



DETERMINE THE GREEN PACKAGING AWARENESS IN OMNICHANNEL
SHOPPING AMONG YOUNG CONSUMER IN MALAYSIA



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14 JANUARY 2025

DECLARATION OF ORIGINAL WORK

I hereby declare that all the work of this thesis entitled “DETERMINE THE GREEN PACKAGING AWARENESS IN OMNICHANNEL SHOPPING AMONG YOUNG CONSUMER IN MALAYSIA” is original done by myself and no portion of the work encompassed in this research project proposal has been submitted in support of any application for any other degree or qualification of this or any other institute or university of learning.



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DEDICATION

I would like to appreciate the dedication of my beloved family members who educated me and motive me to learn until degree level. And also, I express a deep sense of gratitude to my lecturer whom also my supervisor for my final year project, Madam Nurshamimah Binti Samsuddin and my fellow friends. They have provided me fully support and advice throughout this research. Without their blessing and encouragement, this research is impossible to complete within short period of time.



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Last but not least, I would like to express my appreciation to all respondents who had contributed their time and efforts in filling the questionnaires. They had provided valuable feedbacks that assist me in finishing this research. With the assistance and supports from the respondents, I have successfully fulfilled all the components of a questionnaire. Once again, I am grateful and honestly thankful to all.

ABSTRACT

This study investigates the awareness and attitudes of young Malaysian consumers towards green packaging within the context of omnichannel shopping. As environmental sustainability becomes a critical global concern, understanding the factors that influence eco-friendly consumer behaviour is essential for retailers aiming to implement sustainable practices. Through a comprehensive questionnaire designed to assess knowledge, beliefs, and behaviours related to green packaging, this research highlights several key findings. Firstly, it reveals a significant gap in the awareness of the environmental impacts of packaging materials among young consumers, which may lead to unsustainable consumption patterns. Secondly, it identifies difficulties faced by these consumers in accessing relevant information about environmentally friendly packaging solutions, particularly across various retail channels. Thirdly, the study emphasizes the intricate interplay between consumer behaviour and preferences, noting that factors such as social influence, knowledge level, and brand loyalty often outweigh environmental considerations in purchasing decisions. The implications of these findings are far-reaching, suggesting that enhancing consumer education, improving information accessibility, and aligning market offerings with the sustainability preferences of young consumers can drive more eco-friendly consumption patterns. Additionally, the study provides insights for industry practices and policy development aimed at promoting sustainable packaging. Overall, this research underscores the need for a multifaceted approach to foster environmental responsibility in the omnichannel retail sector, aligning corporate social responsibility goals with consumer expectations to achieve broader environmental objectives.

Keyword: Green packaging, Environmental sustainability, Omnichannel shopping, Consumer awareness, Young consumer, Malaysia, Eco-friendly, Sustainable practices, Information accessibility, Market offerings, Consumer preferences, Retail sector, Environmental responsibility, Brand Trust, Knowledge Level, Social Influence

ABSTRAK

Kajian ini menyelidiki kesedaran dan sikap pengguna muda Malaysia terhadap pembungkusan hijau dalam konteks membeli-belah omnichannel. Ketika kelestarian alam sekitar menjadi kebimbangan global yang kritikal, memahami faktor-faktor yang mempengaruhi tingkah laku pengguna yang mesra alam adalah penting bagi peruncit yang berhasrat untuk melaksanakan amalan lestari. Melalui soal selidik komprehensif yang direka untuk menilai pengetahuan, kepercayaan, dan tingkah laku yang berkaitan dengan pembungkusan hijau, penyelidikan ini menyoroti beberapa penemuan utama. Pertama, ia mendedahkan jurang yang ketara dalam kesedaran mengenai kesan alam sekitar dari bahan pembungkusan dalam kalangan pengguna muda, yang mungkin membawa kepada corak penggunaan yang tidak lestari. Kedua, ia mengenal pasti kesukaran yang dihadapi oleh pengguna ini dalam mengakses maklumat yang relevan mengenai pembungkusan yang mesra alam, terutamanya di pelbagai saluran runcit. Ketiga, kajian ini menekankan interaksi yang rumit antara tingkah laku dan pilihan pengguna, dengan faktor-faktor seperti pengaruh sosial, tahap pengetahuan dan kesetiaan jenama sering mengatasi pertimbangan alam sekitar dalam keputusan pembelian. Implikasi dari penemuan ini sangat luas, mencadangkan bahawa meningkatkan pendidikan pengguna, memperbaiki aksesibiliti maklumat, dan menyelaraskan penawaran pasaran dengan keutamaan kelestarian pengguna muda dapat mendorong corak penggunaan yang lebih mesra alam. Selain itu, kajian ini menyediakan wawasan untuk amalan industri dan pembangunan dasar yang bertujuan mempromosikan pembungkusan lestari. Secara keseluruhan, penyelidikan ini menekankan keperluan pendekatan pelbagai aspek untuk memupuk tanggungjawab alam sekitar dalam sektor runcit omnichannel, menyelaraskan matlamat tanggungjawab sosial korporat dengan jangkaan pengguna untuk mencapai objektif alam sekitar yang lebih luas.

Kata kunci: Pembungkusan hijau, Kelestarian alam sekitar, Membeli-belah omnichannel, Kesedaran pengguna, Pengguna muda, Malaysia, Mesra alam, Amalan lestari, Aksesibiliti maklumat, Tawaran pasaran, Pilihan pengguna, Sektor runcit, Tanggungjawab alam sekitar, Kepercayaan Jenama, Tahap Pengetahuan, Pengaruh Sosial

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LIST OF ABBREVIATIONS

ABBREVIATION	MEANING
TPB	Theory Planned Behaviour
BT	Brand Trust
SI	Social Influence
KL	Knowledge Level
GPA	Green Packaging Awareness Among Young Consumer in Malaysia
SPSS	Statistical Package for the Social Sciences



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CHAPTER 1

INTRODUCTION

1.1 Introduction

This paper will be divided into five chapters. The first chapter will discuss about the introduction of this research which is about the green packaging awareness in omnichannel shopping among young consumer in Malaysia. The background of study, problem statement, research questions, research objectives, scope, limitation of the study, significant of study and summary will be discussed in this chapter.

1.2 Background of Study

Environmental sustainability has been a major global concern in recent years, which has raised awareness and encouraged the implementation of green practices in a variety of industries including retail. As consumers become more environmentally conscious, businesses face both new opportunities and challenges in addressing sustainability concerns. The emergence of omnichannel shopping, which seamlessly blends online and physical channels, has created a dynamic retail environment that significantly impacts customer behaviour and preferences. Omnichannel shopping allows consumers to interact with brands through multiple touchpoints, such as websites, mobile apps, social media, and brick-and-mortar stores, leading to an integrated and convenient shopping experience. This integration has reshaped the retail landscape, offering businesses innovative ways to engage with consumers while also necessitating the adaptation of sustainable practices to meet the growing demand for environmental responsibility.

Malaysia, being a fast-growing country with a youthful and technologically proficient population, offers a fascinating framework for investigating young customers' awareness of green packaging in the context of omnichannel buying. This demographic, characterized by their progressive mindset and digital literacy, has a significant influence on consumer trends and market dynamics. Young Malaysian consumers are increasingly conscious of environmental issues, and their purchasing decisions are often guided by their

awareness and attitudes towards sustainability. This makes them a crucial segment for retailers to understand and engage with, especially as they drive the demand for eco-friendly products and practices.

The rise of omnichannel shopping, integrates various online and offline retail channels to create a seamless consumer experience, has significantly reshaped the retail landscape. In Malaysia, this trend is particularly pronounced among young consumers who are highly engaged with digital technologies. As environmental concerns gain prominence, there is an increasing emphasis on sustainable practices, including green packaging. Green packaging refers to the use of materials and processes that have minimal environmental impact, often incorporating recyclable, biodegradable, or reusable components. Young consumers, who are typically more environmentally conscious, play a crucial role in driving the demand for such eco-friendly packaging solutions. Their purchasing decisions are influenced by their awareness and attitudes towards sustainability, which can be shaped by various factors such as education, social media, and cultural values. Understanding the level of green packaging awareness among this demographic is essential for retailers aiming to implement effective sustainability strategies in their omnichannel operations. According to Khoo and Johari (2022), young Malaysian consumers exhibit a growing concern for environmental sustainability, which translates into a preference for products with green packaging. This awareness not only influences their purchasing behaviour but also prompts retailers to adopt more sustainable practices to meet consumer expectations (Khoo & Johari, 2022).

In the context of omnichannel shopping, it is crucial for businesses to comprehend the degree of green packaging awareness among young customers in Malaysia in order to adjust their strategies in line with changing consumer preferences and sustainability expectations. The purpose of this study is to look into young Malaysian customers' attitudes, beliefs, and behaviours regarding green packaging in both brick-and-mortar and online retail settings. By examining how these consumers interact with various retail channels and how their environmental concerns influence their shopping behaviours, businesses can gain valuable insights into how to effectively market their green packaging initiatives.

Through an analysis of the relationship between green packaging knowledge and omnichannel buying, this study aims to provide insight into how sustainability influences customer preferences and choices in Malaysian retail. The findings of this study could offer beneficial implications for companies looking to enhance their environmental responsibility

policies and better meet the evolving needs of eco-conscious consumers. By aligning their practices with consumer expectations, businesses can not only improve their market competitiveness but also contribute to broader environmental goals, fostering a more sustainable retail environment. Thus, understanding and responding to the green packaging awareness among young Malaysian consumers can be a strategic advantage for retailers in the omnichannel era, driving both business success and positive environmental impact.



1.3 Problem Statement

The nature of product packaging has not changed much since the beginning of the digital revolution, despite the rapid development of e-commerce. In reality, modern cardboard packing and the traditional cardboard box from the 19th century share a lot of visual similarities. Metal, glass, and polymers were among the new forms and materials that were introduced to the packaging business throughout the 20th century, resulting in a small evolution. However, cardboard and paper packaging remain the most popular material for omnichannel delivery, with a lesser usage of polymers. A lot of cutting-edge goods were released onto the market in the e-commerce age. Most of these provided an additional function, but at an elevated cost. Certain improvements were misused by customers, such as when reusable packaging was not returned.

Despite growing global awareness of environmental sustainability, there exists a gap in understanding the extent to which young Malaysian consumers are aware of green packaging practices within the context of omnichannel shopping. This lack of awareness poses significant challenges, including unconscious consumption behaviours that contribute to environmental degradation and hinder the adoption of sustainable packaging alternatives.

Despite the expanding global conversation on environmental sustainability, young Malaysian consumers exhibit a limited understanding and awareness of the environmental impacts associated with packaging materials used in omnichannel shopping. This lack of awareness can contribute to unsustainable consumption patterns, exacerbating the negative effects on the ecosystem. Without a clear understanding of how packaging choices affect the environment, these consumers may continue to support practices that lead to increased waste and resource depletion. Addressing this gap in awareness is crucial for promoting more sustainable behaviours and mitigating the adverse ecological consequences of current packaging practices.

Young shoppers engaging in omnichannel shopping often encounter challenges accessing relevant information about environmentally friendly packaging solutions across both brick-and-mortar and online retail channels. The limited availability of comprehensive data about the sustainability of packaging materials makes it difficult for consumers to align their purchasing decisions with their environmental beliefs. Without clear labelling or accessible information, consumers may struggle to discern which products utilize eco-friendly packaging, hindering their ability to make informed and sustainable choices. This lack of transparency in

information accessibility poses a barrier to promoting environmentally conscious consumer behaviour and underscores the need for improved communication and labelling standards within the retail industry.

Raising awareness of green packaging in omnichannel shopping required a deep understanding of the complex interaction between consumer behaviour and preferences. Among young customers, packaging preferences are significantly influenced by various factors such as information accessibility, social influence, knowledge level, and brand loyalty. These considerations often take priority over environmental concerns when making purchasing decisions. While there is a growing awareness of sustainability issues among consumers, practical considerations and personal preferences often affect choices towards conventional packaging options. This highlights the challenge of promoting green packaging initiatives within omnichannel retail, as consumer behaviour is deeply influenced by a multitude of factors beyond environmental considerations. Effectively addressing this dynamic requires strategies that not only raise awareness but also align with consumer preferences and priorities, ensuring that sustainable options are not only available but also desirable within the omnichannel shopping landscape.

1.4 Research Questions

The researcher determined three research questions in this study:

- i. What are the main factors influencing young consumers' choices regarding packaging materials in omnichannel shopping?
- ii. What is the level of awareness among young consumers in Malaysia regarding the environmental impact of packaging materials used in omnichannel shopping?
- iii. How do young consumers in Malaysia perceive the availability and accessibility of information regarding green packaging options across online and offline retail channels?

1.5 Research Objectives

In this research, there are three research objectives to be figured out:

- i. Identify the main factors influencing young consumers' choices regarding packaging materials in omnichannel shopping.
- ii. Determine the level of awareness among young consumers in Malaysia regarding the environmental impact of packaging materials used in omnichannel shopping.
- iii. Investigate how young consumers in Malaysia perceive the availability and accessibility of information regarding green packaging options across online and offline retail channels.

1.6 Scope of the Study

The research will specifically target young consumers aged between 18 to 35 years old residing in Malaysia, considering their significant influence on consumer trends and their potential receptiveness to sustainability initiatives. The research also will be conducted within the Malaysian context, taking into account the unique cultural, economic, and environmental factors that may influence green packaging awareness and behaviour. It will examine the omnichannel shopping behaviour of young consumers, encompassing both online and offline retail channels. This includes e-commerce platforms, brick-and-mortar stores, and any hybrid models of retail that integrate online and offline experiences.

The primary focus in this research will be on assessing the level of awareness among young consumers regarding the environmental impact of packaging materials used in omnichannel shopping. This will involve exploring their understanding of sustainability issues related to packaging materials and their perceptions of eco-friendly alternatives.

Next, this study will investigate the main factors that influence young consumers' choices regarding packaging materials in omnichannel shopping. This includes considerations such as convenience, price, product presentation, environmental concerns, and brand preferences. In term of information accessibility, the research will assess how young consumers perceive the availability and accessibility of information regarding green packaging options across online and offline retail channels. This involves examining the adequacy of labelling, transparency, and educational resources related to sustainable packaging.

Last but not least, this study will identify challenges and opportunities. It will explore the challenges and opportunities associated with adopting sustainable packaging practices among young consumers engaged in omnichannel shopping in Malaysia. This includes barriers to behaviour change, preferences for eco-friendly alternatives, and industry initiatives promoting green packaging.

The research method used is quantitative research methods, including surveys and focus groups, to gather comprehensive insights into the green packaging awareness and behaviour of young consumers in Malaysia's omnichannel retail landscape. The findings will contribute to a deeper understanding of consumer attitudes towards sustainability in packaging and inform strategies for promoting environmentally friendly practices in the retail sector.

1.7 Significant of the study

There are significant implications in this study which is:

The environmental impact of packaging is a major concern in sustainability discussions. With growing awareness of climate change and the need for environmental preservation, understanding young consumers' attitudes towards green packaging is crucial. This demographic is often more environmentally conscious and willing to support sustainable practices. By adopting green packaging, which utilizes recyclable, biodegradable, or reusable materials, retailers can significantly reduce packaging waste and its detrimental effects on ecosystems. Khoo and Johari (2022) highlight that young Malaysian consumers show a strong preference for products with green packaging, reflecting their concern for environmental sustainability. This study can illuminate the potential environmental benefits of widespread adoption of sustainable packaging practices in omnichannel retail, thereby helping to mitigate the negative impacts of packaging waste on ecosystems.

Consumer education is another critical implication of this study. By assessing the awareness levels among young consumers regarding the environmental impact of packaging materials, the study can identify gaps in knowledge and information dissemination. These insights can inform the development of targeted educational campaigns and initiatives designed to raise awareness about the importance of green packaging. Educating consumers about the environmental benefits of sustainable packaging can promote more environmentally conscious behaviour and encourage consumers to make more informed purchasing decisions. The study can thus play a pivotal role in fostering a culture of sustainability among young consumers, thereby driving demand for eco-friendly products and packaging.

The rising demand for sustainability and ethical considerations among young consumers creates significant market opportunities. As this demographic increasingly prioritizes eco-friendly products, understanding the factors influencing their choices regarding packaging materials is vital for retailers and manufacturers. Aligning product offerings with consumer preferences for sustainable packaging can enhance market competitiveness. The study's findings can provide valuable insights into consumer behaviour, helping businesses to develop and market products that meet the growing demand for sustainability. By responding to these preferences, retailers can capitalize on emerging market trends and build stronger relationships with environmentally conscious consumers.

Industry practices related to green packaging within the omnichannel retail landscape are also a key focus of this study. Evaluating the availability and accessibility of information about green packaging options across online and offline channels can reveal opportunities for improving transparency and labelling standards. This can help retailers and manufacturers to enhance their sustainability practices and provide consumers with clearer information about their packaging choices. The study can thus contribute to the development of best practices and policies that promote sustainable packaging within the retail industry. By identifying gaps and opportunities, the study can support industry stakeholders in advancing their sustainability initiatives and meeting consumer expectations.

Policy implications from the study are crucial for promoting sustainable packaging practices. Insights into the challenges and opportunities associated with green packaging among young consumers can inform policymakers and regulatory bodies. This can lead to the development of policies and incentives designed to encourage the adoption of eco-friendly packaging alternatives. By understanding consumer behaviour and preferences, policymakers can create frameworks that support industry-wide sustainability initiatives and drive the transition towards greener packaging practices. The study can thus play a key role in shaping regulatory approaches and fostering a supportive environment for sustainable packaging.

Adopting sustainable packaging practices also aligns with corporate social responsibility (CSR) goals, benefiting both the environment and business reputations. The study can highlight the role of businesses in addressing environmental concerns and promoting sustainability among young consumers. By integrating green packaging into their CSR strategies, companies can demonstrate their commitment to environmental stewardship and foster a culture of sustainability within the omnichannel retail sector. This not only enhances corporate image but also meets the growing expectations of consumers who value environmental responsibility. As Khoo and Johari (2022) suggest, young Malaysian consumers' preference for green packaging indicates a broader trend towards sustainability that businesses can harness to drive positive change and achieve long-term success.

1.8 Summary

In conclusion, this chapter is discussed about the overview of the study. It discussed the background of the study, problem statement, research questions, research objectives, scope and limitation of the study, and significance of the study. In the coming chapter, the researcher will carry out the literature review of the study. The information will be broader and more understandable.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The purpose of this chapter is to give a complete overview of the literature about the knowledge of green packaging in omnichannel shopping among young customers in Malaysia. The following topics will be discussed in the review: an introduction to omnichannel shopping, ideas related to environmentally friendly packaging, the behaviour of young consumers in Malaysia, and the interactions between these topics. By doing so, a strong basis will be established for comprehending the present state of research, locating gaps in the research, and situating the research within the larger academic framework.

2.2 Omnichannel Shopping

2.2.1 Omnichannel Shopping Definition



Figure 2.1: Omnichannel Shopping

Source: <https://www.meatpoultry.com/articles/24396-consumers-increase-omnichannel-shopping-in-2020>

Omnichannel shopping is a term that describes a fluid purchasing experience for customers across several shopping platforms, incorporating both online and offline sources of information. According to Verhoef et al. (2015), this strategy has progressed from multichannel retailing, which was conducted in isolated groups, to a more integrated system in which channels support and improve one another. According to Piotrowicz and Cuthbertson (2014), the rapid growth of digital technology and the shifting behaviours of consumers have driven merchants to implement omnichannel strategies in order to fulfill the standards of convenience, consistency, and customized experiences that customers have come to demand.

2.2.2 Current Landscape of Omnichannel Shopping in Malaysia

In Malaysia, the adoption of omnichannel shopping has been on the rise, driven by factors such as increased internet penetration, smartphone usage, and the convenience offered by e-commerce platforms. The penetration of internet and mobile use has been a driving force behind the growth of omnichannel shopping. According to the Malaysian Communications and Multimedia Commission (MCMC), internet penetration in the country reached 90% in 2020, with a large proportion of users accessing the internet via smartphones. This high level of connectivity has enabled consumers to easily switch between online and offline shopping channels.

An omnichannel strategy in retailing facilitates real-time contact, enabling customers to shop seamlessly across many channels at any time, giving a comprehensive and integrated shopping experience that eliminates channel barriers (Juaneda-Ayensa et al., 2016). Omnichannel retailing is a fully integrated approach that combines all existing sales channels and touch points, resulting in seamless shopping experience. This cohesive synchronization requires consistent alignment within retail operations across every touch point (Shi, et al., 2020; Verhoef, Kannan, & Inman. 2015).

Retailers such as Lazada, Shopee, and Zalora have capitalized on this trend, offering integrated online and offline experiences (Euromonitor International, 2020). The omnichannel retail sector in Malaysia is dominated by a number of big businesses, including both foreign and local brands operating in the country. Strong omnichannel strategies have been built by e-commerce platforms such as Lazada, Shopee, and Zalora. These platforms provide features such as online-to-offline (O2O) services, click-and-collect choices, and seamless returns. Additionally, traditional retailers like as AEON and Tesco have embraced omnichannel

strategies, which involve combining their physical outlets with online platforms in order to improve the overall consumer experience.

Malaysian consumers, especially the youth, have shown a preference for the convenience and flexibility offered by omnichannel shopping (Lim & Ting, 2012). Young consumers are competent in the use of digital technology and regularly engage with businesses, shop, and study items through the use of mobile applications and social media. In addition to placing a high importance on individualized experiences, they expect a smooth transition between real and online interaction channels. As a result of this behaviour, merchants have been pushed to establish omnichannel strategies in order to fulfill these expectations.

2.3 Green Packaging

2.3.1 Definition of Green Packaging

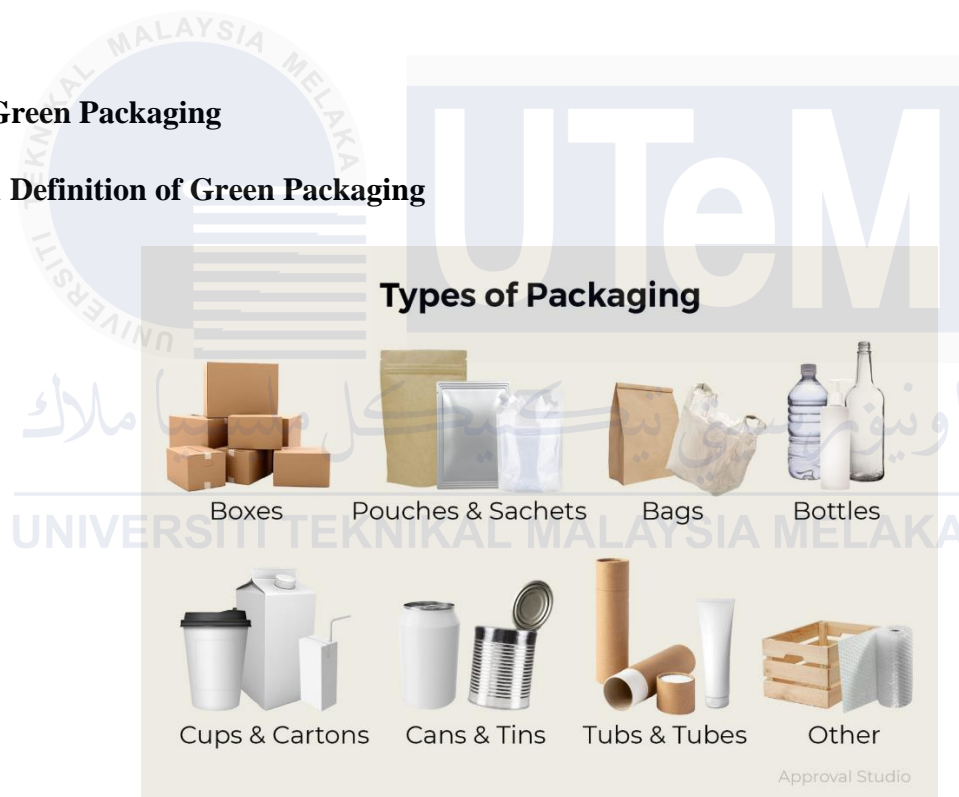


Figure 2.2: Types of Packaging

Source: <https://approval.studio/blog/choosing-the-right-packaging/>

Packaging that meets market standards for cost and performance can be classified as green if it uses less material during production, is recyclable or reusable, and is sourced from a safe and dependable source (Sinnappan and Abd Rahman, 2011; Bhaskaran et al., 2010; Yaacob and Zakaria, 2011; Rezai et al., 2013). It is currently referred to as the "new concept of sustainability" and is a rising trend in the business sector. It has a positive effect on the environment as well as people, which bodes well for the future (Kong et al., 2014). However,

green packaging also effectively distributes and advertises goods, safeguards the environment, and allows for the convenient and safe use of its contents. Green packaging is important as it addresses environmental concerns, reduces carbon footprint, and aligns with the growing consumer demand for sustainable products (Rokka & Uusitalo, 2008).

As the primary organization supporting the green packaging project, the Standards and Industrial Research Institute of Malaysia (SIRIM) is in charge of offering an "eco-label" authorization service system that complies with environmental standards, including non-toxic plastic packaging materials. In addition, the Federal Agriculture Marketing Authority (FAMA) and the Department of Agriculture also have the power to implement the eco-labelling program, which is primarily for agricultural goods (Olsen et al., 2014; Chen and Chai, 2010). Customers are becoming more conscious of green packaging when they see an appealing eco-label (Mishra and Sharma, 2020).

2.3.2 Green Packaging Trend in Retail



Figure 2.3: Sustainable Materials in Packaging

Source: <https://approval.studio/blog/choosing-the-right-packaging/>

An increasing trend toward the use of environmentally friendly packaging solutions has been observed in the retail business. According to Leonidou et al. (2011), consumers are becoming more conscious of the environmental obligations that they have, and businesses are making attempts to include sustainable packaging practices into their business plans. This transition is being pushed by regulatory demands, customer demand, and the possibility of cost savings via the effective utilization of resources (Caniato et al., 2012).

In Malaysia, various types of green packaging are being adopted by retailers and manufacturers to promote sustainability and reduce environmental impact. Below is the type of green packaging had been used in Malaysia.

i. Biodegradable Packaging

Biodegradable packaging materials, some of which include bioplastics generated from renewable sources such as corn starch or sugarcane, are becoming increasingly popular in Malaysia. By decomposing in a natural way over time, these materials help to reduce the amount of trash that is made up of plastic. By providing an alternative to conventional plastics that is better for the environment, biodegradable packaging is presented.

ii. Recycle Packaging

Materials that have been recovered or reused from post-consumer or post-industrial waste are called recycled materials, and used in the production of recycled packaging. Alternatives to items made from virgin paper are often utilized in Malaysia. These alternatives include cardboard and recycled paper packaging. Through the reduction of the need for new raw materials, recycled packaging contributes to the conservation of both natural resources and additional energy.

iii. Reusable Packaging

Reusable packaging refers to the practice of utilizing containers or materials that are capable of being returned, refilled, or reused on several occasions to create reusable packaging. Consumers in Malaysia are being encouraged to limit the amount of garbage they produce from single-use plastics through the implementation of initiatives that promote reusable shopping bags and containers. Fabric bags, containers made of stainless steel, and glass jars are all examples of reusable alternative packaging choices.

iv. **Compostable Packaging**

Materials used in compostable packaging are meant to biodegrade under certain circumstances, often in industrial composting facilities. Compostable packaging materials are intended to eliminate waste. Compostable packaging produced from plant-based materials such as PLA (polylactic acid) or bagasse (sugarcane fiber) is utilized for the packaging of food products and goods that are disposable in Malaysia. Packaging that can be composted provides a sustainable alternative for minimizing the amount of organic waste that is transported to landfills.

v. **Minimalist Packaging**

Minimalist packaging is characterized by its emphasis on minimizing the amount of surplus packaging material and adopting designs that are streamlined in order to reduce this influence on the environment. Brands in Malaysia are increasingly choosing to implement minimalist packaging solutions that put an emphasis on utility, aesthetics, and the efficient use of resources. By taking this method, material consumption, transportation expenses, and waste from packing are all reduced.

2.3.3 Benefits of Green Packaging

i. **Environmental Benefits**

Green packaging offers substantial environmental advantages by mitigating the adverse effects associated with traditional packaging methods. This approach prioritizes materials and processes that minimize ecological damage, contributing to a more sustainable future.

Reduction in Landfill Waste

Due to the fact that they are not biodegradable, traditional packaging materials play a large role in the development of trash in landfills, particularly plastics. In order to significantly cut down on the amount of garbage that is deposited in landfills, green packaging makes use of biodegradable materials like polylactic acid (PLA), which breaks down in a natural way (Song et al., 2009). In addition to reducing the burden placed on landfills, this decomposition process also helps to reduce the harmful impact of soil and water that is caused by wastewater that are produced from typical plastic trash.

Lower Pollution Levels

The consumption of recyclable materials in environmentally friendly packaging helps to reduce the levels of pollutants that are related with the disposal of packaging. It is possible to extend the lifespan of materials and minimise the need for new raw materials by emphasising the importance of ensuring that packaging can be recycled in an efficient manner. Plastic trash is often linked with environmental pollution, such as the release of harmful compounds into marine and terrestrial ecosystems (Thompson et al., 2009). This approach helps to reduce the environmental contamination that is caused by plastic garbage.

Conservation of Resources

In order to save non-renewable resources such as petroleum, which are often utilised in the manufacturing of traditional plastics, green packaging places a priority on the use of renewable resources, which are ones that are naturally regenerated. Shen et al. (2009) found that bioplastics made from maize starch or sugarcane, for instance, decrease dependence on fossil fuels and contribute to the sustainability of these limited resources for the benefit of future generations.

Reduction in Carbon Emissions

Energy-intensive techniques that release significant amounts of greenhouse gases are used in the creation of common plastic packaging as well as in its disposal. The use of environmentally friendly packaging solutions, such as the efficient use of lightweight materials and the optimisation of production processes, results in a decrease in the amount of energy consumed and lower levels of carbon emissions (Vink et al., 2010). Life cycle assessments (LCA) have shown that the manufacture of bioplastics produce fewer greenhouse emissions than the production of traditional plastics, which contributes to the reduction of the effects of climate change.

Promotion of a Circular Economy

The ideas of a circular economy, in which items are built for life, reuse, and recyclability, are supported by and integrated into environmentally friendly packaging. By taking this strategy, the extraction of raw materials is reduced, and the amount of trash that is generated is reduced as well. According to the Ellen MacArthur Foundation

(2013), green packaging not only helps to preserve natural resources but also lessens the negative impacts on the environment that are caused by the extraction of raw materials and the disposal of trash.

ii. Economic Benefits

Green packaging can also offer economic advantages. Although the initial investment in green materials and technologies may be higher, businesses can achieve cost savings in the long term through reduced material usage, lower transportation costs due to lightweight packaging, and enhanced brand loyalty among environmentally conscious consumers.

Reduced Material Usage

The reduction in the amount of material that is used is one of the key economic advantages when it comes to green packaging. It has been established via research studies that changing to environmentally friendly packaging solutions may result in major savings in terms of materials over a period of time. In the food business, for instance, Scharff and Spinellis (2019) conducted a study that was published in the *Journal of Industrial Ecology*. In this study, they analysed the financial effects of adopting sustainable packaging techniques. According to the findings, businesses who adopted environmentally friendly packaging designs saw a significant reduction in the amount of money spent on materials, which contributed to total cost reductions.

Lower Transportation Costs

Packaging that is sustainable typically has designs that are lightweight, which may lead to reduced transportation expenses for organisations. A study that was carried out by Poyry Management Consulting (2017) investigated the effects that lightweight packing materials have on the environment as well as the economy in the European Union. According to the findings of the study, businesses who operate inside the EU market would see a reduction in the expenses resulting from logistics and transportation-related emissions if they used lightweight packaging materials such as recycled plastics and paper-based materials. The economic benefits of adopting packaging options that are both lightweight and environmentally friendly come to light by these studies.

Enhanced Brand Loyalty

Increasing brand loyalty among consumers who are sensitive to the environment may be accomplished through the use of green packaging techniques, which can result in long-term economic rewards for businesses. A study that was conducted by Carrington and colleagues (2016) and published in the Journal of Marketing looked into the attitudes and actions of consumers with regarding environmentally friendly packaging. Based on the findings of the research, it was found that customers were more likely to form positive views towards organisations that prioritised environmental sustainability in their packaging methods. Therefore, companies that match their packaging strategy with sustainability principles have the opportunity to attract and keep customers who are mindful of the environment, thereby developing brand loyalty and gaining higher revenues over a period of time.

iii. Social Benefits

Green packaging plays a significant role in promoting social responsibility by fostering environmental awareness and encouraging consumers to adopt sustainable practices. Through its eco-friendly design and materials, green packaging sends a powerful message about the importance of environmental control. Consumers are increasingly concerned about the environmental impact of their purchasing decisions, and green packaging provides them with an opportunity to support sustainability through their choices.

Promoting Environmental Awareness and Sustainable Practices

The use of green packaging is an important factor in increasing customers' awareness of environmental issues. Green packaging conveys a message of environmental care by the use of materials that are either recyclable, biodegradable, or reusable. This motivates customers to take into consideration the impact that their purchase decisions have on the environment and implement more environmentally responsible behaviours into their day-to-day lives. Consumers may actively seek out items that are wrapped in recyclable materials as they become more aware of the benefits of green packaging. This leads to an increase in the demand for sustainable alternatives.

Enhancing Corporate Reputation and Trustworthiness

The dedication of businesses to social responsibility and environmental sustainability is demonstrated by their priority of green packaging. In addition to being consistent with the values of consumers, this also improves the reputation of the company and its trustworthiness. The findings of a study conducted by Jain and Kaur (2004) indicate that consumers are more willing to support and trust businesses that display a real commitment to sustainability. In order to separate themselves from their competition, attract consumers who are environmentally concerned, and develop deeper connections with stakeholders, businesses can differentiate themselves by implementing environmentally friendly packaging techniques.

2.4 Young Consumer Behaviour in Malaysia

2.4.1 Young Consumer Definition

Young consumers, typically aged between 18 to 35 years old, represent a significant demographic in Malaysia's consumer market. As stated by Kim and Kim (2017), young consumers are frequently distinguished by their high degrees of technology fluency, digital literacy, and platform familiarity. These individuals are accustomed to utilizing a variety of digital platforms for information, entertainment, and business since they were born into a time of rapid technology development.

Furthermore, Ng and Lee (2019) research indicate that young consumers prioritize social and environmental issues. They are inclined to prioritize social consciousness and environmental awareness, preferring products and businesses that resonate with their values and principles. This includes a preference for products sourced ethically, sustainable procedures, and eco-friendly packaging.

Young consumers frequently exhibit unique purchase patterns and preferences. They frequently adopt new goods and trends early, place a higher value on experiences than material belongings, and give preference to companies who share their values and views, such as those that emphasize social responsibility and sustainability. Additionally, they are more inclined to shop online and do deep product research before deciding what to buy.

Customers in the younger age groups continue to play an essential role in the market, despite the fact that they typically have less money than customers in the older age groups. Not

only do their purchases have an impact on specific businesses and industries, but they also have an impact on broader cultural and societal trends. Because of the high degree of digital connectivity that they possess, they are also able to utilise social media for sharing their ideas and preferences, which in turn increases the effect that they have.

2.4.2 Environmental Awareness and Attitude

Young consumers in Malaysia exhibit a growing awareness of environmental issues, driven by various factors such as education, media exposure, and societal trends. Increased access to information through digital platforms and educational initiatives has contributed to greater environmental literacy among Malaysian youth. They are more cognizant of the environmental challenges facing the planet, including climate change, deforestation, pollution, and biodiversity loss.

Studies have shown that young Malaysians are actively seeking information about environmental issues and sustainability, reflecting a desire to stay informed and engaged with current environmental discourse (Tan & Lau, 2011). Social media platforms, environmental campaigns, and educational programs play pivotal roles in disseminating information and raising awareness among young consumers about the importance of environmental conservation and sustainable living practices.

The environmental attitudes of young consumers in Malaysia are characterized by a mixture of concern, responsibility, and activism. They express genuine concern about the state of the environment and are increasingly inclined towards adopting pro-environmental behaviours in their daily lives. Environmental consciousness is intertwined with broader societal values such as social responsibility, ethical consumption, and community engagement.

Research suggests that young Malaysians exhibit positive attitudes towards sustainability and are willing to take action to address environmental issues (Zuraidah et al., 2012). They view themselves as agents of change and recognize their role in contributing to a more sustainable future through individual and collective actions. Environmental attitudes are often influenced by personal values, cultural beliefs, peer influences, and socio-economic backgrounds, shaping young consumers' perceptions and behaviours towards green initiatives.

2.5 Intersection of Omnichannel Shopping and Green Packaging Awareness

2.5.1 Green Packaging in Omnichannel Strategies

The integration of environmentally friendly packaging into omnichannel initiatives involves a one-of-a-kind set of obstacles and possibilities. According to Jain and Sharma (2019), retailers have a responsibility to ensure that sustainable packaging options are consistent across all channels, including online orders and in-store transactions with customers. According to Magnier and Schoormans (2017), environmentally concerned consumers might be more loyal to a company if they are effectively informed about the efforts that are being made to provide environmentally friendly packaging.

These are various way for retailers implemented green packaging to omnichannel shopping. Firstly, doing product assortment. Retailers can offer a curated selection of products packaged using eco-friendly materials across all channels. By prioritizing sustainable packaging options, retailers encourage consumers to make environmentally conscious purchasing decisions. Secondly, there must be transparent communication. Clear communication about green packaging initiatives is crucial for building trust and credibility with consumers. Retailers should transparently convey information about the environmental attributes of packaging materials, such as recyclability, biodegradability, and certifications. Thirdly, collaboration with suppliers. Collaborating with suppliers and packaging manufacturers is essential for sourcing sustainable packaging materials and optimizing packaging designs. Retailers can work closely with suppliers to identify environmentally friendly alternatives and implement packaging innovations. Lastly, incentivizing eco-friendly choices. Retailers can incentivize consumers to choose green packaging options by offering rewards, discounts, or loyalty points. By highlighting the environmental benefits of choosing sustainable packaging, retailers encourage consumer behaviour change.

2.5.2 Young Consumers' Perception and Behaviour

Research suggests that young consumers are more likely to engage with brands that incorporate green packaging in their omnichannel strategies (Gleim et al., 2013). They appreciate transparency and authenticity in a brand's sustainability claims and are influenced by eco-labels and certifications (Tariq et al., 2019). Moreover, young consumers' purchasing

decisions are increasingly guided by social and environmental considerations, reflecting a shift towards more responsible consumption patterns (Ng et al., 2019).

Green packaging is perceived as an important factor influencing purchase decisions among young consumers. They recognize the environmental benefits of choosing products with eco-friendly packaging and are willing to pay a premium for sustainability. Young consumers in Malaysia demonstrate a heightened awareness of environmental issues and express genuine concern about sustainability. They view green packaging as a positive step towards reducing environmental impact and mitigating climate change. Young consumer also exhibits a preference for brands that demonstrate environmental responsibility, including the use of green packaging. They are more likely to support brands that align with their values and prioritize sustainability in their packaging choices.

2.5.3 Case Studies and Best Practices

i. **Tesco Malaysia**

According to a study by Parker and Leith (2020), retailers that implement green packaging initiatives and customer incentives can significantly reduce plastic waste and enhance consumer engagement in sustainability practices. The study highlights the role of rewards programs in motivating customers to adopt environmentally friendly behaviours, which is consistent with Tesco Malaysia's approach (Parker & Leith, 2020). Overall, Tesco Malaysia's green packaging initiatives are a comprehensive approach to reducing environmental impact and promoting sustainability, making it a leader in the retail industry's shift towards more sustainable practices.

Reusable Shopping Bags and Rewards Program

One of the most famous projects is the development of shopping bags that are made from recycled materials and can be reused. These bags are intended to serve as a replacement for single-use plastic bags, therefore greatly reducing the amount of trash produced by plastic. Tesco Malaysia has launched a rewards programme that provides consumers with an incentive to bring their own bags to the store in order to increase the use of these reusable shopping bags. Customers that take part in this programme have the opportunity to earn points or discounts, which not only

encourages environmentally responsible behaviours but also strengthens customer loyalty and engagement.

Recycling and Waste Reduction Efforts

Tesco Malaysia has implemented recycling facilities within its stores, in addition to pushing customers to use reusable bags. Customers have the opportunity to recycle a variety of items, including plastic, paper, and aluminium, at these facilities, which contributes to the development of a circular economy. In addition, the shop runs educational initiatives with the goal of increasing people's understanding of the significance of recycling and reducing trash. Customers are given the ability to make more environmentally responsible decisions as a result of these programmes, which frequently include information on how to properly separate garbage and the environmental benefits of recycling.

ii. Lazada Malaysia

An important step towards more environmentally responsible e-commerce practises is represented by the introduction of environmentally friendly packaging alternatives by Lazada Malaysia. By giving sellers the option to select environmentally friendly materials for their packaging, Lazada is encouraging the use of materials that are recyclable, biodegradable, or reused. This is consistent with larger worldwide initiatives to lessen the environmental impose that e-commerce operations have. According to a journal article by Khalil et al. (2022), sustainable packaging in e-commerce is crucial for mitigating the negative environmental impacts of the sector. The study highlights that consumer demand for eco-friendly packaging is increasing, driven by growing environmental awareness and regulatory pressures. The authors argue that companies adopting sustainable packaging solutions can enhance their brand image, attract eco-conscious consumers, and comply with evolving environmental regulations (Khalil, M., et al., 2022).

Lazada Malaysia's Green Initiative

With the launch of its Green Initiative, Lazada Malaysia has taken the first step towards achieving its goal of promoting environmentally responsible online shopping. This programme is designed to give sellers with a variety of

environmentally friendly packaging options, which include materials that are recyclable, biodegradable, and reusable. By implementing these choices, Lazada intends to significantly decrease the negative impact that its operations have on the environment and to establish a standard for other e-commerce platforms to follow in the future.

The Green Initiative offers sellers the following sustainable packaging options:

- *Recyclable Materials*

These packaging materials can be reprocessed and reused, thereby reducing the reliance on virgin resources. By choosing recyclable packaging, sellers contribute to a circular economy where materials are continuously cycled back into use, minimizing waste and resource consumption.

- *Biodegradable Materials*

Packaging that can naturally decompose reduces the burden on landfills and lowers environmental pollution. Biodegradable materials break down through natural processes, returning to the environment without leaving harmful leftover, thus supporting ecosystem health.

- *Reusable Packaging*

Designed to be used multiple times, reusable packaging can significantly cut down on waste generation. This option not only extends the life cycle of the packaging materials but also encourages a shift in consumer habits towards more sustainable practices

Lazada is dedicated to incorporating these environmentally friendly packaging alternatives into its own fulfilment processes, in addition to providing merchants with these eco-friendly options. By taking two different approaches, the platform's environmental effect is reduced from the perspective of both sellers and operations. Lazada's determination to using sustainable materials in its packaging procedures demonstrates its commitment to corporate responsibility and environmental management.

Lazada is responding to the increased customer demand for sustainable practices and products by promoting eco-friendly packaging. This project raises consumer awareness of the value of sustainability while also assisting in the reduction of plastic waste and carbon footprints. As a consequence, Lazada is establishing itself as the leader in environmentally friendly e-commerce in addition to helping to create a healthier planet.

A major step in the right direction towards lessening the environmental impact of e-commerce is Lazada Malaysia's Green Initiative. Lazada is leading the market in sustainability by offering reusable, recyclable, and biodegradable packaging solutions and incorporating these principles into its own operations. This action supports environmentally friendly corporate operations and is in line with growing consumer and regulatory expectations for such activities.

iii. **Aeon**

Aeon, a big retail chain, has adopted a phased approach to systematically reduce the usage of single-use plastics across its stores. This initiative is part of a broader strategy aimed at promoting sustainability and mitigating environmental impact. Research supports the effectiveness of such initiatives in reducing plastic waste and promoting environmental sustainability. For instance, a study by Xanthos and Walker (2017) highlights the positive impact of policy measures and retailer initiatives in reducing plastic bag consumption and improving environmental outcomes. The study emphasizes the importance of a combined approach, involving both regulatory measures and voluntary actions by businesses, to achieve significant reductions in plastic waste (Xanthos & Walker, 2017).

Minimize Single-use Plastics in its Stores

The reduction of environmental impact and the promotion of sustainability are the ultimate goals of this approach, which consists of various stages. A primary objective of the first phase is to completely rid away with the usage of plastic bags at checkout counters. These plastic bags are replaced with biodegradable alternatives, such as paper bags, and Aeon encourages the use of reusable choices, such as tote bags, because they are more environmentally friendly. The purpose of this transition is to raise awareness about the negative environmental effects of

plastic trash and to provide alternatives that are beneficial to the environment in order to encourage consumers to adopt more sustainable behaviours.

The dedication of Aeon to lowering the amount of single-use plastics is in step with broader worldwide trends and legal developments that are focused at minimising the amount of pollution caused by plastic. According to research conducted by Thiel et al. (2013), plastic bags are a substantial contributor to marine pollution and take hundreds of years to degrade, resulting in long-term harm to the environment. Through the implementation of an ongoing decrease of single-use plastics, Aeon is making a contribution to the worldwide effort to minimise the amount of waste plastic and the negative consequences that it has on the environment.

Additionally, Aeon's strategy includes educational programmes that are designed to educate customers about the advantages of utilising bags that are both biodegradable and reusable material. In order to bring about a shift in behaviour and to create a culture that values sustainability, these measures are very necessary. According to research conducted by Jakovcevic et al. (2014), consumer education and engagement are effective ways for lowering the amount of plastic that is consumed from consumers. As a result, the strategy of Aeon is not only about the replacement of plastic bags, but also with the development of a consumer base that is conscious of the environment.

The progressive approach that Aeon is taking to reduce the use of single-use plastics is a complex plan that addresses environmental issues via the implementation of practical measures and the education of consumers. This method not only contributes to the achievement of global sustainability goals, but it also establishes a model for other merchants to follow in their efforts to reduce the amount of pollution caused by plastic.

2.6 Empirical Literature Review

Several empirical researches have been conducted to explore the behaviour and perception of young customers with respect to sustainability. These studies have also investigated their views towards sustainable products and packaging. For instance, Lee and Kim (2019) conducted a study in which they discovered that young customers in Malaysia have a positive view towards environmentally friendly items and are prepared to pay a higher price for sustainable alternatives. In a similar vein, Tan et al. (2020) conducted research that found young Malaysian consumers place a high priority on sustainability when making shopping decisions. This finding suggests that this group is becoming increasingly conscious of environmental challenges.

Even though there has not been a lot of study done on the omnichannel purchasing behaviour of young customers in Malaysia, studies from other countries have provided insight into the connection between online buying and environmental concerns. One example is the findings of a research conducted by Liang et al. (2018), which discovered that the ease of online purchasing frequently takes priority over environmental concerns for young customers in China. On the other hand, there is evidence to show that integrating sustainability measures into online shopping platforms, such as green packaging alternatives, can have a beneficial effect on the purchase decisions of customers (Tian et al., 2020).

Young customers' knowledge of green packaging in omnichannel purchasing situations may be influenced by a number of different variables. Individual values and awareness of the environment are also included in this category, in addition to demographic factors like age, level of education, and income. According to Bigne et al. (2005), marketing tactics such as eco-labelling and promotional campaigns have the potential to play a substantial role in promoting sustainable behaviours among young customers and increasing awareness of the need of maintaining a sustainable lifestyle.

In conclusion, businesses and governments looking to advance sustainability in the retail industry have to understand young customers' awareness of green packaging in omnichannel purchasing. Empirical studies reveal that young Malaysian consumers have a positive attitude towards sustainability, pointing to a possible responsiveness to green packaging initiatives. However, further research is required to determine the particular variables impacting consumers' awareness of green packaging in omnichannel purchasing environments and to create specific measures that support sustainable consumer behaviour.

2.7 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) offers a comprehensive framework for understanding consumer behaviour, particularly in the context of environmental issues such as green packaging awareness. In Malaysia, where young consumers are increasingly engaging in omnichannel shopping, it is essential to explore how TPB factors influence their awareness of green packaging. The researcher will examine the application of TPB in determining green packaging awareness among young consumers in Malaysia's omnichannel shopping environment.

According to the Theory of Planned Behaviour (TPB), an individual's behaviour is impacted by three primary factors: attitudes, subjective standards, and perceived behavioural control for the individual (Ajzen, 1991). Attitudes are an individual's judgement of the behaviour, subjective norms are a reflection of the felt social pressure to execute the behaviour, and perceived behavioural control is a relationship between the perceived ease or difficulty of executing the behaviour. When applied to the concept of green packaging awareness, the theory of planned behaviour (TPB) implies that the attitudes of young consumers towards environmentally friendly activities, social pressures, and perceived control over adopting green packaging all play significant roles in developing their knowledge.

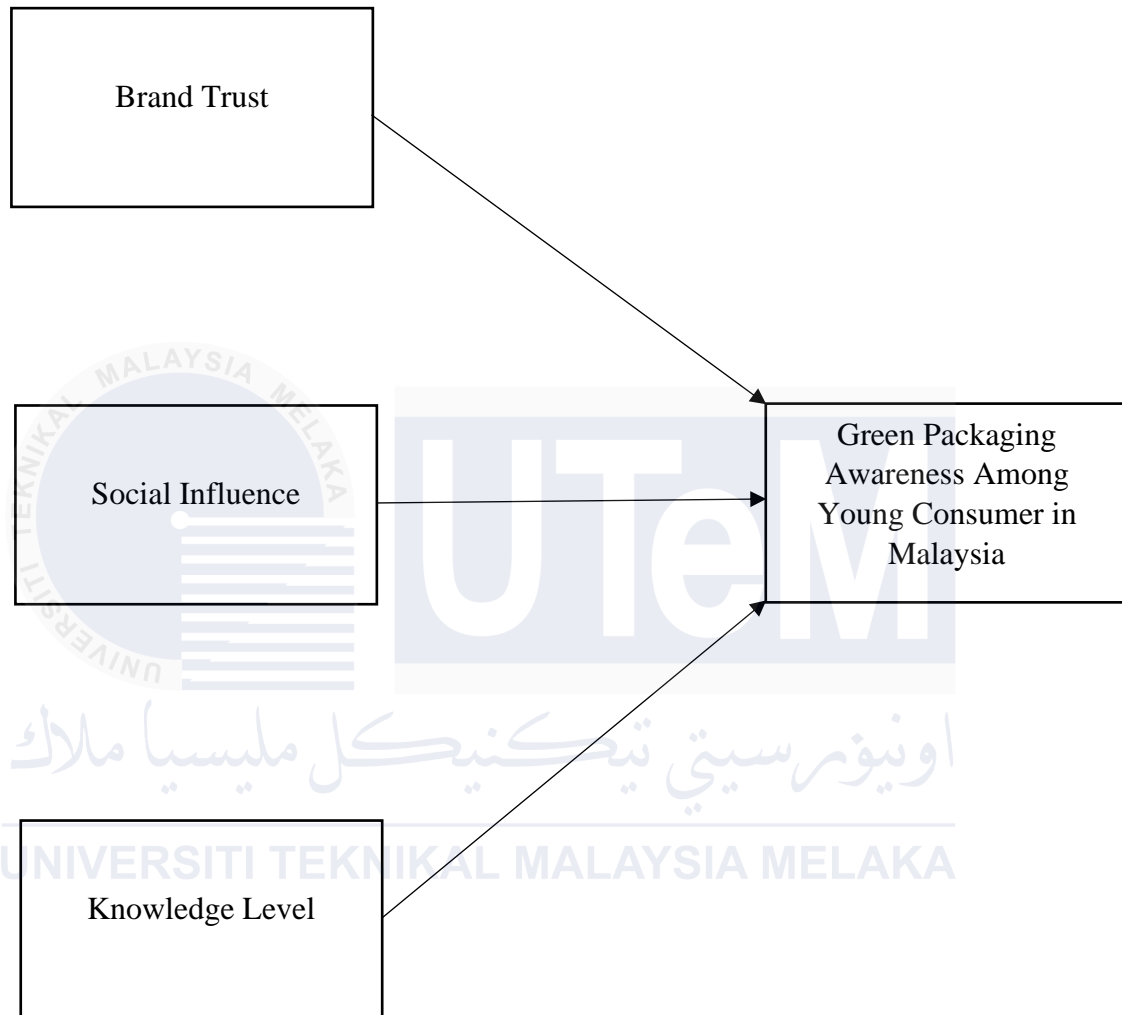
Various issues, such as worries about the environment, health consciousness, and ethical considerations, all play a role in shaping the attitudes of young consumers towards green packaging (Kotler, 2011). Green packaging solutions are more likely to be recognised and accepted by consumers when they are viewed through a perspective of environmentally beneficial behaviours. Researchers are able to evaluate the degree and direction of these attitudes, as well as the influence that they have on the green packaging awareness of young customers in omnichannel purchasing the preferences, which may be done using TPB.

The social pressures or expectations that are believed to be placed on a specific behaviour are referred to as subjective norms. Young people may be affected by the opinions of their classmates, members of their families, and members of online communities when it comes to the knowledge of green packaging (Chan et al., 2019). Through the use of TPB, developing an understanding of these subjective norms provides insight into the ways in which social factors change the attitudes and behaviours of young customers with respect to green packaging in omnichannel purchasing circumstances.

The individual's view of their own ability to carry out the behaviour that is being examined is included in the concept of perceived behavioural control. When it comes to the understanding of green packaging, young consumers may perceive restrictions such as a restricted supply of green solutions, greater costs, or a lack of information about sustainable alternatives. By utilising TPB, researchers are able to investigate the ways in which these observed limits influence the attitude and capability of young customers to embrace green packaging in both online and offline purchasing channels.

In conclusion, the application of the Theory of Planned Behaviour (TPB) offers useful insights into the factors that determine the level of consumer awareness about green packaging among younger customers in the omnichannel retail landscape of Malaysia. Researchers are able to gain a better understanding of the elements that influence young consumers' knowledge and acceptance of environmentally friendly packaging alternatives by conducting an investigation into attitudes, subjective norms, and perceived behavioural control. In order to encourage sustainable practices and satisfy the increased need for green packaging in omnichannel stores, it is essential for policymakers, marketers, and enterprises to have this understanding.

2.8 Research Framework



i. Brand Trust

In today's increasingly environmentally conscious marketplace, consumers are becoming more attentive to the sustainability efforts of brands, particularly in the realm of packaging. Green packaging initiatives, aimed at reducing environmental impact and promoting sustainability, have become a focal point for many companies. However, the success of these initiatives often hinges on consumers' perceptions and attitudes towards the brands implementing them. Central to this relationship is the concept of brand trust, which encompasses consumers' confidence and reliance on a brand's ability to deliver on its promises.

Smith et al. (2016) found that consumers are more likely to support environmentally friendly brands when they perceive them as trustworthy and credible. Similarly, Lee and Shin (2017) observed a positive relationship between brand trust and consumers' willingness to pay premium prices for green products. These findings suggest that brand trust not only enhances brand loyalty but also facilitates the acceptance of sustainable practices.

In the context of green packaging, brand trust serves as a critical determinant of consumers' perceptions and behaviours. Research by Chen and Chang (2018) indicates that consumers are more inclined to view green packaging initiatives favourable when they trust the brands behind them. This trust enables consumers to believe in the authenticity and sincerity of brands' sustainability efforts, fostering a positive attitude towards eco-friendly packaging options. Moreover, studies by Kim and Choi (2019) highlight the role of trust in mitigating scepticism and uncertainty surrounding green claims, leading to greater acceptance and adoption of green packaging solutions. Fostering brand trust should be a priority for companies looking to engage consumers in green packaging initiatives. By building trust through transparent communication, ethical practices, and consistent performance, brands can enhance their credibility and legitimacy in the eyes of consumers.

ii. Social Influence

Consumer behaviour towards green packaging is influenced by various social factors, including peer interactions, societal norms, and cultural values. Understanding the role of social influence in shaping attitudes and behaviours towards environmentally friendly packaging is essential for developing effective strategies to promote sustainable consumption practices.

Numerous studies have investigated the influence of social factors on consumer behaviour in the context of sustainability and environmental conservation. For example, Schultz et al. (2007) found that individuals are more likely to adopt environmentally friendly behaviours when they perceive them as socially desirable and normative within their social circles. Similarly, research by Bostrom et al. (2012) highlights the role of social norms in shaping individuals' intentions to engage in pro-environmental actions, including the use of green products and packaging.

Social influence plays a significant role in driving consumer attitudes and behaviours. For instance, studies by Chang and Chen (2013) demonstrate that peer recommendations and

social endorsements can positively impact consumers' willingness to choose products with eco-friendly packaging. Likewise, research by Lee and Lee (2018) suggests that cultural values and societal norms influence individuals' perceptions of packaging materials and their preferences for sustainable alternatives.

Understanding the social context in which consumer decisions are made is crucial for developing targeted communication strategies that leverage social influence to promote sustainable behaviours. By highlighting the social desirability of green packaging and emphasizing the normative nature of environmentally friendly practices, marketers can effectively engage consumers and drive positive change. Policymakers can play a key role in shaping social norms and cultural values related to sustainability through educational initiatives, public awareness campaigns, and regulatory measures. By fostering a societal climate that values environmental conservation and sustainable consumption, policymakers can create an enabling environment for the widespread adoption of green packaging practices.

iii. Knowledge Level

Knowledge about environmental issues and sustainable practices plays a crucial role in shaping attitudes and behaviours towards green packaging. Research has consistently shown that knowledge about environmental issues positively influences attitudes and behaviours towards sustainability. Studies by Jones and Aiken (2016) and Wang et al. (2018) found that individuals with higher levels of environmental knowledge are more likely to engage in pro-environmental behaviours, including recycling, energy conservation, and sustainable consumption. Similarly, research by Chen and Chang (2019) suggests that increased knowledge about the environmental impact of packaging materials can lead to greater awareness and support for green packaging initiatives.

Knowledge level emerges as a significant determinant of consumer awareness and adoption. Studies by Lee and Park (2017) and Kim et al. (2020) demonstrate that young consumers who are more knowledgeable about the environmental benefits of green packaging are more likely to actively seek out and purchase products with eco-friendly packaging options. Moreover, research by Smith and Brown (2019) suggests that educational interventions and information campaigns can effectively increase knowledge levels and promote green packaging awareness among young consumers.

Efforts to increase knowledge about environmental issues and sustainable practices should be prioritized through educational initiatives, awareness campaigns, and information dissemination channels. By providing young consumers with accurate and accessible information about the environmental benefits of green packaging, stakeholders can empower them to make more informed and sustainable choices. Marketers can leverage knowledge level as a strategic tool in promoting green packaging initiatives. By highlighting the environmental attributes of their products and packaging materials and providing transparent information about their sustainability efforts, brands can appeal to the values and preferences of environmentally conscious young consumers.

2.9 Summary

In this chapter, the researcher has discussed on the green packaging awareness in omnichannel shopping among young consumer in Malaysia. The definition of omnichannel shopping, green packaging and also young consumer has been further explained. The theory used in this chapter is Theory Planned Behaviour (TPB). The proposed research framework consists of dependent and independent variables. The independent variable which is green packaging awareness among young consumer in Malaysia and dependent variables such as information accessibility, social influence, brand trust and knowledge level has been go through in this chapter. Last but not least, the following chapter will be discussed about the research methodology.

2.10 Summary of The Demographic Green Packaging Awareness in Omnichannel Shopping Among Young Consumer in Malaysia.

Table 2.1: Summary of The Demographic Green Packaging Awareness in Omnichannel Shopping Among Young Consumer in Malaysia.

Authors	Abstract	BT	SI	KL
Kim, J., & Choi, J. 2019	This study examines how green packaging affects cosmetic product quality, brand attitude, and purchase intention. Green packaging improves consumers' product quality views, according to study. This improved quality perception boosts brand loyalty and buying intent. The survey emphasises the necessity of green packaging for cosmetic companies to boost their market position and attract eco-conscious consumers. The findings imply that green packaging improves customer perceptions and behaviours and promotes environmental sustainability.	+		+
Chen, Y., & Chang, C. 2018	This study analyses how brand awareness and price consciousness influence the effect of green packaging on customer buying behaviour. The research shows that green packaging improves customers' buying intentions and behaviour. Consumer brand awareness and pricing consciousness reduce this impact. When customers have great brand awareness and little price concern, green packaging affects buying behaviour more. The study	+		

	implies that organisations should consider these mitigating elements when creating and marketing green packaging to attract and keep eco-conscious consumers.			
Chang, C. H., & Chen, Y. S. 2013	This study investigates the concept of green brand equity and its influence on consumer attitudes and purchase intentions, with a focus on green packaging. The research explores how green branding, which includes environmentally friendly packaging, can enhance brand equity by positively affecting consumers' perceptions and behaviours. The findings indicate that green packaging significantly contributes to green brand equity by improving brand attitudes and increasing purchase intentions. Consumers who perceive a brand's packaging as environmentally friendly are more likely to develop favourable attitudes towards the brand and show a higher likelihood of purchasing its products. The study suggests that companies should invest in green packaging as a strategic approach to building stronger brand equity and driving consumer loyalty in the growing market for sustainable products.	+	+	
Lee, M. S., & Lee, M. J. 2018	This study analyses how cultural values affect customers' green packaging preferences. The research shows how social factors affect customers' views on eco-friendly packaging. Culture strongly		+	

	<p>affects customers' perceptions of green packaging's importance and effectiveness. Consumers with strong environmental ideals and social preferences choose green packaging and sustainable products. Consumers in less environmentally conscious societies may be less interested in green packaging. To reach customers across cultures, marketers must consider cultural norms while pushing green packaging efforts.</p>			
<p>Wang, X., et al. 2018</p>	<p>In China, this study examines how environmental knowledge affects customers' willingness to buy eco-friendly packaged items. The study uses empirical analysis to examine how environmental awareness affects consumer behaviour towards sustainable packaging. Higher environmental awareness considerably increases customers' preferences to buy eco-friendly packaged items. The study also finds that environmental views and perceived consumer effectiveness influence the connection among environmental knowledge and purchase intentions. The findings indicate that environmental education and awareness efforts can encourage customers to use eco-friendly packaging. Policymakers and marketers seeking to promote sustainable consumption in China might learn from the study.</p>		+	+

<p>Jones, M. A., & Aiken, K. D. 2016</p>	<p>This long-term investigation examines how knowledge and availability affect recycling rates. Increased recycling awareness and facility accessibility affect recycling behaviours, according to the study. The study examines knowledge gain, environmental attitudes, and recycling behaviour using long-term participant data. The data show that people with more recycling knowledge and better access to recycling facilities recycle more and follow recycling requirements. The study emphasises the relevance of education and infrastructure improvements in encouraging sustainable behaviours and suggests approaches to increase recycling rates through targeted interventions and policies.</p>			<p>+</p>
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(Brand Trust (BT), Social Influence (SI), Knowledge Level (KL))

(‘+’ IS Positive Relationship)

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter provides an overview of the study methodology that was conducted in order to evaluate the level of green packaging knowledge among young customers in Malaysia who engage in omnichannel shopping. It includes the layout of the research project, the selection of samples, the methods of data collecting, the creation of instruments, the techniques of data processing, and the ethical issues involved. In order to guarantee the dependability and validity of the findings, the objective is to give a complete and systematic method to the research.

3.2 Research Design

Research design is the general plan of how the researcher will go about answering the research questions. It consists of the clear objectives derived from the research questions. And also, it specifies the sources from which the researcher intend to collect data, and the way of the researcher purposes to collect and analyse the data.

In this study, the researcher will use descriptive research as a method of inquiry to better understand the variables that affect young consumer awareness towards green packaging in omnichannel shopping, as well as to assess the key results of the respondents. We employ descriptive research to give researchers the option to study population or phenomenon information and attributes that are being evaluated using quantitative data (Lim et al., 2012). In other words, while finalizing the results among respondents surrounding a population or phenomenon, quantitative procedures are acceptable and effective. The quantitative approach enables the collection and analysis of numerical data, facilitating the identification of patterns, relationships, and statistical significance. The developed hypotheses, as they were later tested, are utilized to improve knowledge of the link between all the independent variables and the dependent variable. The cross-sectional method was chosen for data collecting because it would only be done once. As a result, the descriptive research design and the quantitative

approach were regarded appropriate in order to accomplish the goals and objectives of this study.

3.3 Research Hypothesis

H1: There is a significant relationship between brand trust and green packaging awareness among young consumer in Malaysia.

The hypothesis posits that young consumer in Malaysia have a more favourable perception of brands that emphasize green packaging within their omnichannel shopping strategies. This hypothesis is grounded in the increasing environmental consciousness among younger demographics and their preference for sustainable practices by companies.

Several studies highlight the growing importance of environmental responsibility in shaping consumer perceptions. According to Hartmann and Apaolaza-Ibáñez (2012), consumers tend to develop a positive attitude towards brands that adopt environmentally friendly practices, including green packaging, as it aligns with their values and concerns about sustainability. This positive perception is often associated with increased brand loyalty and a willingness to support such brands over those that do not demonstrate similar commitments to environmental stewardship.

Research by Prakash and Pathak (2017) emphasizes that green packaging significantly influences consumer perceptions of a brand's image. They argue that environmentally conscious packaging acts as a signal of a brand's commitment to sustainability, enhancing its reputation among consumers who prioritize environmental issues. This effect is particularly pronounced among younger consumers who are more likely to be environmentally conscious and responsive to green marketing initiatives.

Young consumers, typically categorized as millennials and Generation Z, have been shown to exhibit strong preferences for brands that engage in sustainable practices. A study by Williams and Dargel (2020) found that this demographic group not only prefers but expects brands to demonstrate corporate social responsibility, including the use of green packaging. The study highlighted that brand failing to meet these expectations risk negative perceptions and potential loss of market share among younger consumers.

The integration of green packaging in omnichannel strategies also plays a crucial role in enhancing brand perception. As highlighted by Laroche, Bergeron, and Barbaro-Forleo (2001), consumers in an omnichannel shopping environment are exposed to consistent brand messages across multiple platforms. When these messages emphasize sustainability and green packaging, they reinforce positive brand perceptions and strengthen consumer trust and loyalty.

The hypothesis young consumers in Malaysia have a better opinion of brands that use green packaging in both online and offline shopping compared to brands that do not is supported by a body of literature indicating a strong correlation between environmental responsibility and consumer perceptions. As young consumers increasingly value sustainability, brands that adopt green packaging practices are likely to enjoy enhanced reputations and greater consumer loyalty.

H2: There is a significant relationship between social influence and green packaging awareness among young consumer in Malaysia.

This hypothesis posits that young consumer in Malaysia develop positive reaction towards green packaging choice by social influence. The underlying rationale is grounded in the intersection of environmental consciousness and social influence. Several studies support this hypothesis by highlighting the correlation between environmental awareness and social influence.

Cialdini and Goldstein's (2004) research on normative influence highlights the significant influence that social norms have on consumer behaviour when it comes to making environmentally friendly decisions. According to their study, people are far more likely to choose items with green packaging or engage in other environmentally beneficial behaviours when they see others doing so. This situation implies that consumer decisions are significantly influenced by opinions of social desirability. Given the current state of green packaging knowledge among Malaysian youth, this effect may result in an increased preference for environmentally friendly packaging materials. Social media and other platforms that prominently showcase trends and behaviours can enhance this effect by promoting and validating the adoption of sustainable practices. Therefore, normative influence promotes a wider social change towards sustainability in omnichannel purchasing settings in addition to encouraging individual pro-environmental decisions.,

According to Statista's research from 2023, young Malaysians' purchasing habits are significantly impacted by internet platforms. This group actively uses social media and digital channels for research on products and for making purchase decisions, in addition to using them for social interaction. Since internet platforms are so convenient and easily accessible, young customers can explore a wide range of items, compare prices, read reviews, and learn about businesses and their sustainability initiatives, such as using green packaging. Customers' choices are shaped by digital influence, which gives them instant access to peer recommendations, trends, and environmental factors. This influences their decision to choose companies and goods that share their values, such as those that support environmentally friendly packaging. As a result, companies may connect more deeply with young Malaysian customers who give environmental consciousness top priority when making purchases if they successfully use digital platforms to convey their dedication to sustainability.

When these variables are combined, it is clear that social and digital elements work together to raise young Malaysian consumers' knowledge of green packaging, especially in omnichannel purchasing environments. Environmentally friendly items are more visible on social media platforms, and consumers are more likely to favour sustainable packaging solutions due to normative constraints and increasing internet accessibility. This awareness and preference further strengthened by targeted marketing methods and educational efforts.

H3: There is a significant relationship between knowledge level and green packaging awareness among young consumer in Malaysia.

According to the hypothesis, young consumers become more conscious of sustainable packaging techniques as they gain more knowledge about environmental concerns, such as the effects of packaging materials on the environment. The importance of sustainability is highlighted by social trends, media coverage, and educational efforts.

Sustainability-aware consumers are more likely to acknowledge the advantages of sustainable packaging, including decreased waste, a lower carbon footprint, and recyclable or biodegradable materials. This understanding promotes a beneficial relationship whereby young customers who possess greater levels of environmental knowledge show heightened awareness and a desire for items packaged sustainably.

Research by Laroche et al. (2001) highlights the significant role of environmental knowledge in shaping consumer awareness and behaviours related to sustainability, particularly in the context of packaging practices. The study underscores that the consumers with a deeper understanding of environmental issues are better equipped to grasp the implications of packaging materials on the environment. This heightened awareness enables them to recognize the environmental impacts associated with different packaging choices, such as energy consumption, waste generation, and resource depletion.

Laroche et al. suggest that as consumers become more knowledgeable about sustainability, they are more inclined to seek out products and brands that align with their environmental values. This includes preferences for packaging that minimizes ecological footprint through practices like recyclability, biodegradability, or the use of renewable materials. The study indicates that environmental knowledge acts as a catalyst, prompting consumers to consider broader environmental consequences beyond immediate product benefits.

Blackwell et al. (2001) research highlights how important accessibility to knowledge and educational initiatives are in increasing consumer understanding of sustainability problems, especially when it comes to packaging methods. The study shows that young consumers' comprehension of sustainability increases when they are exposed to educational programmes that tackle environmental issues. They gain information about the environmental effects of various packaging materials, including paper, plastic, and biodegradable substitutes, due to this exposure.

Empirical data from market research and surveys, such those done by Nielsen (2020), highlights a significant consumer tendency among younger generations to prioritise firms that demonstrate environmental responsibility, especially in terms of sustainable packaging methods. These studies repeatedly show that, as environmental knowledge and awareness have increased, customers are beginning to focus on sustainability as a consideration for their purchase decisions.

Younger customers are more inclined to choose businesses and goods that share their environmental values, according to Nielsen's research. This preference also includes packaging decisions that minimise the impact on the environment, such turning to biodegradable alternatives, recycling materials, or cutting back on packaging waste. Customers' knowledge of sustainable packaging alternatives appears to increase as they learn more about

environmental concerns through education, media, and information campaigns, according to the research.

Furthermore, Nielsen's surveys clearly show the relationship between consumer behaviour and environmental knowledge, with consumers showing greater levels of environmental awareness actively seeking out and supporting companies that show a commitment to sustainability. Particularly among younger generations who place a higher value on ethical and sustainable activities, this trend highlights a changing consumer mindset in which environmental factors are crucial in determining brand loyalty and purchase decisions.

3.4 Population and Sample

In the context of this study, the demographic of interest consists of young consumers in Malaysia who are between the ages of 18 to 35, Malaysian citizen and who engage in omnichannel shopping both online and in-store. According to Department of Statistics Malaysia (DOSM) the population for age between 18 to 35 in Malaysia is 13.2 million. The huge number of population make this study become relevant and ensure the gather data process become smooth. Their participant in this study is very important because they are mostly use the online shopping platform to purchase any kind of product or services. The use of a stratified random sample approach was employed in order to guarantee appropriate representation across a wide range of demographic categories, including gender, income levels, and educational backgrounds. The sample size was selected by utilising the formula developed by Cochran, with the goal of achieving a confidence level of 95% and a margin of error of 5%. The sample size was roughly 120 individuals that participated in the survey. Convenience sampling, according to Babbie, E. (2016), is a non-probability method that chooses participants based on their availability and vicinity to the researcher. This approach entails selecting people who are easily accessible or readily available, such as friends, family members, or people who are nearby the researcher. Although quick and cheap, it could create selection bias and have a limited ability to generalise. According to Neuman, W. L. (2013), accidental sampling also referred to as haphazard or convenience sampling is a non-probability method where participants are selected depending on unplanned events or circumstances. It is frequently applied when there are few resources or difficult-to-access conditions. It might, however, add bias and reduce the representativeness of the sample.

In research, convenience sampling is a well-liked and useful method. Due to its speed, simplicity, accessibility, and affordability, this strategy is preferred by the majority of researchers (Henry, 1990). In research, convenience sampling has a number of benefits. First, convenience sampling enables researchers to choose individuals who are easily accessible and available, which facilitates data collecting. When the target group is hard to reach or has limited access, this strategy is especially helpful (Bryman, 2016). Second, because participants are selected based on convenience and immediate availability, convenience sampling enables speedy data gathering. This makes it a good option when time is of the essence or when researchers must quickly obtain exploratory data (Lavrakas, 2008). Thirdly, convenience sampling entails choosing individuals who are readily available or accessible, making it relatively simple to put into practise. For researchers who may lack funding, experience, or competence in more complex sampling procedures, its simplicity makes it a desirable alternative (Flick, 2018). The final benefit of convenience sampling is its affordability, which enables researchers to spend money on other project components (Teddlie and Yu, 2007). It may serve as a first step in obtaining financing for more extensive research.

3.5 Data Collection Methods

The selection of the sample size was the first step in the data analysis process. According to Roscoe (1975), the ideal sample size for the majority of studies is greater than 30 and lower than 500. The validity and reliability of the data in the model were then examined. The correlations between the independent factors and the dependent variable were then measured as part of the data analysis. Additionally, it showed the direction, intensity, and importance of all the variables' bivariate associations. Regression analysis, which determined the importance of variables as predictors, was the final step in the examination of the data. The data preparation stage involves organizing and preparing collected data for analysis, checking for missing values, outliers, and inconsistencies. According to Hair et al. (2019). It is crucial to clean and format the data to ensure accuracy and compatibility with chosen analysis techniques. Descriptive statistics are calculated to provide a comprehensive overview of the variables, allowing researchers to gain insights into central tendencies and variabilities according to Field (2018). Reliability analysis is conducted to assess the internal consistency and stability of the measurement scales used in the questionnaire as suggested by Hair et al. (2019)

Data was collected using a structured questionnaire designed to measure green packaging awareness, attitudes, and behaviours in omnichannel shopping. The questionnaire was distributed online through various social media platforms and email to reach the target demographic efficiently. The collected data was analysed using Statistical Package for the Social Sciences (SPSS) software. Descriptive statistics which is frequency analysis were used to summarize the demographic data and shopping behaviours and mean score analysis were used identify which factors are most and least important to respondents. Inferential statistics, including reliability and validity test, correlation analysis and multiple regression analysis, were employed to examine relationships and differences between variables.

3.6 Questionnaire Design

The questionnaire contains three parts. The first part which is part A is about the demographic of respondent, including age, gender, educational level, occupation, employment status, income, shopping habit and a control question of green packaging familiarity for the respondent. The second part which is part B is focusing on independent variable which are brand trust, social influence and knowledge level. The last part which is part C in the questionnaire is asking about dependent variable of how far Malaysian young consumer aware about the use of green packaging both online and in-store.

Multiple choice questions and Likert scale are applied in the questionnaire. Likert scale are based on five points rating scale, which 1 represented “strongly disagree”, 2 represented “disagree”, 3 represented “neutral”, 4 represented “agree” and 5 represent “strongly agree”.

Table 3.1: Five points rating scale by Rensis Likert in 1932

Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Table 3.2: List of question**Section B: Brand Trust, Social Influence, and Knowledge Level**

1) Brand Trust

No	Item	References
1.	I trust brands that use green packaging to be more environmentally responsible, both in online and in-store shopping.	Liu, W., & Zhang, L. (2020). Journal of Consumer Behaviour, 19(3), 173-182
2.	Brands that use green packaging are more reliable when shopping both online and offline.	
3.	I believe that brands using green packaging are committed to sustainability, regardless of whether I am shopping online or in a physical store.	Grewal, D., Roggeveen, A. L., & Nordfält, J. (2017). Journal of Retailing, 93(3), 225-239.
4.	When a brand uses green packaging, I trust that they are reducing their environmental impact, whether I purchase online or in-store.	
5.	I am more likely to trust a company that offers green packaging, whether I interact with the brand online or in a physical store.	

2) Social Influence

No	Item	References
1.	People important to me (family, friends, colleagues) encourage me to choose products with green packaging in online or physical store.	Kumar, P., & Polonsky, M. J. (2019). Journal of Business Ethics, 159(2), 443-456.
2.	Online reviews and social media influence my preference for brands that use green packaging.	
3.	Environmental campaigns and advertisements influence me to consider green packaging in my purchasing decisions.	
4.	The opinions of people I value (peers, influencers) affect my awareness of green packaging in omnichannel shopping.	
5.	I feel social pressure to choose products with green packaging when shopping in physical stores or online platforms.	

3) Knowledge Level

No	Item	References
1.	I have a good understanding of what green packaging is.	Barbarossa, C., De Pelsmacker, P., & Moons, I. (2017). Ecological Economics, 140, 190–200. Liu, W., & Zhang, L. (2020). Journal of Consumer Behaviour, 19(3), 173-182
2.	I am aware of the environmental benefits of green packaging.	
3.	I know how green packaging differs from traditional packaging	
4.	I understand the materials and processes involved in creating green packaging	
5.	My knowledge of green packaging affects my preference for certain brands or products.	

Section C: Green Packaging Awareness

No.	Item	References
1.	I am aware of products with green packaging when shopping online	Martínez, L. F., & Nishiyama, C. (2019). A review. Sustainability, 11(6), 1-15. Grewal, D., Roggeveen, A. L., & Nordfält, J. (2017). Journal of Retailing, 93(3), 225-239
2.	I notice green packaging options when shopping in physical stores.	
3.	I often see information about the environmental impact of green packaging when shopping online.	
4.	I regularly see green packaging options advertised on websites or social media	
5.	I actively seek out products that use green packaging when shopping both online and offline.	

3.7 Sampling Design

Probability sampling is selected in this research. It is often associated with survey and experiment research strategies. According to Sekaran and Roger (2016), probability sampling can be either unrestricted (simple random sampling) and restricted (complex probability sampling). The researcher choose simple random sampling as every element in the population has a known and equal chance of being selected as a subject. Simple random sampling is best to use when the researcher has an accurate and easily accessible sampling frame in target population, preferably in electronic format (Saunders et al., 2016).

According to Department of Statistic Malaysia, the current population for all ages in 2024, is estimated at 34.6 million and the population age 18 to 35 is only 13.2 million. Based on the Krejcie and Morgan (1970), he figured out it should have 384 respondents from the sample size of 1,000,000 population. However, the researcher only gathered 120 respondents from Malaysia citizens that age around 18-35 that using omnichannel shopping either online or offline because of the time constraint the researcher face.

Table 3.3: Determining sample size of a known population

Source: Krejcie and Morgan (1970)

Population Size (N)	Sample Size (S)
100	80
200	132
300	169
400	196
500	217
600	234
700	248
800	260
900	269
1000	278
2000	322
3000	341

4000	351
5000	357
6000	361
7000	364
8000	367
9000	368
10 000	370
15 000	375
20 000	377
30 000	379
40 000	380
50 000	381
75 000	382
1 000 000	384

3.8 Reliability and Validity Test

Reliability and validity are the two key terms used to characterize and quantify bias and distortion. According to Heale and Twycross (2015), a study tool is said to be valid if it accurately measures the target variable. Additionally, it refers to how closely an instrument adheres to its intended use. Since 100% validity of an instrument is uncommon, if not practically unattainable, validity is typically expressed as a percentage. In order to evaluate an instrument's accuracy, the validation procedure comprises gathering and analysing data. Validity refers to the integrity and accuracy of findings, whereas reliability refers to the consistency and stability of conclusions. These ideas reduce researcher bias and increase transparency in qualitative research. Researchers can improve the validity and reliability of their findings by employing proper procedures to gather data and gain reliable information (Mohajan, 2017).

External and internal validity are considered while evaluating the overall study design. While external validity refers to the ability of the results to be generalised, internal validity is attained when the design provides a good test of the hypotheses. On the other hand, consistency in measuring what an instrument is supposed to assess is referred to as reliability (Heale and Twycross, 2015). The four most popular methods for determining reliability are

test-retest, alternate forms, split halves, and Cronbach's Alpha, according to Sekaran and Bougie (2010). The best value should be more than 0.70, and Cronbach's Alpha is the most suitable method and an excellent indication of internal dependability. The Statistical Package for the Social Sciences (SPSS) is used to analyse data collection.

Table 3.4: Cronbach's Alpha Coefficient Range and Strength of Association

Sources: Saunders et al., (2016)

Cronbach's Alpha Coefficient Range	Strength of Association
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

3.9 Correlation Analysis

The direction, strength, and significance of bivariate correlations between all the variables that are measured at an interval or ratio level in research are shown by Pearson correlation matrices. In the current study, this stage was utilised to identify the independent variables that had positive or negative associations with the dependent variables as well as to highlight important elements that influence potential donors' intentions to give. The most popular correlation statistic, Pearson's r , is used to analyse the correlation between independent and dependent variables in order to gauge how closely two variables are related linearly. In order to determine how these characteristics connected to the researcher's objective for this study, Pearson's r correlation was utilised to gauge the degree of relationship between the two.

3.10 Multiple Regression Analysis

Multiple regression analysis is a statistical technique used to understand the relationship between one dependent variable and two or more independent variables. It extends the simple linear regression model to include multiple predictors, allowing for a more comprehensive analysis of how several factors simultaneously affect the outcome. The use of multiple regression was useful for this investigation because, when all predictors are known, it is possible to understand how far an outcome variable can be predicted (Vogt, 2007). When all predictors are known, the approach also enables one to comprehend how far an outcome variable may be predicted (Vogt, 2007). The multiple regression analysis helps the researcher to determine the independent variables with the greatest impact on the dependent variable. The following is the equation of multiple regression analysis:

$$\text{Equation of MRA: } Y = a + bX_1 + cX_2$$

Where:

Y = Dependent Variable (Consumer Behaviour)

a = Constant value or Intercept

b = Influence of X1 (IMC tools)

c = Influence of X2 (types of media)

X1, X2 = Independent variable

3.11 Ethical Consideration

Ethical approval was obtained from the relevant institutional review board. Participation was voluntary, and informed consent was obtained from all respondents. Data confidentiality and anonymity were ensured, and respondents were informed of their right to withdraw from the study at any point without penalty.

Participation in this study was entirely voluntary. Prospective respondents were provided with detailed information about the study's purpose, procedures, potential risks, and benefits. This information was presented in a clear and comprehensible manner, ensuring that participants could make an informed decision about their involvement.

Before participating, respondents were required to give informed consent, which involved agreeing to participate after understanding the study details. This consent was typically obtained through an online consent form that participants had to read and agree to before proceeding to the questionnaire. The consent form included study purposes, procedures, voluntary nature, confidentiality, and contact information.

Participants were informed of their right to withdraw from the study at any stage without facing any penalties or negative consequences. This right was communicated clearly in the consent form and reiterated at the beginning of the questionnaire. If a participant chose to withdraw, their data would be excluded from the analysis, and if they had already submitted responses, those responses would be deleted from the dataset upon request.

The study was designed to minimize any potential risks or discomforts to participants. The questionnaire was structured to avoid sensitive or intrusive questions, focusing instead on general consumer behaviours and attitudes towards green packaging. Additionally, participants were provided with contact information for support services in case they experienced any distress related to the survey.

3.12 Summary

To sum up, this explanatory research is required to offer survey questionnaire to the respondents. 120 respondents who are Malaysia citizens aged between 18-35 that engage in omnichannel shopping are required to answer the questionnaire through Google Form. This research uses cross-sectional time studies in which the data is collected only once. Besides, the researcher refers to secondary data sources from online journals, articles, and reports and books. Cronbach's Alpha is used to measure the reliability of the variables. After obtaining the data, the researcher needed to analyse them using correlation analysis and multiple regression analysis. The following data analysis and discussion will be discussed in Chapter 4.

CHAPTER 4

RESULT AND DISCUSSION

4.1 Introduction

This chapter will be presenting the discussion and results of the study. The findings were analysed according to the objectives in this research. As discussed earlier, the researcher will utilize quantitative method of research by distributing online questionnaires to the young consumer in Malaysia aged 18-35. By doing so, the data for a total of 120 respondents have been collected by the researcher in this study. Moreover, SPSS Version 29 will used to analyse the total 120 responses collected. Researcher will discuss on the descriptive analysis, reliability analysis and validity test, Pearson correlation analysis, and regression analysis in this chapter.

4.2 Descriptive Analysis

Descriptive analysis includes the examination of both current and historical data to find patterns and relationships. This approach is frequently viewed as the most straightforward method of data analysis, concentrating on outlining trends and relationships while refraining from exploring their underlying causes. Every data sample undergoes evaluation, frequently supported by visual representations. A typical form of descriptive analysis is preliminary analysis, which collects data using techniques like surveys. This analysis offers a comprehensive overview of the sample's characteristics and presents the data in a clear and effective manner. In order to systematically organise and interpret the collected data, various tools such as tables, charts, and summaries are utilised. In this study, an online survey questionnaire was utilised, sent through Google Forms, to clarify and analyse the survey responses.

4.2.1 Frequency Analysis

In order to analyse the background of the respondents, frequency analysis was used which included questions on the respondents' age, gender, education level, occupation,

employment status, income, and shopping habits. Other information included their familiarity about green packaging as a control question. N = 120 respondent.

Demographic Analysis

i. Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	73	60.8	60.8	60.8
	25-30	32	26.7	26.7	87.5
	31-35	15	12.5	12.5	100.0
	Total	120	100.0	100.0	

Table 4.1 Age Analysis

Regarding age, the respondents were categorized into three main groups: “18 years to 24 years old”, “25 years to 30 years old” and “31 years to 35 years old”. From Table 4.1 which illustrates the distribution of the respondents’ ages, it can be seen that the highest number belongs to the “18 years to 24 years old” group which at 60.8%, equals to 73 respondents; the second highest number is that of the “25 years to 30 years old” group at 26.7% or 32 respondents and the lowest is “31 years to 35 years old” group at 12.5% or equal to 15 respondents.



Figure 4.1: Pie Chart for Age of Respondents

ii. Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	51	42.5	42.5	42.5
	Female	69	57.5	57.5	100.0
	Total	120	100.0	100.0	

Table 4.2: Gender Analysis

Table 4.2 shows the gender of the respondents. From the results, it can be seen that 57.5% (or 69) of the respondents were female, and 42.5% (or 51) were male.

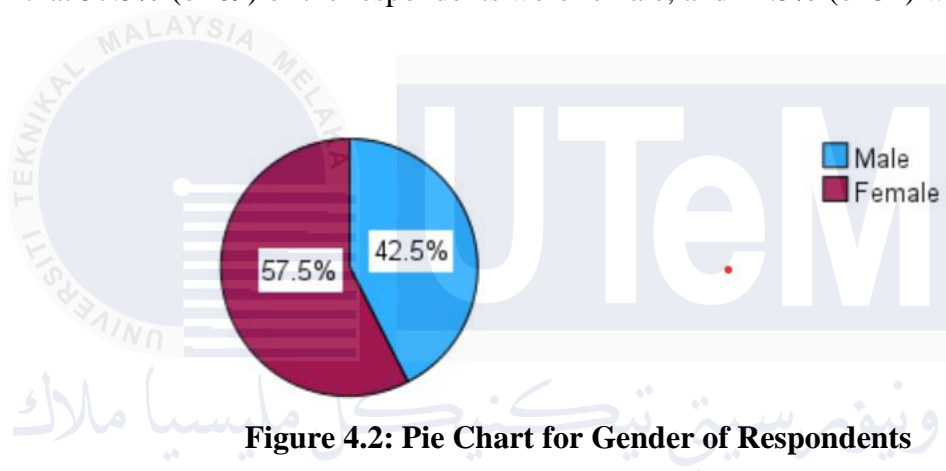


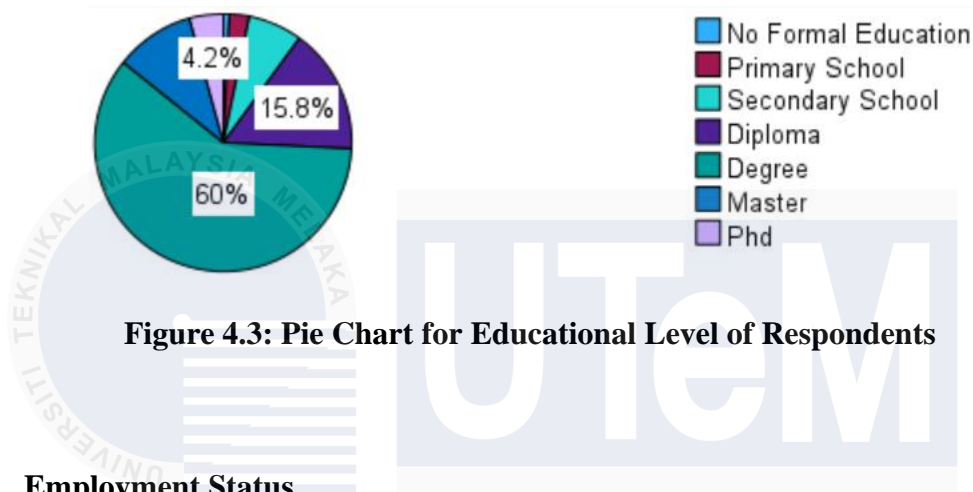
Figure 4.2: Pie Chart for Gender of Respondents

iii. Educational Level

		Education Level			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Formal Education	1	.8	.8	.8
	Primary School	3	2.5	2.5	3.3
	Secondary School	8	6.7	6.7	10.0
	Diploma	19	15.8	15.8	25.8
	Degree	72	60.0	60.0	85.8
	Master	12	10.0	10.0	95.8
	Phd	5	4.2	4.2	100.0
	Total	120	100.0	100.0	

Table 4.3: Educational Level Analysis

Table 4.3 shows the results of the education level among all the respondents, in which 0.8% of the respondents are No Formal Education, 2.5% are Primary School, 6.7% are Secondary School, 15.8% are Diploma, 60% are Degree, 10% are Master and 4.2% are Phd. This shows that 120 respondents come from various educational level.



iv. Employment Status

		Employment Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time	35	29.2	29.2	29.2
	Part-time	10	8.3	8.3	37.5
	Student	66	55.0	55.0	92.5
	Self-employed	8	6.7	6.7	99.2
	Unemployed	1	.8	.8	100.0
	Total	120	100.0	100.0	

Table 4.4: Employment Status Analysis

In terms of their employment status, most of the respondents were students which represents 55% (n=66) of the total of respondents because it is easier to collect data from them since the researcher is also a student. Full-time employment is the second-largest group, accounting for 29.2% (n=35). Part-time employees make up 8.3% (n=10), followed by self-employed individuals at 6.7% (n=8). Lastly, only 1 individual is unemployed, representing a minimal 0.8% of the respondents.

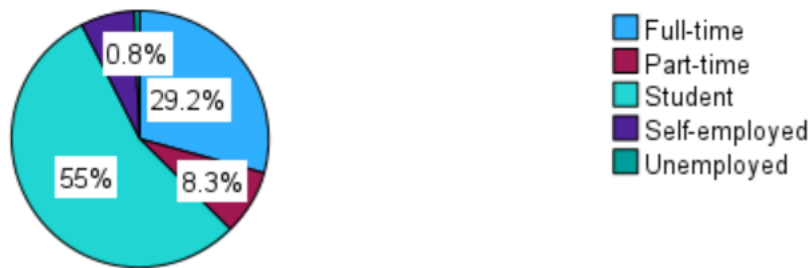


Figure 4.4: Pie Chart for Employment Status of Respondents

v. Monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below RM2000	80	66.7	66.7	66.7
RM2001-RM4000	24	20.0	20.0	86.7
RM4001-RM6000	14	11.7	11.7	98.3
Above RM6000	2	1.7	1.7	100.0
Total	120	100.0	100.0	

Table 4.5: Monthly Income Analysis

The monthly income level can be split into four groups based on Table 4.5, which is monthly income between the “RM2000 and below”, “RM2001-RM4000”, “RM4001-RM6000” and “RM6000 and above” ranges. The result from the data collection shows that 66.7% of respondents which is about 80 respondents came up monthly income between the ranges “RM2000 and below”, which is the dominant group. The second highest for monthly income of respondents is “RM2001-RM4000”, which is 20% equivalent to 24 respondents followed by “RM4001-RM6000” which is 11.7% equal to 14 respondents. The remaining respondents which are 2 respondents have monthly salary “RM6000 and above” and they take up 1.7%.

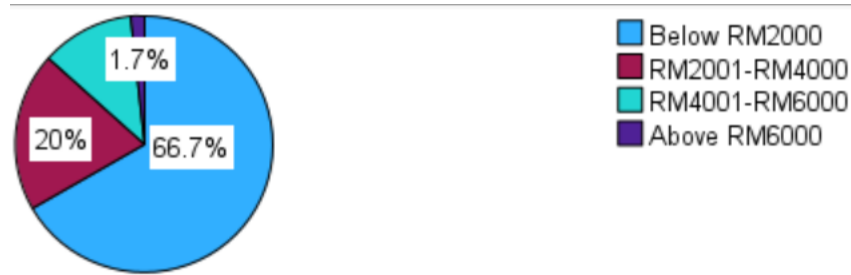


Figure 4.5: Pie Chart for Monthly Income of Respondents

vi. Shopping Habits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely (less than once a month)	28	23.3	23.3	23.3
	Occasionally (1-3 times a month)	64	53.3	53.3	76.7
	Frequently (4 or more times a month)	28	23.3	23.3	100.0
	Total	120	100.0	100.0	

Table 4.6: Shopping Habits Analysis

Based on the Table 4.6 above, it defines on how often the respondents go to shopping monthly. The result show that a total of 64 respondents (53.3%) have occasionally shopping habits which is 1-3 times a month while 28 (23.3%) out of the total 120 respondents have rarely shopping habits which is less than once a month. The remaining 28 respondents (23.3%) have frequently shopping habits which is 4 or more times a month.



Figure 4.6: Pie Chart for Shopping Habits of Respondents

vii. Green Packaging Familiarity

Familiar About Green Packaging					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	120	100.0	100.0	100.0

Table 4.7: Green Packaging Familiarity Analysis

In terms of familiarity about green packaging, all 120 respondents choose yes that equal to 100% of respondents. This indicate that all the respondents know or have seen or used the green packaging in their life in online shopping or in store shopping.

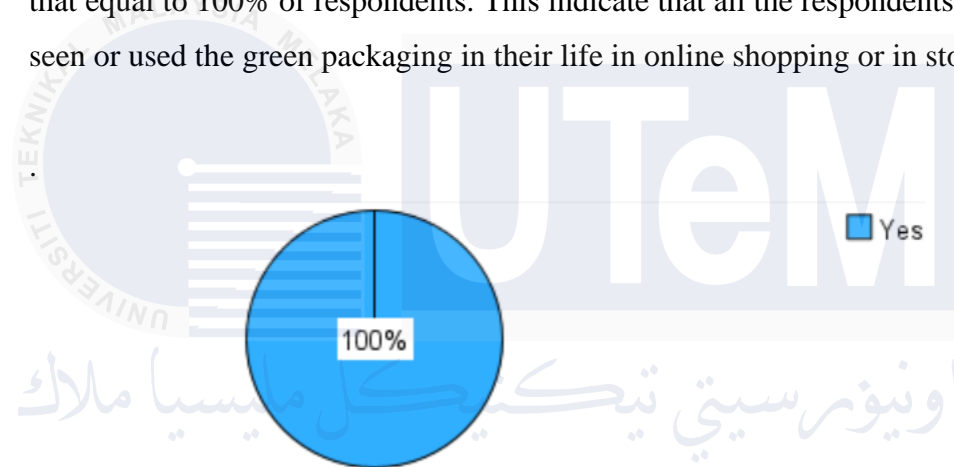


Figure 4.7: Pie Chart for Familiarity About Green Packaging of Respondents

4.2.2 Mean Score Analysis

Mean score analysis used to identify and receive the information related to the characteristics of specific problems. The results will show on all variables such as Brand Trust (BT), Social Influence (SI), Knowledge Level (KL) and Green Packaging Awareness of Young Consumer in Malaysia (GPA) that used for the study for determine the green packaging awareness among young consumer in Malaysia. The data will be determined through minimum, maximum, mean, and standard deviation. Besides that, the researcher utilizes a 5-point Likert Scale for measuring total 20 items that related to the study of research.

i. Brand Trust (BT)

Measurement Items	N	Minimum	Maximum	Mean	Std. Deviation
I trust brands that use green packaging to be more environmentally responsible, both in online and in-store shopping.	120	1	5	4.17	0.853
Brands that use green packaging are more reliable when shopping both online and offline.	120	1	5	4.09	0.889
I believe that brands using green packaging are committed to sustainability, regardless of whether I am shopping online or in a physical store.	120	1	5	4.19	0.863
When a brand uses green packaging, I trust that they are reducing their environmental impact, whether I purchase online or in-store.	120	1	5	4.18	0.886
I am more likely to trust a company that offers green packaging, whether I interact with the brand online or in a physical store.	120	2	5	4.27	0.742
Valid N (listwise)	120				

Table 4.8 Descriptive Statistics for Brand Trust

Table 4.8 describes the descriptive statistics of the independent variable which is Brand Trust (BT). It illustrates that the scale of minimum rating for items is 1 while the maximum rating is 5. According to the table, the results revealed that the item “I am more likely to trust a company that offers green packaging, whether I interact with the brand online or in a physical store.” scored the highest mean value (4.27) and its standard deviation value is 0.742. This proved that the reliability of information provided is high and most of the respondents are agree about it. Next, item of “I believe that brands using green packaging are committed to sustainability, regardless of whether I am shopping online or in a physical store.” had the mean

value of 4.19 with standard deviation of 0.863 while the item of “When a brand uses green packaging, I trust that they are reducing their environmental impact, whether I purchase online or in-store.” had the mean value of 4.18 with standard deviation of 0.886. The item of “I trust brands that use green packaging to be more environmentally responsible, both in online and in-store shopping.” showed a mean value of 4.17 and standard deviation of 0.853. Lastly, the item of “Brands that use green packaging are more reliable when shopping both online and offline.” had the least mean value which was 4.09 with standard deviation of 0.889.

ii. Social Influence (SI)

Measurement Items	N	Minimum	Maximum	Mean	Std. Deviation
People important to me (family, friends, colleagues) encourage me to choose products with green packaging in online or physical store.	120	2	5	4.08	0.811
Online reviews and social media influence my preference for brands that use green packaging.	120	2	5	4.28	0.744
Environmental campaigns and advertisements influence me to consider green packaging in my purchasing decisions.	120	1	5	4.22	0.852
The opinions of people I value (peers, influencers) affect my awareness of green packaging in omnichannel shopping.	120	1	5	4.10	0.874
I feel social pressure to choose products with green packaging when shopping in physical stores or online platforms.	120	1	5	4.13	0.849
Valid N (listwise)	120				

Table 4.9: Descriptive Analysis for Social Influence

Table 4.9 refers to the descriptive statistics of Social Influence (SI). From the table, it shows the scale of minimum rating for items is 1 while the scale of maximum rating is 5. The results revealed that the item “Online reviews and social media influence my preference for brands that use green packaging.” Is the highest with mean value 4.28 and its standard deviation value is 0.744. This proved that the reliability of information provided is high and most of the respondents are agree about it. Next, item of “Environmental campaigns and advertisements influence me to consider green packaging in my purchasing decisions.” had the mean value of 4.22 with standard deviation of 0.852 while the item of “I feel social pressure to choose products with green packaging when shopping in physical stores or online platforms.” had the mean value of 4.13 with standard deviation of 0.849. The item of “The opinions of people I value (peers, influencers) affect my awareness of green packaging in omnichannel shopping.” showed a mean value of 4.10 and standard deviation of 0.874. Lastly, the item of “People important to me (family, friends, colleagues) encourage me to choose products with green packaging in online or physical store.” had the least mean value which was 4.08 with standard deviation of 0.811.

iii. Knowledge Level (KI)

Measurement Items	N	Minimum	Maximum	Mean	Std. Deviation
I have a good understanding of what green packaging is.	120	2	5	4.29	0.738
I am aware of the environmental benefits of green packaging.	120	2	5	4.40	0.749
I know how green packaging differs from traditional packaging.	120	2	5	4.33	0.688
I understand the materials and processes involved in creating green packaging.	120	2	5	4.25	0.759
My knowledge of green packaging affects my preference for certain brands or products.	120	2	5	4.28	0.724
Valid N (listwise)	120				

Table 4.10: Descriptive Analysis for Knowledge Level

Table 4.10 refers to the descriptive statistics of Knowledge Level (KL). From the table, it shows the scale of minimum rating for each item is 2 while the scale of maximum rating is 5. The results revealed that the item “I am aware of the environmental benefits of green packaging.” scored the highest mean value (4.40) and its standard deviation value is 0.749. This proved that the reliability of information provided is high and most of the respondents are agree about it. Next, item of “I know how green packaging differs from traditional packaging.” had the mean value of 4.33 with standard deviation of 0.688 while the item of “I have a good understanding of what green packaging is.” had the mean value of 4.29 with standard deviation of 0.738. The item of “My knowledge of green packaging affects my preference for certain brands or products.” showed a mean value of 4.28 and standard deviation of 0.724. Lastly, the item of “I understand the materials and processes involved in creating green packaging.” had the least mean value which was 4.25 with standard deviation of 0.759

iv. Green Packaging Awareness of Young Consumer in Malaysia (GPA)

Measurement Items	N	Minimum	Maximum	Mean	Std. Deviation
I am aware of products with green packaging when shopping online	120	2	5	4.12	0.852
I notice green packaging options when shopping in physical stores.	120	2	5	4.24	0.756
I often see information about the environmental impact of green packaging when shopping online.	120	2	5	4.18	0.809
I regularly see green packaging options advertised on websites or social media.	120	2	5	4.22	0.801
I actively seek out products that use green packaging when shopping both online and offline.	120	1	5	4.13	0.865
Valid N (listwise)	120				

Table 4.11: Descriptive Analysis for Green Packaging Awareness

Table 4.11 refers to the descriptive statistics of Green Packaging Awareness of Young Consumer in Malaysia (GPA). From the table, it shows the scale of minimum rating for items is 1 while the scale of maximum rating is 5. The results revealed that the item “I notice green packaging options when shopping in physical stores.” has mean value (4.24) and its standard deviation value is 0.756 is highest. This proved that the reliability of information provided is high and most of the respondents are agree about it. Next, item of “I regularly see green packaging options advertised on websites or social media.” had the mean value of 4.22 with standard deviation of 0.801 while the item of “I often see information about the environmental impact of green packaging when shopping online.” had the mean value of 4.18 with standard deviation of 0.809. The item of “I actively seek out products that use green packaging when shopping both online and offline.” showed a mean value of 4.13 and standard deviation of 0.866. Lastly, the item of “I am aware of products with green packaging when shopping online” had the least mean value which was 4.12 with standard deviation of 0.852.

4.3 Reliability Analysis and Validity Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.947	20

Table 4.12: Reliability Analysis of All Items

Table 4.12 above shows the reliability analysis of the data collected on all independent variables and dependent variable in this study. As refer the above table, it shows reliability value of total 20 items in the online survey with 120 respondents. The result of Cronbach’ s Alpha shows 0.947 which is significantly higher than 0.70. Based on the Malhotra (2012), the measurement of Cronbach’ s Alpha in reliability analysis indicates the value ≤ 0.60 considers as not reliable and poor. However, if the reliability value more than ≥ 0.70 , it considers as highly and excellent for acceptable. Overall, the reliability analysis of this study is highly acceptable.

	Variables	Cronbach's Alpha	No. of Items	Result
Independent Variables	Brand Trust	0.863	5	Good
	Social Influence	0.868	5	Good
	Knowledge Level	0.858	5	Good
Dependent Variable	Green Packaging Awareness of Young Consumer in Malaysia	0.810	5	Good

Table 4.13: Reliability Analysis of Each Variable

Cronbach's Alpha reliability analysis for all research variables, including independent and dependent ones, is shown in Table 4.13. The range of all variables is situated between 0.810 to 0.868. These high reliability values prove that the whole alpha coefficient value for each variable is acceptable and good condition. As refer to the table above, the Cronbach's Alpha value for Brand Trust ($\alpha=0.863$), Social Influence ($\alpha=0.868$), Knowledge Level ($\alpha=0.858$), and Green Packaging Awareness of Young Consumer in Malaysia ($\alpha=0.810$).

4.4 Pearson Correlation Analysis

The Pearson correlation is a statistical metric that assesses the strength as well as direction of a linear relationship between two continuous variables. It is represented by r , with values range from -1 to +1. Cohen (1988) suggested that the strength of the relationship is considered small when $r = 0.10$ to 0.29 , medium when $r = 0.30$ to 0.49 and high when $r = 0.50$ to 1.0 . A score of +1 signifies an ideal positive linear correlation, indicating that when one variable ascends, the other similarly ascends in proportion. A value of -1 indicates a complete negative linear correlation, whereby one variable lowers as the other rises. A number around 0 indicates an absence of a linear relationship between the variables (Dancey & Reidy, 2017). The Pearson correlation formula calculates the covariance of two variables divided by the product of their standard deviations, giving it prone to outliers and suitable solely for normally distributed and linearly correlated data. This technique is frequently used in research efforts, particularly capstone projects, to examine correlations and evaluate hypotheses pertaining to continuous data (Field, 2018).

		Correlations			
		BT	SI	KL	GPA
BT	Pearson Correlation	1	.716**	.792**	.698**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	120	120	120	120
SI	Pearson Correlation	.716**	1	.744**	.728**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	120	120	120	120
KL	Pearson Correlation	.792**	.744**	1	.671**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	120	120	120	120
GPA	Pearson Correlation	.698**	.728**	.671**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	120	120	120	120

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

Table 4.14: Pearson Correlation Analysis

Table 4.14 above represent the correlation result of all independent variables which include Brand Trust (BT), Social Influence (SI) and Knowledge Level (KL) toward dependent variable which is Green Packaging Awareness of Young Consumer in Malaysia (GPA). The above results clearly stated that all independent variables record a positive and significant relationship toward dependent variable because of the correlation coefficient (r) values are in the range of 0.5 to 0.8.

From the table, the correlation coefficient between Brand Trust (BT) and Green Packaging Awareness of Young Consumer in Malaysia (GPA) is 0.698, signifying a strong relationship. That means that people are more likely to be aware of green packaging techniques when they have more trust in a brand. The significance level ($p < 0.001$) indicates that the relationship is statistically significant and unlikely to result from random chance. This research underscores the necessity of developing customer confidence in a company through increasing awareness about sustainable activities, including the use of green packaging. Consumers who have confidence in a brand are likely to accept its environmental commitments, such as the utilization of sustainable packaging, which can later enhance their awareness.

Social Influence (SI) shows the most significant relationship with Green Packaging Awareness of Young Consumer in Malaysia (GPA), shown by a coefficient of 0.728. This indicates a strong positive correlation that is statistically significant ($p < 0.001$). This outcome demonstrates that social influence such as social pressure, cultural standards, and perspectives

from influential groups is important in enhancing awareness of green packaging. Individuals exposed to a community that prioritises green behaviours are likely to acquire such awareness. This discovery highlights the influence of social networks and societal norms in enhancing environmental awareness, indicating that initiatives focused on increasing awareness of green packaging could greatly benefit from utilizing social influence strategies, including endorsements, social media influencers, or community involvement.

Next, the correlation coefficient between Knowledge Level (KL) and Green Packaging Awareness of Young Consumer in Malaysia (GPA) is 0.671, indicating a strong positive relationship. The correlation is statistically significant ($p < 0.001$), suggesting that persons with enhanced understanding of environmental concerns and sustainable practices have increased awareness of green packaging. This discovery underscores the significance of education and information transmission in promoting environmental consciousness. People are more likely to become more aware of environmental issues, the advantages of green packaging, and how it varies from conventional packaging when they are well-informed about these issues. This underscores the necessity for educational initiatives, seminars, or media material that spread knowledge regarding green packaging and its advantages.

The analysis also reveals strong correlations among the independent variables which are Brand Trust (BT) and Social Influence (SI) have a correlation of 0.716 that indicating a significant and strong positive relationship, Brand Trust (BT) and Knowledge Level (KL) show an even higher correlation of 0.792 that suggesting a very strong positive relationship and Social Influence (SI) and Knowledge Level (KL) are also strongly correlated with a coefficient of 0.744. This significant correlations among the independent variables may indicate possible multicollinearity, which arises when the predictors in a regression analysis are extremely interconnected. Although this does not invalidate the research, it implies that these factors may not be completely separate constructs in their impact on Green Packaging Awareness. For example, individuals who trust a brand may also be more influenced by social norms and have higher knowledge levels, creating a exponential effect on green packaging awareness.

4.5 Multiple Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	.599	.588	1.977

a. Predictors: (Constant), KL, SI, BT

Table 4.15: Multiple Regression Analysis's Model Summary

Table 4.15 revealed the results of regression analysis of relationship among independent variables and dependent variable. Based on the table above, the R value is 0.774. This value indicates a strong positive correlation between the independent variables (Brand Trust, Social Influence and Knowledge Level) collectively and the dependent variable (Green Packaging Awareness of Young Consumer in Malaysia). A higher R value suggests that the predictors are effective in explaining variations in green packaging awareness. R^2 value is 0.599 indicates that 59.9% of the variance in Green Packaging Awareness of Young Consumer in Malaysia (GPA) can be explained by the combination of Knowledge Level (KL), Social Influence (SI), and Brand Trust (BT). While this is a substantial proportion, it also indicates that about 40.1% of the variation in Green Packaging Awareness of Young Consumer in Malaysia is due to other factors not included in this research. The Adjusted R Square considers the quantity of predictors in the model and modifies the R Square value to get a more precise evaluation of the model's explanatory capability. The adjusted R Square value of 0.588 indicates that 58.8% of the variance in GPA is accounted for by the number of variables and sample size. This is little lower than the unadjusted R Square, as anticipated, however it remains solid. Lastly, the standard error of the estimate is 1.977. This statistic represents the average distance that the observed values fall from the regression line. A lower value indicates a better fit of the model to the data. In this context, a standard error of 1.977 suggests a reasonable level of accuracy in predicting Green Packaging Awareness of Young Consumer in Malaysia, though there may still be some error in individual predictions. Overall, the results suggest that the regression model is a good fit for the data.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	676.760	3	225.587	57.689	<.001 ^b
	Residual	453.607	116	3.910		
	Total	1130.367	119			

a. Dependent Variable: GPA
b. Predictors: (Constant), KL, SI, BT

Table 4.16: ANOVA Results

Table 4.16 above shows the ANOVA analysis of this study of research. Refer to the table, F-test is used to determine the data from survey that demonstrate a good fit in the model. The results show F value is 57.689 while the significant value, p is 0.001 which is lower than significance level 0.01. Thus, it is clearly showed that all independent variables (Brand Trust, Social Influence and Knowledge Level) are significantly influencing on the dependent variable (Green Packaging Awareness of Young Consumer in Malaysia).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.414	1.363		3.240	.002
	BT	.274	.092	.303	2.991	.003
	SI	.394	.085	.428	4.615	<.001
	KL	.118	.112	.112	1.060	.291

a. Dependent Variable: GPA

Table 4.17: Coefficients Analysis of Variables

Table 4.17 illustrates that the degree of coefficient beta values for each of the independent variables that have effect on the dependent variable. According to the table, Social Influence (SI) has the highest coefficient beta value where B = 0.394 with t = 4.615 and p < 0.05 as compared to other variables. It indicates that Social Influence factor has the strongest influence on the dependent variable which is Green Packaging Awareness of Young Consumer in Malaysia. Additionally, this explores that there are 39.4% variation in dependent variable cause due to Social Influence.

Next, Brand Trust (BT) is the second largest predictor of dependent variable as it has beta value of $B = 0.274$, $t = 2.991$ and $p < 0.05$. This shows that 27.4% variation in Green Packaging Awareness of Young Consumer in Malaysia cause due to Brand Trust. After that, follow by Knowledge Level (KL) which recorded beta value of $B = 0.118$, $t = 1.060$ and $p > 0.05$ with the variation of 11.8%.

4.6 Hypothesis Testing

The researcher measured significant values where to interpret the results that based on the proposed hypotheses been established in Chapter 3 previously. Hypothesis testing often used in statistics to identify the results of hypothesis that performed based on the sample data. The results of hypothesis testing will used to test the statistical sample for knowing whether the hypothesis is accepting or rejecting. In this study of research, hypothesis test has been done to measure all variables using the data figure out through multiple regression analysis and Pearson correlation analysis.

Brand Trust Hypothesis

H1: There is a significant relationship between brand trust and green packaging awareness among young consumer in Malaysia.

Finding:

The research indicates a significant correlation between Brand Trust (BT) and Green Packaging Awareness of Young Consumer in Malaysia (GPA) ($r = 0.698$, $p < 0.001$). Young customers show more trust in brands that utilize green packaging, which enhances their perceptions of these businesses. The regression analysis indicates that BT is a significant predictor of GPA ($B = 0.274$, $t = 2.991$, $p < 0.05$), accounting for 27.4% of the variance in awareness. Utilizing green packaging enhances trust and increases brand appeal among young Malaysian consumers, thus encouraging loyalty and differentiating businesses in the marketplace. The hypothesis (H1) is accepted.

Social Influence Hypothesis

H2: There is a significant relationship between social influence and green packaging awareness among young consumer in Malaysia.

Finding:

The results indicate that Social Influence (SI) has the most significant correlation with Green Packaging Awareness of Young Consumer in Malaysia (GPA) ($r = 0.728$, $p < 0.001$). Social determinants such as social influence, societal rules, and influencers significantly contribute to the increased awareness of green packaging among young customers. Regression analysis indicates that SI is the major factor influencing GPA ($B = 0.394$, $t = 4.615$, $p < 0.05$), representing 39.4% of the variance in awareness. Social connections and influencer marketing serve as effective instruments for the promotion of sustainable packaging. By using these social networks, marketers can successfully promote sustainable purchase behaviours. This show that H2 is accepted.

Knowledge Level Hypothesis

H3: There is a significant relationship between knowledge level and green packaging awareness among young consumer in Malaysia.

Finding:

This hypothesis is rejected due to high p value ($p > 0.05$). In the coefficient analysis, the p value for Knowledge Level is 0.290. This show that the effect of Knowledge Level on Green Packaging Awareness Among Young Consumer in Malaysia is not significant. The beta coefficient for Knowledge Level $B = 0.118$ is relatively low, suggesting that changes in Knowledge Level accounted for only a small portion of the variance in Green Packaging Awareness Among Young Consumer in Malaysia. This week relationship did not meet the significant threshold in the regression model. Even this hypothesis has been rejected based on above reasons, Pearson correlation analysis shows $r = 0.671$ and $p < 0.001$ indicate strong relationship between Knowledge Level and on Green Packaging Awareness Among Young Consumer in Malaysia. Thus, knowledge level still be a factor influence Green Packaging Awareness Among Young Consumer in Malaysia but only has very minimal impact.

Hypothesis	Accepted	Rejected
H1: There is significant relationship between brand trust and green packaging awareness among young consumer in Malaysia.	✓	
H2: There is significant relationship between social influence and green packaging awareness among young consumer in Malaysia.	✓	
H3: There is a significant relationship between knowledge level and green packaging awareness among young consumer in Malaysia.		✓

Table 4.18: Hypothesis Result

4.7 Summary

As conclude, this chapter explains all the outcomes and data collected in this study. The data gathered were used to analyse quantitatively on total 120 respondents through Statistical Package for Social Science (SPSS Version 29). The analysis methods that used for analysing data gathered are descriptive analysis, correlation analysis, reliability analysis and multiple regression analysis. The researcher interprets and analyse the results for achieving research objectives been setup previously. Other than that, this chapter also reveals the results of hypotheses that have formed in Chapter 3. For the hypothesis testing, two hypotheses had been accepted in this research as the significant value, p is lower than 0.05 which is H1 (Brand Trust) and H2 (Social Influence) while one hypothesis which is H3 (Knowledge Level) has been rejected because of the p value is more than 0.05 ($p=0.290$). However, in Pearson correlation analysis this variable has high r value which is $r= 0.671$ that show strong relationship with green packaging awareness among young consumer in Malaysia. This suggest that knowledge level is related to green packaging awareness among young consumer in Malaysia but it only had a very minimum impact. Thus, this study shows all independence variables have positive impact to dependent variable.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

In order to determine the green packaging awareness in omnichannel shopping among young consumer in Malaysia, this research analyze a total number of 120 samples from the respondents in Malaysia. This chapter presents the summaries from the findings of the study. In addition, this chapter discusses the contribution of the findings to the existing body of knowledge, and practitioners, followed by identifying the limitations of the study and proposed suggestions for future research. The chapter ends with the conclusions of the study.

5.2 Summary of Findings

RO: Identify the main factors influencing young consumers' choices regarding packaging materials in omnichannel shopping

The research revealed three primary elements affecting young customers' decisions on packing materials in omnichannel shopping: Social Influence (SI), Brand Trust (BT), and Knowledge Level (KL). These variables significantly impact customer attitudes and behaviours regarding sustainable packaging, underscoring the necessity of connecting marketing and retail strategies with the increasing awareness of environmental issues.

Social Influence was identified as the most significant factor, demonstrating a strong positive relationship with Green Packaging Awareness of Young Consumer in Malaysia ($r = 0.728, p < 0.001$) and contributing to 39.4% of the variation. The hypothesis “Social influence enhances green packaging awareness in omnichannel shopping among young consumers in Malaysia.” in Chapter 4 also accepted that show this factor is important to increase green packaging awareness of young consumer. Young consumers are significantly influenced by friends, family, and social media in their choices about sustainable packaging. Digital channels, especially social media, are crucial in spreading information and promoting environmentally sustainable behaviours, frequently via influencers and community conversations. In the field

of omnichannel commerce, this signifies social networks, both digital and physical, are crucial influencers on package material choices.

Brand Trust was a significant factor, demonstrating a positive link with Green Packaging Awareness of Young Consumer in Malaysia ($r = 0.698$, $p < 0.001$) and explaining 27.4% of the variation. The hypothesis “Young consumers in Malaysia have a better opinion of brands using green packaging in both online and offline shopping compared to brands that do not.” in Chapter 4 is been accepted. This shows this factor is relevant to influence young consumer to choose green packaging. Brands that effectively convey their dedication to sustainable packaging, whether via online platforms such as websites and e-commerce or physical mediums like in-store displays, are more likely to gain the trust of younger customers. This trust promotes customer loyalty and supports sustainable purchase behaviours, creating brand credibility a crucial factor in their selection of packaging materials.

Knowledge Level significantly affects consumer decisions, exhibiting a strong correlation with Green Packaging Awareness of Young Consumer in Malaysia ($r = 0.671$, $p < 0.001$) and accounting for 11.8% of the variation. However, the hypothesis “The higher the environmental knowledge of young consumers in Malaysia, the more they are aware of green packaging.” in Chapter 4 is rejected due to its p value more than 0.05 which is $p = 0.290$ in the coefficient analysis. This show Knowledge Level influence the Green Packaging Awareness Among Young Consumer in Malaysia because the strong relationship illustrated in Pearson correlation analysis but it has very minimal impact based on coefficient analysis ($p = 0.290$). The hypothesis is also rejected due to BT and SI had a much stronger and statistically significant impact on GPA ($p < 0.05$). These variables overshadowed the effect of Knowledge Level in the multivariate analysis. Furthermore, multicollinearity or overlap between independent variables, might have reduced the significance of Knowledge Level. For instance, if Knowledge Level is correlated with Social Influence or Brand Trust, its independent contribution to Green Packaging Awareness may diminish in the regression model. Even though the hypothesis is rejected and the impact is minimal, Knowledge Level still one of the main factors influence the Green Packaging Awareness Among Young Consumer in Malaysia. This can be supported by the strong relationship with GPA and past research conducted in Vietnam by Su et al. (2020) that suggest subjective knowledge of green packaging indirectly influences consumer behaviour by shaping attitudes and promoting positive beliefs about sustainable packaging.. In Malaysia, research by Rajendran et al. (2019) also suggesting

packaging design, including knowledge, information, and visual appeal, significantly influences consumers' purchase intentions for green-packaged products.

In summary, Social Influence is the most impactful ($r = 0.728$, $p < 0.001$), with friends, family, and social media driving green packaging awareness. Brand Trust ($r = 0.698$, $p < 0.001$) also significantly affects decisions, as sustainable practices build consumer loyalty. While Knowledge Level ($r = 0.671$, $p < 0.001$) shows a strong correlation, its impact is minimal in regression analysis ($p = 0.290$). Nevertheless, it remains an important factor in shaping attitudes toward green packaging.

RO: Determine the level of awareness among young consumers in Malaysia regarding the environmental impact of packaging materials used in omnichannel shopping.

The study intended to evaluate the awareness of young consumers in Malaysia concerning the environmental implications of packaging materials utilized in omnichannel shopping. From multiple regression analysis' model summary, the results indicated that young consumers have a moderate to high degree of awareness, primarily shaped by three significant factors which are Social Influence (SI), Brand Trust (BT), and Knowledge Level (KL). The model's R^2 score of 0.599 signifies that these three factors collectively explain almost 60% of the variance in Green Packaging Awareness of Young Consumer in Malaysia (GPA). This indicates that the relatively high level of awareness observed is promising, but the findings also suggest that there is significant room for improvement in further enhancing consumers' understanding and actions regarding sustainable packaging.

RO: Investigate how young consumers in Malaysia perceive the availability and accessibility of information regarding green packaging options across online and offline retail channels.

Young consumers regard internet channels as more accessible and efficient for acquiring information on green packaging. The view of young consumers regarding internet channels as more accessible and effective for acquiring knowledge about green packaging strongly corresponds with the findings on Social Influence (SI), Brand Trust (BT), and Knowledge Level (KL). Offline channels were perceived as additional, depending on product labelling, in-store displays, and employee communication, yet frequently lacked consistency and

engagement. The integration of online and physical communication was seen as a critical area for enhancement to guarantee an integrated consumer experience

The strong link ($r = 0.728$, $p < 0.001$) between social influence and green packaging awareness shows that online platforms, especially social media, have a big impact on how young people think about green packaging. Sustainability practices are actively pushed on social media by people with a lot of followers, suggestions from other users, and society trends. Interactive and visually appealing material, like infographics and movies, makes it easier for people to understand and interact with information. These platforms make social norms and trends more visible, which encourages young people to do green things like putting eco-friendly packing at the top of their list of priorities. However offline routes which are not always consistent, like store displays and staff conversations, make it harder for these social effects to be strengthened in real-life shopping environments.

Brand trust is another important factor in how young people think about the truthfulness of green packaging claims in offline as well as online environments. For example, the study discovered a strong link between BT and Green Packaging Awareness of Young Consumer in Malaysia ($r = 0.698$, $p < 0.001$). Brands can build trust through open and honest communication on online platforms. Online, brands that show off their environmental efforts and certificates in a clear way are more likely to gain customer trust. Online green claims, on the other hand, raise questions about their reliability. This shows how important it is for certifications to be clear and standardized, and for information to be uniform across all media. Offline routes, like clear labelling and staff training, are very important for building trust, but they are frequently not utilized correctly, which makes them less effective.

The fact that Knowledge Level was positively related to Green Packaging Awareness of Young Consumer in Malaysia ($r = 0.671$, $p < 0.001$) shows how important it is for young customers to be able to easily find information that helps them make smart choices. Online sites are very helpful in this case because they have a lot of information about sustainability and how green packaging is good for the world. Interactive material like blogs, images, and lessons help break down difficult ideas about sustainability so that people can better understand them. However offline outlets that fail to provide enough complete and interesting information, like signs that have not been well designed or employees who do not understand much about the topic, can make it harder to share knowledge. This can be fixed by combining educational

programs that run on- and offline platforms, giving students a more complete and uniform learning experience.

5.3 Implications of the Study

5.3.1 Theory implications (TPB theory)

A strong theoretical foundation for comprehending the elements influencing consumer decision-making is offered by the Theory of Planned Behaviour (TPB), particularly when it comes to environmentally friendly practices like using green packaging. The use of TPB in this study provides insightful information about how attitudes, subjective norms, and perceived behavioural control influence young consumers' behaviours and understanding of the environmental effect of packaging materials. Three main factors, according to TPB, affect a person's desire to engage in a certain behaviour: their attitude towards the behaviour, the subjective norms around it, and their perception of control over the behaviour. Combining Social Influence, Brand Trust, and Knowledge Level in this study is consistent with the fundamental elements of TPB and provides a detailed knowledge of how internal and external influences influence consumer awareness of green packaging.

This study's inclusion of Social Influence as a major factor influencing Green Packaging Awareness supports the notion that consumer intents and behaviours are significantly shaped by subjective standards, including the influence of friends, family, and the media. Young consumers are exposed to peer behaviours, sustainability trends, and influencer endorsements on social media platforms, which are particularly important sources of influence. This supports the idea put out by TPB that people are more inclined to act in ways that are viewed as popular or socially acceptable by those in their social circles. Young customers may feel pressured to make purchases that support socially conscious practices in the context of green packaging in order to preserve their social identity or get acceptance from their friends. The significance of these outside factors in influencing environmental attitudes and behaviours is highlighted by the significant connection found between social influence and green packaging awareness.

TPB's framework also accommodates brand trust, especially when it comes to attitudes and perceived behavioural control. Customers' perceptions of buying ecologically friendly items might be favourably influenced by their trust in companies that use sustainable packaging techniques. According to TPB, people are more likely to develop favourable attitudes and

intentions towards a behaviour when they believe it to be consistent with their values and beliefs for instance, buying things packaged in environmentally friendly ways. The study's conclusion that Green Packaging Awareness is highly influenced by Brand Trust emphasises how effective ethical and transparent branding is in influencing favourable customer perceptions. Additionally, customers may feel more confidence in their capacity to make environmentally conscious selections if they believe that a brand's sustainability promises are authentic and consistent with their beliefs. This will increase their perceived control over their purchasing decisions.

The third variable examined in this study, knowledge level, aligns with TPB's notion of perceived behavioural control. Customers are more likely to feel empowered to make wise, sustainable selections if they are aware of the negative effects packaging has on the environment and the advantages of sustainable practices. Perceived behavioural control, as defined by TPB, is a person's confidence in their capacity to carry out a behaviour, in this example, choosing greenly packaged goods. Customers are more likely to feel qualified of implementing sustainable packaging methods into their daily life as they learn more about its availability, advantages, and efficiency. This increases the possibility that they will shift their behaviour.

The results of this study theoretically support the TPB by demonstrating the intricate interplay between internal (knowledge level and brand trust) and external (social influence) components in determining environmental awareness and behaviour. It draws attention to the necessity of extending the TPB model to incorporate certain contextual elements, such as digital media effects and brand sustainability practices, which may become more and more important in determining consumer behaviour in modern, digitalised cultures. Future studies may provide more thorough insights into how TPB might be modified to more effectively describe consumer behaviour in environmental situations by taking these elements into account. According to the study, there is still need for more research into the "attitude-behaviour gap" in TPB, which is the difference between awareness and actual behaviour. The theoretical use of TPB in sustainability research would be enhanced by knowledge of how real purchasing behaviours are influenced by variables such as cost, availability of sustainable choices, and convenience.

To sum up, this study's theoretical implications highlight the importance of TPB in comprehending eco-friendly behaviour. The study offers an advanced application of TPB in

the context of green packaging awareness by taking into account variables like Social Influence, Brand Trust, and Knowledge Level. It also implies that TPB may be extended to take into consideration market-specific elements and contemporary digital effects, providing new opportunities for future studies on sustainable consumer behaviour.

5.3.2 Implications to Others

I. For Businesses

a) Strategic Marketing and Branding

Brands may use Social Influence (SI), a significant motivator found in this study, to raise awareness of green packaging. Young customers are very active online, and social media sites like Facebook, Instagram, and TikTok are excellent tools for interacting with them. Through partnerships with sustainability activists, eco-aware groups, and influencers, corporations may develop campaigns that appeal to their target market. An influencer-led campaign showcasing the usage of eco-friendly packaging, for example, has the potential to become viral, generating conversations and raising awareness. Brands may also employ interactive postings, hashtags, and narrative strategies to add relatability and impact to their efforts. These initiatives strengthen the brand's dedication to environmental responsibility by increasing awareness and motivating customers to embrace sustainable practices.

b) Increasing Consumer Trust

One of the most important aspects of developing Brand Trust (BT) is being transparent about sustainability assurances. Verifiable proof of a brand's green attempts is crucial since consumers are becoming more wary of greenwashing, or making false claims about environmental efforts. Sharing environmental impact studies that describe how their green packaging lowers waste, emissions, or resource consumption, as well as third-party certifications like eco-labels, can be examples of this. Credibility is increased when this information is included on product pages, websites, and packaging. Clearly labelling products as "100% biodegradable" or "Made from recycled materials" with corresponding certificates, for example, fosters customer trust and motivates them

to select sustainable products. Being upfront about difficulties and advancements is another aspect of transparency that shows sincerity and responsibility.

c) Omnichannel Integration

For green packaging initiatives to be effectively communicated, it is essential to maintain consistent message across physical and online platforms. To inform consumers about the advantages of green packaging, firms may employ informative blogs, films, and infographics in their web channels. The same message may be reinforced offline by real establishments through staff training, signs, and in-store displays. Packaging with QR codes is a great method to link these channels. Customers may obtain further details by scanning the code, including the materials used, the packaging's environmental advantages, and advice on how to properly dispose of or recycle it. Customers are guaranteed to receive a consistent message due to this smooth channel integration, which also increases their comprehension and confidence in the brand's dedication to sustainability.

d) Product Development

Designing and implementing green packaging solutions that meet market expectations requires an understanding of consumer preferences. Young customers, for instance, can choose packaging that is recyclable, biodegradable, or simple. To find particular preferences, brands can use focus groups, surveys, or sales data analysis. Then, they can use these insights to build new products. Reusable containers or biodegradable materials are examples of innovative package solutions that can appeal to eco-conscious customers and improve the overall perception of the business. Brands may also use marketing campaigns to draw attention to these initiatives and demonstrate their dedication to environmental sustainability and innovation. In addition to satisfying customer expectations, firms may stand out in a crowded market by coordinating product creation with consumer values.

II. For Policymakers

a) Incentive Green Packaging Adoption

By giving businesses, particularly small and medium-sized firms (SMEs), specific help, policymakers may further accelerate the use of green packaging. By providing financial

incentives like tax rebates, grants, or subsidies, the upfront expenses of switching to sustainable packaging materials can be reduced. These incentives will lower the financial obstacles that can prevent smaller enterprises from implementing greener practices by making it more appealing for them to invest in eco-friendly packaging solutions. Furthermore, firms may better grasp the advantages and viability of switching by receiving technical assistance and information on sustainable packaging solutions. This could lead to a more extensive transition towards sustainability in the sector.

b) Regulatory Standards

Policymakers have a critical role in establishing clear regulations and standardized certifications for green packaging to ensure consistency and credibility in environmental claims. By creating eco-labeling systems that are recognized and trusted by consumers, policymakers can empower consumers to make more informed choices. Standardized guidelines would help reduce misinformation and greenwashing. This can foster greater consumer confidence in sustainable products, thereby encouraging more brands to adopt genuine green packaging practices in their offerings. Policymakers can set benchmarks for minimum recycled content, limits on single-use plastics, or mandates for biodegradable materials. These standards should be coupled with monitoring systems to ensure compliance and penalties for violations to maintain industry-wide adherence.

c) Educational Campaign

Through extensive educational programs that emphasise the advantages of green packaging for the environment, governments may play a critical role in raising awareness. Since younger audiences are more likely to be affected by digital information, these efforts should be designed to appeal to them. Reaching this group more successfully may be achieved by leveraging well-known digital channels including websites, apps, and social media. Furthermore, integrating sustainability education into the curriculum of schools helps guarantee that environmental consciousness is fostered at a young age, assisting future generations in making packaging decisions that are more ecologically responsible. Such programs would foster a sustainable mentality throughout society and create long-lasting cultural change.

III. For Educational Institutions

a) Research and Innovation

By concentrating on the creation of more environmentally friendly packaging options, educational institutions may also lead the way in the sustainability movement. Universities may help develop innovative, environmentally friendly packaging techniques and technologies by encouraging research in materials science, environmental studies, and commercial practice. Faculty, students, and business experts working together may encourage innovation to solve the environmental problems caused by packaging waste. Additionally, academic institutions might set up research facilities or incubators with a sustainability focus to inspire students to create innovative solutions for packaging's environmental impact. Green packaging may be directly advanced by these initiatives, which can also establish educational institutions as pioneers in sustainable practices.

b) Community Engagement

Through active community engagement, educational institutions may contribute to a greater understanding of the environmental effects of packaging materials outside of the classroom. In order to educate students and the general public about the significance of green packaging, schools and colleges can collaborate with nearby companies, governmental organisations, and environmental groups to host workshops, seminars, and public awareness campaigns. These gatherings can offer experiential learning opportunities where students can get practical knowledge about environmental issues and sustainable packaging solutions. Furthermore, partnering with nearby companies may offer real-world examples of sustainable practices in action, assisting students in making the connection between their academic understanding and practical implementations.

IV. For Consumer

a) Empowerment through Knowledge

Today's consumers can make better decisions about the businesses they support and the goods they purchase because to their unparalleled access to information, both online and offline. By actively looking for information on how packaging affects the environment, customers may determine if a brand's packaging reflects their own beliefs, especially those related to sustainability. This might involve reading up on a brand's environmental policies, looking for eco-certifications, or researching the materials used in product packaging. With this information at their disposal, customers may make decisions about which items to support eco-friendly projects, cut down on waste, and help protect the environment. Additionally, a knowledgeable customer base is more likely to hold companies responsible for their packaging decisions, which promotes a more sustainable market as a whole.

b) Advocacy

Young customers may use their influence to drive firms towards sustainability and promote greener practices as they continue to embrace their purchasing power. Customers may influence brands to reconsider their packaging methods by publicly expressing their preferences on social media and by choosing to support businesses that place a high priority on eco-friendly packaging. Customers may exchange knowledge, have discussions about sustainable habits, and raise awareness of demands for change using social media sites like Instagram, TikTok, and Twitter. Customers may also exert pressure on businesses to embrace more ecologically friendly methods by voicing their support for sustainable packaging. In addition to influencing brand behaviour, this advocacy contributes to the development of a broader cultural movement that prioritises sustainability across a range of industries, ultimately resulting in good change within those sectors.

V. For E-commerce platform

a) Sustainability Features

E-commerce sites have a special chance to encourage sustainability by integrating environmentally friendly elements into their user experience. To make it easier for customers to find environmentally friendly solutions, platforms might include filters or categories that let users search for items with verified green packaging. Platforms may lessen consumers' need to search for sustainable alternatives by clearly labelling items that utilize recyclable, biodegradable, or minimal packaging. Consumers can also be encouraged to make more conscious purchases by emphasizing eco-friendly alternatives throughout the buying process, such as by putting sustainability badges on display or offering details on the packaging's environmental effect. This strategy not only helps customers make sustainable decisions, but it also motivates suppliers to give green packaging a priority, resulting in a sustainability marketplace.

b) Data Utilization

E-commerce sites are uniquely positioned to use customer data to learn about sustainability preferences and direct suppliers towards more environmentally friendly procedures. Platforms can spot patterns in consumer behaviour, including a rise in demand for goods with eco-certifications or sustainable packaging, by examining purchase habits. Through the application of this data, platforms and suppliers may better understand the kinds of sustainable products that customers find most appealing and modify their offerings appropriately. Additionally, by using this data, platforms may better interact with merchants and persuade them to embrace environmentally friendly packaging options in response to consumer demand. E-commerce platforms may encourage the adoption of sustainable practices across the supply chain by serving as a mediator between customers and sellers. This helps to match customer preferences with the larger market movement towards sustainability.

5.4 Limitation of Study

To complete this study, the researcher has several limitations to deal with:

- **Self-Reported Data**

The study relies on self-reported data from respondents, which may be subject to biases such as social desirability bias, where participants may provide answers that they believe align with societal expectations rather than their true behaviours or attitudes. This can impact the accuracy of the reported awareness and behaviour regarding green packaging.

- **Lack of Time**

The lack of time for data gathering and analysis is one of the study's drawbacks. Only 120 people were questioned since the researcher was unable to collect a larger sample of respondents due to scheduling restrictions. A deeper and more complex knowledge of the research issue may have been obtained by carefully examining and analysing the data; however, this was not possible due to the time constraints. The wider and representative sample, as well as more thorough insights into the factors impacting Green Packaging Awareness, would have been possible with a longer time frame for data collection and analysis.

- **Technology and Access Bias**

The study assumes that all participants have access to the digital platforms and technology to engage with information about green packaging. In reality, there may be disparities in access to the internet, social media, and online shopping experiences among different groups of young consumers, which could affect the generalizability of the finding

- **Limited Scope of Factors**

Although the study concentrated on Social Influence (SI), Brand Trust (BT), and Knowledge Level (KL) as the primary factors of Green Packaging Awareness, it did not fully investigate other relevant variables like price sensitivity, convenience, or the perceived effectiveness of green packaging. The accurateness of the investigation in comprehending all the elements impacting consumer behaviour towards sustainable packaging may be limited if these components have been left out.

5.5 Recommendation for the Future Study

Based on the limitations identified in the study, several recommendations for future research can help address these shortcomings and enhance the robustness of findings related to Green Packaging Awareness and consumer behaviour. These recommendations aim to improve data collection methods, expand the scope of the study, and mitigate biases.

I. Use of Objective Data

Future research might use objective data gathering techniques, such as real purchase behaviour analysis or behavioural monitoring via online platforms, to overcome the problem of self-reported data. This strategy would lessen the possibility of social desirability bias and offer more accurate insights into the real choices and behaviours of customers. For instance, rather than depending just on surveys or interviews, monitoring the decisions customers make when choosing green-packaged items in real-world situations may offer a more accurate picture of their habits.

II. Larger Sample Size and Extended Timeframe

For the results to be more broadly applicable, future research should try to gather information from a bigger and more varied sample of young consumers. A larger sample size would enable more detailed understanding of various subgroups, including differences according to socioeconomic level, geography, or educational background. An prolonged time of data collecting would also enable the investigation of deeper correlations between variables and offer a more thorough grasp of the study issue. Researchers may be able to do subgroup studies with a larger sample size, guaranteeing that the results accurately reflect the variety of the young consumer community.

III. Addressing Technology and Access Bias

Future studies should think about involving individuals from a range of backgrounds, guaranteeing representation from both high-tech and low-tech access groups, in order to lessen the influence of technology and access bias. To reach customers who might not have access to the same digital platforms, researchers could employ mixed-methods approaches, combining online surveys with in-person data collecting such as focus groups or interviews. A more representative sample of the youth population, especially those living in remote or underserved locations with little access to the internet, may also be obtained by using offline data collecting methods or mobile-friendly surveys.

IV. Incorporating Additional Factors

Future studies should broaden the scope to include other elements that affect customer behaviour and Green Packaging Awareness. In order to give a more comprehensive picture of customer behaviour, additional factors including price sensitivity, convenience, and the perceived efficacy of green packaging should be included, even if Social Influence, Brand Trust, and Knowledge Level were critical in this study. For instance, investigating how cost and ease of use affect the choice of environmentally friendly packaging, particularly where it may be more costly or harder to obtain, might assist in identifying obstacles to sustainable consumption. Researchers might also look at how customers' desire to buy items with sustainable packaging is influenced by their perception of the efficacy of green packaging such as biodegradability and recyclability.

V. Longitudinal Studies to Track Behaviour Changes

Future studies might use a longitudinal design to further investigate how long-term behaviour is influenced by green packaging knowledge and how it changes over time. Researchers might see how participants' views and actions change in response to things like exposure to sustainability campaigns, changes in policy, or advancements in green packaging by following the same individuals over a long period of time. Additionally, longitudinal research would make it possible to investigate the long-term effects of ongoing interventions on consumers' purchasing patterns.

5.6 Summary

In conclusion, this chapter had been discussed on summarizing and concluding the data analysis of the previous chapter, providing suggestion to overcome limitation and proposing recommendation for future study. Finally, the research objectives of the research able to answered the entire research question that had been constructed in chapter one and the data collection results had been determined and able to draw out a conclusion. The research illuminates key insights into green packaging awareness among young consumer in Malaysia. Through an in-depth exploration of factors such as Brand Trust, Social Influence, and Knowledge Level, the study provides a nuanced understanding of the factors affect green packaging awareness of young consumer in Malaysia.

The chapter also highlights the implications of the study for various stakeholders. For policymakers, the findings underscore the importance of establishing clear regulations and certifications for green packaging, alongside educational campaigns aimed at raising awareness, particularly among younger demographics. Educational institutions are encouraged to integrate sustainability topics into curriculums and engage in community outreach to promote the benefits of green packaging. For consumers, the study emphasizes the role of empowerment through knowledge and advocacy, with young consumers urged to leverage their purchasing power to influence sustainable practices. E-commerce platforms can also play a key role by highlighting eco-friendly products and utilizing consumer data to guide vendors toward greener practices.

However, the study has its limitations, such as reliance on self-reported data, a small sample size due to time constraints, and potential technology and access biases. These limitations are discussed alongside recommendations for future research, including the use of objective data, a larger and more diverse sample, and the exploration of additional factors influencing green packaging awareness, such as price sensitivity and convenience.

In conclusion, Chapter 5 synthesizes the study's findings, offers actionable recommendations for improving sustainability practices, and outlines areas for further research to deepen the understanding of consumer behaviour toward green packaging. It emphasizes the need for a collaborative effort from businesses, policymakers, educational institutions, and consumers to promote environmentally conscious decision-making and create a more sustainable omnichannel shopping environment.

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APPENDIX

APPENDIX A



SURVEY QUESTIONNAIRE

DETERMINE THE GREEN PACKAGING AWARENESS IN OMNICHANNEL SHOPPING AMONG YOUNG CONSUMER IN MALAYSIA

Dear Participant,

Thank you for taking the time to participate in this research study. The purpose of this questionnaire is to gather information about determine the green packaging awareness in omnichannel shopping among young consumer in Malaysia. Your responses will help us understand this study better and improving the sustainability.

Inquiry: If you have any questions or concerns about answering this questionnaire, please do not hesitate to contact Nurul Syazwani Binti Hassan (Student) Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka (UTeM), Kampus Teknologi

Tel:

Email:

Instructions:

1. There are three (3) sections in this questionnaire. Please answer ALL questions in ALL sections.
2. Completion of this form will take you approximately 5-10 minutes.
3. The contents of this questionnaire will be kept strictly confidential and for academic purpose only

Section A: Demographic Information

This section lists questions pertaining to you and your background. Please tick (✓) on the space given.

1) Please indicate age

18-24 ☐

25-30 ☐

31-35 ☐

2) Please indicate gender

Male ☐

Female ☐

3) Please indicate your education level

No Formal Education ☐

Primary School ☐

Secondary School ☐

Diploma ☐

Degree ☐

Master ☐

Phd ☐

4) Please indicate your employment status

Full-Time ☐

Part-Time ☐

Student ☐

Self-employed ☐

Unemployed ☐

5) Please indicate your monthly income

Below RM2000 ☐

RM2001-RM4000 ☐

RM4001-RM6000 ☐

Above RM6000 ☐

6) Please indicate your shopping habits

Rarely (less than once a month) ☐

Occasionally (1-3 times a month) ☐

Frequently (4 or more times a month) ☐

7) Did you familiar with green packaging?

Yes ☐

No ☐

Section B: Brand Trust, Social Influence, and Knowledge Level

This section requires you to identify the factors that influence green packaging awareness among young consumer in Malaysia. Please indicate to what extent do you agree with the following statements by using the appropriate scale (1= strongly disagree, until 5= strongly agree). Please tick (✓) on your answer.

1) Brand Trust

No	Item	1	2	3	4	5
1.	I trust brands that use green packaging to be more environmentally responsible, both in online and in-store shopping.					
2.	Brands that use green packaging are more reliable when shopping both online and offline.					
3.	I believe that brands using green packaging are committed to sustainability, regardless of whether I am shopping online or in a physical store.					
4.	When a brand uses green packaging, I trust that they are reducing their environmental impact, whether I purchase online or in-store.					
5.	I am more likely to trust a company that offers green packaging, whether I interact with the brand online or in a physical store.					

2) Social Influence

No	Item	1	2	3	4	5
1.	People important to me (family, friends, colleagues) encourage me to choose products with green packaging in online or physical store.					
2.	Online reviews and social media influence my preference for brands that use green packaging.					
3.	Environmental campaigns and advertisements influence me to consider green packaging in my purchasing decisions.					
4.	The opinions of people I value (peers, influencers) affect my awareness of green packaging in omnichannel shopping.					
5.	I feel social pressure to choose products with green packaging when shopping in physical stores or online platforms.					

3) Knowledge Level

No	Item	1	2	3	4	5
1.	I have a good understanding of what green packaging is.					
2.	I am aware of the environmental benefits of green packaging.					
3.	I know how green packaging differs from traditional packaging.					
4.	I understand the materials and processes involved in creating green packaging.					
5.	My knowledge of green packaging affects my preference for certain brands or products.					

Section C: Green Packaging Awareness

This section requires you determined the level of green packaging awareness in yourself. Please indicate to what extent do you agree with the following statements by using the appropriate scale (1= strongly disagree, until 5= strongly agree). Please tick (✓) on your answer.

No	Item	1	2	3	4	5
1.	I am aware of products with green packaging when shopping online.					
2.	I notice green packaging options when shopping in physical stores.					
3.	I often see information about the environmental impact of green packaging when shopping online.					
4.	I regularly see green packaging options advertised on websites or social media					
5.	I actively seek out products that use green packaging when shopping both online and offline.					

APPENDIX B

Gantt Chart of Final Year Project (FYP) I

WEEK/ ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
FYP talk									M I D							
Search for FYP topic																
Meeting with supervisor																
Topic discussion																
Title confirmation									S E M E S T E R							
RO & RQ Construction																
Submission Chapter 1																
Submission Chapter 2																
Submission Chapter 3									B R E A K							
First draft of FYP 1																
Submission of FYP 1																
Presentation 1																
Revised of FYP 1																

