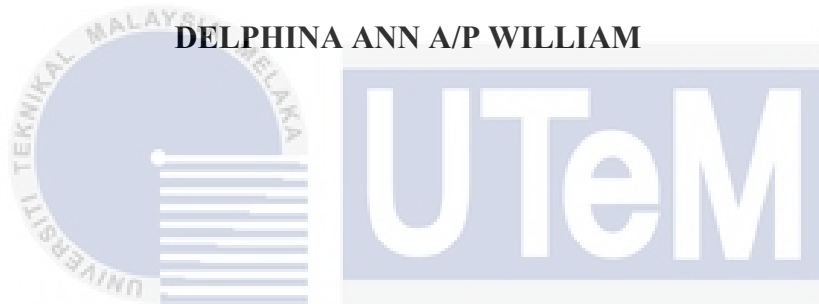




**FACTORS MOTIVATING CONSUMERS' ECO-FRIENDLY PRODUCTS
ACQUISITION IN THE MALAYSIAN EMERGING MARKET**

DELPHINA ANN A/P WILLIAM



**This Report is Submitted to Fulfill Part of the Bachelor of Technology Management
(High- Tech Marketing)**

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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JANUARY 2023

APPROVAL

I hereby declare that I have read this report, and, in my opinion, this report is sufficient in terms of scope and quality as partial fulfillment of the requirements for the Bachelor of Technology Management (High Tech Marketing) with Honours.

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DECLARATION

I hereby declare:

This undergraduate research project is the culmination of my own research, and all sources of information, whether printed, electronic, or personal, have been acknowledged in the references. No portion of this research project has been submitted in support of any other degree or qualification offered by this or any other university or institute of learning. The researchers contributed equally to the completion of the research projects.

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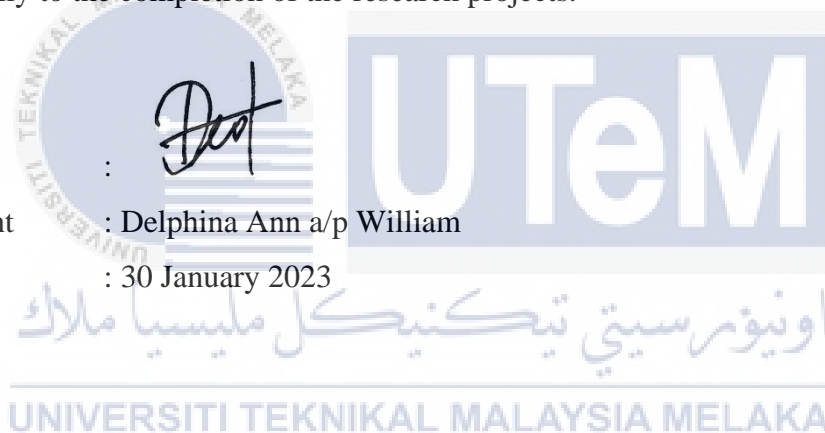
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DEDICATION

I dedicate my dissertation work to my family and friends. A special feeling of gratitude to my loving parents, William and Angeline Malar whose words of encouragement and push for tenacity ring in my ears.

I also dedicate this dissertation to my friends who have supported me throughout the process. I will always appreciate all they have done in helping me develop my technology skills,

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ABSTRACT

This study will concentrate on the factors that influence Malaysian consumers' purchases of eco-friendly products without regard to age group. For this study, the researcher used descriptive research. The goal of descriptive research is to describe a population, situation, or phenomenon accurately and thoroughly. This study's research employed the quantitative method, which entailed the development of an online questionnaire. This section will include about 156 Malaysians from various states. Malaysian adults who prefer and dislike to purchase eco-friendly products comprise the study's population. Those who regularly buy green products as well as those who have never bought green products are encouraged to complete the questionnaire. The researcher can administer questionnaires or they can be self-administered. Self-administered questionnaires are more common due to their ease of use and low cost, but researcher-administered questionnaires provide more in-depth information. The Social Sciences Statistical Suite (SPSS) version 27.0 was used to conduct the reliability, descriptive, correlation coefficient, and multiple regression analysis studies. This work addresses some of the organizational ramifications. Furthermore, flaws in the research have been identified. As a result, future research directions have been suggested. As a result, future researchers will uncover new avenues for future research to address this issue. The study's findings are hoped to be beneficial not only to consumers, but also to the government, policymakers, and manufacturers.

Keywords: Eco-friendly, green advertising, environmental awareness

ABSTRAK

Kajian ini akan menumpukan kepada faktor-faktor yang mempengaruhi pembelian pengguna Malaysia terhadap produk mesra alam tanpa mengira kumpulan umur. Untuk kajian ini, pengkaji telah menggunakan kajian deskriptif. Matlamat penyelidikan deskriptif adalah untuk menerangkan populasi, situasi, atau fenomena dengan tepat dan teliti. Penyelidikan ini menggunakan kaedah kuantitatif, yang menggunakan boring soal selidik secara talian. Bahagian ini akan merangkumi kira-kira 156 rakyat Malaysia dari pelbagai negeri. Populasi kajian ini merangkumi warganegara Malaysia yang suka dan tidak suka untuk membeli produk mesra alam. Mereka yang kerap membeli produk hijau dan juga mereka yang tidak pernah membeli produk hijau digalakkan untuk melengkapkan boring soal selidik. Penyelidik boleh mentadbir soalselidik atau mereka boleh ditadbir sendiri. Soal selidik yang ditadbir sendiri biasanya disediakan untuk memudahkan penggunaan dan kos yang rendah, tetapi soal selidik yang ditadbiroleh penyelidik memberikan maklumat yang lebih mendalam. Social Sciences Statistical Suite (SPSS) versi 27.0 telah digunakan untuk menjalankan kajian kebolehpercayaan, deskriptif, pekali korelasi dan analisis regresi berganda. Penyelidikan ini menangani beberapa kesan organisasi. Tambahan pula, kelemahan dalam penyelidikan telah dikenalpasti. Hasilnya, hala tuju penyelidikan masa hadapan telah dicadangkan. Hasilnya, penyelidik akan datang akan menemui jalan baru untuk penyelidikan masa depan untuk menangani isu ini. Penemuan kajian ini diharap dapat memberi manfaat bukan sahaja kepada pengguna, tetapi juga kepada kerajaan, penggubaldasar, dan pengilang.

Kata Kunci: *mesra alam, pengiklanan hijau, kesedaran alam sekitar*

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LIST OF ABBREVIATIONS

IV = INDEPENDENT VARIABLE

DV = DEPENDENT VARIABLE

MRA = MULTIPLE REGRESSION ANALYSIS

ANOVA = ANALYSIS OF VARIABLE





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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter researcher discussed about the background of the research regarding to the Factors Motivating Consumers' Eco-Friendly Products Acquisition in The Malaysian Emerging Market. There was problem statement which explains the problem that require to be solved. Then, followed by the research questions and research objectives. Next, scope of the study referred to the aspects of this study being investigated. Limitation in the meantime has also been discussed on the boundaries and constraints faced. Next, significant of study has been conducted to explain on the timeline and implications. Summary has been explored in this chapter where it summarizes the result and the findings.

1.2 Background of study

Individual consumption habits had a big environmental impact. Individual consumption capacity had increased significantly as a result of the economy's rapid growth and industrial development, resulting in further environmental deterioration. Green consumption has been prioritized by consumers and businesses in order to address environmental challenges. In reality, many purchasers consider environmental considerations while making purchases, and businesses have recognized the commercial potential for eco-friendly products and are eager to promote them. Businesses have intensified their efforts in green marketing to promote eco-friendly products, emphasizing the value of eco-friendly products to customers through various channels such as social media, electronic media, traditional advertisements, and so on (Goçer and Sevil Oflac, 2017).

According to a recent survey on consumer sustainability behaviour in 51 countries, over 90% of Malaysians are worried about environmental concerns, yet the majority of respondents are unwilling to modify their purchasing habits (The Nielsen Global Survey, 2015). As a result, the Malaysian government has launched a number of measures to encourage residents to adopt more sustainable behaviors, such as increasing their use of green products. For example, in 2009, the Ministry of Energy, Green Technology, and Water (KeTTHA) was founded to promote green products and urge customers to consider using and consuming environmentally friendly products. This type of programme is likely to have a huge influence on Malaysians, particularly Millennials, who are said to be prepared to pay extra for environmentally friendly items (The Nielsen Global Survey, 2015).

The findings of this study added to the literature on the factors that influence consumers' purchasing decisions for eco-friendly products. These factors can help businesses target their marketing efforts toward capturing young consumers in an emerging economy like Malaysia.

1.3 Problem Statement

Over the last decade, consumption of goods and services has been increased rapidly (Kim et al., 2021). This increased consumption rate was detrimental to the environment and society (Zheng et al., 2021; Joshi and Rahman, 2015). Customers are now more receptive to environmental legislation and are equally concerned about the potential environmental impact of product disposal after purchase and use, which has had a significant influence on consumer purchases of eco-friendly items. Consumers appear to have realized that their purchasing habits may contribute to environmental degradation, which may have influenced and inspired them to make environmentally conscious purchases such as purchasing eco-friendly products (Abdullah Sharaf et al., 2015).

Kim and Oh (2020) emphasized the importance of additional research into ways to lower the environmental cost of sports goods production and consumption. According to academic research, producing, marketing, and consuming environmentally friendly products can help to mitigate negative effects (Al-Swidi and Saleh, 2021). The desire of consumers to protect the environment by engaging in environmentally friendly activities is referred to as eco-friendly consumer behaviour (Chen and Chai, 2010). Recognizing the importance of eco-friendly consumer behaviour for a more sustainable environment, organisations all over the world are

working to encourage eco-friendly consumer behaviour (Kumar et al., 2021; Nguyen et al., 2019).

Despite the importance of eco-friendly consumer behaviour in reducing the negative impact of consumerism on the natural environment (Al-Swidi and Saleh, 2021; Witek and Kuzniar, 2021), little research has been conducted to determine what are the other factors that motivated Malaysians to purchase eco-friendly products. This study attempts to contribute to the literature by exploring the types of factors that motivated consumers in a developing country like Malaysia to buy eco-friendly products by incorporating prior research on environmental motivation factors and eco-friendly consumer behaviour. As a result, the following gaps in the literature on eco-friendly consumer behaviour are filled by this study.

According to Zheng et al. (2021) and Al-Swidi and Saleh (2021), there is a paucity of academic literature on the antecedents of eco-friendly consumer behaviour in developing countries. This is because most research has been conducted in Western contexts, the potential of green consumer behaviour in Asian developing countries has been overlooked (Zheng et al., 2021). As a result, other theoretical lenses must be used independently or in tandem to address research gaps in cross-cultural contexts, according to Zheng et al (2021). Previous studies included young consumers in their studies, despite their low purchasing power (Kautish and Sharma, 2019; Tan et al., 2019). As a result, this study will focus on the factors that influence consumers' purchases of eco-friendly products in Malaysia without a specific age group and in an Asian country, Malaysia.

1.4 Research Objectives

The objective defined the Factors Motivating Consumers' Eco-Friendly Products Acquisition in The Malaysian Emerging Market. Thus, a research study has been developed in order to stayfocus and guide throughout the study. There are 3 research objectives stated as below:

- To explore the customers' perception towards eco-friendly products.
- To determine the factors that motivates customers' buying behavior on purchasing eco-friendly products.
- To investigate the most effective factors that draws consumers' intention to purchase eco-friendly products in the Malaysian emerging market.

1.5 Research Questions

The research questions are the essential process where it provides the focus and framework about the direction of the study. Research questions are fundamentally the key components as it could guide and provide a concise and more understanding guideline of this study. The research questions are stated as below:

- What are the perceptions of customers towards eco-friendly products?
- What are the factors that motivates customers' buying behavior on purchasing eco-friendly products?
- What are the most effective factors that draws consumers' intention to purchase eco-friendly products in the Malaysian emerging market?

1.6 Scope of Study

The focus of this analysis was to identify the factors motivating consumers' eco-friendly products acquisition in the Malaysian emerging market. Therefore, this research will be focused on people who are staying in Malaysia. The reason is because Malaysia is fast growing country through many aspects such as economic, political and social. In this research, researcher will gather information from all those who are residing in Malaysia regardless in which state they are staying. The respondents are expected to be from the age group of 18 to 60 years old comprising both male and female.

1.7 Limitation

In this study, there are several constraints when established this research. Firstly, the process of finding resources like data and information were challenging as there are very less people who would prefer green or eco-friendly products. Besides, data collection could be time consuming as I have to gather all the target respondents from a large sample size in order to generate an accurate and reliable outcome.

1.8 Research Significance

The proposed model in this study had provide a significant and effective way of affecting the intention of people purchase eco-friendly products. The important and beneficial achievements of the proposed model have provided data on how eco-friendly can be beneficial in one's daily life. This research finding will benefit the community as it provides a valuable insight that can allow the local to know and appreciate the benefits of eco-friendly products. Thereby, it could perhaps help in increasing their intention to use with the knowledge they have gained.

Besides, this research also was aimed to provide benefit to the many industries and also **practitioners**. It is hoped that this research might give them an overview about eco-friendly products and the demands in the market for them. This might help them to manufacture and sell more affordable eco-friendly products to the consumers without being over-pricy.

Moreover, this research will be an eye-opener to the **government** officials about the importance of green products and it is hoped that they might come up with new plans to encourage more people to acquire eco-friendly products as it helps in saving the mother earth. Plans such as subsidies or discounts should be implemented which will make more customers to buy eco-friendly goods.

Finally, this research paper will be very useful for academist and **scholars**. They might use this research as a reference to do more researches based on this specific topic. This research might help them to gain specific data to complete their research in future.

1.9 Summary

This chapter has provided the background of the study where it introduces on the intention of people in using eco-friendly products in Malaysia. Followed by the problem statement which defines the need of this research. Meanwhile, three research questions and three research objectives will be discussed further. The scope of research which focuses on how peoples' acceptance and behavior will react when using eco-friendly goods in their day to day basic. Limitation at the same time, it took quite some time to gather the data and information when completing the report. The significant of study is to raise and contribute the intention of people in eco-friendly products in their life. Eco-friendly products should be widely used among consumer as it will save the environment from pollutions.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter focused on a review of the literature and a theoretical framework of the factors motivating Malaysian consumers to purchase eco-friendly products. The researcher conducted a review of the existing state of knowledge on the subject. In addition, a literature review is discussed, and four independent variables are identified as factors motivating consumer behavior. This chapter will look at empirical research on which factors influence people's purchasing habits in Malaysia. The goal of the literature review is to help researchers identify variables used in research, conceptualize the theoretical framework, and develop hypotheses.

2.2 Eco-Friendly Products Acquisition

With the passage of the Environmental Act in 1974, the Malaysian government recognized the need for long-term environmental management nearly four decades ago. This is part of the government's efforts to protect resources such as air, water, and forests for the long term, as well as to limit acid rain and environmental degradation (Goh and Wahid, 2015). KeTTHA was established in 2009 to assist Malaysia in its transition to a green economy. This ministry is in charge of encouraging consumers to use green technology and buy environmentally friendly products. Eco-friendly products and other environmentally friendly merchandise are now more widely available on the market as a result of these developments (Kok and Teoh, 2013).

According to Kok and Teoh, other national programmes, such as the eco-labelling scheme, have been introduced in Malaysia to encourage and promote sustainable consumption

practises (2013). The Malaysian Standards and Industrial Research Institute was the driving force behind the national eco-labelling scheme (SIRIM). Eco-friendly products are classified under this scheme as cleaning agents, construction or building instruments, home appliances, home-care products, lights, office supplies (not paper-specific), package containers (not paper-specific), paper products or inks, personal care products, food and plants, and so on.

2.2.1 Eco-friendly product buying behavior

Environmentally conscious consumers who consider the public consequences of their private consumption habits and attempt to influence change through their purchasing decisions are driving the purchase of eco-friendly products (Lai and Cheng, 2016). The five stages of consumer decision-making are as follows:

1. identification of a need;
2. information search;
3. alternative evaluation;
4. purchase decision; and
5. post-purchase behaviour (Leonidou et al., 2010).

When studying consumers' purchasing decisions for eco-friendly products, the link between intention to purchase based on alternative evaluation (Stage 3) and actual purchasing decision (Stage 4) can be quite weak (Rosenbaum and Wong, 2015). Despite the fact that consumers may express environmental concerns and appear to be committed to environmental protection by purchasing eco-friendly products. However, due to the small number of eco-friendly products purchased, such concerns may not be consistently reflected in their purchasing decisions (Liu et al., 2012). In order to change their purchasing habits, consumers must first gain a better understanding of the environmental impacts of the products they buy (Liu et al., 2012). As a result, unless consumers change their green purchasing habits significantly, the impacts of environmental technologies, production systems, economic policies, and social initiatives on environmental sustainability may be undermined (Liobikienea_ et al., 2016). To aid in the resolution of such issues, policymakers and marketing strategies have turned to the concept of eco-friendly product purchasing decisions (Zhua et al., 2013). Despite the growing trend toward environmentally friendly behaviour, existing research indicates that there is still a lack of understanding about how consumers

interpret or make sense of eco-friendly purchasing decisions in their daily lives (Liobikienea_ et al., 2016).



2.2.2 Definition of Eco-Friendly products.

According to Anthony Webb (2021), eco-friendly items and materials are those that are not harmful to the environment. These products promote green living or green manufacturing methods that use fewer or different types of resources. In short, eco-friendly products benefit the environment rather than harm it.

Eco-friendly products have the least negative impact on the environment. "Green product" is another term for "eco-friendly product." According to the Oxford Dictionary, eco-friendly means "not harmful to the environment" (Islam et al., 2020). A company or firm can be environmentally friendly in addition to its products. A company must specifically state what makes a product environmentally friendly in order for it to be considered eco-friendly. Eco-friendly products should state on the packaging or on the company's website how they are environmentally friendly.

2.3 Types of Eco-Friendly Products

2.3.1 Beauty Items

Anthony Webb (2021), plastic packaging or disposable containers are used for beauty products. Organic ingredients that are gentler on the environment can be looked, in addition to reusable or plastic-free packaging. Finally, even the most basic cotton swab can be made green, as The Humble Co. bamboo biodegradable cotton swabs demonstrate.

2.3.2 Cleaning Supplies

According to Anthony Webb (2021), cleaning the kitchen or bathroom frequently requires the use of a spray bottle of chemical cleaner made of plastic. Instead of throwing away an empty bottle and contributing to plastic waste, companies such as Blueland sell reusable bottles and tablets that can be dissolved when the product runs out. Using natural, non-toxic cleaning products will help keep toxins and pollution out of local waterways and water tables, resulting in a healthier environment.

2.3.3 Hair and Salon Supplies

Haircare may be the most environmentally unfriendly personal care product. Shampoo, conditioners, and other hair products are frequently packaged in disposable plastic bottles.