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**IMPLEMENTATION OF GREEN ADVERTISING
MEDIA TO INFLUENCE CONSUMER BUYING
BEHAVIOR ON COMPUTER PRODUCT AT
KELANTAN.**

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SUPERVISOR AND PANEL CONFIRMATION

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is sufficient in terms of scope and quality for the award of Bachelor of
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DECLARATION OF ORIGINAL WORK

“I hereby declare that the work of this exercise is mine except for the quotations and summaries that have been duly acknowledge.”

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DEDICATION

This research is dedicated to my lovely family and fellow friends that had accompany me for the past 4 years of my university life, thanks for your help and support. They have given me the guide and discipline to tackle any task with enthusiasm and determination. Without their love and support, this research study would not have been made possible.

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ABSTRACT

For this research, the purpose is to implementation of green advertising in order to influence consumer buying behavior on computer product in Kelantan. The aim is to study how green advertising media will influence consumer buying behavior on purchasing computer product. This research use quantitative analysis by using questionnaires as the research instrument. This research involves 100 respondents which were students, workers and local resident that purchase computer product in rural areas. A total of 100 set of questionnaires using Likert Scale were will answered by respondents. All the answers and feed backs were been analyzed in details as the variables being the objectives of this research. All findings has been analyzed quantitatively. The data are collected and then analyzed using the IBM SPSS Statistics Version 23.0. This research also found four elements that are printed media, electronic media, digital interactive media, out-of-home media (IVs) towards consumer buying behaviour (DV). The results showed that most respondents choose digital interactive media as media that influence them in purchasing computer product. It is proved that the researcher has achieved all the research objectives in which there is a significant relationship between three independent variables with the dependent variable that influence them in purchasing computer product which are electronic media, digital interactive media and out-of-home media.

Keywords: Printed Media, Electronic Media, Digital Interactive Media, Out-of-home Media and Consumer Buying Behaviour.

ABSTRAK

Untuk kajian ini, tujuannya adalah untuk melaksanakan pengiklanan hijau untuk mempengaruhi tingkah laku pembelian pengguna terhadap produk komputer di Kelantan. Matlamatnya adalah untuk mengkaji bagaimana media pengiklanan hijau akan mempengaruhi tingkah laku membeli pengguna untuk membeli produk komputer. Kajian ini menggunakan analisis kuantitatif dengan menggunakan soal selidik sebagai instrumen kajian. Kajian ini melibatkan 100 responden iaitu pelajar, pekerja dan penduduk tempatan yang membeli produk komputer di kawasan luar bandar. Sebanyak 100 set soal selidik yang menggunakan Skala Likert akan dijawab oleh responden. Semua jawapan dan pungung umpan telah dianalisis secara terperinci sebagai pemboleh ubah menjadi objektif kajian ini. Semua penemuan telah dianalisis secara kuantitatif. Data dikumpulkan dan kemudian dianalisis dengan menggunakan Statistik SPSS IBM Versi 23.0. Penyelidikan ini juga menemui empat elemen media cetak, media elektronik, media interaktif digital, media luar rumah (IVs) terhadap tingkah laku belian pengguna (DV). Keputusan menunjukkan bahawa kebanyakan responden memilih media interaktif digital sebagai media yang mempengaruhi mereka dalam membeli produk komputer. Adalah terbukti bahawa penyelidik telah mencapai semua objektif penyelidikan di mana terdapat hubungan yang signifikan antara tiga pemboleh ubah bebas dengan pemboleh ubah bergantung yang mempengaruhi mereka dalam membeli produk komputer iaitu media elektronik, media interaktif digital dan media luar rumah.

Kata Kunci: Media Cetak, Media Elektronik, Media Interaktif Digital, Media Luar Rumah dan Tingkah Laku Belian Pengguna.

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LIST OF ABBREVIATIONS

SPSS	Statistical Package for Science Social
IVs	Independent Variables
DV	Dependent Variable
AIDA	Awareness,Interest,Desire,Action
CDROM	Compact Disc Read-Only Memory
DVD	Digital Video Disc
SEM	Search Engine Marketing
ANOVA	Analysis of Variance
PMR	Penilaian Menengah Rendah
STAM	Sijil Tinggi Agama Malaysia
Ph.D.	Doctor of Philosophy

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CHAPTER 1:

INTRODUCTION

1.1 BACKGROUND OF STUDY

This study focus on the implementation of green advertising media to influence consumer buying behavior of computer product that conducted within consumers in Kelantan. This chapter also covers the background, problem statement, research objective, research questions, scope and importance of the study.

Advertising has three functions, to inform, remind and persuade (Dande, 2012). It is one of the most important things in society today as it helps consumers to know about new products or services available on the market. This advertising also helps businesses and economists to succeed and make users aware of the various options available. (Arora, 2016).

Nabila Noor et al. (2014) mentions that different societies use different types of symbols to promote products and services to attract consumers. In this modern era, advertising has become an important way to promote products and services and it is used for communication purposes. Marketers consider advertising as a great way to communicate with users and convince them about their products, services to other ideas (Nabila Noor, et al., 2014). Advertising media is known for its wider exposure and is regarded as a durable tool for setting images on the minds of consumers about any idea or product.

The purpose of green advertising media is to create awareness and strong tentative attitudes towards brands and companies (Dande, 2012). Meanwhile, Abideen, farooq and latif, (2011) stated that advertising goals are to affect buying behavior, this impact on brand strengthening or changing people's memories of the brand. This brand recognition manipulates considerations, judgments and finally purchases, (Romaniuk and Sharp, 2004). Ads that reach potential buyers while buyers looking for information will have a greater impact, as buyers spared the time and effort they need to find this information themselves.

The advertising media was discovered more as print media, electronic media, outdoor media or digital interactive media. This study investigates whether green advertising media is effective in influence consumer buying behavior on computer product in rural areas. This studies also to determine the impact of green advertising media on consumer buying behavior towards computer product.

1.2 PROBLEM STATEMENT

In this era of globalization, marketing has shifted to technological change, for instance, from television commercials, online banners, to social media advertising. (Thornhill, Xie, and Lee, 2017). Almost everyone grows in a flooded world with mass media (Latif & Abideen, 2011). Advertising can be via radio, television, newspapers and magazines, billboards, websites and other forms of media. There are some questions that surround the relationship between advertisers and their target audience (Consumers).

The problem that arises in this study is whether consumers in rural areas at Kelantan is aware of green advertising media and did this advertising media shape their purchasing decisions through the media advertisement or not and if they are then which media has the most influence on them.

Besides that, companies use various mediums to deliver their product messages through advertising media. Organizations usually spend high cost on their promotion strategies to attract the consumers and influence their buying behavior. But, sometimes advertisement fails to persuade consumers and do not convince their buying behavior.

In order to stimulate and elicit a positive response from the target audience, effective market research must be undertaken on consumer behavior to gather vital information about them. This information includes their preference, age, buying habits, who makes the buying decisions and others (Tuckwell, 1992).

Regarding information above, the there question arises whether green advertising can influence consumer buying behavior or not on a computer product. It also needs to identify the relationship between green advertising media and consumer buying behavior in computer product in Kelantan.

1.3 OBJECTIVE

The general objectives of this study are outlined below:

1. To investigate the relationship between green advertising media and consumer buying behavior in computer product.
2. To examine the impact of green advertising media on consumer purchasing towards computer product.
3. To determine the green advertising media that influence consumer buying behavior.

1.4 RESEARCH QUESTION

This study is to determine whether implementation of green advertising media will affect consumer buying behavior on computer product market. It also determines the importance of green advertising media in order to increase consumer purchasing in computer product market in rural areas. Some of the question to be addressed in this study include the following :

1. How far is the green advertising media is effective in influencing consumer buying behavior on computer product in rural areas?
2. To what extent does green advertising media impact the purchasing decision of the consumer?
3. What types of green advertising media is needed to influences consumer purchasing in computer product?

1.5 SCOPE

The scope of this study is to identify the relationship between green advertising media and consumer buying behavior on a computer product. This study will focus on consumers that purchase computer product. The respondents are student, workers, teachers and locals resident. These groups are important in this study as they would give an opinion on how to improve the advertising media on computer product in order to influence consumer buying behavior.

This study will help in finding out which is effective types of green advertising media needs to use in order to influence consumer buying behavior in computer product market. Besides that, the respondent will choose the most effective types of green advertising media that influence them in purchasing computer product. In addition, this study will be useful to consumer finding out about the product.

1.6 SUMMARY

This chapter, researcher needs to identify green advertising media can influence consumer buying behavior in computer product market in rural areas. Then, the researcher should explore whether green advertising media can affect consumer behavior in purchasing computer product too. Furthermore, researcher chooses a student, government workers, and locals as respondent.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The purpose of this literature review is to provide an understanding of the topics related to the advertising media from previous researchers and authors. Variables are also explained and discussed. In addition, researchers have expressed overall view of the advertising media, advertising media advertisements, as well as components related to media advertising that can influence consumer purchasing behavior for computer products in rural areas. In addition, the literature review will help researchers conduct research either by qualitative or quantitative methods. In addition, research hypothesis is also presented in this chapter. Then, the theoretical framework is also attached to this chapter.

2.2 GREEN ADVERTISING MEDIA

The term "green", as implies the basic concern for the preservation of the environment and the dynamics of life. Common targets for concern are the preservation of planet earth, personal health, and animal life. In addition, the goal of conservation is generally accompanied by the belief that noninvasive methods should be used to achieve that goal. Therefore, activities that cause minimal damage to the planet, its environment, human and animal life are preferred. (Easwar Iyer and Bobby Banerjee,1993).

Green advertising refers to the label with green schemes, print ads with 'natural' ad images that deliberately reveal environmental claims and openly deal with green movement. (Richards, 2013). Green Media is defined as media types that have a less negative effect on the green environment than other media types meanwhile according to Pieters, (1991), it is activities that have a positive effect on the natural environment than substitutable activities. Green or sustainable marketing is implemented by companies committing to take part in minimizing harming the green environment.

Advertising is used in media with carefully chosen information designed for audiences. Nichifor, (2014) mentions that advertising can be regarded as a variable created by the focus of attention set out in two major scientific areas: communication and marketing. It is also defined as a paid mediation effort and the media to convince according to O'Guinn et al, (2003). Advertising, become an important role in informing people's option of products and services. Advertisers across the globe are covetously at the expanded opportunities provided by the web, finding more effective communication channels with their target markets, (Chitra & Kothai, 2014). Online advertising expenses, including web advertising, is steadily increasing, primarily due to synergies with television and print ads. According to Olson, et al (1994) television advertising is an important role in the development of young user behavior.

Advertising can be accessed through various media including newspapers, radios, magazines, televisions, direct mail, external (signboards and billboards) and the Internet. The type of media used by target audiences to know about products and services and make purchasing decisions should be in line with select media. Kelley and Hyde, (2002) stated that advertising methods for a target audience, there are four common levels: awareness, interest, desire, and action (AIDA). Advertising provides general information on new products and tries to boost overall sales, which enhance Malaysia's economic efficiency. Sethi, (1979), declares that advertising media is to bring corporate names and logos to the attention of other potential customers, suppliers, investors, borrowers, workers or other constituent groups.

2.2.1 PRINT MEDIA

The print media is seen by users to be a good source of information. This print media is an eco-friendly printing media for using recycled fibers instead of virgin fibers and also using environmentally friendly ink. The print industry has been a major source of innovation in the field of green technology, sustainability, and pro-environmental practices, (Arkansas, 2015).

Print media such as magazines, targeted newspapers, and newsletter associations all have the content read by viewers of people who are interested in that topic. It can target readers based on interests, professions, regions, or other factors. Targeted print advertising can target your campaign budgets more efficiently and effectively when you match your message with the benefit of custom print media customers.

According to Wells et al. (2006), the appeal of print ads is bound to illustrate the main features of the product or service. Reading print ads is more flexible than watching television or listening to radio due to the fact that readers can stop and read again. Print ads enable potential customer interest. Naik and Peters (2009), believe customers are enabled by print ads to find specific information and receive additional information.

Magazines are part of the print media. There are various types of magazines like health magazines, beauty, gossip, entertainment, sports, and others. Information on new and existing products is put there to attract certain parts of society (Alusola, 2011). In magazine ads, pictures, titles, and copies are important. Images must be strong enough to attract attention. Then the headline must strengthen the picture and convince the person to read a copy. The copy itself must be involved and the advertised brand name must be quite outstanding. (Kotler and Keller, 2006).

This media is used as it is widely read; bringing a lot of information and information costs is relatively low. The print media is also not seen as annoying, and users can control how long they want to interact with the advertisement and save it for future reference.

2.2.2 ELECTRONIC MEDIA

Electronic media is any type of device that stores and permits the distribution or use of electronic information such as television, radio, fax, CDROM, DVD, and any other electronic media (Lijina, & Jalaja, 2015). Instead of printing media. On television and radio, advertisers broadcast brand awareness messages to diverse audiences to expand certain brand recognition among these users (Dedrick, 1994). While the use of direct mail based CD-ROMs, floppy disks, and VHS tapes, and more popularly, is nowhere to be a very reliable way for advertisers to target rich media ads.

According to Duraiarasi, et al. (2015), T.V. Advertising is an important marketing tool and powerful communication medium. T.V. Advertising is effective and efficient in influencing consumer purchasing decisions. Television advertising plays a vital role in changing consumer behavior and also provides a new pattern for buying or using any kind of goods and services.

According to Krik (2012), T.V. advertising has a strong effect on the audience because of the audiovisual features and this media has the ability to deliver ads to a mass audience. Television allows creative men to incorporate motion, sound, words, colors, personality and stage performances to express and prove ideas to large and widespread audiences, Duraiarasi, et al. (2015). Television advertising focuses on whether to create brand awareness or to give a sense of urgency to own a product or to build product recognition or to remind customers to come back.

Television media has had a huge impact on advertising. Advertising through all media affects the audience, but television is one of the most powerful advertising mediums and due to its mass reach; it can affect not only the attitudes, behaviors, lifestyles, exposures and long-term individuals, but also the national culture stated by Latif et al (2011).