

**THE IMPACT OF GREEN BRAND AWARENESS  
TOWARDS CONSUMER BUYING BEHAVIOUR**

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## APPROVAL

I/ We hereby declare that I/ we have read this dissertation and, in my opinion, this dissertation is sufficient in terms of quality and scope as a partial fulfilment of the requirements for the award of Bachelor Degree in Technopreneurship with Honours

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THE IMPACT OF GREEN BRAND AWARENESS TOWARDS CONSUMER  
BUYING BEHAVIOUR

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This thesis is submitted in partial fulfilment of the requirements for the award of  
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## DECLARATION

I hereby declared that this thesis entitled  
“The Impact of Green Brand Awareness Towards Consumer Buying Behaviour”  
is based on my original work except for quotations and citations which have been  
duly acknowledged. I also declare that this thesis has not been previously and  
concurrently submitted for any other degree or award at UTEM or other institutions.

SIGNATURE : .....

NAME : .....

DATE : .....

## DEDICATION

*Allah SWT, The Almighty;*

*Muhammad SAW, the greatest teacher and messenger;*

*Universiti Teknikal Malaysia Melaka, my magnificent second home;*

*My supportive family, the symbol of love and sacrifice;*

*My dearest supervisor, who leads me through the valley of darkness with the light of  
hope and encouragement;*

*My circle of friends, who stands by me when things look bleak;*

*This is for you.*

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I would like to take this opportunity to convey the warmest appreciation to my beloved and ever so quirky friends, who have been so supportive along the journey of my degree life, especially during the period of the production of the present research.

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## ABSTRACT

Varying degree of green brand awareness among consumers will lead to different consumer buying behaviour as each awareness level is unique in their own way and plays a distinctive role in consumers' mind. However, companies often neglect the green brand awareness capability as a competitive advantage due to the norm of viewing it as a part of green brand dimension only, as well as the limited research on green brand awareness to prove otherwise. This research aims to identify the level of green brand awareness among consumers in Malacca, Malaysia. Additionally, the relationship between green brand awareness level and each stage of consumers buying behaviour is analysed as well; whereby Theory of Planned was utilized to enhance the understanding of the relationship. To aid in the achievement of the objectives, a total of 370 completed responses were collected through a questionnaire-based survey; where responses were randomly drawn from the population of consumers in Malacca. Findings revealed that majority of consumers in Malacca possess the highest degree of green brand awareness, top-of-mind awareness, followed by aided awareness and unaided awareness. The aforementioned levels of green brand awareness did not have an influential impact on the different stages of consumer buying behaviour as respondents demonstrated similar behaviour regardless of their degree of green brand awareness. These findings, although are restricted due to the addressed limitations, has contributed to greater insights in understanding green brand awareness as a unique competitive advantage. However, future research may be improved through the employment of the suggested recommendations.

**Keywords:** Theory of Planned Behaviour, Green Brand Awareness, Consumer Buying Behaviour

## ABSTRAK

*Tahap kesedaran jenama hijau di kalangan pengguna akan membawa kepada tingkah laku membeli pengguna yang berbeza kerana setiap tahap kesedaran adalah unik dengan cara mereka sendiri dan memainkan peranan tersendiri dalam minda pengguna. Walau bagaimanapun, syarikat sering mengabaikan keupayaan kesedaran jenama hijau sebagai kelebihan bersaing kerana norma melihatnya sebagai sebahagian daripada dimensi jenama hijau sahaja, serta menyelidiki terhadap mengenai kesedaran jenama hijau untuk dibuktikan sebaliknya. Kajian ini bertujuan untuk mengenal pasti tahap kesedaran jenama hijau di kalangan pengguna di Melaka, Malaysia. Di samping itu, hubungan antara tahap kesedaran jenama hijau dan setiap peringkat pengguna membeli tingkah laku dianalisis juga; di mana Theory of Planned Behaviour telah digunakan untuk meningkatkan pemahaman hubungan tersebut. Bagi membantu pencapaian matlamat, sejumlah 370 maklum balas yang lengkap telah dikumpulkan melalui borang kaji selidik; di mana tindak balas diambil secara rawak daripada pengguna yang merupakan penduduk di Melaka. Penemuan mendedahkan bahawa majoriti pengguna di Melaka memiliki tahap kesedaran jenama hijau yang paling tinggi, kesedaran teratas, diikuti dengan kesedaran yang dibantu dan kesedaran tanpa bantuan. Tahap kesedaran jenama hijau yang dinyatakan di atas tidak mempunyai kesan yang berpengaruh pada tahap berlainan pengguna tingkah laku pengguna kerana responden menunjukkan tingkah laku yang sama tanpa mengira tahap kesedaran jenama hijau. Penemuan ini, walaupun terhadap disebabkan oleh batasan yang ditangani, telah menyumbang kepada pemahaman yang lebih mendalam dalam memahami kesedaran jenama hijau sebagai kelebihan daya saing yang unik. Walau bagaimanapun, mereka mungkin diperbaiki menerusi pengambilan saranan yang telah dicadangkan.*

**Kata kunci:** *Theory of Planned Behaviour, Kesedaran Jenama Hijau, Tingkah Laku Pengguna*



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**LIST OF ABBREVIATIONS**

TRA	=	Model of Theory Reasoned Action
TPB	=	Model of Theory Planned Behaviour
$H_0$	=	Null hypothesis
$H_1$	=	Alternative hypothesis
MANOVA	=	Multivariate Analysis of Variance



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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

The first section of this research paper will portray the background that revolves around this research as well as the problems that this research has identified regarding the topic of green brand awareness. Moving on, this section also will highlight the research the research questions that are addressed as well as the objectives that the researcher is attaining through this research. Next, the scope and key assumption of this research are elaborated, and significance of this research is discussed.

#### 1.2 Background of the Study

Green is a colour that holds the power to bring about arrays of images varying from the vivid nature to the widely known recycling logo and perhaps may even conjure an image of the brand Disney, who is dubbed as the leader in environmental responsibility. Companies are transitioning to become 'greener' in every aspect that is feasible for them as a result of consumers becoming progressively perceptive towards environmental issues; hence, the need to switch to being sustainable brands (Thakur, 2016). The transition to being a greener brand should be accompanied with the brand's message designed to amplify and socialize the sustainable commitments, where the message could be disseminated via multiple

channels and sources such as employee volunteerism, annual reports, advertising and third-party validation (news coverage).

A survey conducted by The Nielsen Company in 2015 found that more than one third of Malaysian consumers (35%) emphasize that television commercials accentuating a company's devotion to positive social or environmental impact will influence their purchase decision while 30% of the respondents are more likely to try the company's products after seeing an ad on television. These statistics demonstrate that Malaysian consumers are becoming ever more perceptive towards sustainable brands, where the awareness on the brands' sustainability efforts has the capability to sway the buying behaviour of consumers. The essence that makes up a successful sustainable brand is the awareness of the green brand itself, as green brand awareness is crucial in guiding the buying behaviour of consumers (Suki, 2013).

Companies often neglect or failed to realize that consumers require dependable information regarding the brands' sustainable products and services in order for them to act on the given information and conduct green purchases based on the information given (Aibek and Ariffin, 2015). The behaviour of consumers is heavily dependent on the stimulus that was given by the company regarding their market offerings; therefore, it is vital for the companies to undertake excellent awareness programs to increase their green brand awareness. Stimulus given by the companies should have the ability to enhance the confidence of consumers towards the brand. According to Tariq (2014), green brand awareness is positively associated with how the companies establish and portray a strong organizational image of 'being green' towards their consumers; at which an effective advertising campaign intending to provide informational message regarding the green products and services as well as its eco-labelling is a good starting point towards the image establishment.

The effectiveness of the aforementioned campaign is observed via consumers perception of the brand after the campaign, the level of awareness towards the brand's green products as well as the consumers buying behaviour. A successful green awareness campaign has the power to improve green brand awareness as well as influence consumers to behave positively towards the green products and services. Although green brand awareness is proven to yield positive impact towards

consumers buying behaviour, there is minimal empirical research focusing on the relationship between green brand awareness and consumers buying behaviour in Eastern countries, especially Malaysia (Suki, 2013; Aibek and Ariffin, 2015). Hence, this research will concentrate on the impact of green brand awareness towards consumers buying behaviour as well as the underlying relationship between both aspects.

### **1.3 Problem Statement**

Companies generally dive head first into the green brand dimension application without fully knowing how each dimension, namely, green brand awareness, green brand image, and green brand trust have their own individual significance in the creation and maintenance of their market share. Braimah (2015) validates that companies often overlook the individual impact of each dimension and view the dimension as a holistic approach without taking into account each dimension distinct significance. The aspect of green brand awareness as a stand-alone perspective has not been widely researched as most studies are likely to take on the whole context of green brand dimension; which may dilute the significant impact of green brand awareness itself (Aibek and Ariffin, 2015; Alshura and Zabadi, 2016).

Looking at green brand awareness perspective will provide a better insight for marketers and companies on how consumers awareness towards the green products and services has the power to positively impact the consumers buying behaviour. Yet, empirical research on the topic of green brand awareness as well as how it is capable in influencing consumers buying behaviour are still scarce in Asian countries, and Malaysia is among the countries with insufficient research on this topic (Suki, 2013). Although countless companies in Malaysia has switched to production of green products and services, they failed to realize the importance of green brand awareness, which lead to inadequate utilization of the 'green' aspect of their products and services (Chatterjee, 2009; Hartmann and Apaolaza-Ibáñez, 2012; Rahman *et al.*, 2017). Hence, this research is vital in nurturing the significance of green brand awareness in influencing consumers buying behaviour among companies and marketers in Malaysia.

Additionally, companies are confined in the notion that green brand awareness exist only to serve the purpose of green marketing, whereby they should broaden their horizon to see that a well-developed green brand awareness may serve as a competitive advantage and has the potential to greatly impact each stage in the consumers buying behaviour (Thakur, 2016). Each mechanism in the consumers buying behaviour, which are the identification of needs or wants, searching of information, evaluation of options, making a purchase decision and post-purchase evaluation should be thoroughly evaluated as an individual perspective, whereby they should not be limited to the holistic view of consumers buying behaviour. Analysing each stage of the consumers buying behaviour will provide the companies with greater insights on which stage of the consumers buying behaviour demonstrates the weakest and strongest awareness of green brands. Therefore, this research will address and provide insights to the aforementioned problems through the proposed objectives that will answer the specified research questions.

#### **1.4 Research Questions**

Based on the issues discussed in the problem statement, this research will address the following questions:

- i. What is the level of green brand awareness among consumers in Malacca?
- ii. What is the relationship between green brand awareness level and each stage of consumers buying behaviour?

## **1.5 Research Objectives**

To answer the outlined research questions, the following objectives have been specified for this research:

- i. To identify the level of green brand awareness among consumers in Malacca
- ii. To analyse the relationship between green brand awareness level and each stage of consumers buying behaviour

## **1.6 Research Scope & Key Assumptions**

This research will study on the impact of green brand awareness towards each stage of consumers buying behaviour as well as on the relationship between green brand awareness and consumers buying behaviour; where this research will only look at awareness of green brands in general, with no specification towards any existing green brand.

The location of this research will be restricted to the state of Malacca due to the fact that Malacca is in their final stage to be declared as the first state in the country to fully embrace green technology revolution; thus, rendering the state as the most compatible location for this research. To be precise, this research will only cover and take on responses from consumers located in Bandaraya Melaka; thus, the sampling of the research will be conducted on a limited population. This research also will have the assumption that the respondents involved are honest and possess sufficient knowledge and understanding of what represents a green brand while providing their responses.

### **1.7 Significance of the Study**

The purpose of the research is to gain an insight on how the awareness of green brands could impact the mechanism of consumers buying behaviour as well as to analyse the relationship linking the green brand awareness and the whole context of consumers buying behaviour. Additionally, this research will also reduce the literature gap that exists in the research of green brand awareness in Malaysia; hence, providing the empirical evidence proving the significance of green brand awareness in the buying behaviour of consumers. Furthermore, these insights will be beneficial to marketers and companies in formulating the appropriate green brand awareness strategy to promote their products and services.

### **1.8 Summary**

This research will contribute to the scarce research on green brand awareness by looking into how the green brand awareness itself could influence the mechanism of consumers buying behaviour. Additionally, this research will also analyse the association between green brand awareness and the overall context of consumers buying behaviour to provide a clear perspective to marketer and companies on how to properly formulate a marketing strategy focusing in creation or improvement of green brand awareness. The findings of this research will add value and increase the significance of green brand awareness; hence, serving as evidence of the potential of green brand awareness to be regarded as a competitive advantage. With these in mind, the following section of this research paper will be a review of previous academic literature in this field and the theories applied by previous researchers.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

This chapter will review and discuss previous academic literature related to the subject at hand. A comprehensive review and discussion of previous literature are the basis for this research as it provides an up-to-date understanding and significance regarding the field of green brand awareness and consumer buying behaviour. Hence, the following discussion will provide an overview on brand awareness, green brand awareness, consumer buying behaviour, the impact of green brand awareness on each stage of consumer buying behaviour, and the relationship between green brand awareness and the overall consumer buying behaviour. Additionally, a research framework and hypotheses will be posited based on the reviewed literature.

#### 2.2 Brand Awareness

Researchers frequently treat the consumer-based brand equity as a higher-order factor consisting of brand awareness, brand associations, perceived quality and brand loyalty as the underlying dimensions of their research, yet each of the individual dimension may perhaps be better treated as a distinct aspect of the brand asset rather than aggregating them as a composite brand equity (Christodoulides, Cadogan and Veloutsou, 2015). Each individual dimension holds its own unique function and contribution towards a brand name where viewing them from the perspective of consumer-based brand equity only has restricted researchers towards the endless potentials each of these dimensions possess. Previous studies viewing