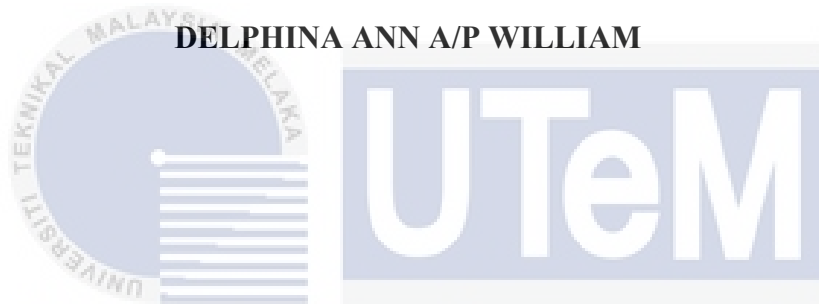




**FACTORS MOTIVATING CONSUMERS' ECO-FRIENDLY PRODUCTS  
ACQUISITION IN THE MALAYSIAN EMERGING MARKET**

**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**

**Faculty of Technology Management and Technopreneurship  
UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

**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.

SIGNATURE



DR. SITI NORWARDATUL AINA BINTI MOHD YUSOF  
Pensyarah  
Fakulti Pengurusan Teknologi dan Teknousahawanan  
Universiti Teknikal Malaysia Melaka

NAME OF SUPERVISOR : DR. SITINOR WARDATULAINA BINTI MOHD YUSOF

DATE

30/01/2023

اوتنور سیتی تکنیکل ملیسیا ملاک  
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

SIGNATURE



Assoc. Prof. Dr. Haslinda Musa  
Associate Professor  
Faculty of Technology Management  
and Technopreneurship  
Universiti Teknikal Malaysia Melaka

NAME OF PANEL : ASSOC. PROF DR. HASLINDA BINTI MUSA

DATE

29/01/2023

## 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.

Signature

:



Name of Student

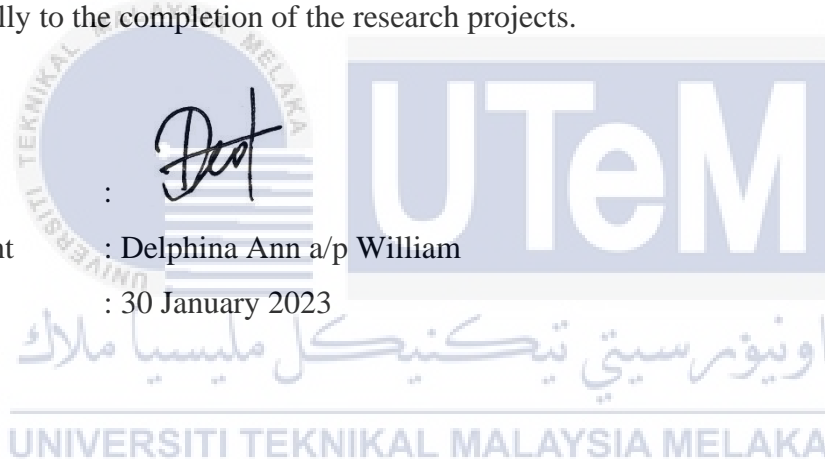
:

Delphina Ann a/p William

Date

:

30 January 2023



**Date: 30<sup>th</sup> JANUARY 2023**

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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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UNIVERSITI TEKNIKAL MALAYSIA MELAKA

## 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 in 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 stay focus 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.



As an alternative, We Are Paradoxx employs 90 percent plastic-free practises, with products packaged in stainless steel and aluminium. Shampoo bars, as opposed to liquid shampoo in plastic bottles, are another environmentally friendly option.

#### **2.3.4 Kitchen Items**

The kitchen is a significant source of waste, but more and more products are aiming to reduce waste in this area. Stasher silicone food bags can be used to reduce the amount of plastic waste produced by storing food in single-use plastic bags. Glass or metal containers can be used to store leftovers without producing plastic waste. Personal grocery waste, such as rotten or expired food, can also help live a greener lifestyle.

#### **2.3.5 Promotional Items**

Anthony Webb (2021), stated that branded products and items that include company logos or are used for company-wide events do not have to be environmentally hazardous. Eco Promotional Products ensures that all of its products are environmentally friendly.

#### **2.3.6 Baby Items**

Parents want to protect their children from potentially harmful chemicals and plastics. That is why green baby products and items are in high demand when there is a new baby in the house. Baby products, from bathing supplies to skincare products to diapers, are another area that can generate a lot of waste. It is critical to reduce waste and choose products that are made in a sustainable manner, are biodegradable, and recyclable. Cloud B sells eco-friendly items such as plush toys made of soy and bamboo fabric.

#### **2.3.7 Dental Supplies**

Eco-friendly practises and products can even be incorporated into dental care routines. Bamboo toothbrushes can be used as an eco-friendly alternative to plastic. Customers should consider the packaging and ingredients of your toothpaste and oral care products.

## 2.4 Research Framework

The research framework is the framework that holds or supports a research study's theory. The research framework explains and introduces the theory that explains why the research problem under investigation occurs. In this chapter, the theoretical foundation is crucial. A study may become clearer considering the relationship from the aspect of the framework. In study frameworks, interaction factors with independent variables are shown.

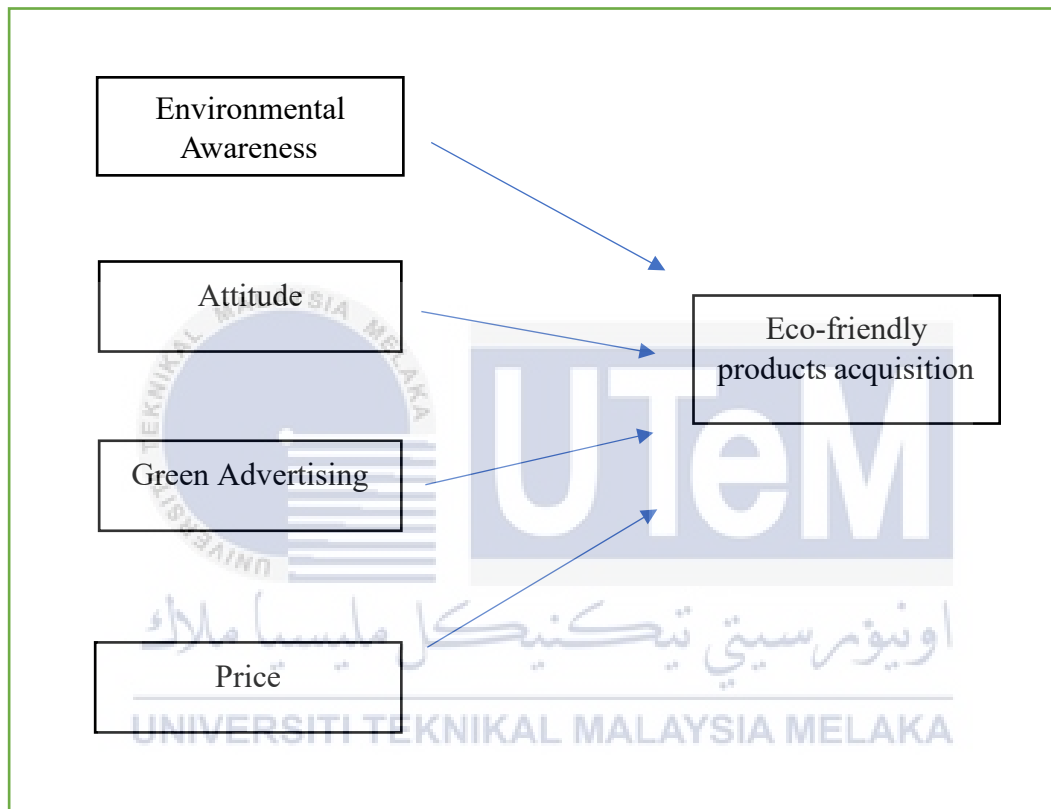


Figure 2.4: Research Framework

## 2.5 Variables

### 2.5.1 Environmental Awareness

According to Nate Sullivan (an adjunct history professor, middle school history teacher, and freelance writer with an M.A. in History and an M.Ed), environmental awareness is the understanding of natural environment protection and the activities that can harm the environment. Being environmentally conscious entails understanding how our actions affect the environment and committing to making changes to our lifestyles in order to protect the planet.

In recent decades, the environmentalist movement has inspired many people to make both minor and major lifestyle changes in order to live in a more environmentally friendly manner. Being environmentally conscious entails minimising the environmental impact as much as possible. Individuals impact the environment in a variety of ways, including pollution emissions to land, air, and water, resource use, energy consumption, and waste.

### 2.5.2 Attitude

According to Gordon Allport, "an attitude is a mental and neural state of readiness organised through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is associated." Following that, Frank Freeman stated, "An attitude is a dispositional readiness to respond to certain institutions, persons, or objects in a consistent manner that has been learned and has become one's typical mode of response."

"Attitudes are learned predispositions towards aspects of our environment," writes N.L. Munn. They can be directed positively or negatively at specific people, services, or institutions." Many factors can influence how and why attitudes develop. These include social factors, direct instruction, family, prejudices, personal experience, media, educational and religious institutions, physical factors, and, finally, economic status and occupation.

### 2.5.3 Green advertising

Green advertising, in general, seeks to promote eco - friendly products or the advertiser's corporate responsibility to the environment. The effectiveness of green advertising must be evaluated in order to stimulate consumers' cognitive and affective reactions to green advertisements, as well as their subsequent environmentally friendly behaviour - (Krsti.J, Kostic- Stankovic.M, Cvijovi.J-2021). Green advertising is one of the methods used by marketers to position their products as eco friendly in the minds of consumers (Eren-Erdogmus et al., 2016). Individual attitudes toward advertising and their intention to be eco friendly are influenced by green advertising (Kim et al., 2019).

### 2.5.4 Price

According to Maximilian Claessens, a price is the amount of money that a consumer must spend in order to obtain a product or service in 2022. Price does not always represent monetary value. Bartering is the exchange of one product or service for another. Price is the simplest marketing element to change and also the most easily imitated. According to the economist, a price is determined by market forces such as supply and demand, whereas the accountant believes that a price should cover costs so that the company can profit.

When it comes to the customer, a price is the amount of money that the consumer must pay, so it must represent good value. Otherwise, from a marketing standpoint, a price is a chance to gain a competitive advantage and even increase market share (Simon and Dolan 1997, pp. 10-14). Price is defined by Kotler and Armstrong (2009, p. 263) as "the amount of money charged for a product or service, or the sum of all the values that customers give up in order to gain the benefit of having or using a product or service."

## 2.6 Hypothesis Development

From the conceptual framework in Figure 1, hypothesis can be constructed. Therefore, below are the hypothesis for this research:

### Hypothesis 1:

Consumer's environmental awareness has a positive effect on the eco-friendly product acquisition.

### Hypothesis 2:

Consumer's attitude towards the environment has a positive effect on the eco-friendly product acquisition.

### Hypothesis 3:

Consumer's perception of green advertising has a significant relationship with the eco-friendly product acquisition.

### Hypothesis 4:

Consumer's low price-sensitivity has a significant relationship on the eco-friendly product acquisition.



## 2.7 Summary

The important theoretical literature employed in the research of media advertising has been discussed in this chapter. This research resulted in the creation of a conceptual framework. The hypotheses based on the theoretical framework were also discussed in this chapter. The research methods for this study will be discussed in the following chapter.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter examined the various research approaches and methods commonly used by information systems researchers. The research technique and research approach used in this study are acknowledged and investigated. The first section of the chapter provided an in-depth overview of research. The research methodology and research methods are then examined, particularly for information systems. The differences between research methodology and research technique have been clarified and detailed. Many researchers used the terms research technique and research methods interchangeably when reviewing the literature for this study. As a result, the research methodology and research techniques sections were treated separately.

#### **3.2 Research Design**

The researcher chose descriptive research for this research. The goal of descriptive research is to accurately and thoroughly describe a population, situation, or phenomenon. It can answer the questions what, where, when, and how, but not why. To investigate one or more variables, a descriptive research design can employ a wide range of research methods (McCombes, S., 2022). To collect information from various sources, this study used quantitative research method. Quantitative research entails collecting and interpreting numerical data. It is commonly used to discover patterns, averages, predictions, and cause-and-effect relationships between the variables under investigation. It is also used to extrapolate the results of a particular study to a larger population. Quantitative research methods such as sampling has been used in this study.

### **3.3 Methodological Choices**

Quantitative method was used in this study's research. In general, quantitative research is associated with positivism, particularly when used with predetermined and highly structured data collection techniques. According to Ooi et al. (2015), the quantitative method yields result with a high degree of validity, reliability, and precision. Furthermore, the researchers have design and develop a quantitative method for this situation, such as a structured questionnaire survey design, to collect data or feedback and analysis from respondents because it is the best method for measuring, ranking, categorizing, identifying a pattern, and making generalizations. It is critical to ensure that questions are clearly expressed so that respondents understand the purpose of the given questionnaire.

The study's population consists of Malaysian adults who prefer and dislike purchasing eco-friendly products. Both those who regularly purchase green products and those who have not purchased eco-friendly products are encouraged to complete the questionnaire. To ensure validity, the study ensured that the questionnaire content supported the research objectives and measured the variable that the study intended to measure.

### **3.4 Primary and Secondary Data Resources**

In research, there were several methods for gathering information, all of which fall into two categories: primary and secondary data (Douglas, 2015). Primary data is information that is collected for the first time by the researcher, whereas secondary data is information that has already been collected or produced by others. This paper discusses a number of distinctions between primary and secondary data. The most important distinction is that primary data is true and unique, whereas secondary data is simply the analysis and interpretation of primary data.

#### **3.4.1 Primary Data Resources**

Primary data was information gathered for a specific purpose. A primary data source was also known as an original data source because the data was obtained directly by the researcher for a specific study goal or project. Primary data is reliable, original (never before published), authentic, and objective. The primary data for this study is collected via a questionnaire related to the research topic. The researcher usually designed a set

of questionnaires that were distributed to the public when conducting the questionnaire. It was decided for this study to use an online method to distribute questionnaires to all 200 Malaysian respondents. Following that, data will be collected and analysed using research methods such as SPSS.

### **3.4.2 Secondary Data Resources**

Secondary data is information gathered from primary sources and made available to scholars for their own research. It is a type of data that has already been gathered. Secondary data sources include books, personal sources, journals, newspapers, websites, and government documents. Secondary data is known to be more readily available than primary data. It takes very little research and effort to use these resources. With the advent of electronic media and the internet, secondary data sources have become more accessible. For this research, researcher will use several tools such as book, journals, article and the internet to gather information and data needed.

### **3.5 Location of Research**

This study will take place throughout Malaysia without specifying any state or location. This is due to the fact that the study will include people of all ages, races, and backgrounds. This research requires information from all levels of society, including multiple states which are Northern Region (Perlis, Kedah, Penang, Perak), East Coast Region (Kelantan, Terengganu, Pahang), Central Region (Selangor, federal territories of Kuala Lumpur and Putrajaya), and Southern Region (Negeri Sembilan, Malacca, Johor). The researcher would like to hear various points of view from members of the community. It is because it will result in a positive outcome for this study.

### **3.6 Research Strategy**

A research strategy is a systematic approach to conducting research in order to solve a problem. It is critical to distinguish between a research methodology and a research technique. Methodologies include research methods, which can refer to specific procedures used to carry out a study. There are numerous ways to categorize research



methodologies. The term "research technique" can refer to a research approach, type of research, research paradigm, or even a research framework.

### **3.6.1 Questionnaires**

A questionnaire is a research tool composed of a series of questions designed to elicit information from respondents. In that they collect information, questionnaires are similar to written interviews. They can be completed in person, by phone, on a computer, or by mail. This section has included approximately 156 respondents from various Malaysian states. Questionnaires can be administered by a researcher or self-administered. Because of their ease of use and low cost, self-administered questionnaires are more common, though researcher-administered questionnaires provide more in-depth information.

Self-administered questionnaires have been distributed via social medias such as Whatsapp, Facebook and Instagram. Every question is standardized, so that everyone receives the same questions in the same language. Because the researcher is not required to be present when the questionnaires are completed, data can be collected relatively quickly. This is useful for large populations where interviews are not feasible.

### **3.6.2 Sampling**

Sampling procedures are used to select a sample from a large population. Proper sampling methods are required to eliminate bias in the selection process. They may also allow for a cost or effort reduction in sample collection. Simple random sampling, which is completely random selection from the population, systematic sampling, which is ordering the population and selecting at regular intervals, stratified sampling, which is splitting the population into categories and randomly selecting from within each category, matched random sampling (dividing the population into pairs and then randomly assigning to groups), and panel sampling (applying the same test to randomly selected groups over time) are all examples of random sampling.

One of the most commonly used methods is the Krejcie and Morgan Sampling Method. Krejcie and Morgan (1970) created a table based on the sample size formula for finite populations to help with the process of estimating sample size for a finite population. The growing need for a representative statistical sample in empirical research has necessitated the development of a reliable method of estimating sample size. To fill the void, Krejcie and Morgan (1970) created an easily accessible table for calculating sample size for a given population. The same sampling method has been used for this research.

<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
210	136	1100	285	1000000	384

Note — *N* is population size.  
*S* is sample size.

Table 3.6.2: Determining Sample Size from a Given Population

(Source: Krejcie and Morgan, 1970)

For selecting sample size, the table is built using the formula below.

*Formula for determining sample size*

$$s = \frac{X^2 NP(1-P)}{d^2(N-1) + X^2 P(1-P)}$$

$s$  = required sample size.

$X^2$  = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

$N$  = the population size.

$P$  = the population proportion (assumed to be .50 since this would provide the maximum sample size).

$d$  = the degree of accuracy expressed as a proportion (.05).

*Source: Krejcie & Morgan, 1970*

Figure 3.6.2: Formula for Determining Sample Size

### 3.7 Development of Questionnaires

To create an effective questionnaire, the researcher have determined the purpose of the questionnaires, select a good type of question, and then develop the questions for the questionnaires. A questionnaire enabled the researcher to reach out to a large number of people who would otherwise be difficult to reach. It is capable of covering a large group at once. According to Goode and Hatt, when a researcher needs to cover a large number of respondents in a short period of time, he or she can save money by using a questionnaire. However, questionnaires could be distributed to all of those people, and data could be collected from them. This has been done the researcher without having to spend the large sums of money required to hire interviewing consumers. Self-administered questionnaires that contain demographic of respondent, actions taken by respondents in preserving eco-friendly environments, eco-friendly buying experiences and frequency of buying eco-friendly products have been distributed to Malaysians.

### **3.8 Data Analysis**

To analyse and interpret questionnaire results in this study, the Statistical Package for Social Science (SPSS) software version 27 has been used. SPSS can handle a large amount of data, and many different types of internal management impact can be made to help with data collection and tabulation. Using SPSS, the researcher has determined the reliability, accuracy, and validity of the data gathered when evaluating the hypothesis and administering the questionnaire for this study. To assess the quality of research, the terms' reliability and validity are used. They describe how precisely a method, approach, or test measure the data collected.

#### **3.8.1 Reliability and Validity**

The term "reliability" refers to the consistency and stability of a measurement device over time. In other words, reliability refers to the ability of measuring instruments to produce identical results when used at different times. The reliability of the measuring instrument is critical for the study's outcomes to be healthy. As a result, researchers must ensure that the measurement tool they use is precise.

Validity is determined by the relevant and appropriate interpretation of the data produced by the measuring instrument as a result of the analysis. Whiston (2012) defines validity as obtaining data that is appropriate for the intended application of the measuring equipment. In this scenario, validity tests are used to determine whether the scale's expressions provide appropriate measurements for the research objective. Testing the validity of the measuring instrument is more difficult, but it is more important than determining its reliability.

### **3.9 Summary**

This chapter has gone over a lot of research methodology. First, the researcher introduced the research methodology and then moved on to other topics to discuss, such as research design, research location, research strategy, and so on. This chapter demonstrated the significance of research methodology to the researcher in this study.

## CHAPTER 4

### DATA ANALYSIS

#### 4.1 Introduction

In this chapter, the researcher analyzes and interprets the data collected from the distributed questionnaire about Factors Motivating Consumers' Eco-Friendly Products Acquisition in The Malaysian Emerging Market. The researcher used SPSS version 27 to analyze the data and output that will be presented in the form of tables and simple charts. Pilot Test, Descriptive Statistical Analysis, Pearson Correlation, and Multiple Regression Analysis will be described in this chapter. The researcher explains the data in a clear and orderly manner, starting with the most significant results and going down to the least significant, the analysis will be simple and understandable. The pre-test questionnaire was checked and validated by academic lecturers and professionals in relevant subjects before the survey was conducted. A pilot test to check Cronbach Alpha was conducted on 30 respondents. Frequency tabulation was used to address all findings. People all over Malaysia were given the questioner. Firstly, the researcher analyzed the respondents' demographic information and their recognition of the internet of things. The latter part of the chapter includes a review of the independent and dependent variables.

## 4.2 Pilot Test

The questionnaire was pre-tested by the researcher to ensure that it was understandable and error-free. To assist the researcher in finding flaws in the questionnaire preparation process, such as sentence structure, typography, and spelling, the questionnaire was examined by a lecturer and a specialist in a relevant field. The purpose of this pre-test is to reduce respondents' confusion when filling out the survey, which could lead to incorrect analytical results. Aside from that, the pilot test was delivered to 30 participants.

The Cronbach's Alpha of pilot test showed in the Table 4.2 below:

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

a. List wise deletion based on all variables in the procedure

b. Table 4.2: Case Processing Summary

(Source: SPSS Output)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based On Standardized Items	N of Items
.899	.901	22

Table 4.2.1 (a): Reliability Statistic

(Source: SPSS Output)

The pilot test's show in terms of Cronbach's Alpha is 0.901. Based on this test, environmental awareness, attitude, green advertising and price are relevant variables to achieve the objective. So, based on the reliability by Cronbach's alpha, 0.9 is excellent level.

Reliability Statistic (Source: SPSS Output)

<b>Variables</b>	<b>N of Item</b>	<b>Cronbach's Alpha</b>	<b>Result</b>
Environmental Awareness	4	0.714	Acceptable
Attitude	4	0.734	Acceptable
Green Advertising	5	0.918	Excellent
Price	5	0.739	Acceptable
Eco-Friendly Products Acquisition	4	0.735	Acceptable

Table 4.2.1 (b): Summarized Reliability Statistics Result

Based on the table above, the first independent variable is environmental awareness where its reliability based on Cronbach alpha is 0.714 (acceptable). Next, attitude records a reliability of 0.734 where it is acceptable too. The next variable is green advertising records the highest which is at 0.918 (excellent). The last independent variable is price and its Cronbach alpha is 0.739 (acceptable). The dependent variable of this research is eco-friendly products acquisition, where it recorded 0.735 at acceptable level. All the independent variables and dependent variables achieved reliability from 0.7-0.9. in short, this research is reliable.

## 4.3 Descriptive Statistics Analysis

### 4.3.1 Respondents Profile

In general, the respondents were introduced in this part of the questionnaire to find out the demographic data that could be inserted in the data. A total of 156 people responded to the questionnaire that was distributed.

### 4.3.2 Gender

#### GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	101	64.7	64.7	64.7
2	55	35.3	35.3	100.0
Total	156	100.0	100.0	

Table 4.3.2: Frequency and Percentage of Gender

(Source: SPSS Output)

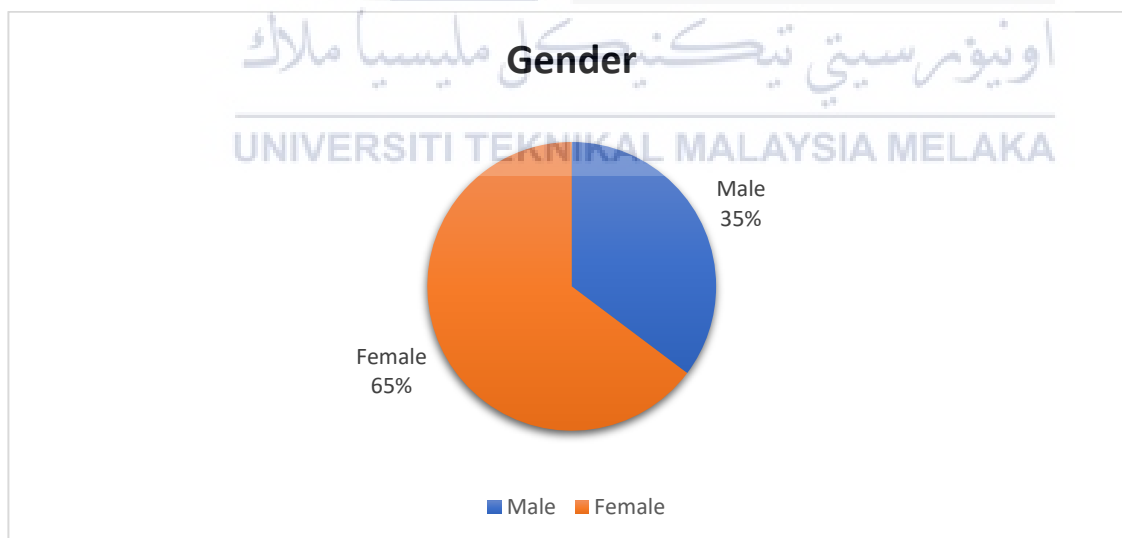


Figure 4.3.2: The Chart of Respondent's Gender

Based on Table 4.3.2 and Figure 4.3.2 shows the total number of 156 respondents. Here there are a total of 55 male respondents (35%) and 101 female respondents (65%) who have answered the questioner.



### 4.3.3 Age

#### AGE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	112	71.8	71.8	71.8
2	13	8.3	8.3	80.1
3	11	7.1	7.1	87.2
4	11	7.1	7.1	94.3
5	9	5.8	5.8	100.0
Total	156	100.0	100.0	

Table 4.3.3: Frequency and Percentage of respondent's Age

(Source: SPSS Output)

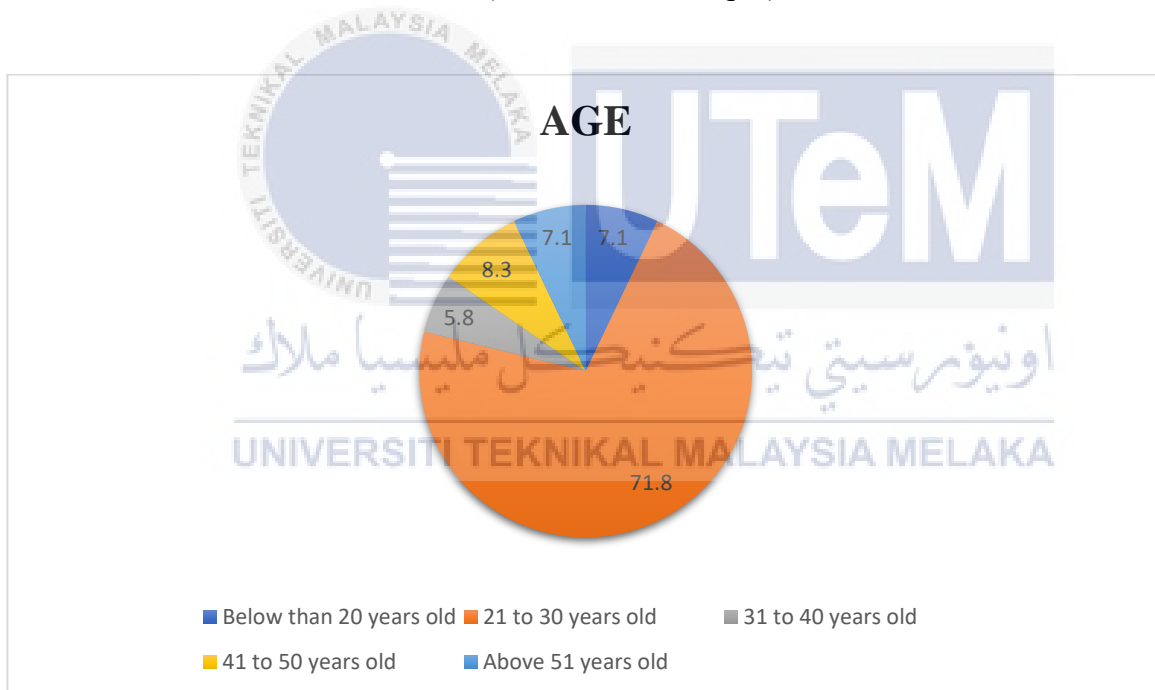


Figure 4.3.3: The Chart of Respondent's Age

Table 4.3.3 and Figure 4.3.3 shows the frequency and percentage of respondents' age. A total of 112 respondents (71.8%) in the age range of 21 to 30 years old have answered the survey questions. While 13 respondents (8.3%) aged 41-50 years old have also answered this survey question. Below 20 years old and above 51 years old category have 11 respondents each with 7.1 percentage consecutively. Finally, the least is from the 31 to 40 years age group with 9 respondents (5.8%)

#### 4.3.4 Race

RACE		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indian	105	67.3	67.3	67.3
	Malay	36	23.1	23.1	90.4
	Chinese	11	7.1	7.1	97.5
	Eurasian	2	1.3	1.3	98.8
	Bumiputera	1	0.6	0.6	99.4
	Sabah				
	Iban	1	0.6	0.6	100
Total		156	100.0	100.0	

Table 4.3.4: Frequency and Percentage of respondent's race  
(Source: SPSS Output)

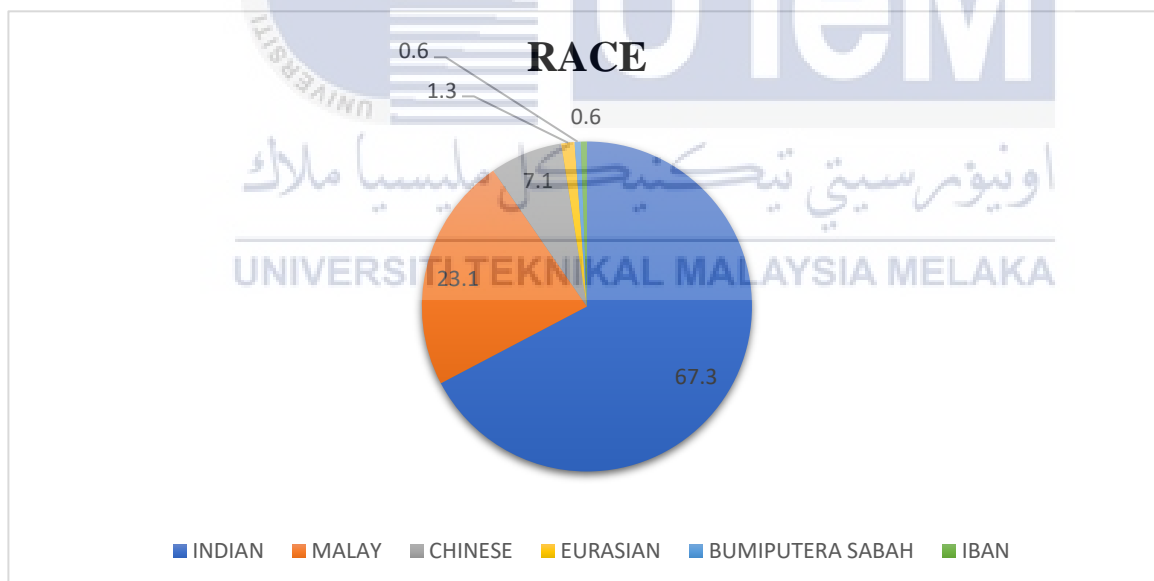


Figure 4.3.4: The Chart of respondent's race

Table 4.3.4 and Figure 4.3.4 show the frequency and percentage of respondents' race. Indian respondents hold the highest percentage at 67.3% with 105 of them. Secondly, Malay respondents with 23.1% (36 people). While the Chinese respondents holds a record of 7.1% with 11 people. Next is Eurasian with 2 people (1.3%). Lastly, Iban and Bumiputera Sabah each have 1 respondent at 0.6 percentage.

### 4.3.5 Level of Education

**LEVEL OF EDUCATION**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	107	68.6	68.6	68.6
2	27	17.3	17.3	85.9
3	12	7.7	7.7	93.6
4	7	4.5	4.5	98.1
5	2	1.3	1.3	99.4
6	1	0.6	0.6	100.0
Total		100.0	100.0	

Table 4.3.5: Frequency and Percentage of respondent's Education Level

(Source: SPSS Output)

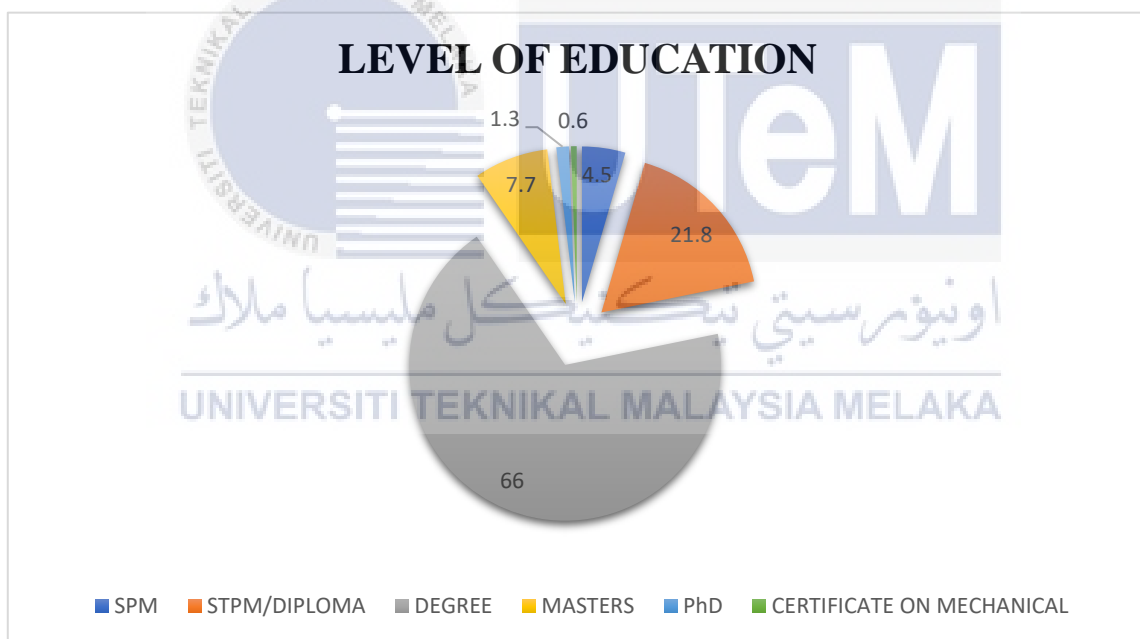


Figure 4.3.5: The Chart of Respondent's Education Level

Table 4.3.5 and Figure 4.3.5 shows the frequency and percentage of respondents' level of education. Most respondents are degree holders, which is with 107 (68.6%) of them. Next in line is STPM/Diploma leavers which is at 17.3% with around 27 persons. Moreover, 12 (7.7%) of them have Masters degree. 7 (4.5 %) of the respondents are SPM leavers. Finally, there are also 2 PhD holders and 1 Mechanical Certificate holder among the respondents which at 1.3% and 0.6% respectively.

#### 4.3.6 Occupation

##### OCCUPATION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	86	55.1	55.1	55.1
Private Sector	37	23.7	23.7	78.8
Government	16	10.3	10.3	89.1
Sector	11	7.1	7.1	
Self-employed				
Unemployed	5	3.2	3.2	96.2
Housewife	1	0.6	0.6	99.4
Total	156	100.0	100.0	100

Table 4.3.6: Frequency and Percentage of Respondent's Occupation  
(Source: SPSS Output)

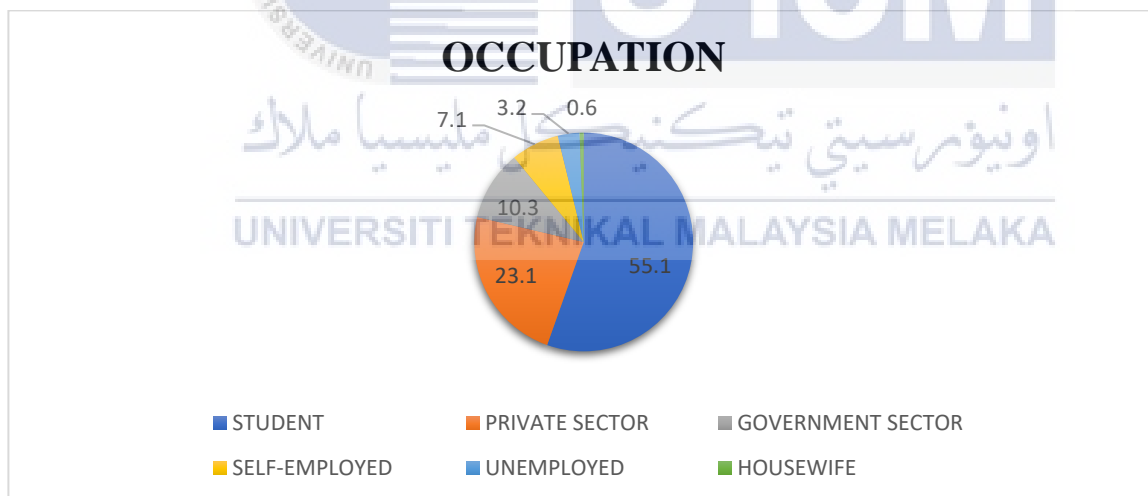


Figure 4.3.6: The Chart of Respondent's Occupation

Table 4.3.6 and Figure 4.3.6 show the frequency and percentage of respondent's occupations. The highest respondents are students, a total of 86 of them (55.1%). While the second highest were respondents from the private sectors who recorded a total of 37 people (23.7%). In addition, 16 people (10.3%) of the respondents are from the government sector respondents. 11 which is 7.1% of the respondents are self-employed. Lastly, there are 5 unemployed and 1 housewife respondent with 3.2% and 0.6% respectively.

#### 4.3.7 Monthly Income

**MONTHLY INCOME**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	83	53.2	53.2	53.2
2	24	15.4	15.4	68.6
3	18	11.5	11.5	80.1
4	13	8.3	8.3	88.4
5	13	8.3	8.3	96.7
6	5	3.2	3.2	100.0
Total	156	100.0	100.0	

Table 4.3.7: Frequency and Percentage of respondent's Monthly Income

(Source: SPSS Output)

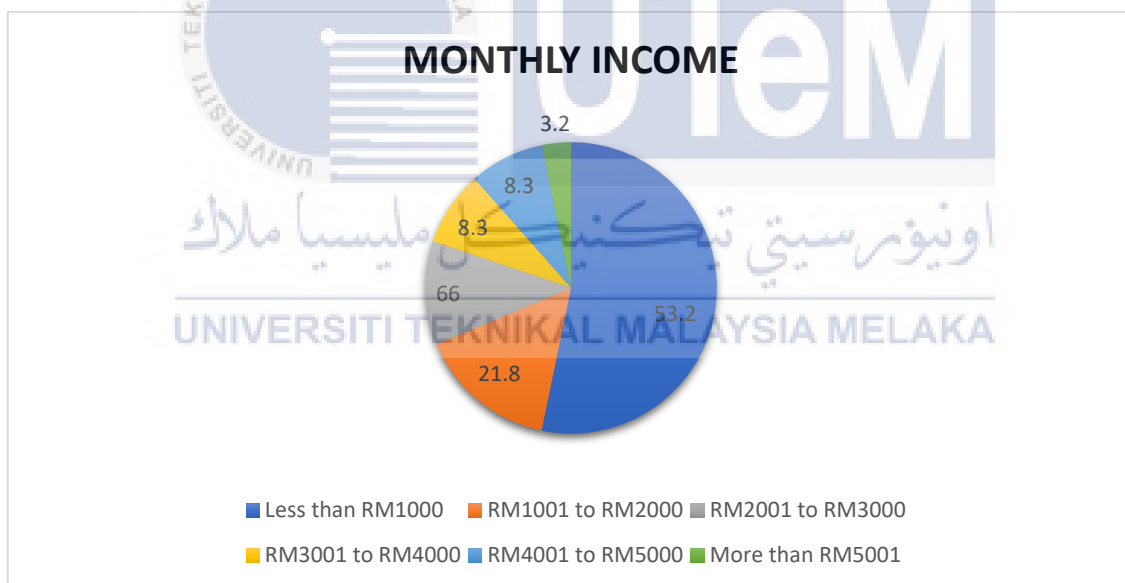


Figure 4.3.7: The Chart of Respondent's Monthly Income

Table 4.3.7 and Figure 4.3.7 shows the frequency and percentage of respondents' monthly income. 83 (53.2) of them earn less than RM1000 per month. While 15.4% of respondents which is 24 of them receive RM1001 to RM2000 as monthly income. Next, respondents who are earning Rm3001 to RM4000 and more than RM5001 are equal which is at 8.3%, 13 of them respectively. Finally, only 5 (3.2%) of the respondents earn RM4001 TO RM5000 per month.

#### 4.3.8 Actions Taken by Respondents In Preserving Green Environment

##### ACTIONS TAKEN BY RESPONDENTS IN PRESERVING GREEN ENVIRONMENT

SCALE ITEMS	Never	Rarely	Often	Always
<b>Recycle newspaper</b>	11	37	60	48
<b>Purchase products made from recycled materials</b>	11	57	59	29
<b>Recycle bottles, cans or glasses</b>	7	38	62	49
<b>Bring your own bags to the supermarket</b>	14	32	48	61

Table 4.3.8: Frequency of Actions Taken by Respondents in Preserving Green Environment

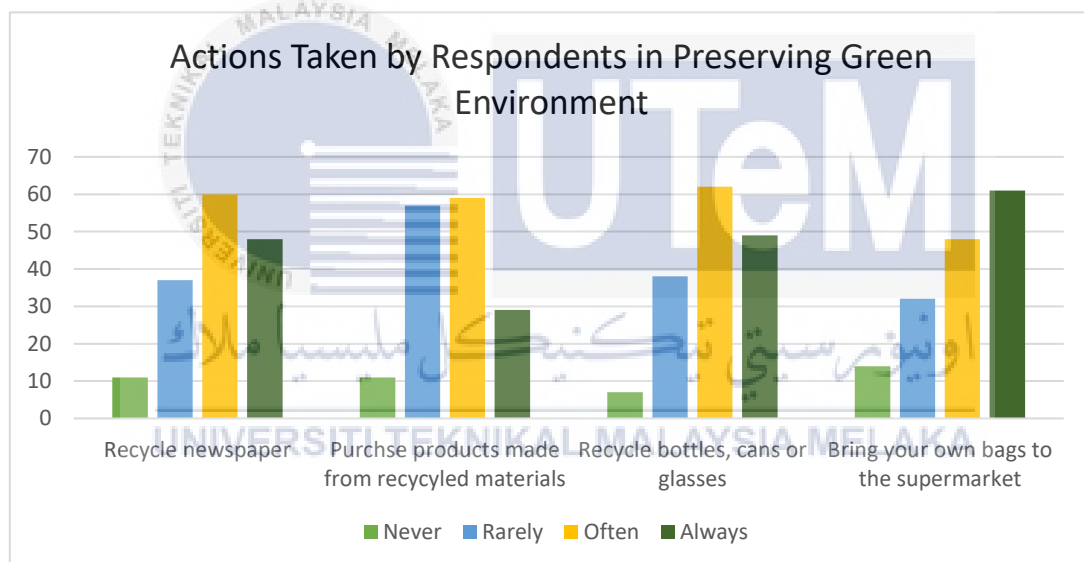


Figure 4.3.8: Frequency of Actions Taken by Respondents in Preserving Green Environment

Table 4.3.8 and Figure 4.3.8 shows the frequency of respondents who answered the question “Actions Taken by Respondents in Preserving Green Environment”. For the statement “recycle newspaper” highest number of respondents chose the option often and the least is 11 at never. For the next statement, “Purchase products made from recycled materials” highest number of respondents chose the option often (59) and only 11 of them chose never. Next, highest number of the respondents (62) chose often and the least is 7 which is at never. Lastly, “Bring your own bags to the supermarket” statements record the option always as highest (61) and never at the least (14).

#### 4.3.9 How Frequent Do You Purchase Eco-Friendly Products?

##### HOW FREQUENT DO YOU PURCHASE ECO-FRIENDLY PRODUCTS?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never	5	3.2	3.2	3.2
Rarely	73	46.8	46.8	50.0
Often	64	41	41	91.0
Always	13	8.3	8.3	99.3
Sometimes	1	0.6	0.6	100.0
Total	156	100.0	100.0	

Table 4.3.9: Frequency and Percentage of respondent's Response on How Frequent Do You Purchase Eco-Friendly Products?  
(Source: SPSS Output)

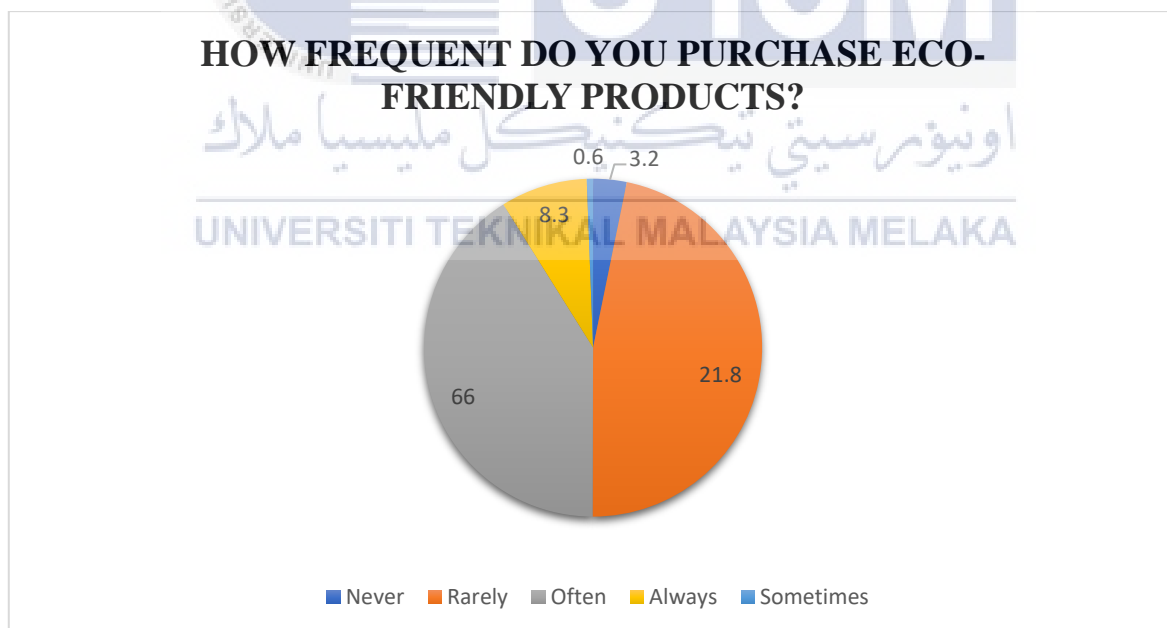


Figure 4.3.9: The Chart of Eco-Friendly Products

Based on the figure above, 46.8% of the respondents, which is 73 of them purchase eco-friendly products rarely. Next, 64 of them chose often which is at 41%. For the option always and never it is recorded 8.3% (13 person) and 3.2% (5 person) respectively. Lastly, only 1 of the respondents chose sometimes which is at 0.6%.

#### 4.3.10 Types of Eco-Friendly Products Bought By Respondents

Items	Number	Percentage (%)
Laundry detergent	56	35.9
Dishwashing soap	52	33.3
Organic vegetables	89	57.1
Organic fruits	96	61.5
Natural cereal	39	25
Organic nuts	60	38.5
Organic coffee	43	27.6
Organic seasoning	33	21.2
Bamboo straw	1	0.6
Organic spices	1	0.6
Electronics	1	0.6

Table 4.3.10: Number and Percentage of Types of Eco-Friendly Products Bought by Respondents

(Source: SPSS Output)

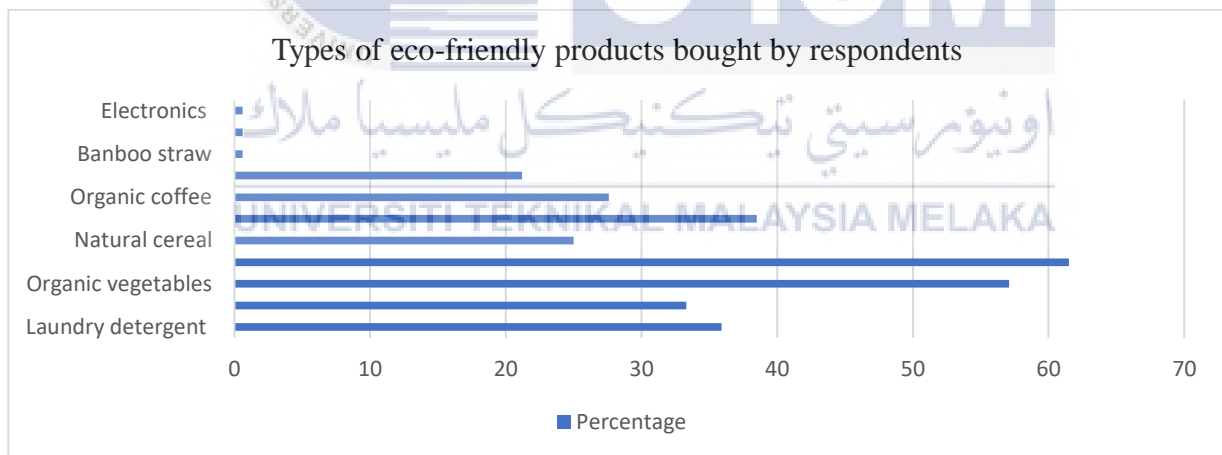


Figure 4.3.10: Frequency of Types of Eco-Friendly Products Bought by Respondents

In this part, respondents were given choices to pick more than one option. Based on the figure above, most of the respondents prefer buying organic fruits, which is 96 of them. The second highest would be organic vegetables which is 57.1% and 89 of the respondents. Next, 60 respondents prefer to buy organic nuts. The least eco-friendly products bought by the respondents were bamboo straw, organic spices and electronics where each of the items recorded 0.6% respectively.



#### 4.4 Descriptive Analysis of The Relationship Variables

A descriptive statistic for each variable analyses and interprets the respondents' perspectives on the variables included in the conceptual framework. The level of agreement in this study was determined using a 4-point Likert scale, with 1 indicating strong disagreement, 2 indicating disagreement, 3 indicating agreement, and 4 indicating strong agreement. The low range of mean scores is 1.0-2.33, the intermediate range is 2.34-3.67, and the high range is 3.68-5.0. The following table provides statistics for each variable, as well as the proportion of people who participated in the survey and gave their responses, on a Likert scale ranging from 1 to 4.

##### 4.4.1 Environmental Awareness

###### Descriptive Analysis

	N	Minimum	Maximum	Mean	Std.Deviation
1. I believe that everyone has a responsibility to play their part in environmental protection.	156	1	4	3.60	0.640
2. I am willing to control my consumption habits in order to ensure long-term development.	156	1	4	3.35	0.610
3. My shopping selections for eco-friendly are influenced by my understanding of environmental responsibilities such as recycling to safeguard our environment.	156	1	4	3.31	0.660
4. The severity of Malaysia's environmental issues, such as air pollution, water pollution, garbage disposal, and deforestation, influences my eco-friendly products purchase selections.	156	1	5	3.27	0.748
Valid N (listwise)	156				

Table 4.4.1 (a): Descriptive Analysis for Environmental Awareness

From Table 4.4.1 (a) the findings reveal the maximum mean of Environmental Awareness is (M=3.5962) with items on “I believe that everyone has a responsibility to play their part in environmental protection”. The standard deviation value is 0.64035. Meanwhile, the lowest mean value shows in the item “The severity of Malaysia's environmental issues, such as air pollution, water pollution, garbage disposal, and deforestation, influences my eco-friendly products purchase selections” with (M=3.27) and standard deviation of 0.74787. The lowest rating scale for each item was 1 and the highest was 4.

STATEMENT	SCALE (%)			
	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
1. I believe that everyone has a responsibility to play their part in environmental protection.	1.92	2.56	29.49	66.03
2. I am willing to control my consumption habits in order to ensure long-term development.	1.28	3.21	54.49	41.03
3. My shopping selections for eco-friendly are influenced by my understanding of environmental responsibilities such as recycling to safeguard our environment.	0.64	8.97	48.72	41.67
4. The severity of Malaysia's environmental issues, such as air pollution, water pollution, garbage disposal, and deforestation, influences my eco-friendly products purchase selections.	1.92	10.90	46.79	39.10

Table 4.4.1 (b): Scale Analysis for Environmental Awareness

Based on the results of the first sub-variable, environmental awareness, most of the respondents strongly agree with the statement “I believe that everyone has a responsibility to play their part in environmental protection” which is 66.03% of them. Next, 29.49% of the respondents chose the option agree. Finally, 2.56% and 1.92% of the response were disagree and strongly disagree respectively.

The next statement is “I am willing to control my consumption habits in order to ensure long-term development”. 54.49% of the respondents chose agree, while the second highest is at 41.03% where the respondents chose strongly agree. Only 3.21% and 1.28% of the respondents chose disagree and strongly disagree respectively.

For the third statement, “My shopping selections for eco-friendly are influenced by my understanding of environmental responsibilities such as recycling to safeguard our environment”, 48.72% of the respondents chose the option agree and 41.67% of them chose strongly agree. The least percentage would be at 8.97% (disagree) and 0.64% (strongly disagree).

For the last sub-variable, most of the respondents chose agree which is 46.79% of them. While the second highest would be strongly agree, at 39.10%. Respondents who chose disagree and strongly disagree are lesser compared to the other two options which is 10.90% and 1.92% respectively.

#### 4.4.2 Attitude

##### Descriptive Analysis

	N	Minimum	Maximum	Mean	Std.Deviation
1. I believe that buying eco-friendly products are a positive practice.	156	1	4	3.50	0.677
2. I believe that people are causing a negative impact on the environment.	156	1	4	3.23	0.726
3. It is prudent to purchase eco-friendly products in order to protect the environment.	156	1	5	3.35	0.708
4. I support purchasing eco-friendly items.	156	1	4	3.49	0.637
Valid N (listwise)	156				

Table 4.4.2 (a): Descriptive Analysis for Attitude

From Table 4.4.2 (a) the findings reveal the maximum mean of Attitude is (M=3.50) with items on “I believe that buying eco-friendly products are a positive practice”. The standard deviation value is 0.677. Meanwhile, the lowest mean value shows in the item “I believe that people are causing a negative impact on the environment.” with (M=3.23) and standard deviation of 0.726. The lowest rating scale for each item was 1 and the highest was 4.

STATEMENT	SCALE (%)			
	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
1. I believe that buying eco-friendly products are a positive practice.	1.92	4.49	35.26	58.33
2. I believe that people are causing a negative impact on the environment.	1.92	11.54	48.08	38.46
3. It is prudent to purchase eco-friendly products in order to protect the environment.	1.28	8.97	43.59	45.51
4. I support purchasing eco-friendly items.	1.28	3.85	39.74	55.13

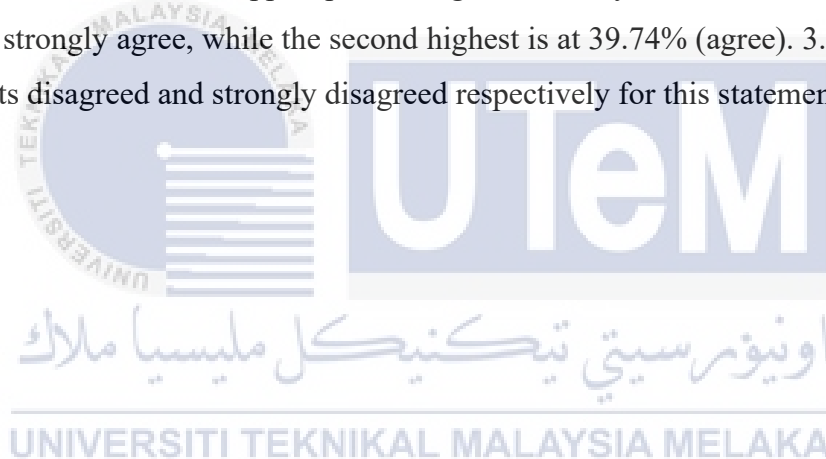
Table 4.4.2 (b): Scale Analysis for Environmental Awareness

Based on the results of the first sub-variable, of attitude, more than half of the respondents (58.33%) of the respondents chose the option strongly agree for the statement “I believe that buying eco-friendly products are a positive practice”. 35.26% of the respondents chose agree. While, 4.49% and 1.92% of the respondents chose disagree and strongly disagree respectively.

The next statement is “I believe that people are causing a negative impact on the environment” where 48.08% of them chose agree and 38.46 of them chose strongly agree. 11.54% and 1.92% of the response were recorded for disagree and strongly disagree respectively.

“It is prudent to purchase eco-friendly products in order to protect the environment” is the third statement in the second variable, where the most of them, 45.51% of them chose strongly agree and 43.59% of them chose agree. For the option disagree and strongly disagree, only 8.97% and 1.28% chose it for this statement.

Finally, for the statement “I support purchasing eco-friendly items”, most of them (55.13%) chose the option strongly agree, while the second highest is at 39.74% (agree). 3.85% and 1.28% of the respondents disagreed and strongly disagreed respectively for this statement.



#### 4.4.3 Green Advertising

##### Descriptive Analysis

	N	Minimum	Maximum	Mean	Std.Deviation
1. I like to buy items from companies who have information on sustainability on their labels.	156	1	4	3.28	0.708
2. Green advertising influences my purchases of environmentally friendly foods.	156	2	4	3.35	0.651
3. Green advertising encourages me to be more socially conscious in my eco-friendly products shopping habits.	156	1	4	3.32	0.672
4. Green advertising is a useful source of information for me when it comes to making eco-friendly products purchases.	156	1	5	3.37	0.684
5. I feel that the statements provided in advertisements are accurate in making purchasing decisions for eco-friendly products.	156	2	5	3.33	0.685
Valid N (listwise)	156				

Table 4.4.3 (a): Descriptive Analysis for Green Advertising

From 4.4.3 (a) the findings reveal the maximum mean of Green Advertising is ( $M=3.37$ ) with items on “Green advertising is a useful source of information for me when it comes to making eco-friendly products purchases”. The standard deviation value is 0.684. Meanwhile, the lowest mean value shows in the item “I like to buy items from companies who have information on sustainability on their labels” with ( $M=3.28$ ) and standard deviation of 0.708. The lowest rating scale for each item was 1 and the highest was 4.

STATEMENT	SCALE (%)			
	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
1. I like to buy items from companies who have information on sustainability on their labels.	2.56	7.05	50.0	40.38
2. Green advertising influences my purchases of environmentally friendly foods.	0	9.62	45.51	44.87
3. Green advertising encourages me to be more socially conscious in my eco-friendly products shopping habits.	0.64	9.62	46.79	42.95
4. Green advertising is a useful source of information for me when it comes to making eco-friendly products purchases.	1.28	7.05	45.51	45.51
5. I feel that the statements provided in advertisements are accurate in making purchasing decisions for eco-friendly products.	0	11.54	44.23	43.59

Table 4.4.3 (b): Scale Analysis for Environmental Awareness

For the third variable (green advertising), the first statement would be “I like to buy items from companies who have information on sustainability on their labels”. To this statement half of the respondents (50.0%) of the respondents chose agree and 40.38% of them chose strongly agree. Only 7.05% and 2.56% of them disagreed and strongly disagreed respectively to this statement.

Secondly, “Green advertising influences my purchases of environmentally friendly foods”. To this statement, agree and strongly agree had a very close call, with 45.51% and 44.87% of them choosing it respectively. 9.62% of them disagreed to this statement and surprisingly no one chose the option strongly disagree.

The next statement is “Green advertising encourages me to be more socially conscious in my eco-friendly products shopping habits”. 46.79% and 42.95% of the respondents agreed and strongly agreed respectively for the statement. Only 9.62% and 0.64% of the respondents chose disagree and strongly disagree to the statement.

For the next sub-variable, “Green advertising is a useful source of information for me when it comes to making eco-friendly products purchases”. To this statement, 45.51% of the respondents chose strongly agree and agree similarly. Only 7.05% and 1.28% of the responders showed disagreement and strongly disagreement.

Lastly, for the statement “I feel that the statements provided in advertisements are accurate in making purchasing decisions for eco-friendly products”, 44.23% agreed and 43.59% of them strongly agreed. 11.54% of the respondents showed disagreement while no one chose strongly disagree.





#### 4.4.4 Price

##### Descriptive Analysis

	N	Minimum	Maximum	Mean	Std.Deviation
1. I would purchase eco-friendly products if offered at a discount or any promotional incentives	156	1	4	3.33	0.683
2. When compared to traditional items, I can afford to spend more on eco-friendly things.	156	1	5	3.17	0.794
3. The pricing of eco-friendly products is reasonable.	156	1	4	3.06	0.772
4. I choose sustainable items at premium or high costs over unsustainable products at cheaper rates.	156	1	4	3.09	0.748
5. I buy eco-friendly things based on their price rather than their sustainability.	156	1	5	3.10	0.805
Valid N (listwise)	156				

Table 4.4.4 (a): Descriptive Analysis for Price

From Table 4.4.4 (a) the findings reveal the maximum mean of Price is (M=3.33) with items on “I would purchase eco-friendly products if offered at a discount or any promotional incentives”. The standard deviation value is 0.683. Meanwhile, the lowest mean value shows in the item “The pricing of eco-friendly products is reasonable” with (M=3.06) and standard deviation of 0.772. The lowest rating scale for each item was 1 and the highest was 4.

STATEMENT	SCALE (%)			
	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
1. I would purchase eco-friendly products if offered at a discount or any promotional incentives	1.28	8.33	46.79	43.59
2. When compared to traditional items, I can afford to spend more on eco-friendly things.	3.21	14.10	46.15	35.89
3. The pricing of eco-friendly products is reasonable.	1.92	21.15	46.15	30.77
4. I choose sustainable items at premium or high costs over unsustainable products at cheaper rates.	1.92	17.95	49.36	30.77
5. I buy eco-friendly things based on their price rather than their sustainability.	3.85	15.38	48.08	32.05

Table 4.4.4 (b): Scale Analysis for Environmental Awareness

The fourth variable is Price. The first sub-variable is “I would purchase eco-friendly products if offered at a discount or any promotional incentives”, where 46.79% of the respondents agreed to the statement, whereas 43.59% of them strongly agreed. Then, 8.33% of them disagreed to the statement and only 1.28% of the respondents strongly disagreed.

Next, “When compared to traditional items, I can afford to spend more on eco-friendly things” statement, 46.15% of the respondents chose agree and 35.89% of them chose strongly agree. Then, 14.10% and only 3.21% of them chose disagree and strongly disagree respectively.

Moreover, “The pricing of eco-friendly products is reasonable” is the next sub-variable. To this statement, 46.15% of them agreed while 30.77% of them strongly agreed. For disagreement and strongly disagreement, 21.15% and 1.92% were recorded respectively.

“I choose sustainable items at premium or high costs over unsustainable products at cheaper rates” statement records 49.36% of them choosing to agree and 30.77% of them choosing to strongly agree. Whereas, 17.95% of them disagreed to this statement and only 1.92 of them strongly disagreed to the statement.

Lastly, “I buy eco-friendly things based on their price rather than their sustainability” statement has a total of 48.08% of the responders agreeing to the statement and 32.05 of them strongly agreeing. While 15.38% of the respondents disagreed to the statement and 3.85% of them strongly disagreed.



#### 4.4.5 Eco-Friendly Products Acquisition

##### Descriptive Analysis

	N	Minimum	Maximum	Mean	Std.Deviation
1. Because of my environmental concerns, I aim to repurchase eco-friendly products.	156	1	4	3.28	0.658
2. In the future, I intend to purchase less polluting items.	156	1	5	3.33	0.675
3. I have sufficient resources to purchase eco-friendly products	156	1	5	3.19	0.728
4. In the future, I would like to purchase more eco-friendly items.	156	1	4	3.46	0.616
Valid N (listwise)	156				

Table 4.4.5 (a): Descriptive Analysis for Eco-Friendly Products Acquisition

From Table 4.4.5 (a) the findings reveal the maximum mean of Eco-Friendly Products Acquisition is (M=3.46) with items on “In the future, I would like to purchase more eco-friendly items”. The standard deviation value is 0.616. Meanwhile, the lowest mean value shows in the item “I have sufficient resources to purchase eco-friendly products” with (M=3.19) and standard deviation of 0.728. The lowest rating scale for each item was 1 and the highest was 4.

STATEMENT	SCALE (%)			
	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)
1. Because of my environmental concerns, I aim to repurchase eco-friendly products.	1.92	5.77	55.13	37.18
2. In the future, I intend to purchase less polluting items.	0.64	8.97	47.44	42.31
3. I have sufficient resources to purchase eco-friendly products	1.92	12.18	51.28	33.97
4. In the future, I would like to purchase more eco-friendly items.	0.64	4.49	42.95	51.92

Table 4.4.5 (b): Scale Analysis for Environmental Awareness

The last variable is Eco-Friendly Products Acquisition. The first sub-variable is “Because of my environmental concerns, I aim to repurchase eco-friendly products”. More than half of the respondents (55.13%) chose to agree to the statement and 37.18 of them strongly agreed. 5.77% and 1.92% of them chose to disagree and strongly disagree respectively for this statement.

Next, “In the future, I intend to purchase less polluting items” has recorded 47.44% of then agreeing to it and 42.31% of them strongly agreeing to it. Then, 8.97% of them disagreed to the statement and 0.64% strongly disagreed to the statement.

To “I have sufficient resources to purchase eco-friendly products” statement 51.28% of the respondents have agreed and 33.97% of them strongly agreed. Next, 12.18% and 1.92% of the respondents have disagreed and strongly disagreed respectively to this statement.

Finally, “In the future, I would like to purchase more eco-friendly items” statement has recorded 51.92% of them strongly agreeing to it and 42.95% of them agreeing to it. Lastly, 4.49% and 0.64% chose to disagree and strongly disagree respectively to the statement.

## 4.5 Reliability

The accuracy assessment seeks to determine whether or not the quality of the data contained in the questionnaire can be relied on, which is accomplished through the use of a reliability measurement. As a result, the researcher decided to calculate the study's reliability using Cronbach's Coefficient Alpha, the same method used in the pilot test.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.937	.939	22

Table 4.5: Reliability Statistic of Actual Survey

In this survey, the researcher uses Cronbach's Alpha Coefficient to examine the reliability of 4 independent variables and one dependent variable, which makes the total number of items that has been included in the questionnaire is 22 items, and it had been disseminated to 156 respondents. According to the data presented in the table that was just presented, the Cronbach's Alpha reliability test results for all of the variables add up to 0.937, which is an outstanding value for dependability.

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## 4.6 Pearson Correlation Analysis

This researcher intends to investigate the relationship between the independent factors (Environmental Awareness, Attitude, Green Advertising and Price), on the one hand, and for the dependent variable (Eco-Friendly Products Acquisition). According to Dr. Saul McLeod, (2020) Correlation means association, and it is a measure of how closely two variables are related. A correlational study can achieve three outcomes: a positive correlation, a negative correlation, or no correlation.

The Pearson Correlation Coefficient is a measure of how well two variables are related. The correlation coefficient's strength is indicated in the table below.

Coefficient Range	Description of Strength
$\pm 0.81$ to $\pm 1.00$	Very Strong
$\pm 0.61$ to $\pm 0.80$	Strong
$\pm 0.41$ to $\pm 0.60$	Moderate
$\pm 0.21$ to $\pm 0.40$	Weak
$\pm 0.00$ to $\pm 0.20$	Weak to no relationship

Table 4.6.1: Strength of The Correlation Coefficient (Hair et al., 2010)

The independent and dependent variable use in this study is as follow:

- a) Independent Variables: Environmental Awareness, Attitude, Green Advertising, Price
- b) Dependent Variable: Eco-Friendly Products Acquisition

Correlations						
		miv1	miv2	miv3	miv4	mdv
miv1	Pearson Correlation	1	.697**	.724**	.478**	.628**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	156	156	156	156	156
miv2	Pearson Correlation	.697**	1	.662**	.472**	.551**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	156	156	156	156	156
miv3	Pearson Correlation	.724**	.662**	1	.482**	.717**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	156	156	156	156	156
miv4	Pearson Correlation	.478**	.472**	.482**	1	.596**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	156	156	156	156	156
mdv	Pearson Correlation	.628**	.551**	.717**	.596**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	156	156	156	156	156
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 4.6.2: Correlation between attitude towards Environmental Awareness, Attitude, Green Advertising, Price and Eco-Friendly Products Acquisition

Correlation analysis is to define the relationship between environmental awareness, attitude, green advertising and price towards eco-friendly products acquisition in the Malaysian emerging market. Based on Table 4.6.2, it shows the correlation between independent variables which are environmental awareness, attitude, green advertising, price and dependent variable which is the eco-friendly products acquisition in the Malaysian emerging market. The factor of environmental awareness, attitude, green advertising and price have a significant relationship between eco-friendly products acquisition due to significance of 2-tailed  $p < 0.01$ . the relationship is positive and the values of correlations for five variables are strong positive.

All of the factors show very strong correlations. Starting with green advertising ( $r=0.717$ ;  $p=0.000$ ), environmental awareness ( $r=0.628$ ;  $p=0.000$ ), price ( $r=0.596$ ;  $p=0.000$ ) and attitude ( $r=0.551$ ;  $p=0.000$ ) respectively. Therefore, eco-friendly products acquisition had a positive relationship.



## 4.7 Multiple Regression Analysis (MRA)

The Multiple Regression Analysis is to analyze the relationship between independent variables and dependent variables. Multiple regression tests are used by researchers to test the results of independent variables at the same time. This section will assess the concurrent effects of independent and dependent variables.

### 4.7.1 Model Summary of MRA

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.778 <sup>a</sup>	.605	.595	.35100	.605	57.905	4	151	<.001
a. Predictors: (Constant), MIV1, MIV2, MIV3, MIV4									

Table 4.7.1: Model Summary of MRA

According to the multiple regression results, the overall correlation coefficient value is  $R=0.778$ . This is demonstrated in the model summary.  $R\text{ square} = 0.605$ , which implies that 60.5 percent of the variation in dependent variables (eco-friendly product acquisition) can be clarified by the independent variables (environmental awareness, attitude, green advertising, price).

#### 4.7.2 Anova

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.536	4	7.134	57.905	<.001 <sup>b</sup>
	Residual	18.603	151	.123		
	Total	47.139	155			

a. Dependent Variable: mdv

b. Predictors: (Constant), miv4, miv2, miv3, miv1

Table 4.7.2: Multiple Linear Regression of ALL Variable (ANOVA)

From the ANOVA table above, it shows that the significance level (p-value) of the Multiple Linear Regression (MRA) test is <.001 that is below than alpha value of 0.04 which is a 4% level of confidence for this result. Therefore, it means that the overall multiple regressions of the relationship between eco-friendly product acquisition with environmental awareness, attitude, green advertising and price.

### 4.7.3 Coefficients

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.417	.208		1.999	.047
	miv1	.155	.086	.149	1.802	.074
	miv2	-.004	.081	-.004	-.047	.963
	miv3	.446	.076	.467	5.884	<.001
	miv4	.287	.058	.302	4.984	<.001

a. Dependent Variable: mdv

Table 4.7.3: Coefficients

Based on the Model 1 in the table above, it is determined that the results of coefficient between independent variables and dependent variable. For the independent variable of environmental awareness, p-value is more than alpha value 0.05, which is 0.074, which means it is not significant to eco-friendly products acquisition. However, the independent variable for attitude shows the p-value is more than alpha value 0.05 that is 0.963, which means it is not significant to eco-friendly products acquisition.

For the independent variable of green advertising, it is significant to enhance consumers' purchasing behavior because the p-value is <0.001 that is less than alpha value 0.05. For the price variable, it is significant to enhance consumers' purchasing behavior because the p-value is <0.001 that is less than alpha value 0.05.

#### 4.7.4 Hypothesis Testing

To test the research hypotheses, regression analysis was used to evaluate the influence of independent variables. These analyses will determine whether or not the results are acceptable. The hypothesis can be supported since the T-value is more than 1.96 and the P-value is less than 0.05. If the P-value is larger than 0.05, there was no significant influence of the independent variable on the dependent variable.

##### Hypothesis Testing 1: Environmental Awareness

H1 Consumer's environmental awareness has a positive effect on the eco-friendly product acquisition.

The result shows the relationship between eco-friendly product acquisition and environmental awareness (independent variable). Based on Table above, the significant value for environmental awareness is 0.074 which is higher than 0.05. Therefore, H1 is not accepted and environmental awareness does not affect the acquisition of eco-friendly products. According to Ali.M, (2021) "It can be assumed that in the context of developing countries such as Malaysia, the consumer has environmental knowledge but makes the decision to buy a green product not solely based on that knowledge". As per the statement above, lacking of knowledge about environmental awareness if one of the reasons why people does not choose to buy eco-friendly products.

##### Hypothesis Testing 2: Attitude

H2 Consumer's attitude towards the environment has a positive effect on the eco-friendly product acquisition.

The result shows the relationship between eco-friendly product acquisition and attitude (independent variable). Based on Table above, the significant value for attitude is 0.963 which is higher than 0.05. Therefore, H2 is not accepted and attitude does not affect the acquisition of eco-friendly products. Ahmad and Thyagaraj (2015) reported that "the negative effect of environmental concern and knowledge towards attitude. At the same time, attitude does not form the intention to buy green brand products".

### Hypothesis Testing 3: Green Advertising

H3 Consumer's perception of green advertising has a significant relationship with the eco-friendly product acquisition

The result shows the relationship between eco-friendly product acquisition and green advertising (independent variable). Based on Table above, the significant value for green advertising is  $<0.001$  which is lower than 0.05. Therefore, H3 is accepted and attitude has a significant relationship with the eco-friendly product acquisition. According to Ali.M, (2021) "The results obtained in the study signify that green marketing initiatives influence consumer buying behavior, and environmental knowledge does play a role in the relation among the independent and dependent variables. Also, the breakdown analysis shows that green branding and green advertising are significant in influencing consumer buying behavior, whereas the effect of ecolabeling is not significant".

### Hypothesis Testing 4: Price

H4 Consumer's low price-sensitivity has a significant relationship on the eco-friendly product acquisition

The result shows the relationship between eco-friendly product acquisition and price (independent variable). Based on Table above, the significant value for price is  $<0.001$  which is lower than 0.05. Therefore, H4 is accepted and low price-sensitivity has a significant relationship on the eco-friendly product acquisition. According to Eze and Ndubisi (2013), price is considered as the key factor affecting the buying decision of green products for price-sensitive customers. The present study also suggests that consumers' low price-sensitivity is positively associated with the buying decision of green products.

Hypothesis	Result
<b>H1:</b> Consumer's environmental awareness has a positive effect on the eco-friendly product acquisition.	Rejected
<b>H2:</b> Consumer's attitude towards the environment has a positive effect on the eco-friendly product acquisition.	Rejected
<b>H3:</b> Consumer's perception of green advertising has a significant relationship with the eco-friendly product acquisition	Accepted
<b>H4:</b> Consumer's low price-sensitivity has a significant relationship on the eco-friendly product acquisition	Accepted

Table 4.7.4: Hypothesis Testing



#### 4.8 Summary

In this chapter, five methods of analysis were utilized to evaluate the data acquired through questionnaires from 156 respondents: reliability analysis, descriptive statistical analysis, correlation analysis, regression analysis, and hypothesis testing. The SPSS 27 version was used to gather and analyse all of the data. The next chapter will be Chapter 5 which will summarize about the overall analysis that had been analyse including discussion and limitation of this study. Lastly, recommendation for future research also will be discuss at the next chapter.

## CHAPTER 5

### CONCLUSION AND RECOMMENDATION

#### 5.1 Introduction



In this chapter, it is about the discussion to conclude the findings of this research. This chapter will show that the researcher will discuss on the factors motivating consumers' eco-friendly products acquisition in the Malaysian emerging market. Evidences and support from previous research will be provided to support the hypothesis and to measure the objectives.

#### 5.2 Discussion

This research is being focused on the Factors Motivating Consumers' Eco-Friendly Products Acquisition in The Malaysian Emerging Market. Based on the previous chapter, results shown that independent variables effect the consumers' eco-friendly products acquisition. Two of the variables which are consumers' perception of green advertising and consumers' low-price sensitivity has a significant relationship towards the acquisition of eco-friendly products. Two of the variables which are consumers' environmental awareness and consumers' attitude towards the environment does not have a positive effect on the consumers' eco-friendly product acquisition. These factors were tested using Pearson Correlation Analysis and Multiple Regression Analysis.

Based on the results obtained from the demographic analysis, the investigation of this statistic data is to analyze the foundation of the respondent through the pool of data. For the gender part, 101 of the respondents were female with the percentage of 64.7%. Whereas, the rest were male, which is 55 of them, 35.3%. Next, as for the distribution of respondents by age shows that there are 71.8% from the age group of 21-30 years old, 8.3% of them are from 41-50 years old age group, 5.8% of them from the 31-40 age group and finally 7.1% of them were from below 20 years old and above 51 years old respectively.

For respondents' race, Indian respondents hold the highest percentage at 67.3%, Malay respondents with 23.1%, Chinese respondents at 7.1%, Eurasian 1.3%, Iban and Bumiputera Sabah each at 0.6 percentage. Next is, respondents' level of education. 68.6% of them are degree holders, STPM/Diploma leavers 17.3%, 7.7% of them have Master's degree, 4.5 % of the respondents are SPM leavers, 1.3% PhD holders and 0.6% of them are Mechanical Certificate holder. Next is occupation. 55.1% are student, 23.7% of the works in private sector, 10.3% of them works in private sector, 7.1% of the respondents are self-employed, 3.2% of them are unemployed and 0.6% is housewife. Finally, the percentage of respondents' monthly income. 53.2% of them earn less than RM1000, 15.4% of them receive RM1001 to RM2000 as monthly income, respondents who are earning Rm3001 to RM4000 and more than RM5001 are equal which is at 8.3%, 13 of them respectively. Finally, 3.2 of the respondents earn RM4001 TO RM5000 per month.

For the independent variable of environmental awareness, p-value is more than alpha value 0.05, which is 0.074, which means it is not significant to eco-friendly products acquisition. However, the independent variable for attitude shows the p-value is more than alpha value 0.05 that is 0.963, which means it is not significant to eco-friendly products acquisition. For the independent variable of green advertising, it is significant to enhance consumers' purchasing behavior because the p-value is  $<0.001$  that is less than alpha value 0.05. For the price variable, it is significant to enhance consumers' purchasing behavior because the p-value is  $<0.001$  that is less than alpha value 0.05.



## 5.3 Discussion on Research Objectives

### 5.3.1 Objective 1

The first objective in this research is to explore the customers' perception towards eco-friendly products. Through this research, the researcher found that more than half of the respondents have purchased eco-friendly products before. According to the data gained, 88.5% of the respondents of 156 of them, have purchased eco-friendly products before and only 11.5% have not purchased eco-friendly products before this. Moreover, 41% of the respondents purchase eco-friendly products quite often. Then, the respondents also have knowledge on the eco-friendly products which been sold in the Malaysian market. 61.5% of the respondents prefer buying organic fruits, 57.1% of them buys organic fruits and 38.5% of the respondents prefer buying organic nuts. There are also other organic products in the market, such as bamboo straw, organic spices, natural cereal and so on.

### 5.3.2 Objective 2

The second objective is to determine the factors that motivates customers' buying behaviour on purchasing eco- friendly products. There are four main factors that the researcher identified in this research, which are environmental awareness, attitude, green advertising and price.

The findings reveal the maximum mean of the first independent variable, Environmental Awareness is ( $M=3.5962$ ) with items on "I believe that everyone has a responsibility to play their part in environmental protection". The standard deviation value is 0.64035. Secondly, the maximum mean of Attitude is ( $M=3.50$ ) with items on "I believe that buying eco-friendly products are a positive practice". The standard deviation value is 0.677. The maximum mean of Green Advertising is ( $M=3.37$ ) with items on "Green advertising is a useful source of information for me when it comes to making eco-friendly products purchases". The standard deviation value is 0.684. For the last independent variable, Price the maximum mean of is ( $M=3.33$ ) with items on "I would purchase eco-friendly products if offered at a discount or any promotional incentives". The standard deviation value is 0.683. For the research's dependent variable Eco-Friendly Products Acquisition, the maximum mean is ( $M=3.46$ ) with items on "In the future, I would like to purchase more eco-friendly items". The standard deviation value is 0.616.

### 5.3.3 Objective 3

The third and last objective is to investigate the most effective factors that draws consumers' intention to purchase eco-friendly products in the Malaysian emerging market. The most effective factors that draws consumers' intention to purchase eco-friendly products in the Malaysian emerging market is Green Advertising and Price. For the independent variable of green advertising, it is significant to enhance consumers' purchasing behavior because the p-value is  $<0.001$  that is less than alpha value 0.05. For the price variable, it is significant to enhance consumers' purchasing behavior because the p-value is  $<0.001$  that is less than alpha value 0.05.



## 5.4 Recommendation

Based on the results of this research, there are several recommendations that can be used to develop this research. Firstly, the researcher can develop the framework of this research by using more variables. This is because, some of the variables used in this research can be found in previous researches. By using many new variables, researchers can widen the study of this topic as it can help in providing new relationships.

Next, the research can be done in a wider scale. For instance, this research has been done by collecting data from respondents who stays in Malaysia. In future researches, researchers can try to send questioners and collect data globally. This might widen the scope of the research. This will also help to explore new perspectives of people across the globe.

The next recommendation suggested for future research is the improvement of research methodology. This research was conducted via quantitative method with the distribution of online survey forms only. Hence, it resulted a narrow and limited dataset collected during the research, providing only numerical descriptions in the data analyses. Therefore, a more detailed and advanced research methodology is suggested, for instance, experimental research. Survey forms and short interviews are also suggested to collect sufficient and realistic information from the respondents, resulting a more detailed narrative and numerical outcome.

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## 5.5 Implication of The Research

This research aims to fulfil the study gap suggested in the previous studies by Ahmad and This paper can serve as a theoretical implication in the context of eco-friendly products acquisition among customers. The factors including Environmental awareness, attitude, green advertising and price were also studied and structured, which may act as theoretical information source for future researches. The data analyzed may serve as a basic reference and supportive outcomes for other researchers in academic fields.

Practically, this research may help to increase the awareness about eco-friendly products in Malaysia. From this research, the researcher can say that not many of them prefer to use eco-friendly products because of certain factors. Malaysians need to start recycling and to use eco-friendly products as the first step in saving mother earth.

According to Moshood.T.D., Nawanir.G. and Mahmud. F., Ahmad. M.H., Mohamed.F., AbdulGhani. A. (2022), “As one of the most pressing issues today, this research is crucial in that it provides stakeholders (policymakers, marketers, etc.) with insights into government plans to minimise synthetic plastics and promote biodegradable plastics. As consumer behaviour analysis is one of the most important aspects of increasing firm profitability, the correlation between marketing and R&D departments to examine consumer behaviour is very important in order to meet the consumer's requirements, and this research could be their reference in the decision-making process, particularly in the plastic industry. The study's findings can also be used by the government to implement new policies to meet long-term development goals. As a result, it can assist to begin and promote environmental consciousness among residents”. Therefore, by means of data collection, the questionnaires distributed might contribute in raising the awareness among respondents in Malaysia towards acquiring eco-friendly products.

## 5.7 Conclusion

In chapter 1, 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.

In chapter 2, the important theoretical literature employed in the research of media advertising has been discussed in this chapter. This research resulted in the creation of a conceptual framework. The hypotheses based on the theoretical framework were also discussed in this chapter. The research methods for this study will be discussed in the following chapter.

Chapter 3 has gone over a lot of research methodology. First, the researcher introduced the research methodology and then moved on to other topics to discuss, such as research design, research location, research strategy, and so on. This chapter demonstrated the significance of research methodology to the researcher in this study.

In chapter 4, five methods of analysis were utilized to evaluate the data acquired through questionnaires from 156 respondents: reliability analysis, descriptive statistical analysis, correlation analysis, regression analysis, and hypothesis testing. The SPSS 27 version was used to gather and analyse all of the data. The next chapter will be Chapter 5 which will summarize about the overall analysis that had been analyse including discussion and limitation of this study. Lastly, recommendation for future research also will be discuss at the next chapter.

Chapter 5 discussed the overall analysis result from previous chapter and the findings to answer the research question and the research objective. There is also recommendation that were being explained in this chapter. Recommendation is important to develop the research for better results in the future. In this research, quantitative analysis was conducted in the form of distributing online questionnaires, with a maximum of 156 respondents as the target sample size. Throughout the data analyses, it was found that all of the independent variables are having significant impact with the dependent variable, with green advertising and low-price sensitivity possessed the highest among all. This paper might contribute to the academic approaches and support external researches in terms of theories and data references. Overall, the objectives of this research have been successfully achieved.



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## APPENDICES

### APPENDIX A

#### GANTT CHART (PSM 1)

Details	Week													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
FYP briefing by the FYP committee														
Supervisor seeking														
1st meeting with supervisor														
Title Selection														
Proposal Submission														
Title finalization														
Submission of Borang pengesahan tajuk psm														
2nd meeting with supervisor														
Submission of chapter 1-3														
Submission of final report and video														

## APPENDIX B

### GANTT CHART (PSM 2)

Details	Weeks													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
PSM II Speech Talk Briefing														
Questionnaire Development														
Correction and Additional														
Submission of Questionnaire														
Data Collection (Pilot Test)														
Submission of Pilot Test (1st)														
Submission of Pilot Test (2nd)														
Data Collection														
Chapter 4														
Chapter 5														
Full Report														
Slides Preparation														
Compiling Proposal														
Full Report Correction														
Slides Correction														
Report Submission														
PSM II Presentation														

## APPENDIX C

### LITERATURE REVIEW (SECONDARY DATA)

No.	Author	Title	Finding	Method
1.	Nicholas G. Paparoidamis and Huong Thi Thanh Tran	Making the world a better place by making better products: Eco-friendly consumer innovativeness and the adoption of eco-innovations	First, consumers tend to express more positive product beliefs, higher preferences and stronger adoption intentions toward resource use elimination innovations compared with the other types of eco-innovations across two product categories. Second, this research demonstrates ECI affects adoption intentions via formulating consumer perceptions of product eco-friendliness.	Two online experiments with real consumers in the USA were conducted to test the hypothesized relationships. Two eco-innovation products were examined: a connected vacuum cleaner and an innovative smartphone.
2.	Victoria-Sophie Osburg and Vignesh Yoganathan	How detailed product information strengthens eco-friendly consumption.	Results show that the perceived usefulness of product information (PUPI) has a positive effect on purchase intention, and this effect is intensified by an individual's environmental self-identity.	Structural equation modelling and conditional process analysis are utilised to test hypotheses based on a sample of 279 respondents to a German online survey.
3.	Nisar Ahmed Channa, Beenish Tariq, Altaf Hussain Samo, Niaz Hussain Ghumro and Naveed Akhtar Qureshi	Predicting consumers' intentions to purchase eco-friendly athletic wear in a moderated model of individual green values and gender	Findings suggest that environmental attitude, environmental concerns, perceived environmental responsibility and peer influence are positively associated with green purchase behavior. The moderating effects of individual green values were found statistically significant between peer influence and green purchase behavior. The data further revealed that the effect of environmental attitude, environmental concerns, peer influence and perceived environmental responsibility on green	A sample of n = 380 Pakistani consumers was used to test hypothesized relationships. Data were analyzed through the partial least square structural equation modeling (PLS-SEM) technique using SmartPLS version 3.3.3.

			purchase behavior varies across the gender.	
4.	Elham Rahbar and Nabsiah Abdul Wahid	Investigation of green marketing tools' effect on consumers' purchase behavior	The result revealed that customer's trust in eco-label and eco-brand and their perception of eco-brand show positive and significant impact on their actual purchase behavior.	A survey was carried out on 250 Chinese, Malay, Indian and other races that represent the Penang population. Factor analysis, Cronbach alpha and multiple regression were used to identify factors impact on Penang consumers actual purchase behavior.
5.	Rajyalakshmi Nittala and Venkata Rajasekhar Moturu	Role of pro-environmental post-purchase behaviour in green consumer behaviour	Eco-conscious, risk and comfort in user behaviour, satisfaction and eco-appraisal in evaluation behaviour and eco-conscience, disposal challenges and eco-responsible in disposal behaviour are the vital factors. Eco-conscious and comfort in use, satisfaction in evaluation and eco-conscience, disposal challenges and eco-responsible behaviour in disposal are positively related to green consumer behaviour and risk in use and eco-appraisals in the evaluation are insignificant.	Data for this study was collected from the respondents with the help of a structured questionnaire. Data is analysed using factor analysis to examine the important factors influencing post-purchase variables and green consumer behaviour and the multiple regression to understand the contribution of post-purchase variables to green consumer behaviour.
6.	Tehreem Raza Ch, Tahir Mumtaz Awan, Haider Ali Malik and Tayyba Fatima	Unboxing the green box: an empirical assessment of buying behavior of green products	The findings suggest that attitude, eco-labels and green advertising had a significant influence on the decision to purchase green products. The influence of peer groups, behavioral intention and price consciousness was also examined. Peer influence did not moderate the relation between green buying behavior and environmental concern.	Data were collected through an online survey by using convenience sampling from 692 respondents, and through structural equation modeling, the hypothesized associations among variables of this study were empirically tested.

7.	Prashant Kumar, Michael Polonsky, Yogesh K. Dwivedi and Arpan Kar	Green information quality and green brand evaluation: the moderating effects of eco-label credibility and consumer knowledge	The study indicates that: green brand credibility mediates the effects of green information quality dimensions on green brand evaluation; consumer knowledge moderates the effects of persuasiveness and completeness on green brand credibility and eco-label credibility moderates the effects of persuasiveness and credibility on green brand credibility.	Using a structured questionnaire on environmentally-friendly electrical goods/electronics, cosmetic and apparel product advertisements, involving an elaboration task, this study collected usable data from 1,282 Indian consumers across 50 cities. It also undertook an assessment for three different product groups using structural equation modelling to examine proposed hypotheses and assessed moderated mediation using the Hays process model.
8.	Christine Nya Ling Tan, Adedapo Oluwaseyi Ojo and Ramayah Thurasamy	Determinants of green product buying decision among young consumers in Malaysia	The results of data analysis indicated that environmental consciousness, eco-label, price and advertising were significant predictors of green product buying behaviour. Contrary to the hypothesis, attitude was not a significant predictor of green buying behaviour among young consumers. The implications of these findings and directions for future research are outlined at the end of this paper.	A perceived lack of intention to buy green products observed among the Malaysian Generation Young consumers has sparked the interest to carry out this study. With the aid of structured questionnaires, data were collected from a total of 217 respondents, between 18 and 25 years of age.
9.	Francesca De Canio, Elisa Martinelli and Emiro Endrighi	Enhancing consumers' pro-environmental purchase intentions: the moderating role of environmental	Findings show that producers and retailers' policies in favour of sustainability are key in determining consumers' sustainable purchase intentions. Further, coherent uses of labels and logos in light of sustainability can support consumer	An online survey administered to a sample of Italian food shoppers is used for the empirical analysis. A total of 278 structured questionnaires were modelled using a

		concern	purchase decisions. Relevant is the influence played by the environmental concern in both supporting pro-environmental purchase intentions and in amplifying the trust in sustainable producers-purchase intentions path.	structural equation modelling approach.
10.	Cong Doanh Duong	Big Five personality traits and green consumption: bridging the attitude-intention-behavior gap	The study revealed that in addition to extraversion, other personality traits (agreeableness, conscientiousness, openness to experience and neuroticism) were strongly associated with green consumption. Moreover, attitude towards green products and intention to buy environmentally friendly products were determined to have key roles in explaining consumers' pro-environmental behavior. There was also a notable difference in the impact of personality traits on men's and women's green consumption.	A dataset of 611 consumers was collected by means of mall-intercept surveys in major Vietnamese cities. Structural equation modeling (SEM) via AMOS 24.0 was employed to test the proposed conceptual framework and hypotheses, while the PROCESS approach was utilized to estimate mediation standardized regression coefficients.

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<b>Environmental Awareness</b> (Refers to understanding the environment, the effects of human conduct on it, and the need of protecting it is what environmental awareness is all about.)				
<b>No.</b>	<b>Item</b>	<b>Author</b>	<b>References</b>	<b>OneDrive Link</b>
EA1	I believe that everyone has a responsibility to play their part in environmental protection.	Hashim Zameer, Humaira Yasmeen (2022)	Zameer, H., Yasmeen, H. (2022). Green innovation and environmental awareness driven green purchase intentions. <i>Journal of Marketing Practice: Applied Marketing Science</i> (Volume 40 Issue 5)	<a href="#">10-1108_MIP-12-2021-0457.pdf</a>
EA2	I am willing to control my consumption habits in order to ensure long-term development.	Hashim Zameer, Humaira Yasmeen (2022)	Zameer, H., Yasmeen, H. (2022). Green innovation and environmental awareness driven green purchase intentions. <i>Journal of Marketing Practice: Applied Marketing Science</i> (Volume 40 Issue 5)	<a href="#">10-1108_MIP-12-2021-0457.pdf</a>
EA3	My shopping selections for eco-friendly are influenced by my understanding of environmental responsibilities such as recycling to safeguard our environment.	Christine Nya Ling Tan, Adedapo Oluwaseyi Ojo, Ramayah Thurasamy (2019)	Tan, C. N. L., Ojo, A. O., Thurasamy, R. (2019). Determinants of green product buying decision among young consumers in Malaysia. <i>Journal of Young Consumers</i> . (Vol 20 Issue 2)	<a href="#">a8.pdf</a>
EA4	The severity of Malaysia's environmental issues, such as air pollution, water pollution, garbage disposal, and deforestation, influences my eco-friendly products purchase selections.	Christine Nya Ling Tan, Adedapo Oluwaseyi Ojo, Ramayah Thurasamy (2019)	Tan, C. N. L., Ojo, A. O., Thurasamy, R. (2019). Determinants of green product buying decision among young consumers in Malaysia. <i>Journal of Young Consumers</i> . (Vol 20 Issue 2)	<a href="#">a8.pdf</a>



<b>Attitude</b> (Defined as an individual's favourable or unfavourable attitude toward a particular object.)				
<b>No.</b>	<b>Item</b>	<b>Author</b>	<b>References</b>	<b>OneDrive Link</b>
A1	I believe that buying eco-friendly products are a positive practice.	Eunju Woo, Yeong Gug Kim (2019)	Woo E., Kim, Y. G. Consumer attitudes and buying behavior for green food products: From the aspect of green perceived value (GPV). <i>British Food Journal. (Volume 121 Issue 2)</i>	<a href="#">10-1108_BFJ-01-2018-0027.pdf</a>
A2	To guarantee sustainable growth, I am prepared to restrict my consumption patterns.	Hashim Zameer, Humaira Yasmeen (2022)	Zameer, H., Yasmeen, H. (2022). Green innovation and environmental awareness driven green purchase intentions. <i>Journal of Marketing Practice: Applied Marketing Science (Volume 40 Issue 5)</i>	<a href="#">10-1108_MIP-12-2021-0457.pdf</a>
A3	It is prudent to purchase eco-friendly products in order to protect the environment.	Ying Sun, Shanyong Wang (2019)	Sun, Y., Wang, S. (2019). Understanding consumers' intentions to purchase green products in the social media marketing context. <i>Asia Pacific Journal of Marketing and Logistics (Volume 32 Issue 4)</i>	<a href="#">article 4.pdf</a>
A4	I support purchasing eco-friendly items.	Ying Sun, Shanyong Wang (2019)	Sun, Y., Wang, S. (2019). Understanding consumers' intentions to purchase green products in the social media marketing context. <i>Asia Pacific Journal of Marketing and Logistics (Volume 32 Issue 4)</i>	<a href="#">article 4.pdf</a>

<b>Green Advertising</b> (Green advertising seeks to promote eco - friendly products or the advertiser's corporate responsibility to the environment.)				
<b>No.</b>	<b>Item</b>	<b>Author</b>	<b>References</b>	<b>OneDrive Link</b>
GA1	I like to buy items from companies who have information on sustainability on their labels.	George Kofi Amoako, Robert Kwame Dzogbenuku, Joshua Doe, Geoffrey Kwasi Adjaisson (2020)	Amoako, G. K., Dzogbenuku, R. K., Doe, J., Adjaisson, G. K. (2020). Green marketing and the SDGs: emerging market perspective. <i>Marketing Intelligence &amp; Planning Journal</i> . (Volume 40 Issue 3)	<a href="#">10-1108 MIP-11-2018-0543.pdf</a>
GA2	Green advertising influences my purchases of environmentally friendly foods.	George Kofi Amoako, Robert Kwame Dzogbenuku, Joshua Doe, Geoffrey Kwasi Adjaisson (2020)	Amoako, G. K., Dzogbenuku, R. K., Doe, J., Adjaisson, G. K. (2020). Green marketing and the SDGs: emerging market perspective. <i>Marketing Intelligence &amp; Planning Journal</i> . (Volume 40 Issue 3)	<a href="#">10-1108 MIP-11-2018-0543.pdf</a>
GA3	Green advertising encourages me to be more socially conscious in my eco-friendly products shopping habits.	Christine Nya Ling Tan, Adedapo Oluwaseyi Ojo, Ramayah Thurasamy (2019)	Tan, C. N. L., Ojo, A. O., Thurasamy, R. (2019). Determinants of green product buying decision among young consumers in Malaysia. <i>Journal of Young Consumers</i> . (Vol 20 Issue 2)	<a href="#">a8.pdf</a>
GA4	Green advertising is a useful source of information for me when it comes to making eco-friendly products purchases.	Christine Nya Ling Tan, Adedapo Oluwaseyi Ojo, Ramayah Thurasamy (2019)	Tan, C. N. L., Ojo, A. O., Thurasamy, R. (2019). Determinants of green product buying decision among young consumers in Malaysia. <i>Journal of Young Consumers</i> . (Vol 20 Issue 2)	<a href="#">a8.pdf</a>
GA5	I feel that the statements provided in advertisements are accurate in making purchasing decisions for eco-friendly products.	Christine Nya Ling Tan, Adedapo Oluwaseyi Ojo, Ramayah Thurasamy (2019)	Tan, C. N. L., Ojo, A. O., Thurasamy, R. (2019). Determinants of green product buying decision among young consumers in Malaysia. <i>Journal of Young Consumers</i> . (Vol 20 Issue 2)	<a href="#">a8.pdf</a>

<b>Price</b> (a price refers to is the amount of money that a consumer must spend in order to obtain a product or service)				
<b>No.</b>	<b>Item</b>	<b>Author</b>	<b>References</b>	<b>OneDrive Link</b>
P1	I would purchase eco-friendly products if offered at a discount or any promotional incentives	Eunju Woo, Yeong Gug Kim (2019)	Woo, E., Kim, Y. G. Consumer attitudes and buying behavior for green food products: From the aspect of green perceived value (GPV). <i>British Food Journal. (Volume 121 Issue 2)</i>	<a href="#">10-1108_BFJ-01-2018-0027.pdf</a>
P2	When compared to traditional items, I can afford to spend more on eco-friendly things.	Hashim Zameer, Humaira Yasmeen (2022)	Zameer, H., Yasmeen, H. (2022). Green innovation and environmental awareness driven green purchase intentions. <i>Journal of Marketing Practice: Applied Marketing Science (Volume 40 Issue 5)</i>	<a href="#">10-1108_MIP-12-2021-0457.pdf</a>
P3	The pricing of eco-friendly products is reasonable.	Eunju Woo, Yeong Gug Kim (2019)	Woo, E., Kim, Y. G. Consumer attitudes and buying behavior for green food products: From the aspect of green perceived value (GPV). <i>British Food Journal. (Volume 121 Issue 2)</i>	<a href="#">10-1108_BFJ-01-2018-0027.pdf</a>
P4	I choose sustainable items at premium or high costs over unsustainable products at cheaper rates.	George Kofi Amoako, Robert Kwame Dzogbenuku, Joshua Doe, Geoffrey Kwasi Adjaisson (2020)	Amoako, G. K., Dzogbenuku, R. K., Doe, J., Adjaisson, G. K. (2020). Green marketing and the SDGs: emerging market perspective. <i>Marketing Intelligence &amp; Planning Journal. (Volume 40 Issue 3)</i>	<a href="#">10-1108_MIP-11-2018-0543.pdf</a>
P5	I buy eco-friendly things based on their price rather than their sustainability.	George Kofi Amoako, Robert Kwame Dzogbenuku, Joshua Doe, Geoffrey Kwasi Adjaisson (2020)	Amoako, G. K., Dzogbenuku, R. K., Doe, J., Adjaisson, G. K. (2020). Green marketing and the SDGs: emerging market perspective. <i>Marketing Intelligence &amp; Planning Journal. (Volume 40 Issue 3)</i>	<a href="#">10-1108_MIP-11-2018-0543.pdf</a>

## APPENDICES D

### COVER LETTER

YBhg. Tan Sri/Puan Sri/Datuk/Dato'/Datin/Sir/Madam

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

As a bachelor's degree student in the Faculty of Technology Management and Technopreneurship(FPTT) at the Universiti Teknikal Malaysia Melaka (UTeM), I am researching under the supervision of Dr. Sitinor Wardatulaina Binti Mohd Yusof, which researching **Factors Motivating Consumers' Eco-Friendly Products Acquisition In The Malaysian Emerging Market**

The respondents were chosen from all over Malaysia regardless of age, gender and educational qualification. I am pleased to inform you that your research was chosen as one of the examples for this study. I am currently in the data collection stage, which needs an immediate response from all responders. I hope you will be able to answer all the questions, and your cooperation would be much appreciated.

I would like to inform you that any information you provide will be kept strictly confidential. Throughout the research, personal confidentiality will be protected. The research that will be conducted will not identify you. The survey may be found here. This website is specifically associated with this survey and your email address. Please do not distribute this message.

If you have any questions about the questionnaire or the research, please call +6011-2440 5876 or email B061910477@student.utm.edu.my. I appreciate your cooperation and attention, and please do not hesitate to contact me if you have any questions about this research.

Thank you.

Yours truly,

**Delphina Ann a/p William**

Bachelor's of Technology Management (High Tech Marketing) with Honours Faculty of Technology Management and Technopreneurship (FPTT)  
Universiti Teknikal Malaysia Melaka (UTeM) Melaka, Malaysia  
Phone: +6011-24405876

## APPENDIX E: QUESTIONNAIRE



### *FINAL YEAR PROJECT*

*UNIVERSITI TEKNIKAL MALAYSIA MELAKA*

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

<b>Purpose of this survey:</b>	The main purpose of this study is to identify the factors motivating consumers' eco-friendly products acquisition in the Malaysian emerging market.
<b>Important:</b>	I want to invite you to participate in this research project by answering all questions. All information given will be used for academic purpose only. Thank you for contribution in this research and I appreciate that.
<b>For further clarification and/or instruction, please contact:</b>	<p>Delphina Ann William No Tel: Email:</p> <p><b>Supervisor:</b> Dr. Sitinor Wardatulaina Binti Mohd Yusof E-mail: <a href="mailto:wardatulaina@utem.edu.my">wardatulaina@utem.edu.my</a></p> <p><b>Address:</b> Fakulti Pengurusan Teknologi dan Teknousahawanan, Kampus Teknologi, Universiti Teknikal Malaysia Melaka Hang Tuah Jaya, 76100 Melaka, Malaysia.</p>

#### **STATEMENT OF CONFIDENTIALITY**

The information you provide will be held in the strictest confidence. We will neither publish, release, nor disclose any information on or identifiable with individual persons or organization or companies.

## SECTION A: DEMOGRAPHIC OF RESPONDENTS

### Gender

- ☐ Male
- ☐ Female

### Age

- ☐ 18-25
- ☐ 26-30
- ☐ 31-35
- ☐ 36-40
- ☐ 40 and above

### Level of Education

- ☐ Secondary Level
- ☐ Stpm/Diploma
- ☐ Degree
- ☐ Masters
- ☐ Phd



### Occupation

- ☐ Employed
- ☐ Self-employed
- ☐ Student

### Monthly Income

- ☐ Less than RM1000
- ☐ RM1001-RM2000
- ☐ RM2001-RM3000
- ☐ RM3000 and above

## SECTION B: Eco-Friendly Products Buying Experiences and Frequency of Buying

Actions taken by respondents in preserving green environment

SCALE ITEMS	Never	Rarely	Often	Always
Recycle newspaper				
Purchase products made from recycled materials				
Recycle bottles, cans or glasses				
Bring your own bags to the supermarket				

### Buying experiences and frequency of buying eco-friendly products

Have you ever purchased green products?

- ☐ Yes  
☐ No

If “Yes”, how frequent do you purchase green products

- ☐ Never  
☐ Rarely  
☐ sometimes  
☐ often  
☐ always

Types of eco-friendly products bought by respondents (can choose more than 1)

- ☐ Laundry detergent  
☐ Dishwashing soap  
☐ Organic vegetables  
☐ Organic fruits  
☐ Natural cereal  
☐ Organic nuts  
☐ Organic coffee  
☐ Organic seasoning

## SECTION C: FACTORS

Please rate or circle the item using the following scale based on your understanding towards eco-friendly products in the Malaysian market.

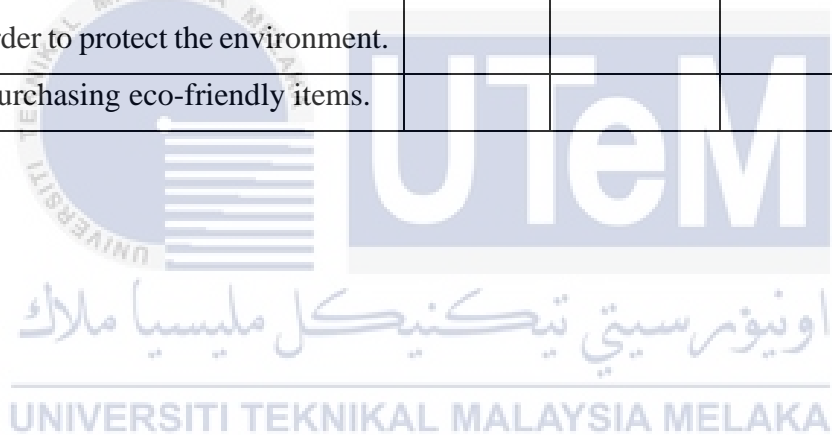
**Environmental Awareness** (Refers to understanding the environment, the effects of human conduct on it, and the need of protecting it is what environmental awareness is all about)

STATEMENT	SCALE (%)			
	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
1. I believe that everyone has a responsibility to play their part in environmental protection.				
2. I am willing to control my consumption habits in order to ensure long-term development.				
3. My shopping selections for eco-friendly are influenced by my understanding of environmental responsibilities such as recycling to safeguard our environment.				
4. The severity of Malaysia's environmental issues, such as air pollution, water pollution, garbage disposal, and deforestation, influences my eco-friendly products purchase selections.				



**Attitude** (Defined as an individual's favourable or unfavourable attitude toward a particular object)

STATEMENT	SCALE (%)			
	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
1. I believe that buying eco-friendly products are a positive practice.				
2. I believe that people are causing a negative impact on the environment.				
3. It is prudent to purchase eco-friendly products in order to protect the environment.				
4. I support purchasing eco-friendly items.				



**Green Advertising** (Green advertising seeks to promote eco - friendly products or the advertiser's corporate responsibility to the environment)

STATEMENT	SCALE (%)			
	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
1. I like to buy items from companies who have information on sustainability on their labels.				
2. Green advertising influences my purchases of environmentally friendly foods.				
3. Green advertising encourages me to be more socially conscious in my eco-friendly products shopping habits.				
4. Green advertising is a useful source of information for me when it comes to making eco-friendly products purchases.				
5. I feel that the statements provided in advertisements are accurate in making purchasing decisions for eco-friendly products.				

**Price** (a price refers to is the amount of money that a consumer must spend in order to obtain a product or service)

STATEMENT	SCALE (%)			
	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
1. I would purchase eco-friendly products if offered at a discount or any promotional incentives				
2. When compared to traditional items, I can afford to spend more on eco-friendly things.				
3. The pricing of eco-friendly products is reasonable.				
4. I choose sustainable items at premium or high costs over unsustainable products at cheaper rates.				
5. I buy eco-friendly things based on their price rather than their sustainability.				

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## SECTION D: BEHAVIOR

**Eco-Friendly Products Acquisition** (owning market-oriented items or technology with little environmental impact)

STATEMENT	SCALE (%)			
	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)
1. Because of my environmental concerns, I aim to repurchase eco-friendly products.				
2. In the future, I intend to purchase less polluting items.				
3. I have sufficient resources to purchase eco-friendly products				
4. In the future, I would like to purchase more eco-friendly items.				

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