesser for a green product that is self-declared by the company (Barnard and Mitra, 2010).

The perceived relative advantage for example quality and functional performance of green products over the non-green is likely to influence consumer acceptance, (Rogers 1983). The relative advantage of green alternatives would have to be weighed against their prices and this cost-benefit relationship is even more complicated when the prices of green products reflect other costs in addition to the money costs. These include opportunity costs, energy costs and psychic costs. If the major benefits of green products are perceived to be higher than the cost, then consumers will be motivated to purchase these products even if they are priced somewhat higher than non-green substitutes (Kotler and Zaltman, 1971).

In short, the price sensitive green consumers are defined as those customers that are aware of the risks of the non-green products that will pose to the environment, but they are inherently price sensitive customers. This group of consumers tends not willing to pay more for environmentally friendly products (D'Souza, 2004). Consumers' perception about green product may be that they are more expensive in comparison to the alternative product.

## 2.6 Theoretical Framework

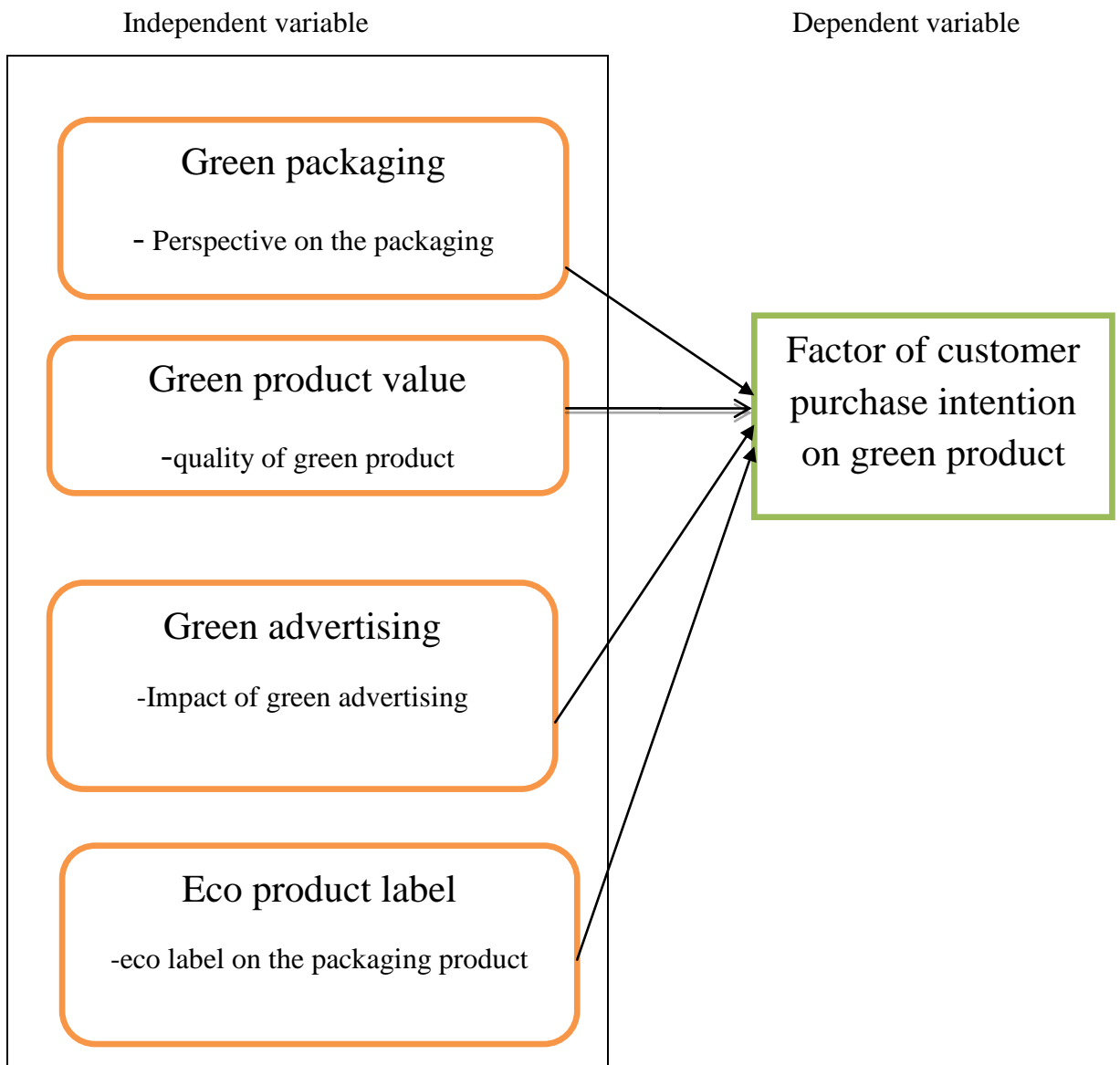


Figure 2.2: Research framework of factor of customer purchase intention on green product

## **2.7 Hypothesis of the Study**

A study hypothesis is the prediction of the outcome of a study. Below shows hypothesis of this study:

### Hypothesis 1

H<sub>0</sub>: Green packaging has no significant relationship with factor of customer purchase intention on green product.

H<sub>1</sub>: Green packaging has significant relationship with factor of customer purchase intention on green product.

### Hypothesis 2

H<sub>0</sub>: Green product value has no significant relationship with factor of customer purchase intention on green product.

H<sub>2</sub>: Green product value has significant relationship with factor of customer purchase intention on green product.

### Hypothesis 3

H<sub>0</sub>: Green advertising has no significant relationship with factor of customer purchase intention on green product.

H<sub>3</sub>: Green advertising has significant relationship with factor of customer purchase intention on green product.

#### Hypothesis 4

H<sub>0</sub>: Eco product label has no significant relationship with factor of customer purchase intention on green product.

H<sub>4</sub>: Eco product label has significant relationship with factor of customer purchase intention on green product.



## CHAPTER 3

### RESEARCH METHODOLOGY

This chapter highlights the research method applied in the study. All the data collected will be documented to ensure that this research is fully explained and valid on the topic. The duration of this study is important as it guides the researcher to ensure the research is completed in time without any delay. Besides that, the geographical area on the location of the study conducted, the study design, strategy and the population, sample and tool to collect data are described too. This topic also includes the research includes the research instruments as well as the validity test results for pilot test.

#### 3.1 Research Design

The research design that will be used for the study is quantitative descriptive research. It is useful to gain an accurate profile of events, persons or a situation. It is most important to have clear image of the situation on which we wish to collect data prior to the collection of data. In other words, with descriptive research design we could be able to describe some group of people or entities. Besides that, descriptive research is very common in business and other aspect of life. From this, as a researcher I will be able to have a clear picture on the topic what factor that influence consumers' perception of green product on green purchase intention. Not only that, the researcher would also be able to identify the crucial element of consumer

perception on green product that has a dominant factor of purchase intention. Thus, research design is used to determine the relationship between variables. In this, the researcher will be able to examine the relationship between consumer perception on green product and purchase intention to buy green product either it gives a significant results.

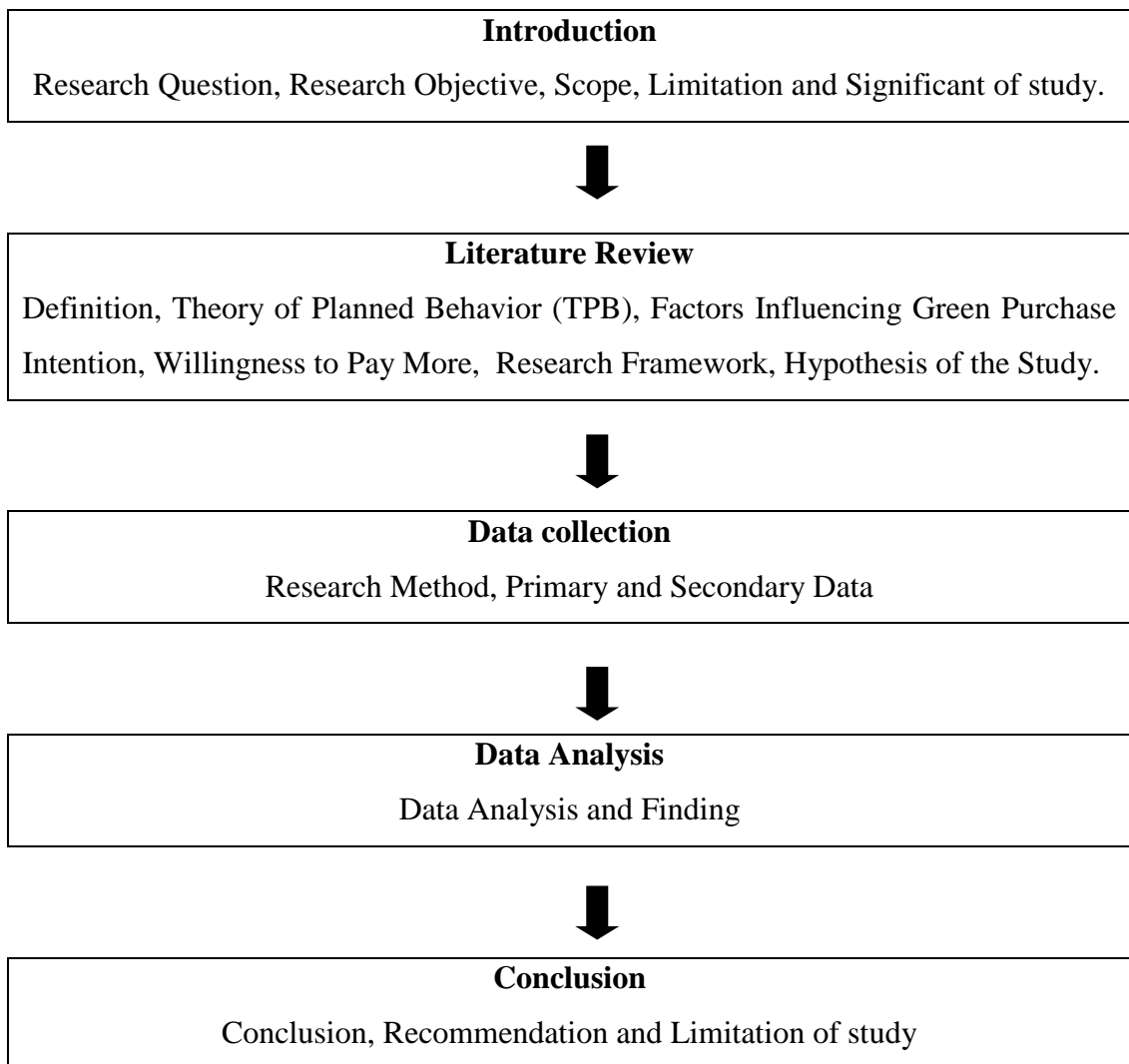


Figure 3.1: Research Flow of Study

### **3.2 Research Strategy**

The research strategy for this study is a survey strategy where it is usually associated with a deductive research approach. This survey is conducted in the form of questionnaire. Researcher distributed questionnaire forms to the customers who go shopping at supermarket around Melaka city. This strategy allows the collection of standardized data and easy to do comparison based from the sizeable population. Besides that, data collected using survey strategy can be used to suggest possible reasons for a particular relationships between variables and to produce models of these relationship, (Saunders et al., 2012). By using a survey strategy it would give the researcher more control over the research process. In this, when sampling is used the findings are achievable where it represents the whole population at a minimum cost rather than collecting data for the whole population.

### **3.3 Data Collection**

The method used in this study is a quantitative method where questionnaire forms will be distributed to the customers. The customers who go shopping at the supermarket around Melaka city will be the sample of this study. The reason why the researcher chooses the customers who go shopping at the supermarket because they are suitable to be respondent and the researcher will easily collect data from them. The questionnaire will be distributed and then fill by them. From the questionnaires, the researcher will get data and then will do analysing.

### **3.3.1 Quantitative Research**

Quantitative method is defined as in-depth inquiry into a special problem, based on testing a theory composed of variables, measured numerically and analysed with statistical procedure in order to determine whether the predictive generalization holds true (Saunders et al., 2012). The instrument used for quantitative research is questionnaire.

The data was collected in two ways which is primary data and secondary data. This data collected from primary data are those which are collected for the first time and are always given in the form of raw materials and originals in character. It is not been previously published. The data is derived from a new research study and collected at the source. These types of data need the application of statistics method for the purpose of analysis and interpretation. The secondary data is those data that collected for this study purpose for example expert knowledge on the issue, brochures and books related to the topic and information regarding the organization that gained to conduct the study.

### **3.4 Analyzing Data**

The data collected from the survey will be analysed using Statistical Package Social Science (SPSS) software version 2.2. The tool plays role as the analytical tool where later the result will be presented graphical, narrative and tabular data. Descriptive statistical tool such as bar graph, and pie chart were used. Besides that, the data will be edited to detect and correct omission and errors, non-responses. It does also detect the appropriateness and accuracy to ensure that there was consistency in response. The most important part of using this system is it gives the validity and reliability results of the project. At last, the results that come out from SPSS software should answer the research questions to make sure the study project is success.

### **3.5 Research Population and Sample**

‘Population’ does not refer to the population of a country, but rather to the objects, subjects, phenomena, cases, events or activities for the purpose of sampling, ( Brynard & Hanekom, 2005). Besides that, according to Marion, (2004) population is any set of people or events from which the sample is selected and the study of results will generalize.

According to Marion (2004) sample is a group of people or events drawn from a population and a research study carried out on a sample from a population. Sampling and sample size are crucial issues in pieces of quantitative research, which seek to make statistically based generalizations from the study results to the wider world (Fox, Hunn et al., 2009). Besides that, Kumar (2006) motivates that purposive sampling is extremely useful when constructing a historical reality, describing phenomenon or developing something about which only little known.

In this study, once obtained the population of citizens at Melaka Tengah, the next step is to determine the sample of study. Therefore, to determine the sample for this study, researcher will be referring the Krejcie & Morgan research method table as in table 3.1.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382

Table 3.2: Table for Determining Sample Size from a Given Population

### **3.6 Questionnaire Construction**

Questionnaire provided an effective and yet efficient way of collecting data from a large sample respondent through quantitative research. The channel that used in distributing the questionnaire in the research is y manually handed it to the participant who is qualified and volunteer to fill the questionnaire. Respondent were customer who go shopping at supermarket. Questionnaire consisted scale questions to collect opinion from the targeted respondent to fulfil the research objective. The questionnaire had been designed using 5 point rating scale from 0 to 5.

### **3.7 Research Instrument**

Research instrument is a survey, questionnaire or tools that designed to measure the variables of the research. According to Saunders, questionnaire is used for descriptive or explanatory studies and will be able to study the variability of different phenomena. In this study, questionnaires are distributed manually by hand to the respondent at supermarket around Melaka city.

The first part of the questionnaire is Section A which is the respondent characteristic that include gender, age, marital status, working experiences and education. The second part is Section B that includes the independent variables which are green packaging, price promotion of green product, green advertising, and green product value. The last part of the questionnaire is the dependent variables which is the factor of consumer purchase intention on green product. The section B and C are rated using Likert-scale rating point which is from 1 to 5 (1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5=strongly agree).

### 3.8 Data Analysis

Data analysis is method of analysing data to answer research questions. It is also an approach of separating of data, informational and/or factual elements. The measurement process will produce result that will lead to data analysis. According to Trochim (2006), descriptive analysis is similar to the descriptive statistics and can be define as describe the basic of the data in a study by showing the graph analysis to prove the study.

<b>Research Objectives</b>	<b>Data Analysis</b>
To determine the relationship between consumer purchase intention and green product	Multiple Regression Analysis
To investigate factors of consumer purchase intention on green products	Descriptive Analysis
To identify influence factors of consumer purchase intention on green product	Descriptive Analysis

Table 3.2: Research Objective and Data Analysis used

#### 3.8.1 Descriptive Analysis

In this is used to describe the collected data into numeral values. So, this research will use descriptive testing to analyse the entire question given to the respondents. Hence, by using Statistical Package for the Social Science (SPSS), it can solve the descriptive testing and will produce sets of data called the scores of mean, median, mode, standard deviation, variance and ANOVA.



### **3.8.2 Regression Analysis**

Regression analysis is used to test the relationship between more than one independent variable and a single dependent variable, given the condition that both variables must be metric and it is also known as statistical technique, Hair et al. (2006). Hence, it is applied to this research to examine the matrix data of knowledge and skill, personality traits, product development, packaging and promotion, building competitive advantage in the market, selecting suitable business partner, facilities and support (independent variables) and business success in performance (one dependent variable) respectively.

To prove the relationship between all the independent variables and dependent variables in further, the multiple regression analysis will be carried out in order to show the most significant independent variables between all elements involved in this research.

### **3.9 Research Liability and Validity**

#### **3.9.1 Reliability**

The use of questionnaires as research instrument which measures what this research seeks to achieve. Through the findings in the questionnaire we will be able to get the reliable answer on how far customer perception relate with purchase intention on green product. In this, the questionnaires will be distributed to every individual in the sample size making the research finding very reliable since they produced consistent results. The reliability will be tested on the variables of the study that will later come out as the results. Besides that, it also to test the relation of topic on how far work life balance related with employees satisfaction.

#### **3.9.2 Validity**

Validity of the study refers to the accuracy of the inferences, interpretations or actions made on the basis of quantitative data. Validity is the extent to which an instrument measures what is supposed to measure and performs as it is designed to perform. In the validity context, there are three types of validity. There are internal validity, external validity and construct validity.

Internal validity is established when study demonstrates a causal relationship between two variables with specific involved experimental in statistically could produce an outcome or results. To achieve elements of internal validity, research could clearly design and construct a questionnaire wisely in arrange of study iron triangle. Besides that, external factors not recommend to avoid because each of the factors could be essential points influence this study proposal.

External validity is the allowance for making generalizations for other circumstances or groups based on one study that included only a portion of the relevant population. According to Saunders et al., (2012) stated that external validity bringing meanings of findings research study possible to be generalized in another form across several of industry, technique, settings, and times. In this study, the researcher ability to achieve through the information got.

Refer to Saunders et al., (2012) construct validity mentioned that in particular of a research measure part in term of actual measure like others to assess. Besides that, it also highly point up researcher should not ignore or careless of research objectives by only focusing answering their research question. The variety of sources for study can enhance and improve the widely of useful information such as books, journal, article and so on. With all this additional information, the construct validity will be more precise.

Reliability refers to a particular or specific research proposal either will precise and consistency result if those researches have been done by others researcher before this. Besides that, reliability considers achieved if the findings or the result is precise and differences if that particular research proposal repeated by others researcher. Reliability is one of the important terms to identify the value of study.

As a process, validation involves collecting and analysing data to assess the accuracy of an instrument. To assess the validity of quantitative instruments it normally involves pilot testing. To achieve the validity of the data, the researcher will be directly distributing the questionnaire to the respondent instead of using online tool. This is in order to get the direct feedback from several respondents regarding the topic.

## CHAPTER 4

### DATA ANALYSIS

#### 4.0 Introduction

This chapter, the result of data analysis is presented. The purpose is to prove how successful the research objectives were achieved. It shows the analysis of result and discussion on the relation of factor influencing consumer perception and purchase intention on green product. The research was conducted at Melaka Tengah among the citizens. For this research, 384 handouts of questionnaire were collected back as per sample in Krejcie and Morgan table. The questionnaire consists of three parts which are Section A that includes the respondent characteristic such as gender, age, race, purchasing on green product and type of green product they buy. Section B consists of the independent variables of the research that includes Green Packaging on product, Green Product Value, Green Advertisement and Eco-label product. Therefore, Section C consists of the dependent variable which is the green purchase intention. The data collected will be analysed using Statistical Package for the Social Science (SPSS) software. The analysis will be started from the pilot test, descriptive analysis, respondent profile, reliability analysis, and simple regression.

## 4.1 Pilot Test

### 4.1.1 Reliability Testing

In this study, Cronbach's Alpha is used to determine the internal consistency or average correlation of items for each of independent variables

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.895	24

Table 4.1: Reliability Statistics

Table 4.1 shows the value of Cronbach's Alpha is 0.895 which is more than 0.50. Hence, the reliability analysis for the all items is acceptable.

Variables	Cronbach's Alpha	N of Question
Green Packaging	0.758	5
Green Product Value	0.874	5
Green Advertisement	0.781	5

Eco-label	0.696	4
Green Purchase Intention	0.663	5

Table 4.2: Cronbach's Alpha for Pilot Test

From the reliability test shown in Table 4.2 above, there are four variables involved in the survey questions. There is Green Packaging on product, Green Product Value, Green Advertisement and Eco-label product as stated in theoretical framework in Chapter 3. Five (5) questions were included in Green Packaging, based on Cronbach's Alpha calculated for each question the value is 0.758. In addition, there are also five (5) questions in Green Product value with 0.878 Cronbach's Alpha.

Next, in Green Advertisement there are four (4) questions in this item. It shows that the value from Cronbach's Alpha for each question is 0.696. Lastly, there are five (5) questions in Green Purchase Intention with 0.663 Cronbach's Alpha.

#### 4.1.2 Validity Analysis of Each Question

In this research, the researcher has done pilot test by distributing the questionnaire to 30 respondents. Therefore, if the probability is very low (usually less than 0.05) then it is considered statistically significant and if the probability is greater than 0.05 then the relationship is not statistically significant.

	No. of question	Value	Critical Value	Validity
IV 1	X1.1	0.708	0.349	Valid
	X1.2	0.719	0.349	Valid
	X1.3	0.550	0.349	Valid
	X1.4	0.868	0.349	Valid
	X1.5	0.701	0.349	Valid
IV 2	X2.1	0.780	0.349	Valid

	X2.2	0.877	0.349	Valid
	X2.3	0.878	0.349	Valid
	X2.4	0.790	0.349	Valid
	X2.5	0.779	0.349	Valid
IV 3	X3.1	0.738	0.349	Valid
	X3.2	0.817	0.349	Valid
	X3.3	0.791	0.349	Valid
	X3.4	0.742	0.349	Valid
	X3.5	0.576	0.349	Valid
IV4	X4.1	0.588	0.349	Valid
	X4.2	0.848	0.349	Valid
	X4.3	0.770	0.349	Valid
	X4.4	0.681	0.349	Valid
DV	Y1.1	0.648	0.349	Valid
	Y1.2	0.577	0.349	Valid
	Y1.3	0.487	0.349	Valid
	Y1.4	0.601	0.349	Valid
	Y1.5	0.527	0.349	Valid

Table 4.3: Validity for 30 respondents for pilot test

Table 4.3 shows that all items are valid based on Pearson Product Moment Correlation Coefficient table because the value is more than the critical value for  $N=30$  which indicate  $N=$  **Number of respondent** is **0.349**.  $N$  means the quality of indicator for this research questionnaire which is 30 respondents. The values were compared based on the Pearson Product Moment Table. Thus, all items can be included in the future questionnaires.

**Correlations**

		x1.1	x1.2	x1.3	x1.4	x1.5	Green Packaging
x1.1	Pearson Correlation	1	.445*	.259	.454*	.333	.708**
	Sig. (2-tailed)		.014	.167	.012	.072	.000
	N	30	30	30	30	30	30
x1.2	Pearson Correlation	.445*	1	.449*	.532**	.218	.719**
	Sig. (2-tailed)	.014		.013	.002	.247	.000
	N	30	30	30	30	30	30
x1.3	Pearson Correlation	.259	.449*	1	.373*	.207	.550**
	Sig. (2-tailed)	.167	.013		.043	.273	.002
	N	30	30	30	30	30	30
x1.4	Pearson Correlation	.454*	.532**	.373*	1	.611**	.868**
	Sig. (2-tailed)	.012	.002	.043		.000	.000
	N	30	30	30	30	30	30
x1.5	Pearson Correlation	.333	.218	.207	.611**	1	.701**
	Sig. (2-tailed)	.072	.247	.273	.000		.000
	N	30	30	30	30	30	30
Green Packaging	Pearson Correlation	.708**	.719**	.550**	.868**	.701**	1
	Sig. (2-tailed)	.000	.000	.002	.000	.000	
	N	30	30	30	30	30	30

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

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

Table 4.4: Correlation table of regulation response for 30 respondents

Table 4.4 shows the questions x1.1, x1.2, x1.3, x1.4 and x1.5 are very strong positive between the questions for the green packaging toward the green purchase intention. The values are 0.708, 0.719, 0.550, 0.873 and 0.701 respectively.



**Correlations**

		x2.1	x2.2	x2.3	x2.4	x2.5	Green Product Value
x2.1	Pearson Correlation	1	.717**	.668**	.315	.399*	.780**
	Sig. (2-tailed)		.000	.000	.090	.029	.000
	N	30	30	30	30	30	30
x2.2	Pearson Correlation	.717**	1	.674**	.572**	.557**	.877**
	Sig. (2-tailed)	.000		.000	.001	.001	.000
	N	30	30	30	30	30	30
x2.3	Pearson Correlation	.668**	.674**	1	.727**	.580**	.878**
	Sig. (2-tailed)	.000	.000		.000	.001	.000
	N	30	30	30	30	30	30
x2.4	Pearson Correlation	.315	.572**	.727**	1	.742**	.790**
	Sig. (2-tailed)	.090	.001	.000		.000	.000
	N	30	30	30	30	30	30
x2.5	Pearson Correlation	.399*	.557**	.580**	.742**	1	.779**
	Sig. (2-tailed)	.029	.001	.001	.000		.000
	N	30	30	30	30	30	30
Green Product Value	Pearson Correlation	.780**	.877**	.878**	.790**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

Table 4.5: Correlation table of Customer preference for 30 respondents

Table 4.5 shows the question x2.1, x2.2, x2.3, x2.4 and x2.5 are very strong positive between the questions for the green product value toward the green purchase intention. The values are 0.780, 0.877, 0.878, 0.790 and 0.779 respectively.

**Correlations**

		x3.1	x3.2	x3.3	x3.4	x3.5	Green Advertisement
x3.1	Pearson Correlation	1	.823**	.459*	.251	.085	.738**
	Sig. (2-tailed)		.000	.011	.181	.656	.000
	N	30	30	30	30	30	30
x3.2	Pearson Correlation	.823**	1	.579**	.313	.226	.817**
	Sig. (2-tailed)	.000		.001	.093	.230	.000
	N	30	30	30	30	30	30
x3.3	Pearson Correlation	.459*	.579**	1	.631**	.249	.791**
	Sig. (2-tailed)	.011	.001		.000	.185	.000
	N	30	30	30	30	30	30
x3.4	Pearson Correlation	.251	.313	.631**	1	.601**	.742**
	Sig. (2-tailed)	.181	.093	.000		.000	.000
	N	30	30	30	30	30	30
x3.5	Pearson Correlation	.085	.226	.249	.601**	1	.576**
	Sig. (2-tailed)	.656	.230	.185	.000		.001
	N	30	30	30	30	30	30
Green Advertisement	Pearson Correlation	.738**	.817**	.791**	.742**	.576**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.001	
	N	30	30	30	30	30	30

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

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

Table 4.6: Correlation table of Customer preference for 30 respondents

Table 4.6 shows the question x3.1, x3.2, x3.3, x3.4 and x3.5 are very strong positive between the questions for the green advertisement toward the green purchase intention. The values are 0.738, 0.817, 0.791, 0.742 and 0.576 respectively.

**Correlations**

		x4.1	x4.2	x4.3	x4.4	Eco-product label
x4.1	Pearson Correlation	1	.592**	.205	.025	.588**
	Sig. (2-tailed)		.001	.277	.896	.001
	N	30	30	30	30	30
x4.2	Pearson Correlation	.592**	1	.526**	.336	.848**
	Sig. (2-tailed)	.001		.003	.070	.000
	N	30	30	30	30	30
x4.3	Pearson Correlation	.205	.526**	1	.501**	.770**
	Sig. (2-tailed)	.277	.003		.005	.000
	N	30	30	30	30	30
x4.4	Pearson Correlation	.025	.336	.501**	1	.681**
	Sig. (2-tailed)	.896	.070	.005		.000
	N	30	30	30	30	30
Eco-product label	Pearson Correlation	.588**	.848**	.770**	.681**	1
	Sig. (2-tailed)	.001	.000	.000	.000	
	N	30	30	30	30	30

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

Table 4.7: Correlation table of Customer preference for 30 respondents

Table 4.7 shows the question x4.1, x4.2, x4.3 and x4.4 are very strong positive between the questions for the eco-product label toward the green purchase intention. The values are 0.588, 0.848, 0.770, and 0.681 respectively.

**Correlations**

		y1.1	y1.2	y1.3	y1.4	y1.5	Green Purchase Intention
y1.1	Pearson Correlation	1	.247	.058	.238	.524**	.648**
	Sig. (2-tailed)		.188	.761	.206	.003	.000
	N	30	30	30	30	30	30
y1.2	Pearson Correlation	.247	1	.273	.317	.029	.577**
	Sig. (2-tailed)	.188		.144	.088	.879	.001
	N	30	30	30	30	30	30
y1.3	Pearson Correlation	.058	.273	1	.436*	.459*	.487**
	Sig. (2-tailed)	.761	.144		.016	.011	.006
	N	30	30	30	30	30	30
y1.4	Pearson Correlation	.238	.317	.436*	1	.375*	.601**
	Sig. (2-tailed)	.206	.088	.016		.041	.000
	N	30	30	30	30	30	30
y1.5	Pearson Correlation	.524**	.029	.459*	.375*	1	.527**
	Sig. (2-tailed)	.003	.879	.011	.041		.003
	N	30	30	30	30	30	30
Green Purchase Intention	Pearson Correlation	.648**	.577**	.487**	.601**	.527**	1
	Sig. (2-tailed)	.000	.001	.006	.000	.003	
	N	30	30	30	30	30	30

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

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

Table 4.8: Correlation table of Customer preference for 30 respondents

Table 4.8 shows the question y1.1, y1.2, y1.3, y1.4 and y1.5 are very strong positive between the questions for the green purchase intention. The values are 0.648, 0.577, 0.487, 0.601 and 0.527 respectively.

## 4.2 Descriptive Statistic

### 4.2.1 Section A: Respondents Demographic Profile

For this section of descriptive analysis called demographic analysis, frequency analysis is applied to the raw data to testing the demographic information of respondents. The samples of 384 respondents are measured demographically in terms of gender, age, race, and types of green product purchase.

### 4.2.2 Respondent's Gender

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Female	251	65.4	65.4	65.4
Valid Male	133	34.6	34.6	100.0
Total	384	100.0	100.0	

Source: SPSS output

Table 4.9: Frequencies Distribution of Respondent's Gender

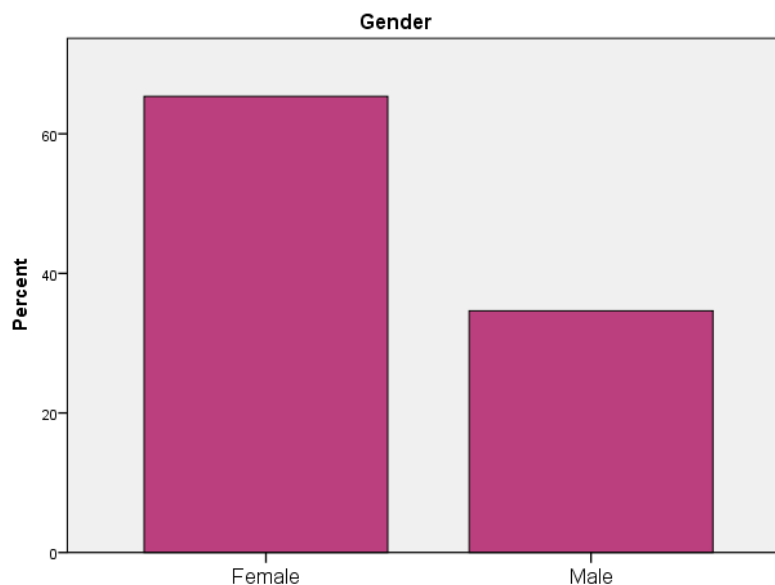


Figure 4.1: Frequencies Distribution of Respondent's Gender

The table 4.9 shows the respondents of this research by gender. The highest number of respondent contributed to this research is female with total frequency of 251 or 65.4%. Therefore the male respondent only represents with the total frequency of 133 or 34.6%.

#### 4.2.3 Respondent's Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
	20-25	147	38.3	38.3	38.3
	26-30	114	29.7	29.7	68.0
	31-35	67	17.4	17.4	85.4
Valid	36-40	29	7.6	7.6	93.0
	41-45	9	2.3	2.3	95.3
	45 and above	18	4.7	4.7	100.0
	Total	384	100.0	100.0	

Source: SPSS output

Table 4.10: Frequencies Distribution of Respondent's Age

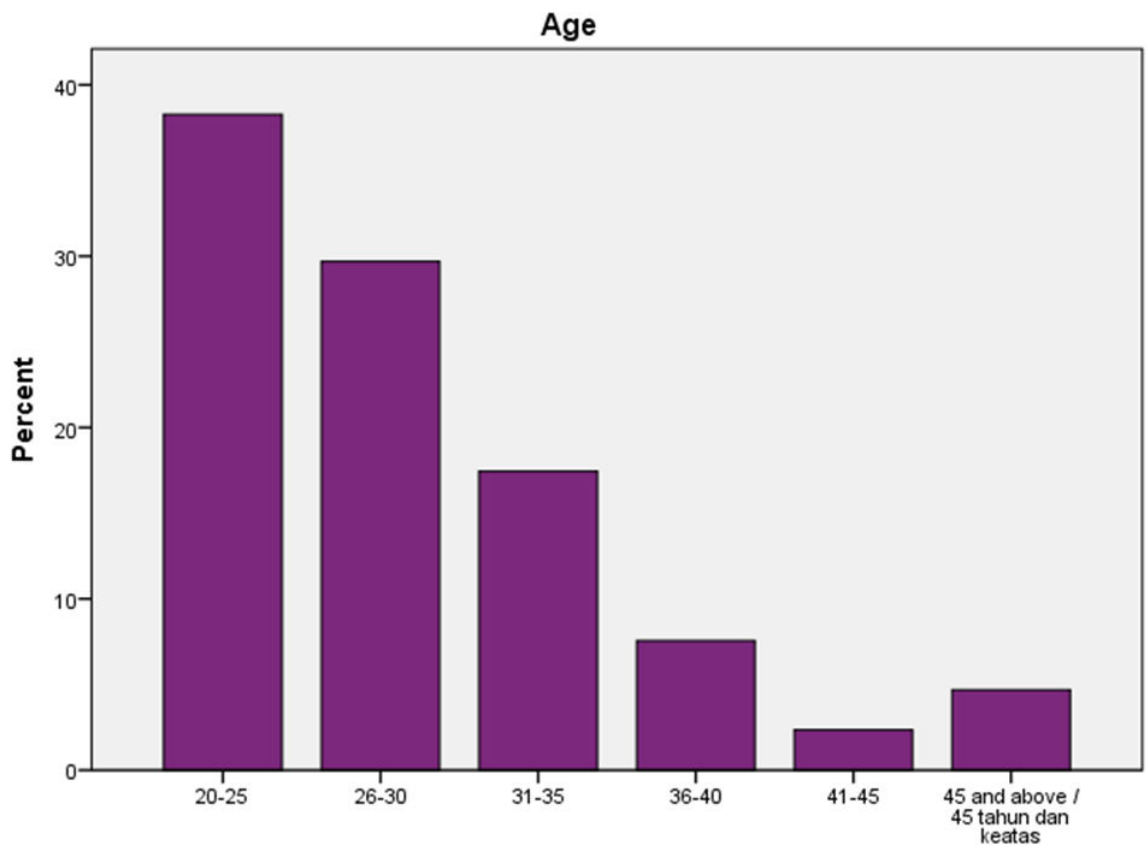


Figure 4.2: Frequencies Distribution of Respondent's Age

The table 4.10 shows the respondents of this research by their age. The highest frequency of respondent is with the age range 20 – 25 years old which is 147 with the total percentage of 38.3%. Hence, the respondent with age range 41-45 years old carries the least frequency which is 9, with the total percentage of 2.3%.

#### 4.2.4 Respondent's Race

		Race			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	79	20.6	20.6	20.6
	Indian	29	7.6	7.6	28.1
	Malay	276	71.9	71.9	100.0
	Total	384	100.0	100.0	

Source: SPSS output

Table 4.11: Frequencies Distribution of Respondent's Race

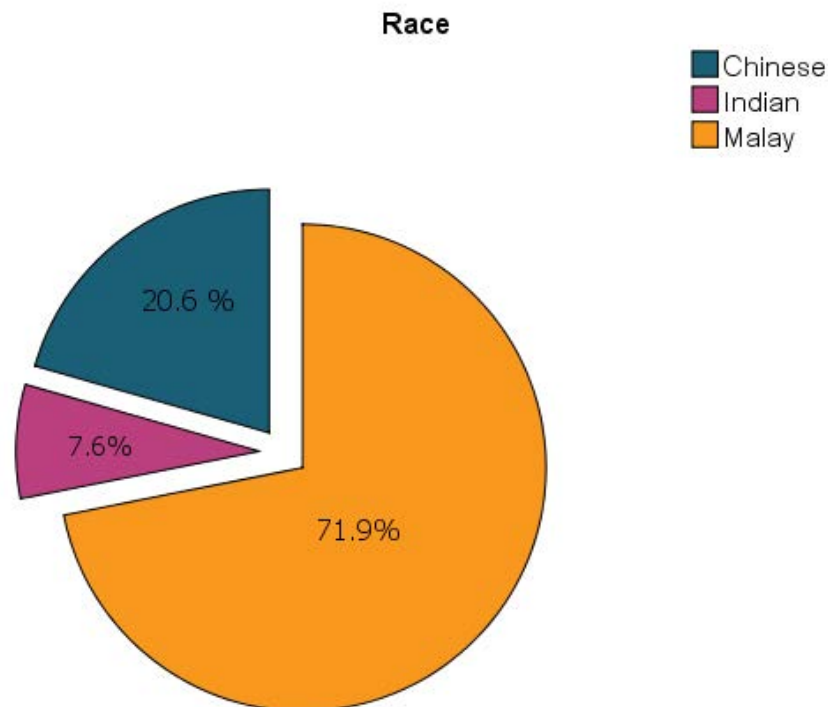


Figure 4.3: Frequencies Distribution of Respondent's Race

The table 4.11 shows the respondents of this research by their race. The highest frequency of respondent is Malay which is 276 with the total percentage of 71.9%. Hence, the respondent carries the least frequency which is Indian with 29, with the total percentage of 7.6%.



#### 4.2.5 Respondent's Green Product Purchase

Green Product Purchase				
	Frequency	Percent	Valid Percent	Cumulative Percent
No	18	4.7	4.7	4.7
Valid Yes	366	95.3	95.3	100.0
Total	384	100.0	100.0	

Sources: SPSS Output

Table 4.12: Frequencies Distribution of Respondent's Green Product Purchase

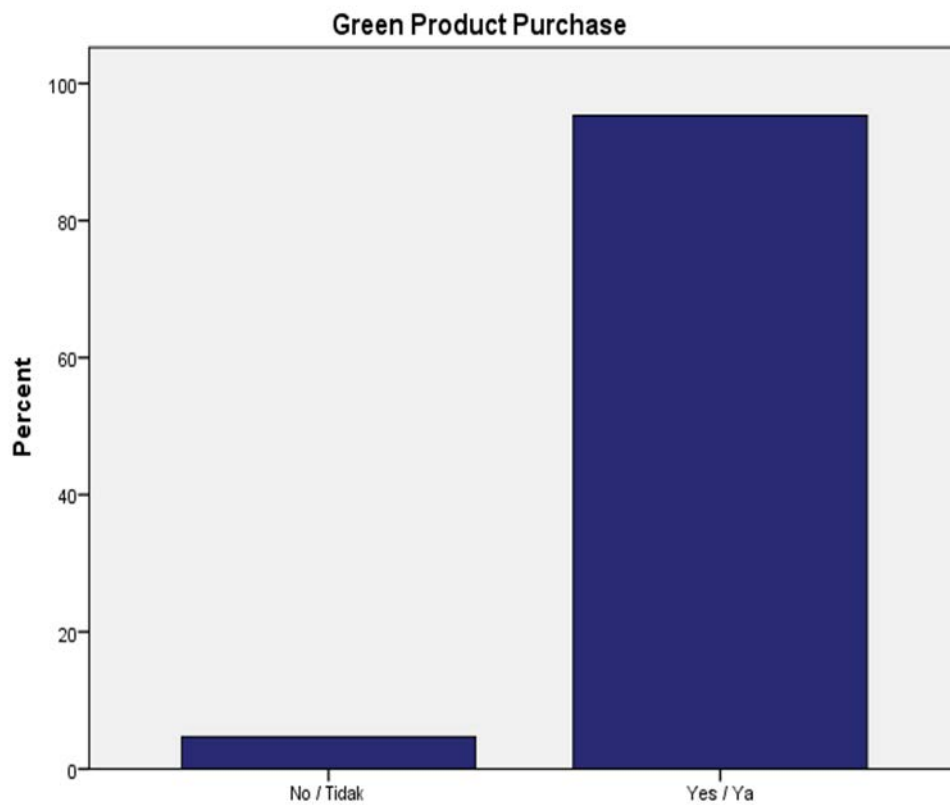


Figure 4.4: Respondent's by Green Product Purchase

Table 4.12 shows the respondents of this research by their green product purchase. The frequency of respondents purchase the green product is high which 366 with total percentage of 95.3% are. Hence, total respondent who are not purchase green product which 18 with total percentage of 4.7%.

#### 4.2.6 Types Of Green Product Purchase by Respondent's

Type of Green Product Purchase				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Bag	219	57.0	57.0	57.0
Cleaning product	52	13.5	13.5	70.6
Home ware	74	19.3	19.3	89.8
no choices	18	4.7	4.7	94.5
Others please specify.	21	5.5	5.5	100.0
Total	384	100.0	100.0	

Source: SPSS output

Table 4.13: Respondents by Type of Green Product Purchase

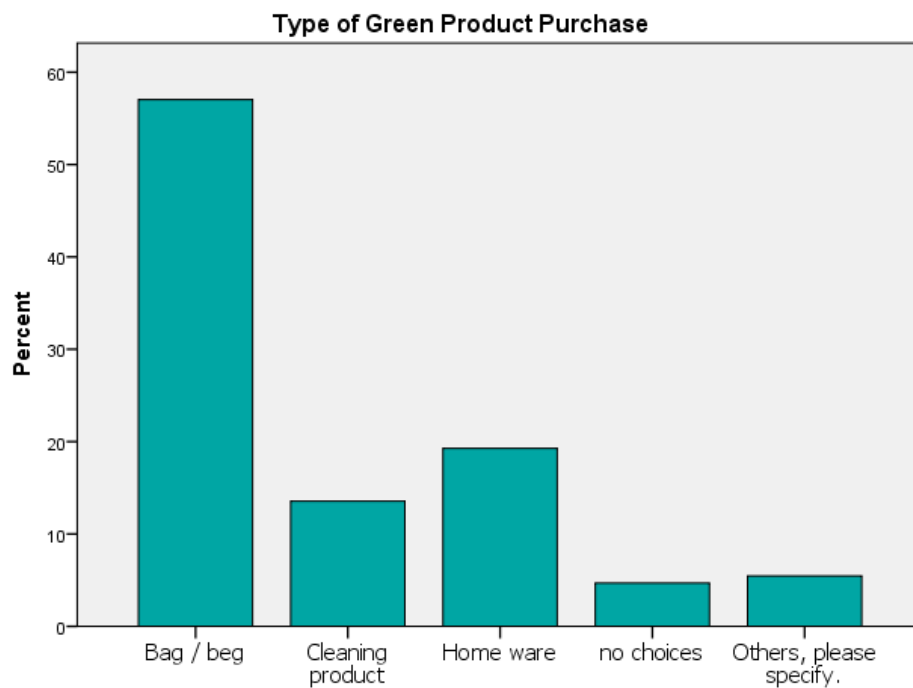


Figure 4.5: Respondents by Type of Green Product Purchase

The table 4.13 shows the respondents of this research by their type of green product purchase. The highest frequency of respondent purchase green product is bag which is 219 with the total percentage of 57%. Hence, the respondent carries the least frequency purchase green product is others with 21, with the total percentage of 5.5%.

### 4.3 Analysis Result Questionnaire

#### 4.3.1 Green Packaging

Items	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
I concern about green packaging on product	-	6.8	34.6	43.2	15.4
I purchase product that made of recycled / recyclable material	-	7.8	31.0	50.8	10.4
I purchase product that clearly written “green packaging”.	-	-	17.2	79.9	2.9
I regularly recycle product packaging.	2.6	17.2	43.0	22.1	15.1
I regularly reuse product packaging.	-	9.9	31.5	44.0	14.6

Table 4.14: Statistic of Green Packaging

### 4.3.2 Green Product Value

Items	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
This green product performance meets my expectations	14.1	2.6	18.0	51.8	13.5
This green product functions provide very good value for me.	-	16.9	12.2	46.6	24.2
I purchase green product because it has more environmental benefits than other products.	-	14.1	4.9	53.6	27.3
I purchase green product because it has more environmental concerns than other products.	-	14.1	4.9	50.8	30.2
I purchase this product because it is environmentally friendly	-	14.1	4.2	49.2	32.6

Table 4.15: Statistic of Green Product Value

### 4.3.3 Green Advertisement

Items	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
I perceive green advertising supplies relevant information about green product	16.7	8.3	5.7	52.3	16.9
I perceive green advertising is a good source to purchase green product	2.6	17.2	4.4	63.5	12.2
I prefer purchasing product that have environmental messages in the advertisement.	14.1	-	25.5	33.6	26.8
I purchase product based on promises in green advertisement	-	17.2	21.4	48.2	13.3
I refer to green advertisement before purchase green product.	-	17.2	23.7	34.6	24.5

Table 4.16: Statistic of Green Advertisement

#### 4.3.4 Eco-product Label

Items	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
I consider eco-product label are always trustworthy.	-	14.1	10.7	52.6	22.7
I consider what is printed on eco-product label to be accurate	-	2.6	27.1	44.8	25.5
The information on eco-product label is usually easy to understand	-	15.9	7.8	63.8	12.5
I purchase product that have eco-product label first compare to non-eco-product label	-	5.2	46.9	33.9	14.1

Table 4.17: Statistic of Eco-product Label

#### 4.3.5 Green Purchase Intention

Items	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
I plan to switch to a green version of a product	-	-	20.8	55.2	24.0
I consider switching to other brands for ecological reasons	-	16.7	15.4	38.0	29.9
I consider buying green products because they contribute to less pollution	-	14.1	1.3	46.4	38.3
I aware of any product which are designed with environmental issue in my mind	-	14.1	5.2	57.0	23.7
I would buy green products that are not harmful to the environment	-	14.1	5.2	37.2	43.5

Table 4.18: Statistic of Green Purchase Intention

## 4.4 Result of Measurement

The significant part in this section is to observe the relationship between the dependent variable and independent variables in this research. All the variables that are used in this research were tested through validity and reliability.

### 4.4.1 Test Validity

Validity test is the degree to which it measures what it is supposed to measure (Saunders et al, 2012). Moreover, validity also helps to evaluate the accuracy of all questions in the questionnaire that was agreed by the respondents. Other than that, validity test also helps to identify the significant level of an independent variable among dependent variable. When test scores are used or interpreted in more than one way, each intended interpretation must be validated (Goodwin and L. Leech, 2003).

### 4.4.2 Validity test for 384 respondents

	No. of question	Value	Critical Value	Validity
IV 1	X1.1	0.756	0.113	valid
	X1.2	0.732	0.113	valid
	X1.3	0.551	0.113	Valid
	X1.4	0.891	0.113	Valid
	X1.5	0.679	0.113	Valid
IV 2	X2.1	0.945	0.113	Valid
	X2.2	0.906	0.113	Valid
	X2.3	0.976	0.113	Valid
	X2.4	0.944	0.113	Valid
	X2.5	0.942	0.113	Valid
IV 3	X3.1	0.885	0.113	Valid



	X3.2	0.907	0.113	Valid
	X3.3	0.929	0.113	Valid
	X3.4	0.880	0.113	Valid
	X3.5	0.803	0.113	Valid
IV4	X4.1	0.837	0.113	Valid
	X4.2	0.855	0.113	Valid
	X4.3	0.911	0.113	Valid
	X4.4	0.621	0.113	Valid
DV	Y1.1	0.798	0.113	Valid
	Y1.2	0.834	0.113	Valid
	Y1.3	0.886	0.113	Valid
	Y1.4	0.905	0.113	Valid
	Y1.5	0.873	0.113	Valid

Table 4.19: Validity test for 384 respondents

The researcher analysed the validity of the questionnaires that was answered by 384 respondents after distribution and collected the data as indicated in Table 4.19. Using Pearson Product Moment Correlation table the researcher analysed the critical value for 384 respondents to check the validity of the questionnaires. It was found that the critical value for 384 respondents is 0.113. This indicates that all the 24 questions in the questionnaire are higher than 0.113, thus considered as valid.

**Correlations**

		Green Packaging	Green Product Value	Green Advertisement	Eco-product level	Green Purchase Intention
Green Packaging	Pearson Correlation	1	.327**	.366**	.420**	.047
	Sig. (2-tailed)		.000	.000	.000	.357
	N	384	384	384	384	384
Green Product Value	Pearson Correlation	.327**	1	.880**	.807**	.860**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
Green Advertisement	Pearson Correlation	.366**	.880**	1	.813**	.816**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
Eco-product level	Pearson Correlation	.420**	.807**	.813**	1	.752**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
Green Purchase Intention	Pearson Correlation	.047	.860**	.816**	.752**	1
	Sig. (2-tailed)	.357	.000	.000	.000	
	N	384	384	384	384	384

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

Table 4.20: The result of correlation analysis for all variables

<b>Correlation Coefficient</b>	<b>Interpretation</b>
-0.90 to -0.99	Very high negative correlation
-0.70 to -0.89	High negative correlation
-0.40 to -0.69	Medium negative correlation
0.00 to -0.39	Low negative correlation
0.00 to 0.39	Low positive correlation
0.40 to 0.69	Medium positive correlation
0.70 to 0.89	High positive correlation
0.90 to 0.99	Very high positive correlation

Table 4.21: Correlation Coefficient Values

Table 4.20 above shows the correlation between all independent variables which are green packaging, green product value, green advertisement and eco-label product and the dependent variable is green purchase intention. Firstly, the correlation between green purchase intention (DV) and the green packaging (IV) is 0.047, thus it indicating a low positive correlation between the green packaging and green purchase intention. According to Malhotra (1993) the level of significant is 0.05.

Secondly, the correlation between green product value and the green purchase intention is 0.860, thus indicating a high positive correlation between the between green product value and the green purchase intention.

Thirdly, the correlation between green advertisement and the green purchase intention is 0.816, thus indicating a high positive correlation between the between green advertisement and the green purchase intention.

Finally, the correlation between eco-label product and the green purchase intention is 0.752, thus indicating a high positive correlation between the between eco-label product and the green purchase intention.

The (\*\*) highlight probability of this correlation coefficient is less than 0.01. This correlation is statically significant

#### **4.4.3 Reliability Test**

Reliability test refers to the consistency and stability in the results of a test or a scale (R.Gebotys, 2003). A test is said to be reliable if it produces the same results in repeated administrations when the attribute being measured is believed unchanged in the interval between measurements, even though the test may different form of the test are used (R.Gebotys, 2003).

Additionally, Cronbach's alpha is used to test the reliability of the data obtained. Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran, 2003). As according to (Sekaran, 2003), the reliability that less than 0.60 are generally considered poor, while those in the range of 0.70 to be acceptable and those over 0.80 to be good.

Table 4.22 below shows the Cronbach's Alpha Coefficient and its strength of association.

Cronbach's Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Table 4.22: Cronbach's Alpha Coefficient range and its strength of association

There are 23 question using Likert Scales which represent 1= strongly disagree; 2= Disagree; 3= Neutral (Neither Agree or Disagree); 4= Agree; 5= strongly agree. Hence, to determine how well the question will impact the reliability test, Cronbach's alpha can be calculated after deleting some of invalidity variable.

		N	%
Cases	Valid	384	100.0
	Excluded <sup>a</sup>	0	.0
	Total	384	100.0

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

Cronbach's Alpha	N of Items
.961	24

Table 4.23: Reliability Statistics for 384 respondents

Table 4.23 above shows the reliability test for 24 questions that were designed for this research. This research has four independent variables and one dependent variable. The Cronbach's Alpha of this research shows the value of 0.961, indicating positivity and high reliability

#### **4.4 Hypothesis Testing and Objective**

In general, hypothesis must be estimated to know the true value of population parameters. The major purpose of hypothesis testing is to choose between two competing hypotheses about the value of a population parameter (R. Willam, 2004). In this research, the hypothesis is being tested using simple regression analysis and multiple regression analysis.

There is a significant relationship between independent variables and dependent variable if the significant value is below 0.05 (Sig < 0.05). For the R, the multiple correlation coefficient indicates that the larger R, the stronger relationship

between the variable. R square is the coefficient of determination where it is the square value correlation of coefficient R.

#### 4.4.1 Simple Regression Analysis

##### Hypothesis Test 1

H<sub>0</sub>: There is no significant relationship between green packaging and factor of green purchase intention on green product

H<sub>1</sub>: Green packaging has significant relationship with factor of green purchase intention on green product.

**Reject H<sub>0</sub>, if p<0.05**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.047 <sup>a</sup>	.002	.000	.91718

a. Predictors: (Constant), Green Packaging

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.716	1	.716	.851	.357 <sup>b</sup>
	Residual	321.344	382	.841		
	Total	322.060	383			

a. Dependent Variable: Green Purchase Intention

b. Predictors: (Constant), Green Packaging

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.680	.297		12.388	.000
	Green Packaging	.075	.081	.047	.923	.357

a. Dependent Variable: Green Purchase Intention

Table 4.24: Simple Regression Result for Hypothesis 1

Table 4.24 above indicates the simple linear regression analysis to test hypothesis 1. There is significant value if p value is less than 0.01. The result of p value for regulation response is 0.357, thus indicating the value is not significant. The beta result is 0.075 and R value is 0.047. The value of R square is 0.002. From the ANOVA table and coefficient table, the significant value is 0.357. This value is more than 0.05, thus it indicates that a green packaging is not significant with green purchase intention. The researcher accepted the null hypothesis (H0) and rejected the alternative hypothesis (H1).

### **Hypothesis Test 2**

H<sub>0</sub>: There is no significant relationship between green product value and green purchase intention on green product.

H<sub>2</sub>: Green product value has significant relationship with factor of green purchase intention on green product.

**Reject H<sub>0</sub>, if  $p < 0.05$**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 <sup>a</sup>	.739	.738	.46894

a. Predictors: (Constant), Green Product Value

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	238.056	1	238.056	1082.532	.000 <sup>b</sup>
	Residual	84.004	382	.220		
	Total	322.060	383			

a. Dependent Variable: Green Purchase Intention

b. Predictors: (Constant), Green Product Value

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.984	.093		10.546	.000
	Green Product Value	.779	.024	.860	32.902	.000

a. Dependent Variable: Green Purchase Intention

Table 4.25: Simple Regression Result for Hypothesis 2

Table 4.25 above indicates the simple linear regression analysis to test hypothesis 2. There is significant value if p value is less than 0.01. The result of p value for regulation response is 0.00, thus indicating the value is significant. The beta result is 0.779 and R value is 0.860. The value of R square is 0.739. From the ANOVA table and coefficient table, the significant value is 0.00. This value is less than 0.05, thus it indicates that a green product value is significant with green purchase intention. The researcher rejected the null hypothesis (H0) and accepted the alternative hypothesis (H2).



### Hypothesis Test 3

H<sub>0</sub>: There is no significant relationship between green advertisement and green purchase intention on green product.

H<sub>2</sub>: Green advertisement has significant relationship with factor of green purchase intention on green product.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 <sup>a</sup>	.666	.665	.53036

a. Predictors: (Constant), Green Advertisement

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	214.611	1	214.611	762.981	.000 <sup>b</sup>
	Residual	107.449	382	.281		
	Total	322.060	383			

a. Dependent Variable: Green Purchase Intention

b. Predictors: (Constant), Green Advertisement

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.207	.103		11.724	.000
	Green Advertisement	.765	.028	.816	27.622	.000

a. Dependent Variable: Green Purchase Intention

Table 4.26: Simple Regression Result for Hypothesis 3

Table 4.26 above indicates the simple linear regression analysis to test hypothesis 3. There is significant value if p value is less than 0.01. The result of p value for regulation response is 0.00, thus indicating the value is significant. The beta result is 0.765 and R value is 0.816. The value of R square is 0.666. From the ANOVA table and coefficient table, the significant value is 0.00. This value is less than 0.05, thus it indicates that green advertisement is significant with green purchase intention. The researcher rejected the null hypothesis (H<sub>0</sub>) and accepted the alternative hypothesis (H<sub>3</sub>).

### Hypothesis Test 4

H<sub>0</sub>: There is no significant relationship between eco label product and green purchase intention on green product.

H<sub>2</sub>: Eco label product has significant relationship with factor of green purchase intention on green product.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 <sup>a</sup>	.565	.564	.60551

a. Predictors: (Constant), Eco-product label

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	182.004	1	182.004	496.414	.000 <sup>b</sup>
	Residual	140.056	382	.367		
	Total	322.060	383			

a. Dependent Variable: Green Purchase Intention

b. Predictors: (Constant), Eco-product label

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.175	.172		1.014	.311
	Eco-product label	1.002	.045	.752	22.280	.000

a. Dependent Variable: Green Purchase Intention

Table 4.27: Simple Regression Result for Hypothesis 4

Table 4.27 above indicates the simple linear regression analysis to test hypothesis 4. There is significant value if p value is less than 0.01. The result of p value for regulation response is 0.00, thus indicating the value is significant. The beta result is 1.002 and R value is 0.752. The value of R square is 0.565. From the ANOVA table and coefficient table, the significant value is 0.00. This value is less

than 0.05, thus it indicates that eco product label is significant with green purchase intention. The researcher rejected the null hypothesis (H0) and accepted the alternative hypothesis (H4).

#### 4.4.2 Multiple Regression Analysis

Multiple regression analysis (MRA) is used to analyse the relationship between the dependent variable and the two or more independent variables. This research has four independent variables which are green packaging, green product value, green advertisement and eco-product label. The dependent variable is green purchase intention. MRA in this research is used to identify the most significant independent variable that has an impact on green purchase intention.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919 <sup>a</sup>	.845	.844	.36260

a. Predictors: (Constant), Eco-product label, Green Packaging, Green Product Value, Green Advertisement

Table 4.28: Model Summary of multiple regressions

Table 4.28 above shows the result of multiple regression analysis of the model summary to find out how strong a regression model fits the data in this research. From the research analysis and using Multiple Regression Analysis (MRA), R is 0.919 which signifies a high correlation between the independent variable and the dependent variable. The value of 0.7 to 1.0 is a strong value, which means the value is significant, thus indicating a strong relationship between independent variable and dependent variable.

Coefficient of determination, R Square is the proposition of variance in one variable associated with the variability in the second variable (Saunders et al, 2012). Based on the table above, the value of R square is 0.845 which means that 84.5 % of

the factor that influence green purchase intention is explained by the independent variable: Eco-product label, Green Packaging, Green Product Value, Green Advertisement.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	272.228	4	68.057	517.617	.000 <sup>b</sup>
Residual	49.832	379	.131		
Total	322.060	383			

a. Dependent Variable: Green Purchase Intention

b. Predictors: (Constant), Eco-product label, Green Packaging, Green Product Value, Green Advertisement

Table 4.29: ANOVA Analysis

Table 4.29 above shows the result of Analysis of Variance (ANOVA) of the overall significance of the model. ANOVA is a statistical method used to test the differences between two or more mean (David M. Lane, 2005). In this research, the value for F-test is 5170617 and the significance value is less than 0.001 which means that the questionnaires are accepted and there is significant relationship between independent variables and dependent variable. Total sum of square on this research is 322.060, while the mean square for regression is 68.057.

From this, researcher concludes that the P value is less than 0.05 means that the regression is fit and reliable for the data. The dependent variable has a significant relation with all the independent variable. Eco-product label, Green Packaging, Green Product Value, Green Advertisement have relation to green purchase intention.

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.882	.134		14.023	.000
	Green Packaging	-.517	.035	-.326	-14.606	.000
	Green Product Value	.490	.041	.540	11.969	.000
	Green Advertisement	.255	.043	.272	5.941	.000
	Eco-product label	.309	.050	.231	6.113	.000

a. Dependent Variable: Green Purchase Intention

Table 4.30: Table of coefficient

Table 4.30 above shows the percentage of relationship between variables and the significance of each of variables that influences the green purchase intention. P value (Sig value) must be less than 0.05 to consider as significant value. The first factor, green packaging is significant to factor influence green purchase intention with the value of 0.00. This significant value is less than 0.05 and considered as related to factor influence green purchase intention. The second factor is a green product value which is significant to factor influence green purchase intention with the value of 0.00 as it is less than 0.05. The third factor is green advertisement which is also significant to factor influence green purchase intention with the value of 0.00 as it is less than 0.05. The last factor is eco product label which is also significant to factor influence green purchase intention with the value of 0.00 as it is less than 0.05

The relationship can be summarized in the following equation from the analysis:

$$X1 = \text{Regulation responses}$$

X2 = Customer preferences

X3 = Energy efficiency

The multiple regression equation

$$Y = 1.882 + (-0.517)(X1) + (0.490)(X2) + 0.255(X3) + 0.309(X4)$$

The Standard Beta Coefficient gives a measure of the contribution of each variable to the model. A large value indicates that a unit change in this predictor variable has a large effect on the criterion variable. The *t* and *Sig.* (p) values give a rough indication of the impact of each predictor variable. A big absolute *t* value and small *p* value suggests that predictor variable having a large impact on the criterion variable.

Based on coefficient in Table 4.29 above shows that green product value has the highest regression coefficient with the value of 0.490 and the significant value is 0.000. The second highest regression coefficient value is eco-product label with the value of 0.309 and significant value is 0.000. The third highest regression coefficient value is green advertisement with the value of 0.255 and significant value is 0.000. The lowest coefficient value is financing with the value of -0.517 and significant value is 0.000. Based on the result of regression coefficient value, the researcher concludes that by using MRA, green product value is the most supportive.

#### **4.5 Summary**

In conclusion, this chapter discusses on the findings and data analysis of this research. The descriptive analysis result was provided to have a clear understanding about the demographic analysis. Descriptive analysis, correlation analysis, reliability analysis, simple regression analysis, and multiple regression analysis also included in this chapter. In this chapter also included the presented results for hypothesis which was developed in chapter 2. The recommendation and conclusion will be discussed in the following chapter 5.

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATION**

#### **5.0 INTRODUCTION**

This chapter summarizes the results of the research based from the previous chapter. In this, the conclusion will be drawn from the outcomes of the research. Besides that, the aim of the research also will be discussed in order to seek for the research achievement level. As discussed in the first chapter, the main objective of the research is to determine the relationship between consumer perception and purchase intention on green product. The relation of consumer perception is identified partially and simultaneously with purchase intention on green product. Besides that, the objective of the research is to investigate factors of consumer purchase intention on green products. In this matter, the factors influence in green purchase intention or the independent variables are green packaging, green product value, green advertisement and eco label product. Hypothesis was developed to find out each of this variables relation with green purchase intention. The result of this explains factors that influence customer to purchase green product. Finally the last objective is to identify influence of perception toward purchase intention on green product. Implication of this research will be discussed as well as the flow of this research for better knowledge

## **5.1 Scale Measurement**

### **5.1.1 Validity**

Firstly, the correlation between green purchase intention (DV) and the green packaging (IV) is 0.047, thus it indicating a low positive correlation between the green packaging and green purchase intention. According to Malhotra (1993) the level of significant is 0.05.

Secondly, the correlation between green product value and the green purchase intention is 0.860, thus indicating a high positive correlation between the between green product value and the green purchase intention.

Thirdly, the correlation between green advertisement and the green purchase intention is 0.816, thus indicating a high positive correlation between the between green advertisement and the green purchase intention.

Finally, the correlation between eco-label product and the green purchase intention is 0.752, thus indicating a high positive correlation between the between eco-label product and the green purchase intention.

The (\*\*) highlight probability of this correlation coefficient is less than 0.01. This correlation is statically significant.

### **5.1.2 Reliability**

Each of the variables carried few questions and the overall 24 questions were used in this research. This research has four independent variables and one dependent variable. The independent variables were green packaging, green product value, green advertisement and eco label product while the dependent variable green purchase intention. The Cronbach's Alpha of this research shows the value of 0.961,



indicating positivity and high reliability. Based on Cronbach's alpha standard, the value is highly significant if the value is higher than 0.07.

## 5.2 Discussion of Objective and Hypothesis Testing

### 5.2.1 Objective 1: To determine the relationship between consumer perception and purchase intention on green product

This objective indicates the relation between perception and purchase intention on green product. In this, the factors influence in green purchase intention or the independent variables are green packaging, green product value, green advertisement and eco label product. The relation is identified where each of independent variable are tested partially with green purchase intention. The table 5.1 shows the summary results of the hypothesis testing for the first objective that are analyzed using simple regression.

Hypothesis	Results
Green packaging has significant relationship with factor of customer purchase intention on green product.	H <sub>1</sub> rejected
Green product value has significant relationship with factor of customer purchase intention on green product.	H <sub>2</sub> accepted
Green advertising has significant relationship with factor of customer purchase intention on green product.	H <sub>3</sub> accepted
Eco product label has significant relationship with factor of customer purchase intention on green product.	H <sub>4</sub> accepted

Table 5.1: Summary of Hypothesis Results for Objective 1

Based from table 5.1, the result shows that 3 out of 4 independents variable have a significant relationship with green purchase intention. The result shows a positive relationship where in this, the alternative hypothesis for H<sub>2</sub>, H<sub>3</sub>, and H<sub>4</sub> are accepted while for H<sub>1</sub> is rejected. For the first independent variable which is green packaging customer prefer not to look at the green packaging in order to purchase green product. According to Chan and Chai, (2010) “Green products use material safer to environment, are recyclable and require less packaging”. An independent research study in 1997 found that consumers hold contradictory attitudes to packaging they want and enjoy the benefits of convenience, hygiene and safety, but they also perceive packaging as wasteful (INCPEN, 2003). Although most of the respondents showed strong desires for environmental aspects and safe packaging, when it came to actual buying behaviour, the importance of individual convenience seemed to be the most important criterion in their purchasing decision.

Moreover, green product value has significant relationship with factor of customer purchase intention on green product. Consumer perceive green product value because of the net benefit of a product or service between what is received and what is given based on consumers environmental desires, sustainable expectations, and green needs.

Apart from that, green advertising also has significant relationship with factor of customer purchase intention on green product. Green advertisement can influence consumers’ behaviour by encouraging them to buy products that are not harmful to the environment and to direct their attention to the positive consequences of their purchasing behaviour. Majority of respondents has agreed that green advertisement influence them to purchase green product at hypermarket.

Furthermore, the next independent variable which eco product label has significant relationship with factor of customer purchase intention on green product. Eco-label is as an important marketing tool to overcome market failure due to information asymmetries between sellers and buyers of environmental friendly products. Marketing tools are useful in enhancing consumers’ knowledge about

environmental friendly products and their ability to distinguish between green products and conventional products including eco label product. Consumers trust the eco label because they consider that the label is trustworthy. They also consider that what is printed on eco label product is accurate. Majority of respondents has agreed that eco-product label influence them to purchase green product at hypermarket.

**5.2.2 Objective 2: To investigate factors of consumer purchase intention on green products**

<b>MODEL</b>	<b>SIG VALUE</b>
Green packaging	0.000
Green product value	0.000
Green advertising	0.000
Eco product label	0.000

Source: SPSS Output

Table 5.2: Multiple Regression Result for Objective 2

Table 5.1 shows the correlation between all the independent variable (green packaging, green product value, green advertisement and eco label product) and dependent variable (green purchase intention). Significant values that are below or same as 0.05 means the relationship in between the variable are clear and significant (Sugiyono and Wibowo. E., 2010). All the significant value for all the correlation shown above is 0.000 which mean the relationship in between the variables are clear and significant.

### **5.2.3 Objective 3: To identify influence of perception toward purchase intention on green product**

Based from the findings, the significant results are suggested to the organization in order to produce product that can give influence to customer to purchase green product. In this research, all the independent variable shows significant results towards the dependent variable which is green purchase intention.

### **5.3 Recommendation for Future Research**

There are few recommendations for the researchers in the future. The researcher noted that more in-depth follow-up investigations would be necessary to further advance understanding of the consumer. Further research in this area needs to address what influences consumers' attitudes towards green purchases as this would provide the true decision-making criteria for manufacturers, businesses and marketers. Besides, it is important for the researcher to provide more detailed information about factors influence purchasing green product in the questionnaires to ensure the respondents get clear understanding on the topic discussed. In addition, the researcher can also use alternative method such as survey instrument for distribution of the questionnaire online. This method is more cost saving and more efficient to gather the data or use the qualitative method. The data will be more accurate because a lot of supporting information for the research will be obtained.

### **5.4 Conclusion**

This research is about the factor influencing consumer perception and purchase intention on green product in Melaka. As discussed in past chapter, it can be concluded that factors which green product value, green advertisement and eco-product label are directly related with the factor influencing consumer to purchase green product. Various approaches were used in answering the objectives that were formulated in this research. Several methods used to analyse the data obtained such as validity, reliability analysis, simple regression analysis and multiple regression

analysis. By undertaking this research, it is proven that all variables is highly significant to purchase intention on green product.

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APPENDIX

QUESTIONNAIRE



**“Factors Influencing Customer Perception and Purchase Intention on Green Product”**

*“Faktor yang mempengaruhi persepsi pelanggan dan niat untuk membeli produk hijau”*

**Hi, I am Syarifah Noratiqah bt Syed Kamaruzzaman, final year student of Bachelor Degree of Technopreneurship (Hons) from the Faculty of Technology Management and Technopreneurship (FPTT), Universiti Teknikal Malaysia Melaka (UTeM), City Campus, Malacca; are conducting a survey on the factors influence customer perception and purchase intention on green product.**

*Hi,saya Syarifah Noratiqah bt Syed Kamaruzzaman, pelajar tahun akhir Ijazah Sarjana Muda Teknousahawanan dengan kepujan dari Fakulti Pengurusan Teknologi Maklumat dan Teknousahawanan (FPTT), Universiti Teknikal Malaysia Melaka (UTeM), Kampus Bandar, Melaka; sedang menjalankan kajian mengenai Faktor yang mempengaruhi persepsi pelanggan dan niat untuk membeli produk hijau.*

**All information given in this survey will treated as private and confidential. Your participation in this study is very much appreciated to assist this study.**

**Please ensure that you take time to complete the questionnaire and answer all items fully.**

*Kesemua maklumat yang diberi di dalam kajian ini adalah sulit. penglibatan anda dalam kajian ini amatlah dihargai untuk membantu kajian ini. Sila pastikan anda mengambil masa untuk menjawab borang soal selidik ini dan menjawab kesemua soalan tersebut.*

Part A: Demographic Background of Respondent.  
*Bahagian A: Latar belakang demografi responden.*

1) Gender / *Jantina*

Male / <i>Lelaki</i>	
Female / <i>Perempuan</i>	

2) Age / *Umur*

20-25	
26-30	
31-35	
36-40	
41-45	
45 and above / <i>45 tahun dan keatas</i>	

3) Race / *Bangsa*

Malay / <i>Melayu</i>	
Chinese / <i>Cina</i>	
Indian / <i>India</i>	

Others / <i>Lain- lain</i>	
----------------------------	--

4) Have you ever purchase green product?  
*Adakah anda pernah membeli produk hijau?*

Yes / <i>Ya</i>	
No / <i>Tidak</i>	

\*If 'YES', please answer question below:

*\*Jika 'YA', sila jawab soalan dibawah:*

5) What kind of green product you buy?  
*Apakah jenis produk hijau yang anda beli?*

Home ware / <i>peralatan rumah</i>	
Bag / <i>beg</i>	
Cleaning product / <i>produk pembersih</i>	
Others, please specify. / <i>lain-lain, sila nyatakan.</i>	

Part B: Factors Influence Customer Perception and Purchase Intention on Green Product

*Bahagian B: Faktor yang mempengaruhi persepsi pelanggan dan niat untuk membeli produk Hijau*

Please tick (/) at the number that best describes yourself using the 4-point scale provided.

*Sila tandakan (/) pada nombor yang terbaik bagi menerangkan diri anda dengan menggunakan skala 4-mata yang disediakan.*

1 = Strongly Dissatisfied      2 = Dissatisfied      3 = Neutral      4 = Satisfied      5 = Strongly Dissatisfied

*Sangat tidak Berpuashati      Tidak Berpuashati      Neutral      Berpuashati      Sangat Berpuashati*

<b>Green packaging on product</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Pembungkusan hijau pada produk</i>					
1. I concern about green packaging on product. <i>1. Saya mengambil berat mengenai pembungkusan hijau pada produk.</i>					
2. I purchase product that made of recycled / recyclable material. <i>2. Saya membeli produk yang diperbuat daripada bahan kitar semula / dikitar semula.</i>					
3. I purchase product that clearly written "green packaging". <i>3. Saya membeli produk yang ditulis dengan jelas "pembungkusan hijau"</i>					
4. I regularly recycle product packaging. <i>4. Saya kerap mengitar semula pembungkusan produk.</i>					
5. I regularly reuse product packaging. <i>5. Saya kerap menggunakan semula bungkusan.</i>					
<b>Green Product Value</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Nilai produk hijau</i>					
1. This green product performance meets my expectations. <i>1. Prestasi produk hijau ini memenuhi jangkaan saya.</i>					
2. This green product functions provide very good value for me.					

2. Fungsi produk hijau ini memberi nilai yang sangat baik untuk saya.  <i>2. Saya membeli produk hijau kerana ia mempunyai lebih banyak manfaat kepada alam sekitar berbanding produk lain.</i>					
3. I purchase green product because it has more environmental benefits than other products.  <i>3. Saya membeli produk hijau kerana ia mempunyai lebih banyak manfaat kepada alam sekitar berbanding produk lain.</i>					
4. I purchase green product because it has more environmental concerns than other products.  <i>4. Saya membeli produk hijau kerana ia lebih mengambil berat alam sekitar berbanding produk lain.</i>					
5. I purchase this product because it is environmentally friendly.  <i>5. Saya membeli produk ini kerana ia adalah mesra alam</i>					

<b>Green Advertisement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Pengiklanan hijau</i>					
1. I perceive green advertising supplies relevant information about green product.  <i>1. Saya melihat pengiklanan hijau membekalkan maklumat berkaitan mengenai produk hijau.</i>					
2. I perceive green advertising is a good source to purchase green product.  <i>2. Saya melihat pengiklanan hijau adalah sumber yang baik untuk membeli produk hijau.</i>					
3. I prefer purchasing product that have environmental messages in the advertisement.  <i>3. Saya lebih suka membeli produk yang mempunyai mesej alam sekitar dalam iklan</i>					
4. I purchase product based on promises in green advertisement.					

4. Saya membeli produk berdasarkan janji-janji dalam iklan hijau. <i>4. Saya membeli produk berdasarkan janji-janji dalam iklan hijau.</i>					
5. I refer to green advertisement before purchase green product. <i>5. Saya merujuk pada pengiklanan hijau sebelum membeli produk hijau.</i>					

<b>Eco-product label</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Label eko-produk</i>					
1. I consider eco-product label are always trustworthy. <i>1. Saya menganggap label eko-produk sentiasa boleh dipercayai.</i>					
2. I consider what is printed on eco-product label to be accurate. <i>2. Saya menganggap apa yang dicetak pada label eko-produk adalah tepat.</i>					
3. The information on eco-product label is usually easy to understand. <i>3. Maklumat pada label eko-produk biasanya mudah untuk difahami.</i>					
4. I purchase product that have eco-product label first compare to non-eco-product label. <i>4. Saya membeli produk yang mempunyai label eko-produk terlebih dahulu berbanding produk yang tiada label eko-produk</i>					



**Part C: Green Purchase Intention**

*Bahagian C: Niat Pembelian Hijau*

Please tick (/) at the number that best describes yourself using the 4-point scale provided.

*Sila tandakan (/) pada nombor yang terbaik bagi menerangkan diri anda dengan menggunakan skala 4-mata yang disediakan.*

1 = Strongly    2 = Dissatisfied    3 = Neutral    4 = Satisfied    5 = Strongly

Dissatisfied

Satisfied

*Sangat tidak*

*Tidak*

*Neutral*

*Berpuashati*

*Sangat*

*Berpuashati*

*Berpuashati*

*Berpuashati*

<b>Green Purchase Intention</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Niat Pembelian Hijau</i>					
1. I plan to switch to a green version of a product. <i>1. Saya bercadang untuk menukar kepada versi hijau sesuatu produk.</i>					
2. I consider switching to other brands for ecological reasons. <i>2. Saya mempertimbangkan beralih kepada jenama lain atas sebab-sebab ekologi.</i>					
3. I consider buying green products because they contribute to less pollution. <i>3. Saya menganggap membeli produk hijau menyumbang kepada kurangnya pencemaran.</i>					
4. I aware of any product which are designed with environmental issue in my mind. <i>4. Saya mengetahui tentang sebarang produk yang direka dengan isu alam sekitar dalam fikiran saya.</i>					
5. I would buy green products that are not harmful to the environment. <i>5. Saya akan membeli produk hijau yang tidak membahayakan alam sekitar.</i>					

Project Activities	(Weeks (2015))														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Meeting with supervisor and find the topic	■	■													
Identify the problem statement, RQ and RO		■	■	■											
Construct the RO and RQ		■	■	■	■										
Find information for Literature Review		■	■	■	■	■	■	■							
Completed for Chapter 1 and do correction						■	■	■							
Determined Theoretical Framework							■	■	■	■					
Completed for Chapter 2 and do correction								■	■	■	■	■			
Determined Reserch Design, Research Strategy & Methodology Choices										■	■	■			
Completed Chapter 3										■	■	■			
Make Correction of the Proposal											■	■	■		
Preparation for Presentation													■	■	
Presentation of Research Proposal and submit the proposal															■

Project Activities	Weeks (2016)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Discussion and consult with supervisor				■	■		■		■			■	■	■	■
Distributes pilot test					■	■									
Analyze pilot test						■	■								
Distributes questionnaires							■	■	■	■					
Analyze data collection										■	■	■	■		
Prepare the presentation tools														■	
Final presentation															■
Correction report															■