

FACULTY ENTREPRENEURSHIP AND BUSINESS

**FACTORS THAT INFLUENCING YOUTH INTENTION
TO BUY GREEN PRODUCT IN UNIVERSITY
MALAYSIA KELANTAN(UMK), CITY CAMPUS**

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Factors That Influencing Youth Intention to Buy Green Product
In University Malaysia Kelantan, City Campus

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LIST OF ABBREVIATIONS

TPB - Theory of Plan Behavior

UMK - University Malaysia Kelantan

GPB - Green Buying Behavior

SPSS - Statistical Package Social Science

IBM - Item-by-Item Measurement

URL - Uniform Resource Locater

WIFI - Wireless Fidelity

SME - Small and Midsize Enterprise

CSR - Corporate Social Responsibility

FKP - Faculty of Entrepreneurship and Business



CHAPTER 1: INTRODUCTION

1.1 Background of the study

A green product is a product that has been intentionally created to have a negligible ecological footprint. This encompasses items fabricated from repurposed materials, items specifically engineered for reusability or recyclability, and items crafted from replenishable resources (Team & Team, 2023).

The exponential growth of the world population and the swift advancement of the economy have resulted in a substantial surge in worldwide production, consumption, and mobility. This has consequently led to a heightened need for food and energy. These activities have indirectly contributed to the escalation of global pollution. Annually, approximately 19-23 million metric tones of plastic waste infiltrate aquatic ecosystems, resulting in the contamination of lakes, rivers, and seas (UN Environment Programme, 2023). The primary source of global pollution is the combustion of fossil fuels, mainly by industry and transportation, as stated by the European Environment Agency in 2019.

In order to mitigate the exacerbation of this issue, the Malaysian government has implemented measures to alleviate the long-term impact of pollution within their nation. Since 2009, the Malaysian government has been promoting the purchase of environmentally-friendly products through the implementation of the National Green Technology Policy, which aims to foster sustainable development (Fakhiruddin, 2019). The government has also approved regulations that streamline the process of acquiring and utilizing environmentally friendly products (Al-Kumaim et al., 2021). Furthermore, the Malaysian government has initiated the "Jom Beli Produk Hijau"

campaign, aimed at promoting environmentally conscious decisions and fostering sustainable lifestyles (Atan, 2020).

1.2 Problem Statement

Within a business context, the act of making a decision is a challenging aspect that necessitates the involvement of the owner or the individual responsible for decision-making within the company. To support the government's efforts in promoting green products, businesses must also ensure the sustainability of their operations. Decision making is an essential component of business, encompassing a sequence of actions undertaken by individuals or managers to identify the optimal choices or courses of action to fulfil their requirements. The decision-making process generally entails the identification of a specific objective, the collection of pertinent information, the evaluation of different options, and the comprehensive exploration of possibilities (Eby, 2018).

Efficient decision making is crucial for organizations to generate value, fulfil their objectives, and mold their future. Leaders must prioritize game-changing decisions, organize essential meetings, and clearly define the responsibilities of decision makers and other stakeholders to promote active participation and responsibility (McKinsey, 2023). Rational decision-making is based on objective information, quantifiable processes, and deliberate assessments, with the aim of reducing expenses and maximizing advantages (Eby, 2018).

1.3 Research Question

- Is there any relationship between social influence and purchase intention to buy green products among University of Malaysia Kelantan's student?
- Is there any relationship between the quality of green products and purchase intention to buy green products among University of Malaysia Kelantan's student?

- Is there any relationship between a sense of community and purchase intention to buy green products among University of Malaysia Kelantan's student?
- Is there any relationship between the price of green products and purchase intention to buy green products among University of Malaysia Kelantan's student?

1.4 Research Objectives

This research is focusing on the factors that influencing youth's intention to buy green products in University Malaysia Kelantan, City Campus. The objective of the study is as stated below:

- To examine the relationship between social influence and purchase intention to buy green products among University of Malaysia Kelantan's student.
- To examine the relationship between the quality of green products and purchase intention to buy green products among University of Malaysia Kelantan's student.
- To examine the relationship between a sense of community and purchase intention to buy green products among University of Malaysia Kelantan's student.
- To examine the relationship between the price of green products and purchase intention to buy green products among University of Malaysia Kelantan's student.

1.5 Scope of the Study

This study investigates the correlation between the dependent variable, which is the intention to purchase environmentally friendly products, and the independent variables, including social influence, sense of community, quality of green products, and the price of green products. The questionnaires have been formulated and distributed to the students of University Malaysia Kelantan, City Campus. The survey respondents consist of students enrolled in UMK City Campus from year 1 to year 4. Data will be collected for the purpose of conducting an analysis.

1.6 Significance of Study

This research aims to assist business owners and decision makers in identifying and prioritising key factors that will contribute to the long-term sustainability of their businesses. Additionally, it aligns with the government's agenda of reducing pollution and promoting a healthier environment. The outcome of this study will identify the primary factors that significantly influence the intention of young people to purchase environmentally friendly products. If the primary determinant is the price of the environmentally friendly product, the decision maker has the option to offer a discount on their product. If social influence is the most influential factor, the decision maker can employ a celebrity for marketing their product, along with the other factors.

1.7 Definition of Term

1.7.1 Purchase Intention

Purchase intention refers to a consumer's decision to acquire products or services based on their perception that it satisfies their needs and aligns with their overall perspective (Al-Gasawneh, 2020). It is a crucial component of consumer motivation and decision-making when selecting a particular product and brand. Purchase intention encompasses the cognitive and affective aspects of consumer behaviour and serves as a crucial indicator during the purchasing process (Bhattacharya et al., 2022). Therefore, the purchase intention refers to the manner in which consumers satisfy their needs. Their purchasing decision will be influenced by their individual behavioural factors, such as attitude and perception.

1.7.2 Social Influence

Social influence is the phenomenon where an individual's actions, emotions, or beliefs are influenced by the behaviours or words of others within their social network. Social influence refers

to the influence exerted on an individual by the perceived social pressure to conform to specific behaviours (Mcleod, 2021).

The reason is that individuals frequently communicate their viewpoint, thoughts, and values with the people they interact with. These individuals may encompass parents, siblings, peers, educators, or even performers and athletes. Essentially, an individual's decision to purchase a product is influenced by the opinions of significant individuals in their life (Tran & Uehara, 2023). Based on this definition, researchers posit that social influence significantly affects the decision-making process when it comes to purchasing environmentally-friendly products. Nevertheless, researchers are still eager to investigate the most influential factors that will contribute to the purchasing intention among young individuals.

1.7.3 Quality

Consumers have varying levels of perception when it comes to quality. Quality-conscious consumers actively look for distinctive indicators of excellence when making product purchases (Petrescu et al., 2019). A consumer who values quality can be characterized as a utilitarian buyer who strives to obtain products of the utmost excellence. Furthermore, individuals who place importance on quality are more inclined to exhibit brand loyalty and possess a higher level of confidence in the efficacy of well-established and endorsed brands (Tran & Uehara, 2023). Quality serves as a preliminary factor that affects both satisfaction and behavioral intentions, and it has the ability to impact a consumer's final purchase decision (Wang et al., 2020). Therefore, there is a correlation between the quality of green products and the inclination to purchase green products.

1.7.4 Sense of Community

The concept of community underscores the significance of establishing significant connections, promoting active involvement, and cultivating a sense of duty and willingness to volunteer (Wang et al., 2022). In addition, he asserts that a sense of community is established through the incorporation of shared values, attitudes, and behaviors that empower communities and foster environmental conservation and social welfare. The sense of community can exert an influence on the purchasing intentions of young individuals towards environmentally friendly products. Research indicates that consumers' intentions to make environmentally friendly purchases are significantly influenced by cultural values and environmental knowledge.

Cultural values exert a substantial influence on consumers' inclination to engage in environmentally friendly purchases, with environmental consciousness and perceived consumer effectiveness serving as crucial factors (Hussain & Huang, 2022). Hussain and Huang (2022) stated that a positive attitude towards the environment within a community is associated with cultural norms that priorities collective action. These norms, in turn, influence individuals' intentions to engage in environmentally friendly purchasing behavior. Therefore, there is a correlation between young people's desire to buy environmentally friendly products and their sense of belonging to a community.

1.7.5 Price

Price is the monetary value that a consumer exchanges for a product or service. The cost of a product or service is subject to change, and consumers should take into account the price of products or services when deciding to make a purchase. The cost of a product or service is a crucial determinant that impacts consumer purchasing behavior. A study conducted by Johan et al. (2023)

has examined the influence of price on consumer decision-making processes, specifically investigating the effects of price sensitivity, perceived value, and price-quality perceptions on consumer behavior. Given the importance of price in purchasing decisions, researchers posit that price can impact the inclination of young individuals to purchase environmentally-friendly products.

1.8 Organizational of Proposal

The organizational proposal pertains to the streamlined structure of this research in a straightforward layout.

The initial chapter delves into the contextual framework of this study, focusing on the government's advocacy for the utilization of environmentally friendly products that minimize their ecological footprint. This chapter also discusses the objective of this research and how it will assist business decision makers in selecting the most effective factor for marketing purposes. This chapter encompasses the background of the study, a description of the problem, the research question, the aims, the scope, the importance, term definitions, and the organization of the proposal.

In the second chapter, researchers commence with a concise introduction and an exposition of the theoretical framework employed in this study. The Theory of Planned Behavior (TPB) is an appropriate theory as it pertains to the decision-making process of individuals when it comes to purchasing goods or services. The previous study yielded findings from prior research that will substantiate this study, while the conceptual framework will provide an overview of the relationships observed in this research.

Chapter three of this research will discuss the methodology employed in the study, specifically focusing on the research design, which utilized quantitative analysis. This chapter also states that the researchers utilized the Google Form to gather the data. This chapter includes a

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description of the tools utilized in this study, the population under investigation, the sample size, and the procedure employed. This chapter also discusses the methodology for data analysis, in which the researcher will utilize the Statistical Package for Data Science (SPSS). This chapter will also cover the specifics of the analysis, including the type of analysis and the methods used to handle it.

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The logo of the University of Kelantan, featuring a stylized 'U' and 'K' intertwined in light blue and pink colors.

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CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter will commence by introducing the foundational theory, specifically the Theory of Planned Behavior (TPB), which has been employed in this research. This theory will provide a concise explanation of how individuals make decisions and the various factors that can impact the decision-making process. This theory will assist researchers in determining the correlation between social influence, sense of community, product quality, price, and the intention to purchase environmentally-friendly products among young individuals.

This chapter will provide an overview of previous studies, which can be utilized to conduct a literature review for this research. It will also identify gaps in knowledge that need to be addressed. This allows the researcher to explain their conclusions and findings in relation to previous studies, which helps to strengthen the research questions and objectives that were established earlier in the paper. Ultimately, the chapter delves into the conceptual framework and hypothesis. In research, a conceptual framework is a component that illustrates the relationship between variables and establishes the relevant objectives for the study. On the other hand, a hypothesis statement predicts the relationship between two or more variables and aims to forecast this relationship based on the proposed research.

2.2 Underpinning Theory

The Theory of Planned Behavior (TPB), incorporating the variables of quality, sense of community, price, and social influence, provides a valuable framework for understanding the intention to buy environmentally-friendly products. The Theory of Planned Behavior (TPB) is a widely recognized framework in consumer behavior research that has been employed to examine

consumers' intentions to engage in environmentally friendly purchases. Xia et al. (2022) discovered that social influence plays a significant role in shaping consumers' purchasing decisions of environmentally friendly products. This phenomenon can be comprehended through the Theory of Planned Behavior (TPB) by considering subjective norms. Moreover, a study employing a meta-analysis approach has revealed that green perceived value, attitude, and green trust play a crucial role in influencing individuals' intention to make green purchases. These findings align with the constructs of subjective norms and attitude in the Theory of Planned Behavior (Zhuang et al., 2021). Furthermore, another study emphasizes that green purchase intention encompasses the motivating factors behind green purchases, showcasing the suitability of the Theory of Planned Behavior (TPB) in understanding consumer intentions to buy environmentally friendly products (Dewi et al., 2022).

The TPB is a well-established model that explores the connections between attitudes, subjective norms, perceived behavioral control, and behavioral intentions. Through this theory, researchers can acquire a comprehensive comprehension of the psychological factors influencing young individuals' intention to purchase environmentally friendly products. The Theory of Planned Behavior (TPB) is a valuable conceptual framework for comprehending the intention to acquire environmentally friendly products.

2.3 Previous Studies on Factors That Influencing Youth to Buy Green Product

2.3.1 Intention to Buy Green Product

The intention to purchase green products pertains to an individual's inclination or propensity to buy products that possess superior environmental attributes, as opposed to conventional alternatives. Multiple studies have examined the determinants that impact consumers' inclination to purchase environmentally friendly products. A mediation model showed that consumers' intention

to purchase environmentally friendly products is influenced by their willingness to buy green products, environmentally oriented lifestyle, and green marketing (Cuc et al., 2022). In addition, a study conducted by Gomes et al. (2023) has demonstrated that consumers may experience a sense of obligation to buy more environmentally friendly products, which subsequently influences their patterns of consumption. The findings emphasize the complex nature of consumers' intention to purchase environmentally friendly products and the diverse factors that influence this decision-making process.

2.3.2 Social influence

The study found that perceived social norms had a positive effect on green consumption behavior, proving its usefulness. Social power and appearance also influence green consumption habits when it comes to perceived social standards. Additionally, normative impact strategies have been shown to work in prosocial and consumer behavior (Melnyk et al., 2021). The information that consumers get from social media influences their purchases since the product already been reviewed or be use by the influencer.

According to the research by Mustafa et al, (2022), social influence positively effecting decision making of consumers in buying something. This happened since the gadget and the influencers that appears in social media. Some people will follow the opinion of others in social media rather their own taught since they want to look trendier and more updated. From the past research, researchers believe that social influence have a significant relationship with the intention to buy green product.

2.3.3 Quality of Green Products

The success and reputation of a business in the market depends on the quality of the product. Low production costs, higher return on investment and higher income are possible when companies produce high quality goods that meet market demand (Chen, 2023). Consumer buying intentions are driven by product quality and innovation. The study found that the quality of green products affects consumer purchasing intentions. This study examines how the quality of green products affects customer happiness and loyalty. Green product information must be clear and useful to aid consumer evaluation (Fraccascia et al., 2023), and some businesses are working to improve their green brand information. Before buying, customers evaluate the ad content based on quality. They can achieve this by combining other sources or evaluating ad content. Dealers provide high quality information to encourage the purchase of green products. Referring to Verleye et al. (2023) consumer have a willingness to pay for a thing if it has a good quality and feedback from other users.

In addition, Fraccascia et al. (2023) found that perceived value has a positive effect on consumers' willingness to spend more on fashion products. If the green product has a high quality and the fashion updated, the consumer will be interested in the product (Chi, 2021). From this explanation, researchers believe that quality play a crucial role for the consumers to make a decision in buying a green product.

2.3.4 Sense of Community

Individuals possess varying perspectives when it comes to making purchasing decisions. A potential determinant of their decision is the presence of a communal atmosphere. A study conducted by Lan et al. (2023) on individual perception of green products has discovered that a

strong sense of community has a favourable influence on the inclination to purchase environmentally friendly products. Wang et al. (2022) discovered that community green information interaction has a beneficial spillover effect on consumers' green purchase behaviour. This suggests that community interaction can have a positive impact on consumers' inclination to buy environmentally friendly products. Moreover, a study conducted by Hussain and Huang (2022) has examined the influence of cultural values on individuals' intentions to make environmentally friendly purchases. The findings indicate that ecological awareness and the perception of consumer effectiveness play significant roles in translating these intentions into actual green purchases. Hence, the available evidence indicates that the sense of community can exert a substantial influence on the inclination of consumers, especially young individuals, to purchase environmentally friendly products.

2.3.5 Price of green products

Price also plays a crucial role in consumers' inclination to purchase environmentally friendly products. Perceived price has a positive impact on moral intensity and moral judgement, which in turn can influence consumers' intentions to make environmentally friendly purchases (Tian et al., 2022). In addition, Barbu et al. (2022) discovered that the presence of green products plays a crucial role in shaping consumer behaviour. Specifically, consumers are more inclined to purchase green products that possess eco-certifications or are manufactured using environmentally friendly methods. Hence, the researchers posit that price exerts a substantial influence on consumers' inclination to purchase environmentally-friendly products, underscoring the significance of pricing tactics and the perceived worth of green products in fostering sustainable consumption patterns.

2.4 Hypothesis Statement

This study uses social influence, green product quality, community, and pricing as independent variables and intention to buy green products as the dependent variable.

Social influence

H1: Social influence has a positive relationship on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus.

This theory states that environmental awareness is driving customers, especially younger ones, to buy green products. Humans may have wanted to save the environment and promote sustainability through green shopping (Ogiemwonyi & Jan, 2023). Because sustainability is becoming more important in society, it's crucial to study what influences young buyers' intentions to buy green products. Buying green products is to reduce and stop the environmental issues (Ogiemwonyi, 2022). The social impact may affect the youth's purchase of green products, if this is not curbed from the beginning.

According to social identity, people organize themselves and others according to gender, race, religion, or hobbies. Social identity influences behavior, attitudes, and choices (Ellemers, 2023). In this study, researchers focus on attitudes and choices because they have a strong connection with this study and also the most important aspects of social identity. Cultural norms and values greatly influence society. Cultures may have distinct conformance, comprehension, and compliance criteria. Understanding cultural variations is crucial for global communication and collaboration. Although earlier research suggests that personal traits or societal pressure may influence green

purchasing, the reasons vary. Green buying behavior (GPB) involves buying products that represent environmental ideals and are safer for people and society (Ogiemwonyi et al., 2023)

Buying green products displays a person's preference for them over conventional ones. This purpose strongly predicts behavior. Youth who prefer green products are more inclined to shop sustainably. Finding by NekMahmud et al. (2022) states that social impact increases young people's inclination to buy green products. This illustrates that youth's desire to acquire green products improves with social impact, such as social network support and encouragement. This suggests that teenagers are sensitive to others' beliefs, attitudes, and behaviors about environmentally sustainable consumption. Human-induced activities affect 85% of the world's population, according to studies (Timsit & Kaplan, 2021). Consumers are gradually adopting green products due to this paradigm change. It suggests that customers want plant-based products for their benefits and values (Ogiemwonyi & Harun, 2021).

A recent study Ogiemwonyi et al, (2020) found that buyers are now willing to buy green products and support green purchasing. This hypothesis concludes that knowing the societal influence on young people's purchase intentions for green products is crucial to promoting sustainable consumption. Investigating this link can help young consumers to make environmentally friendly decisions, which leads to greater environmentally responsible consumer behavior. From this explanation, researchers accept this hypothesis where the social influence has a relationship with the intention to buy green product.

Quality of green product

H2: Quality of green products has a positive relationship on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus.

This study describes how green values and product quality ideas influence young green attitudes, purchasing behavior, and green knowledge. Consumers form opinions about quality based on their reliability and ability to meet expectations. Quality credibility increases the effect of brand experience on brand perception. Based on quality validity, users evaluate how quality information affects their decisions (Juran, 2020). It is well known that reliable quality improves consumer perception of green products. Many elements, such as product or service quality, customer feedback, overall product quality and message consistency, can impact green products.

The notion that consumers evaluate product information according to quality validity is consistent with a more general understanding of how consumers make decisions. This may affect the way they make decisions. Chen (2023) found that customers' perceptions of quality, emotion and environmental value influence their willingness to pay more for energy-saving appliances. Perceived value positively affects willingness to spend more for slow fashion products. Green products can improve environmental, social, and economic performance as well as save money (Verleye., 2023). This idea highlights the complex nature of consumer decision-making, where considerations including reliability, environmental concerns, and perceived value all play an important role.

The concept of this study that product quality increases the youth's intention to buy green products is interesting. The results reveal that the youth prioritize green values and trust when making purchases. The achievement of effective and durable green products requires the financial

support and dedication of top management. Finally, managers should use green consumerism to change youth behavior to protect and preserve the environment, because human behavior drives most environmental issues (Soomro et. al, 2020). The quality of this approach can be analyzed from several perspectives such as the strategic focus of knowledge and social responsibility. From this fact, researchers gain a confidence to that quality can influence the intention to buy green product among youth.

Sense of community

H3: Sense of community has a positive relationship on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus.

The relationship between young people's desire to purchase green products and their perception of community is attracting a lot of attention in an era characterized by increasing ecological issues and an increasing demand for sustainable consumerism (Kramer, 2019). The hypothesis statement, which suggests a relationship connecting these two variables to clarify the elements that influence the younger generation's environmentally conscious purchasing decisions. The psychological bond and sense of being that people feel in their social as well as local settings is referred to as the term "sense of community", which is the first element of the hypothesis (Piyapong, 2019). The feeling of being connected to a particular society or community can have a big impact on an individual's values, opinions, and actions. Next "intention to buy green products" which is the second element of the hypothesis statement is involved in the interest or eagerness to buy product that are made with ecofriendly methods, low energy consumption, or environmental sustainability. The proof of the person's dedication to environmental responsibility starts with their actual purchasing behavior (Mustafa S., 2022).

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To examine the elements that lead to a sense of community and how this sense of community impacts young people's intentions regarding buying green products is crucial for testing this theory. To test this hypothesis, several factors can be considered in this analysis. Firstly, environmental awareness. Social rings of young people who have a strong sense of community could lead them to more ecological problems and sustainability activities (Piscitelli & D'Uggento, 2022). This increased desire to promote green products may result from this increased awareness. The second factor is peer influence. Friends and intimate social networks are frequently involved in a sense of community (Wright & Yasar, 2022). Peer pressure and views have a big influence on how someone feels and behaves, especially if it comes to choosing choices that are positive for the environment. Thirdly, knowledge acquisition. Contributing to a community might provide access to understanding green products, their advantages, and where to get them. This information may affect a consumer's decision to purchase such goods. The fourth factor is shared values. Common beliefs and objectives serve as the basis for a sense of community (Wang et al., 2022). In communities where sustainability and environmental consciousness are valued, people are more inclined to embrace similar beliefs and goals. From this evidence, the researchers believe that the sense of community can influence the intention to buy green product among youth.

Price of green product

H4: There is a direct correlation between the price of environmentally friendly products and the possibility of purchasing such products at University Malaysia Kelantan (UMK), City Campus.

Multiple studies have provided support for the hypothesis that there is a positive correlation between the price of environmentally friendly products and the inclination to purchase such products among university students at University Malaysia Kelantan (UMK), City Campus. A recent study conducted at UMK's City Campus examined the factors that influence students'

purchase intention in online shopping. The findings revealed that the perceived price of green products has a substantial influence on students' intentions to make environmentally-friendly purchases (Daud et al., 2022). Furthermore, a study conducted by Ansu-Mensah (2021) has proposed that there is a positive relationship between university students' intentions to purchase green products and their perception of the price associated with these products. In addition, a separate study has demonstrated that the perceived price has a positive moderating effect on the correlation between green trust and green purchase intention (Wang et al., 2019). Researchers have acknowledged that there is a direct correlation between the cost of environmentally friendly products and the inclination of university students at University Malaysia Kelantan (UMK), City Campus to purchase such products.

2.5 Conceptual framework

This conceptual framework aims to identify the complex relationship between social influence, quality of green products, sense of community and price of green products as independent variables and intention to buy green products as a dependent variable among youths. A conceptual framework covers the key concepts, variables relationships, and speculations that direct the research study (Fromm, 2022). It provides a framework for the study and interpretation of data by researchers and develops the theoretical basis. It is crucial to comprehend the ways in which social influences young people's intentions to make environmentally responsible purchases, as environmental consciousness grows in importance. The figure below shows the conceptual framework for this study.

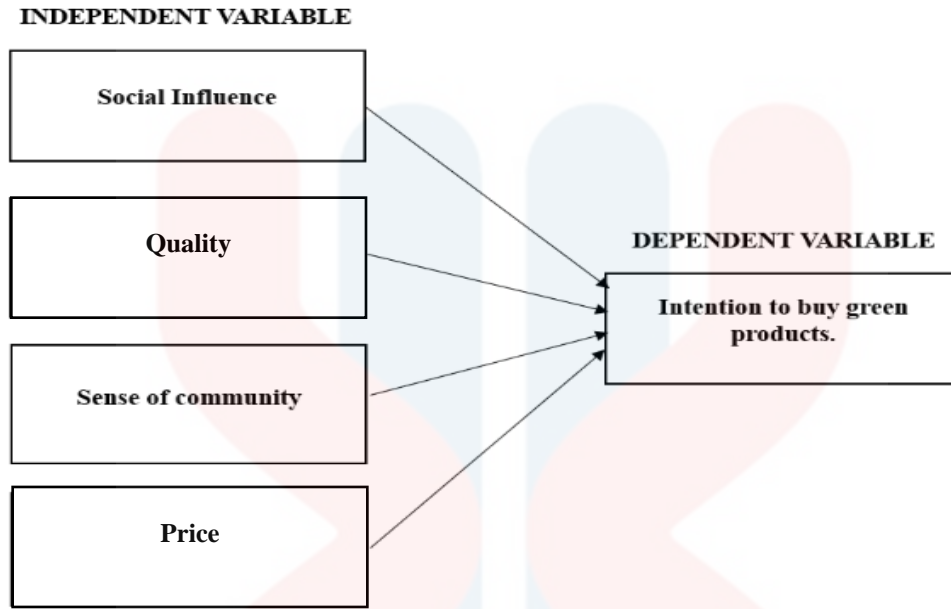


Figure 2.1: The conceptual framework for studying green products affects youth's intentions to buy.

2.6 Summary

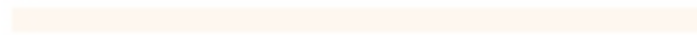
In conclusion, chapter 2 explains about the underpinning theory, previous studies, hypothesis statement, conceptual framework found in this research. Theory of planned behavior TPB is the suitable theory for the research at hand. The previous studies are aimed to explore the intention of youth to buy green products. Green marketing can help businesses reduce costs and attract environmentally conscious customers. This study focuses on hypotheses which are based on social influence, quality of green products, sense of community, and price of green products as the independent variables, while intention to buy green products is the dependent variable. The research hypotheses are based on previous research. This conceptual framework explores the relationship between social influence, quality of green products, sense of community, and price of green products as independent variables and intention to buy green products as a dependent variable among youths. The intention to buy green products has greatly influenced youths to provide a sustainable environment for the community. Understanding these relationships can help

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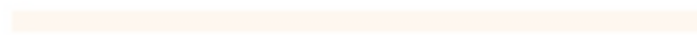
develop initiatives that promote the use of green products and encourage positive environmental change in local communities and society.



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CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This report provides an acknowledgment and explanation of the research methodologies employed in this study. This chapter comprises ten sections: an introduction, a research design, methods for data collection, the study population, the sample size, sampling techniques, the development of the research instrument, the measurement of variables, the production of data analysis, and the summary/conclusion. These components provide research with the structure and rigor necessary to ensure its scientific precision. This study examines the determinants that impact the purchasing behavior of the younger demographic towards environmentally-friendly products.

3.2 Research Design

The research design encompasses the structure and organization of the researcher's chosen study methodologies and techniques. The use of statistical analysis is common across various disciplines, such as social sciences, economics, psychology, and natural sciences, to assess and quantify variables, test hypotheses, and draw statistical conclusions (Eteng, 2023). This study employs quantitative analysis to investigate the mathematical computations that pertain to the influence of green products on the purchasing intentions of young individuals. The quantitative analysis encompasses descriptive statistics, inferential statistics, and data visualization. It utilizes numerical data to elucidate, comprehend, and draw conclusions about a particular issue. Furthermore, it aims to understand the relationship between the independent variables (social influence, quality of green product, sense of community, price of green products) and the dependent variable, which is the intention to purchase green products (Coursera, 2023). This study employs SPSS version 27.0 (Statistical Package for the Social Science) due to its extensive array of features for data analysis and manipulation.

3.3 Data Collection Methods

In this study, two methods of data collection have been employed: primary data and secondary data. Primary data refers to the initial information collected directly from the source for a specific research purpose. It is obtained for the first time through methods such as questionnaires, surveys, interviews, observations, or direct interaction with individuals or entities (Admin, 2021). This study employs the questionnaire methodology to gather data from the participants. A Google Form will be disseminated to students from University Malaysia Kelantan City Campus who will serve as respondents for the survey. Secondary data can be obtained from various sources, including published sources, online databases, and publicly accessible data (Simplilearn, 2023). The utilization of secondary data in research has proven to be an advantageous approach for identifying pertinent data to fulfil a specific requirement. The reference is from Martins et al. (2018).

3.4 Study Population

This study examined the purchasing behavior of students at University Malaysia Kelantan in City Campus regarding green products. It was found that there is a continuous increase in the population of students who actively engage in purchasing green products. Approximately 70% of students in Malaysia have engaged in e-commerce transactions to purchase environmentally-friendly products. Examining the specific aspect of how people react to the prices of environmentally friendly items, it is found that 60% of the general public are willing to pay more for green products. However, this percentage increases to 73% among sustainable buyers. The level of engagement in this behavior remains consistent among all demographic groups, with individuals aged 55 and above who priorities sustainability exhibiting the highest proportion (79%). This indicates that sustainable shoppers are not concerned about paying extra for environmentally friendly products (Chen, 2022).

3.5 Sample Size

The sample size of a study refers to the number of participants or observations involved. The sample size was determined based on the population. Sampling is the process of choosing a subset of individuals from a larger population in order to make inferences about the population's characteristics. The analysis utilizes the number of entities within a subset of the population. We selected 368 respondents to serve as representatives of the community in our study. Sampling is frequently required due to the challenges associated with gathering data from all units of a population (Kumar et al., 2013; Sekaran, 2003). Therefore, the value of 368 is suitable for both our study sample and population size. This study employs the table developed by Krejcie and Morgan in 1970.

Table 3.5: Table for Determining Sample Size for a Known Population

| Table 3.1 | | | | | | | | | |
|---|----|-----|-----|-----|-----|------|-----|--------|-----|
| Table for Determining Sample Size of a Known Population | | | | | | | | | |
| N | S | N | S | N | S | N | S | N | S |
| 10 | 10 | 100 | 80 | 280 | 162 | 800 | 260 | 2800 | 338 |
| 15 | 14 | 110 | 86 | 290 | 165 | 850 | 265 | 3000 | 341 |
| 20 | 19 | 120 | 92 | 300 | 169 | 900 | 269 | 3500 | 346 |
| 25 | 24 | 130 | 97 | 320 | 175 | 950 | 274 | 4000 | 351 |
| 30 | 28 | 140 | 103 | 340 | 181 | 1000 | 278 | 4500 | 354 |
| 35 | 32 | 150 | 108 | 360 | 186 | 1100 | 285 | 5000 | 357 |
| 40 | 36 | 160 | 113 | 380 | 191 | 1200 | 291 | 6000 | 361 |
| 45 | 40 | 170 | 118 | 400 | 196 | 1300 | 297 | 7000 | 364 |
| 50 | 44 | 180 | 123 | 420 | 201 | 1400 | 302 | 8000 | 367 |
| 55 | 48 | 190 | 127 | 440 | 205 | 1500 | 306 | 9000 | 368 |
| 60 | 52 | 200 | 132 | 460 | 210 | 1600 | 310 | 10000 | 370 |
| 65 | 56 | 210 | 136 | 480 | 214 | 1700 | 313 | 15000 | 375 |
| 70 | 59 | 220 | 140 | 500 | 217 | 1800 | 317 | 20000 | 377 |
| 75 | 63 | 230 | 144 | 550 | 226 | 1900 | 320 | 30000 | 379 |
| 80 | 66 | 240 | 148 | 600 | 234 | 2000 | 322 | 40000 | 380 |
| 85 | 70 | 250 | 152 | 650 | 242 | 2200 | 327 | 50000 | 381 |
| 90 | 73 | 260 | 155 | 700 | 248 | 2400 | 331 | 75000 | 382 |
| 95 | 76 | 270 | 159 | 750 | 254 | 2600 | 335 | 100000 | 384 |

Note: N is Population Size; S is Sample Size Source: Krejcie & Morgan, 1970

3.6 Sampling Techniques

The sampling technique comprises various probability sampling methods, each of which encompasses multiple sub-methods facilitating the allocation of data to suitable respondents. These methods include basic random, systematic, stratified, and cluster sampling. Convenience sampling is being employed in our study. In this study, the population of respondents among UMK City Campus is determined using basic random sampling. A sample size of 368 respondents is necessary for this study population. In order to obtain a representative sample from this large pool of participants, a straightforward random sampling method was employed.

3.7 Research Instrument Development

The questionnaires for this research are formulated using the quantitative research methodology. Quantitative research methods, as defined by Li et al. (2022), involve explaining a specific problem or phenomena by collecting numerical data and conducting investigations using mathematical techniques. There are four types of quantitative research, namely comparative and survey. The process involves employing statistical techniques to gather data from participants through the use of a carefully designed questionnaire and a scientific sampling method. In order to obtain sufficient and relevant data, the researcher will construct a survey comprising of three distinct sections. The initial section pertains to demographic information. It inquires about personal information from the respondents. The factors to consider are age, race, gender, year of study, and frequency of green product purchases. Sections 2 and 3 inquire about the intention to purchase green products and its correlation with four independent variables. The independent variables encompass the factors that exert an influence on the intention to purchase green products. These factors comprise social influence, sense of community, price of green products, and quality of green products. These two sections display the performance of 368 UMK students at City Campus. Based

on the findings of these sections, researchers can draw a conclusion regarding the primary factor that influences the intentions of UMK students at City Campus.

3.8 Measurement of the Variables

The process of designing, developing and perfecting tools or instrument data collection in research instrument development. The investigation estimating method are explained in this section. The behavioral intention serves as the study dependent variable. Below is the questionnaire that will be used in this survey.

| Variables | Items in questionnaire | Author and year |
|--------------------------------|--|------------------------|
| Intention to buy green product | Environmental concern are shown to play an important role in the intention to consume green products | Y Sun · 2020 |
| | Product knowledge positively affects consumer attitudes toward green products | Y Sun , 2020 |
| | Consumers with greater knowledge and information about green products will understand it better. | Y Sun , 2020 |
| | Social media plays a vital role in effectively influencing the purchase process | Wang, 2020 |
| | I will use media platforms to advertise green products to attract unexplored customers | Y Sun and Wang, 2020). |

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| Variables | Items of questionnaire | Author and year |
|------------------|---|----------------------------------|
| Social Influence | Consumer who are interested in environmentally friendly products will influences the purchasing behavior of green products | Zhao, H.; Yao, X.; Liu, Z (2021) |
| | The influence of media and friends is the most important because friends strongly influence many aspects of consumer behavior | KerXin, W.; Sen, Y (2019) |
| | Social media plays an important role in shaping consumers attitudes and purchase intentions toward green product | Zao et al., 2019 |
| | Consumers will not buy green products immediately after receiving information promoted through social media | Zao et al., 2019 |
| | There are many influences on social media about the benefits of green products | Kautish and Khare (2022) |

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| Variables | Items of questionnaire | Author and year |
|--------------------------|--|---|
| Quality of green product | The quality of green products significantly impacts consumer intentions to buy products | Wang et al. (2018) |
| | The green products have excellent quality | Wang et al. (2018) |
| | The quality of products has function including protection, preservation user convenience and brand identity of goods | Wang et al. (2018) |
| | I will make sure the product purchased is always in good quality | Zhuang, W.; Xiao, Z (2021) |
| | Feedback from customers to develop and improve green product capabilities to better quality. | Gomez-Trujillo et al., 2020 Ahmed et al., 2019 |

| Variables | Items of questionnaire | Author and year |
|--------------------|---|--------------------------------------|
| Sense of Community | People with a sense of community are more likely to engage in recycling behavior because they tend to be more cooperative, more willing to help others. | Bosnjak, M.; Ajzen Schmidt, P (2020) |

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| | | |
|--|--|--------------------------------------|
| | Environmental concern positively affect consumer green purchasing intentions | Bosnjak, M.; Ajzen Schmidt, P (2020) |
| | Attitudes toward green products positively affect consumer intention to purchase green products | Yang Su, Shannon Wang (2020) |
| | I will recommend the purchase of green products to the family. | Yang Su, Shannon Wang (2020) |
| | The use of public spaces to encourage social interaction among neighbours and facilitate the sharing of green product information in the community | Yang Su, Shannon Wang (2020) |

| Variables | Items of questionnaire | Author and year |
|------------------------|---|------------------------------|
| Price of green product | Price sensitivity has a negative effect on consumer green purchase intentions because the price of green products is higher | Yang Su, Shannon Wang (2020) |
| | There green products usually involve a higher cost | Yang Su, Shannon Wang (2020) |
| | I agree that the price of green products is very affordable | Yang Su, Shannon Wang (2020) |

| | | |
|--|---|-----------------------|
| | Price increases have a negative effect on consumers' intentions to buy green products | Wang, Lin and Li 2018 |
| | The cheap price of green products will attract customers to buy | Wang, Lin and Li 2018 |

This study collects data using questionnaires. A questionnaire collects data from individuals about their experiences, opinions, and beliefs. Questionnaires can capture quantitative and qualitative data. "A vehicle used to present the questions that the researcher wishes to answer" is how Burns et al. (2017, p. 216) define a questionnaire. Survey is the proposal's approach. Statistical methods are used to collect data from respondents using questionnaire sampling.

3.9 Procedure for Data Analysis

Statistical Package for Social Sciences (SPSS) or IBM SPSS Statistic version 27.0 is the software that will be used after collecting all the data to make the analytical analysis and testing of hypotheses. This research will make use of SPSS for its computation and analysis needs. The questionnaire data will be gathered and analyzed in SPSS to determine the frequency of responses.

3.9.1 Descriptive Analysis

Descriptive analysis is a crucial component in understanding the characteristics of a dataset. In this study, it involves exploring the mean, median, and standard deviation of independent variables (Social Influence, Quality of Green Product, Sense of Community, and Price of Eco-Friendly Product) in relation to UMK students' behavioral intentions to purchase green products.

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The average of a group of data points is called the mean. Finding the mean for each independent variable gives information about the data's central tendency. For instance, a high mean for Social Influence might suggest that UMK students are highly impacted by cultural variables when deciding which green products to buy. Conversely, a lower mean for the price of environmentally friendly products may indicate that consumers' behavioral intentions are less affected by this factor.

The middle value in an ordered dataset is called the median. Compared to the mean, it is less sensitive to extreme values. Finding the focal point around which the behavioral intentions of UMK students cluster can be accomplished by looking at the median values for each independent variable. For example, a higher median for Sense of Community may indicate that, even in the absence of outliers, this variable significantly influences their decisions.

The standard deviation quantifies how much a set of values vary or are dispersed. Greater variability is indicated by a higher standard deviation. Understanding the distribution of responses among UMK students can be gained by examining the standard deviation of each independent variable. While a low standard deviation in Social Influence may indicate that students have comparatively similar viewpoints on this issue, a high standard deviation in Quality of Green Product may indicate that students' opinions on this factor are diverse.

The factors that influence UMK students' behavioral intentions to purchase green products can be determined by comparing the means, medians, and standard deviations of each independent variable. For example, if Social Influence has a high mean and median and a low standard deviation, it might mean that social factors have a consistent impact on UMK students and that there isn't much variation in their answers about it.

A thorough overview of the dataset is provided by performing a descriptive analysis of the mean, median, and standard deviation for independent variables in relation to UMK students' behavioral intentions to purchase green products. This allows researchers to pinpoint important influencers and factors influencing their decision-making processes

3.9.2 Reliability Analysis

Item-by-Item Measurement or IBM (2021) defines reliability analysis as the process of analyzing the properties of measurement devices and the parts that make them up. A Cronbach's Alpha value of 0.70 or higher is required to be considered good or acceptable. Reliability was used in this study to evaluate the questionnaire's acceptability and validity.

Table 3.8: Cronbach Alpha Coefficient

| Coefficients of Cronbach's Alpha Level Of Reliability | |
|--|--------------|
| Less than 0.5 Unacceptable | |
| 0.50-0.59 | Poor |
| 0.60-0.69 | Questionable |
| 0.70-0.79 | Acceptable |
| 0.80-0.89 | Good |
| 0.90-above | Excellent |

3.9.3 Correlation Analysis

The study (Schober et al., 2018) defines correlation as a measurement of the strength of the association between two variables. This study includes four independent variables: price of eco-friendly products, sense of community, quality of green products, and social influence. The correlation analysis results shed light on the direction and strength of relationships between the variables, which helps identify the factors that may be more strongly associated with the behavioral intentions of UMK students to buy environmentally friendly products.

Table 3.9: Pearson Correlation Coefficient

| Pearson Correlation Coefficient (r) | Value correlation |
|--|--------------------------|
| 0.9 – 1.0 | Very high |
| 0.7 – 0.90 | High |
| 0.5 – 0.70 | Moderate |
| 0.3 – 0.50 | Low |
| 0.0 - 0.30 | Very Low |

3.10 Conclusion

In conclusion, there were ten parts that appeared in this chapter which start with introduction, research design, data collection methods, study population, sample size, sampling size, sampling techniques, research instrument development, measurement of the variables, data analysis procedure, and including summary/ conclusion. The introduction in this chapter begins by stating

the list of elements that appeared in this chapter. Research design stating that this study using quantitative method for measuring and quantify variables to test hypotheses and derive statistical conclusions. The data collection in this chapter explains about methods that will be used to gain data. Researchers using two methods of data collection which are primary and secondary. The first one is they gain the data from google form which contains a lot of questions that contribute to this study. The secondary method is using a lot of sources such as published sources, online databases and many more to collect the data.

The researchers mentioned that they are focusing on teenagers that are studying in University Malaysia Kelantan (UMK) in the study population part. The next part, which is sample size, mentions that they need 368 samples and the sample must be near or around UMK because the researcher uses convenience sampling technique where this technique needs to collect samples near a location or online service.

Research instrument development is the part where researchers mention that there are 3 sections in the questionnaire where the first part is about demographic and section 2 and 3 is about dependent and independent variables. The details of every question in every section are already mentioned in the next part, which is the measurement variable. Data analysis procedure explaining how the data will be analyzed. The researchers mention that they are using 4 types of analysis which is Statistical Package for Social Sciences (SPSS), descriptive analysis, reliability analysis and correlation analysis. The last part in this chapter is the conclusion where the chapter will be summarized.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter contains preliminary analysis, demographic profile of respondents, descriptive analysis, validity and reliability test, normality test, hypothesis testing and summary. A survey was completed by 368 respondents for the purpose of getting the data. The statistical application for the social sciences (SPSS) software will be used in this chapter to evaluate the information gathered via a questionnaire.

4.2 Preliminary Analysis

4.2.1 Pilot Test

A total of 30 responses are needed for the pilot test of 368 Google Form surveys have been sent to the target groups. Table 4.1 shows the Cronbach's Alpha scales for each variable to determine whether the instrument meets the reliability requirements or fails to meet. Table 4.2 shows the value of Cronbach's Alpha for dependent variables and independent variables. For the intention to buy green products, which is dependent variable, Cronbach's Alpha was 0.883 which indicates good. For the result independent variables, social influence (0.884), quality of green product (0.896), sense of community (0.872) and price of green products (0.856). Generally, the results showed that the variable of Cronbach's Alpha occurred to be reliable and acceptable. This means the questionnaire is reliable and the result is accepted.

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Table 4.1: Scale of Cronbach's Alpha

| Cronbach's Alpha Value | INTERNAL CONSISTENCY |
|------------------------|----------------------|
| $a > 0.9$ | Excellent |
| $0.9 > a > 0.8$ | Good |
| $0.8 > a > 0.7$ | Acceptable |
| $0.7 > a > 0.6$ | Questionable Poor |
| $0.6 > a > 0.5$ | Unacceptable |
| $0.5 > a$ | Unacceptable |

Table 4.2: Cronbach's Alpha for Pilot Test

| Variable | Cronbach's Alpha Result | Items | Result |
|--------------------------------|-------------------------|-------|--------|
| Intention to buy green product | 0.883 | 5 | Good |
| Social influence | 0.884 | 5 | Good |
| Quality of green product | 0.896 | 5 | Good |
| Sense of community | 0.872 | 5 | Good |
| Price of green products | 0.856 | 5 | Good |

Table 4.2 shows the result of the variables accepted and can be used for this research. As we can see Cronbach's Alpha for all variables is more than 0.70 which means that is recommended as the acceptability level.

4.3 Demographic Profile of Respondents

The questionnaire was spread out to the respondents at UMK Kota Campus. A total of 368 questionnaires were distributed to respondents. In section A, there are five questions presented in the questionnaire. Among the five questions are gender, age, race, year of study and how often respondents buy green products. To investigate the demographic profile, descriptive statistical analysis using frequency and percentage was applied. The following is a discussion of the respondent's profile.

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4.3.1 Number of Respondents Based on Gender

Table 4.3: Gender of respondents

| | Frequency | Percent |
|---------------|-----------|---------|
| Male | 44 | 12.0% |
| Female | 324 | 88.0% |

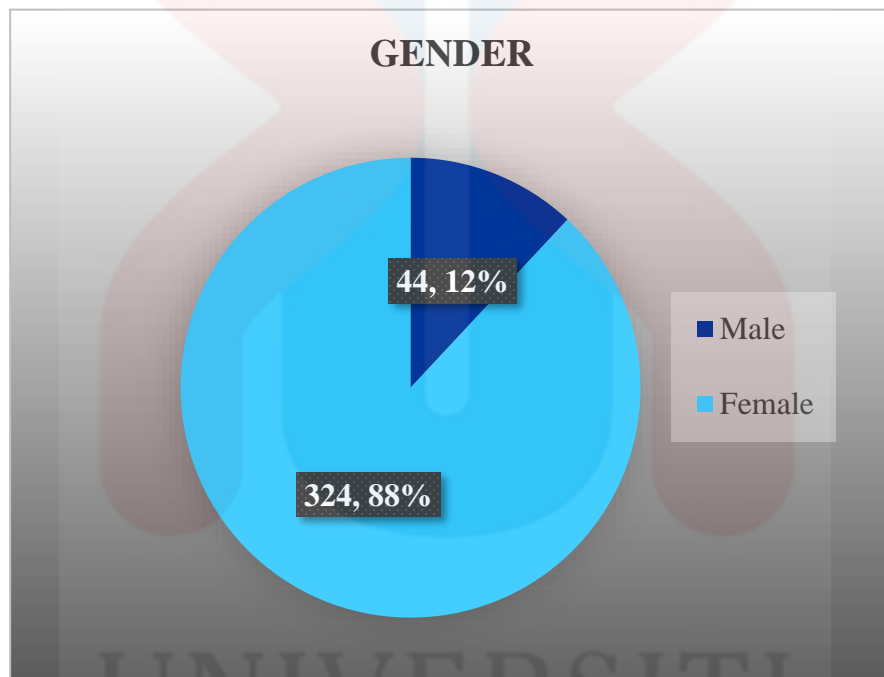


Figure 4.1: Percentage of Gender

Table 4.3 and figure 4.1 shows the gender of the respondents who have been involved in this study. In this research it has been proven that most of the respondents are female with a percentage of 88% while the percentage of male respondents is only 12%. This can be stated that, out of a total number of 368 respondents, 44 of them were male while 324 were female. In addition, most females have purchased the green products.

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4.3.2 Number of Respondents Based on Age

Table 4.4: Age of respondents

| Age | Frequency | Percentage |
|----------|-----------|------------|
| 18-20 | 6 | 1.6 |
| 21-23 | 249 | 67.7 |
| 24-26 | 104 | 28.3 |
| 27 above | 9 | 2.4 |

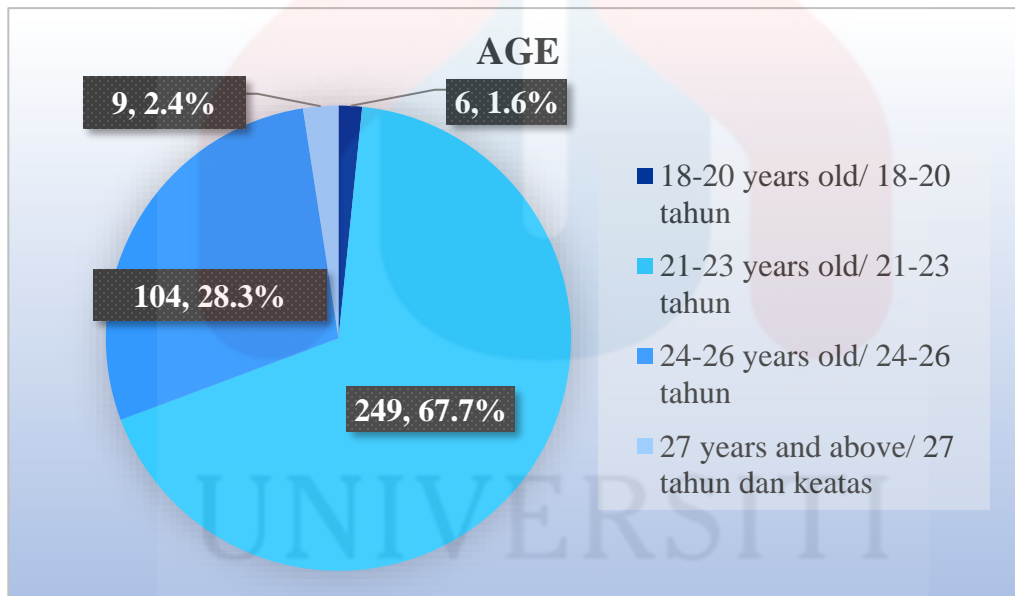


Figure 4.2: Percentage of Age

Table 4.4 and figure 4.2 shows the distribution of respondents according to age. The highest number of respondents are from the age group of 21 to 23 years with 67.7% or 249 respondents. The second highest group is 24 to 26 years old with 28.3% or 104 respondents. Meanwhile, the third highest group respondents who are 27 years old and above with 2.4% or 9 respondents. The lowest

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number of groups are those aged 18 to 20 years old with 1.6% or 6 respondents. Thus, the age group of 21 years to 23 years are youths who have addicted with green products.

4.3.3 Number of Respondents Based on Race

Table 4.5: Race of respondents

| Race | Frequency | Percentage |
|-----------------|-----------|------------|
| Malay | 64 | 17.4 |
| Indian | 290 | 78.8 |
| Chinese | 14 | 3.8 |
| Bumiputra Sabah | 0 | 0.0 |

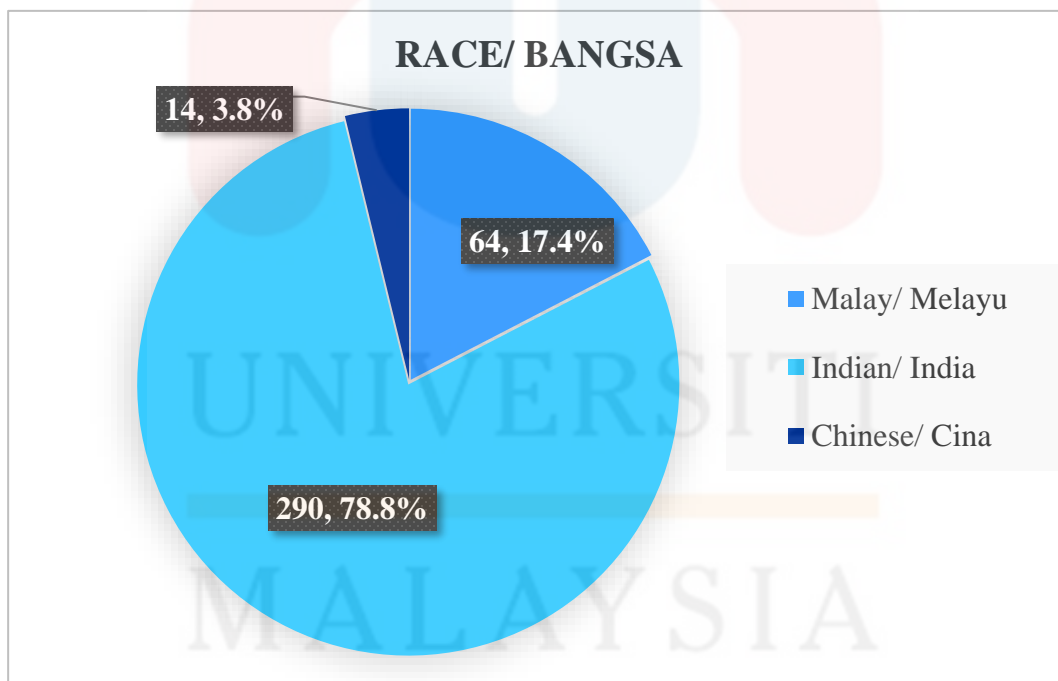


Figure 4.3: Percentage of Race

Table 4.5 and figure 4.3 show the distribution of respondents according to race. The highest number of respondents are from the race group of Indian with 78.8% or 290 respondents. The second

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highest race group is Malay with 17.4% or 64 respondents. Meanwhile, the lowest race group respondents who are Chinese with 3.8% or 14 respondents. Thus, the race group of Indians are youths who have mostly addicted with green products.

4.3.4 Number of Respondents Based on Year of Study

Table 4.6: Year of study of respondents

| Year of Study | Frequency | Percentage |
|---------------|-----------|------------|
| 1 | 3 | 0.8 |
| 2 | 13 | 3.5 |
| 3 | 49 | 13.3 |
| 4 | 303 | 82.3 |

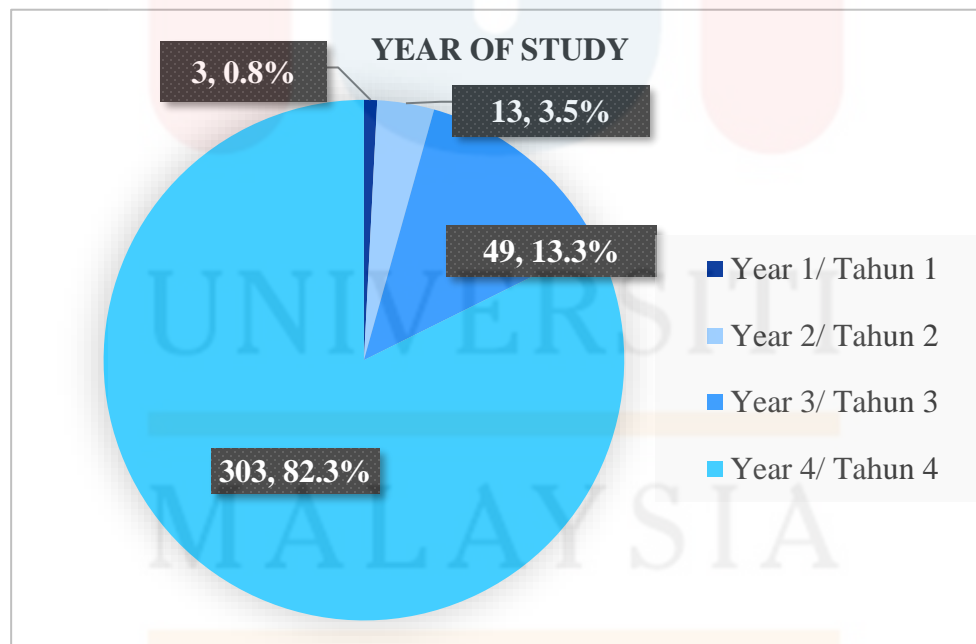


Figure 4.4: Percentage of Year of Study

Table 4.6 and Figure 4.4 referring to the year of study of respondents which is divided into four categories which will be Year 1, Year 2, Year 3, and Year 4. In this study, it has been founded

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that the highest year of study of respondents are year 4 students with 82.3% and the frequency is 303. The second is Year 3 students with 13.3% and the frequency of respondents are 49 while Year 2 students is found with 3.5% with 13 respondents. In this study the lowest response was from Year 1 students with 0.8% and the frequency is 3 respondents. This is because compared to traditional purchasing, online shopping will be more convenient.

4.3.5 Number of Respondents Based on how often buy green products.

Table 4.7: How often buy green products.

| | Frequency | Percentage |
|------------|-----------|------------|
| Yes | 366 | 99.5 |
| No | 2 | 0.5 |

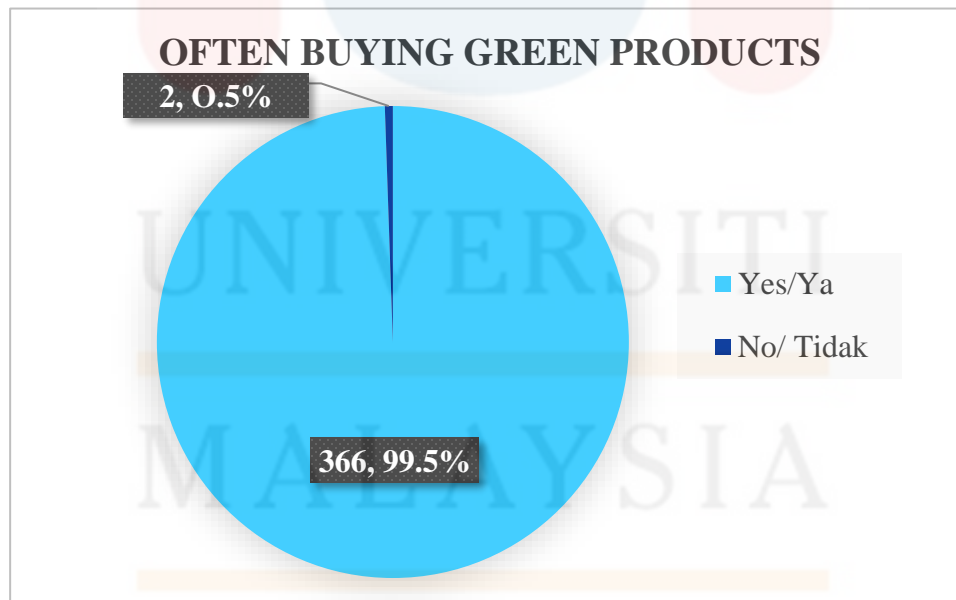


Figure 4.5: How often buy green products.

Table 4.7 and figure 4.5 referring to how often the respondents buy green products. In this study, 99.5% or 366 of respondents have selected yes which they agree that they often buy green

products. 0.5% or 2 of respondents have selected no which they don't often buy green products. As a conclusion, most of the respondents have said yes and agreed that they often buy green products.

4.4 Descriptive analysis

In this research, there were four variables consisting of one dependent variable (Intention to Buy Green Products) and four independent variables (social influence, quality of green product, sense of community, and price of green products). This will find out the answer of which strongly agreed by the respondent and strongly disagreed.

4.4.1 Intention to Buy Green Products

Table 4.8: Descriptive analysis of intention to buy green products.

| Variables | N | Mean | Std. Deviation |
|---|-----|------|----------------|
| 1. Environmental concerns are shown to play an important role in the intention to consume green products. | 368 | 4.94 | .345 |
| 2. Product knowledge positively affects consumers' attitudes toward green products. | 368 | 4.95 | .261 |
| 3. Consumers with greater knowledge and information about green products will understand it better. | 368 | 4.94 | .289 |
| 4. social media plays a vital role in effectively influencing the purchase process. | 368 | 4.93 | .331 |
| 5. I will use media platforms to advertise green products to attract unexplored customers. | 368 | 4.93 | .367 |
| Valid N (listwise) | 368 | | |

The descriptive statistics for answers to the dependent variable, "Intention to buy green products," are shown in Table 4.8. Most of the respondents understand the variables which can be determined by all the variables have reached over 4.90 above. The mean score for variable 2 is 4.95,

making it the highest, which concludes product knowledge positively affects consumers' attitudes toward green products. The mean scores for variables 4 and 5 are 4.93, and mean scores for variables 1 and 3 are 4.94, respectively.

4.4.2 Social influence

Table 4.9: Descriptive analysis of social influence.

| Variables | N | Mean | Std. Deviation |
|---|-----|------|----------------|
| 1. Consumers who are interested in environmentally friendly products will influence the purchasing behaviour of green products. | 368 | 4.94 | .341 |
| 2. The influences of media and friends is most important since friends strongly influences many aspects of consumer behaviour. | 368 | 4.93 | .288 |
| 3. social media plays an important role in shaping consumers' attitudes and purchase intentions toward green products. | 368 | 4.94 | .307 |
| 4. Consumers will not purchase green products immediately upon receiving information promoted through social media. | 368 | 4.95 | .317 |
| 5. There are many influences on social media about the benefits of green products. | 368 | 4.97 | .219 |
| Valid N (listwise) | 368 | | |

Descriptive statistics for answers to the independent variable "social influence" are shown in Table 4.9. The highest mean score is 4.97 for variable 5 which most of the respondents agreed that there are many influences on social media about the benefits of green products. The social influence mean score on both variables was 4.94 for variables 1 and 3. The mean scores for variables 2 and 4 are 4.93 and 4.95 respectively.

4.4.3 Quality of Green Products

Table 4.10: Descriptive analysis of quality of green products.

| Variables | N | Mean | Std. Deviation |
|---|-----|------|----------------|
| 1. The quality of green products significantly impacts consumer intentions to buy products. | 368 | 4.94 | .321 |
| 2. Green products have excellent quality. | 368 | 4.92 | .338 |
| 3. The quality of products has function including protection, user convenience and brand identity of goods. | 368 | 4.94 | .265 |
| 4. I will make sure the product purchased is always in good quality before buying. | 368 | 4.95 | .290 |
| 5. Feedback from customers to develop and improve green product capabilities to better quality. | 368 | 4.95 | .281 |
| Valid N (listwise) | 368 | | |

Descriptive statistics for answers to the independent variable "quality of green products" are shown in Table 4.10. The mean score for variable 4 and 5 is 4.95, making it the highest. It is reasonable to conclude that respondents found “I will make sure the product purchased is always in good quality before buying.” and “Feedback from customers to develop and improve green product capabilities to better quality.” to be true. The mean scores for variables 2 are 4.92 and mean score for both variables 1 and 3 is 4.94 respectively.

4.4.4 Sense of Community

Table 4.11: Descriptive analysis of sense of community.

| Variables | N | Mean | Std. Deviation |
|--|-----|------|----------------|
| 1. People with a sense of community are more likely to engage in recycling behaviour because they tend to be more cooperative and more willing to help others. | 368 | 4.94 | .345 |
| 2. Environmental concern positively affects consumers' green purchasing intentions. | 368 | 4.95 | .266 |
| 3. Attitudes toward green products positively affect consumers' intentions to purchase green products. | 368 | 4.93 | .314 |
| 4. I would recommend the purchase of green products to the family. | 368 | 4.95 | .281 |
| 5. The use of public spaces to encourage social interaction among neighbours and facilitate the sharing of green product information in the community. | 368 | 4.94 | .333 |
| Valid N (listwise) | 368 | | |

The descriptive statistics for answers to the independent variable, "sense of community," are shown in Table 4.11. The mean score on both variables was 4.95 for variables 2 and 4. In conclusion, the environmental concern positively affects consumers' green purchasing intentions, and aligned with the respondents will also recommend the green products to family members.

4.4.5 Price of green products

Table 4.12: Descriptive analysis of price of green products.

| Variables | N | Mean | Std. Deviation |
|--|-----|------|----------------|
| 1. Price sensitivity has a negative effect on consumers' green purchase intentions because the price of green products is much higher. | 368 | 4.93 | .402 |
| 2. There are green products usually involve a higher cost. | 368 | 4.94 | .328 |
| 3. I agree that the price of green products is very affordable. | 368 | 4.93 | .305 |
| 4. Price increases have a negative effect on consumers' intentions to buy green products. | 368 | 4.95 | .276 |
| 5. The cheap price of green products will attract customers to buy. | 368 | 4.94 | .293 |
| Valid N (listwise) | 368 | | |

The descriptive statistics for answers to the independent variable, "price of green products" is shown in Table 4.12. The highest mean score is 4.95 for variable 4 which the respondents agreed that the price increases have a big impact on the consumers' intentions to buy the green products. The mean scores for both variables 1 and 3 are 4.93 and mean score for both variables 2 and 5 is 4.94 respectively.

4.5 Validity and Reliability Test

In every study, researchers have to make sure the data in their study is reliable to make sure they gain a stable and consistent result. Referring to Joe Eckel (2022), "reliability" is the special

parameter that has been introduced to evaluate consistency. In this section, Cronbach’s alpha has been used to assess reliability of the data.

Table 4.13: Cronbach’s Alpha table.

| Alpha coefficient range | Strength of Association |
|-------------------------|-------------------------|
| <0.6 | Poor |
| 0.6 to <0.7 | Moderate |
| 0.7 to <0.8 | Good |
| 0.8 to <0.9 | Very Good |
| >0.9 | Excellent |

4.5.1 Reliability Result for Intention to Buy Green Product

Table 4.14: Intention to Buy Green Product

| Reliability statistics | |
|------------------------|-----------|
| Cronbach’s Alpha | N of Item |
| 0.883 | 5 |

Cronbach's alpha for the dependent variable which is the intention to buy green products is 0.883. Referring to Cronbach’s alpha coefficient size, it seems that the stability and consistency of 0.883 is very good. The 5 questions for the intention to buy green products were accurate because all the questions given can be understood by the respondent.

4.5.2 Reliability Result for Independent Variable (Social Influence)

Table 4.15: Social Influence

| | |
|------------------------|-----------|
| Reliability statistics | |
| Cronbach's Alpha | N of Item |
| 0.884 | 5 |

Cronbach's alpha for the independent variable which is the social influence is 0.884. Referring to Cronbach's alpha coefficient size, it seems that the stability and consistency of 0.884 is very good. The 5 questions for the social influence were accurate because all the questions given can be understood by the respondent.

4.5.3 Reliability Result for Independent Variable (Quality of Green Products)

Table 4.16: Quality of Green Product

| | |
|------------------------|-----------|
| Reliability statistics | |
| Cronbach's Alpha | N of Item |
| 0.896 | 5 |

Cronbach's alpha for the independent variable which is the quality of green product is 0.896. Referring to Cronbach's alpha coefficient size, it seems that the stability and consistency of 0.896 is very good. The 5 questions for the quality of green product were accurate because all the questions given can be understood by the respondent.

4.5.4 Reliability Result for Independent Variable (Sense of Community)

Table 4.17: Sense of Community

| | |
|------------------------|-----------|
| Reliability statistics | |
| Cronbach's Alpha | N of Item |
| 0.872 | 5 |

Cronbach's alpha for the independent variable which is the sense of community is 0.872. Referring to Cronbach's alpha coefficient size, it seems that the stability and consistency of 0.872 is very good. The 5 questions for the sense of community were accurate because all the questions given can be understood by the respondent.

4.5.5 reliability result for independent variable (price of green products)

Table 4.18: Price of Green Product

| | |
|------------------------|-----------|
| Reliability statistics | |
| Cronbach's Alpha | N of Item |
| 0.856 | 5 |

Cronbach's alpha for the independent variable which is the price of green product is 0.856. Referring to Cronbach's alpha coefficient size, it seems that the stability and consistency of 0.856 is very good. The 5 questions for the price of green products were accurate because all the questions given can be understood by the respondent.

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Table 4.19: Summary of Reliability Statistics

| Variable | Cronbach's Alpha | Number of Item | Relationship |
|--------------------------------|------------------|----------------|--------------|
| intention to buy green product | 0.883 | 5 | very good |
| social influence | 0.884 | 5 | very good |
| quality of green products | 0.896 | 5 | very good |
| sense of community | 0.872 | 5 | very good |
| price of green products | 0.856 | 5 | very good |

4.6 Normality Test

Table 4.20: Normality Test Result

| | Tests of Normality^a | | | | | |
|---------|---------------------------------------|-----|-------|--------------|-----|-------|
| | Kolmogorov-Smirnov ^b | | | Shapiro-Wilk | | |
| | Statistic | df | Sig. | Statistic | df | Sig. |
| MeanDV | . | 316 | . | . | 316 | . |
| MeanIV1 | .540 | 316 | <.001 | .165 | 316 | <.001 |
| MeanIV2 | .538 | 316 | <.001 | .217 | 316 | <.001 |
| MeanIV3 | .533 | 316 | <.001 | .162 | 316 | <.001 |
| MeanIV4 | .526 | 316 | <.001 | .194 | 316 | <.001 |

Kolmogorov-Smirnov and Shapiro-Wilk method have been used to indicate normality. If the significant value is larger than 0.05, the data will be considered as a normal. If the significant smaller than 0.05 the data will be considered as non-normal. From the table above, we can see that the significant value is less than 0.05. This mean that data can be categorized as non-normal.

4.7 Hypotheses Testing

In this part, researchers are using Pearson correlation analysis. The aim of this technique is to see the strength of the association between two variables. The detail for Pearson correlation's value and the strength of the association between two variables show in the table below.

Table 4.21: Table of Pearson Correlation Coefficient.

| Pearson Correlation Coefficient (r) | Value correlation |
|--|--------------------------|
| 0.9 – 1.0 | Very high |
| 0.7 – 0.90 | High |
| 0.5 – 0.70 | Moderate |
| 0.3 – 0.50 | Low |
| 0.0 - 0.30 | Very Low |

4.7.1 Hypothesis 1: Social influence has a positive relationship on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus.

Table 4.22: Social Influence

| | | |
|------------------|---------------------|--------|
| Social influence | Pearson correlation | 0.924 |
| | sig. (2-tailed) | <0.001 |
| | N | 368 |

By analysing 368 surveys, table shown that Pearson’s Correlation value between social influence and intention to buy green product is 0.924. So, this mean that value correlation for this factor is very high. The relationship between social influence and intention to buy green product is very high.

4.7.2 Hypothesis 2: Quality of green products has a positive relationship on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus.

Table 4.23: Quality of Green Product

| | | |
|--------------------------|---------------------|--------|
| Quality of Green product | Pearson correlation | 0.900 |
| | sig. (2-tailed) | <0.001 |
| | N | 368 |

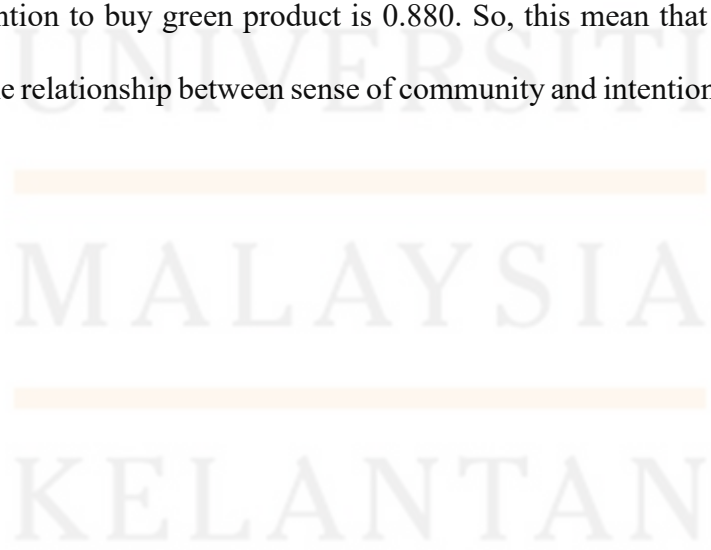
By analysing 368 surveys, table shown that Pearson’s Correlation value between quality of green product and intention to buy green product is 0.900. So, this mean that value correlation for this factor is very high. The relationship between quality of green product and intention to buy green product is very high.

4.7.3 Hypothesis 3: Sense of community has a positive relationship on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus.

Table 4.24: Sense of Community

| | | |
|--------------------|---------------------|--------|
| Sense of Community | Pearson correlation | 0.880 |
| | sig. (2-tailed) | <0.001 |
| | N | 368 |

By analysing 368 surveys, table shown that Pearson’s Correlation value between sense of community and intention to buy green product is 0.880. So, this mean that value correlation for this factor is high. The relationship between sense of community and intention to buy green product is high.



4.7.4 Hypothesis 4: Price of green products has a positive relationship on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus.

Table 4.25: Price of Green Product

| | | |
|------------------------|---------------------|--------|
| Price of Green Product | Pearson correlation | 0.908 |
| | sig. (2-tailed) | <0.001 |
| | N | 368 |

By analysing 368 surveys, table shown that Pearson’s Correlation value between price of green product and intention to buy green product is 0.908. So, this mean that value correlation for this factor is very high. The relationship between price of green product and intention to buy green product is very high.

4.8 Conclusion

In conclusion, we have analysed the result of our questionnaire by using the data analysis. 368 respondents from student University Malaysia Kelantan took part in this survey and all of the data were carried out using SPSS programmed. The purpose of each test is to evaluate the reliability of the information that have been collected from 368 participant. The finding for the relationship between independent variable and intention to buy green product will be future addressed in chapter 5.

CHAPTER 5: RESULT

5.1 Introduction

In this chapter, discussion and conclusion will be made referring to the analysis result from chapter 4. This chapter also discusses the result of data analysis for dependent variables (intention to buy green product) and independent variables (social influence, quality of green product, sense of community and price of green product). This chapter also come out with the key finding to answer the research question and research objective for factors influencing youth in University Malaysia Kelantan, City Campus to buy green product.

In addition, the acceptance or rejection of the hypothesis is also included in this chapter. Based on the findings in this chapter, recommendations for future research will be offered by the researchers. The outcomes of the data analysis in this study serve as the foundation for the findings reached in this inquiry.

5.2 Key Finding

As mentioned in the introduction of Chapter 5, major findings represent the study's principal findings. Table 5.2 shows all the approved alternative hypotheses in this investigation, as well as the outcomes and findings. How far independent variable factors like (social influence, quality of green product, sense of community, and price of green product) affect undergraduate students' willingness to buy green product at University Malaysia Kelantan. After investigating the data presented in Chapter 4, researchers concluded that independent variables such as (social influence, quality of green product, sense of community, and price of green product) affect the intention to buy green product among undergraduate students in University Malaysia Kelantan.

The objective of this study is to determine the relationship between (social influence, quality of green product, sense of community, and price of green product) towards the intention to buy green product among undergraduate students in University Malaysia Kelantan. Below, Table 5.2 presents the findings to be discussed.

Table 5.2: Finding

| Hypothesis | Pearson's Correlation | Result |
|---|--|----------|
| H1: Social influence has a positive relationship on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus. | $r = 0.924, p < 0.001$ (Positive correlation) | Accepted |
| H2: Quality of green products has a positive relationship on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus. | $r = 0.900, p < 0.001$ (Positive correlation) | Accepted |
| H3: Sense of community has a positive relationship on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus. | $r = 0.880, p < 0.001$ (Positive correlation) | Accepted |
| H4: Price of green products has a positive relationship on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus. | $r = 0.908, p < 0.001$ (Positive correlation) | Accepted |

4.5 Discussion

- a) **To examine the strength of correction between social influence on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus**

Based on the findings, the significant value of social influence on intentions to buy green products is 0.0924, it is found that social influence has positive very high relationship with intentions

to buy green products in University Malaysia Kelantan (UMK), Campus City. Positive social influence in the context of this study refers to the fact that most students UMK feel happy when they are influencing with social influence. The literature shows that those who care about the environment and understand environmental problems and their causes are more likely to have social influence. Buy green products to reduce and stop environmental issues (Ogiemwonyi, 2022). The social impact may affect the youth's purchase of green products, if this is not curbed from the beginning. The social influence on youth's purchase intentions for environmentally friendly goods is crucial to promoting sustainable consumption.

b) To examine the strength of correction between quality of green products on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus

Based on the findings, the significant value of quality of green products on intentions to buy green products is 0.900, it is found that quality of green product has positive very high relationship with intention to buy green products in University Malaysia Kelantan (UMK), City Campus. The positive quality of green products in the context of this study refers to the fact that most UMK students attach importance to the quality of a product to satisfy them to buy green products. The concept of this study that product quality increases the youth's intention to buy green products is interesting. The quality of this research can be analyzed from several perspectives such as the strategic focus of social responsibility.

c) To examine the strength correlation sense of community on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus.

Based on the findings, the significant value of sense of community on intentions to buy green product in University Malaysia Kelantan (UMK), City Campus is 0.880, it is found sense

community has positive high value correlation. The statement that there is a positive relationship between sense of community and intention to buy green products among youth's is compelling for this study. Objective. Common beliefs and objectives serve as the basis for a sense of community (Zheng et., 2021)

d) To examine the strength of correction between the price of green products on intentions to buy green products in University Malaysia Kelantan (UMK), City Campus.

Based on the findings, the significant value price of green product intention to buy green product in University Malaysia Kelantan (UMK) City Campus is 0.908. It is found that price of green product has positive very high relationship with intention to buy green product in UMK City Campus. This study shows that the promotion of green products with reasonable prices has a positive effect on UMK Campus City students. With reasonable prices can influence UMK students to buy green products.

5.4 Implications of the Study

In this study, there are four independent variables that include social influence, sense community, quality of green product and price of green quality. To conduct this research, researchers collected data by using questionnaires through google form available on the web. The questionnaire is distributed to 368 respondents consisting of UMK students Campus City. There is various demographic backgrounds such as gender, age, race, year of study and question do you often buy eco-friendly product on the student of UMK Campus City. This goal research is to identify factors that influence the youth's intentions to buy green products at UMK Campus City.

The implication of this study is to attract the youth at UMK Campus City to buy green products. The online purchase intention can detect whenever the students had managed their

intention by four variables given. Through the variable, the price of green products can manage the maximum and most significant variable to the buy green product. It helps them to focus on what they do to attract and get students interested to buy green products.

Besides that, the social influence and quality of green products this research to improve their influencing the youth's intentions to buy green products at UMK Campus City. Social influence is also an important factor affecting the intention of the youth of students at UMK Campus City to buy green products. This is because social media platforms allow students to learn information about the benefits of using green products. A high-quality product is a product that is well made, reliable and works as expected. It is often associated with durability, effectiveness, and customer satisfaction. High quality products will be able to attract students University Malaysia Kelantan (UMK) Campus City to buy green products.

5.5 Limitations of the Study

Time was the main challenge. We completed the whole study report in less than four months. Our time for gathering information and doing research was restricted. We had trouble getting data from our responders as they had hectic schedules and limited time. Some of them are hesitant to complete the survey, while others are under time pressure. Additionally, to fill out the online Google form, respondents need to have dependable internet connectivity, such as Wi-Fi or mobile data. If the only connections that are available are WIFI or data, then the survey's questions are not comprehensive. That would mean that the respondent would have to fill out the survey once again. Distributing the online poll was done via social media as well. The URL for the survey must always be shared for the purpose of getting answers. When they had a minute to respond, most of them would. We persisted in disseminating the link via chat groups and private messages to ensure that

the ideal time was chosen for customers to complete the online survey and that the target number of responders was attained. Furthermore, responses vary in their assessments of the ways in which digitization influences the performance of SMEs. The result would be surprising, much as the results of the earlier research. materials may be limited in research, and the breadth or depth of studies may be limited due to issues with time, money, or obtaining essential materials. It is crucial to identify and openly acknowledge these limitations since doing so increases the study's credibility and establishes the base for future investigations that attempt to address these issues and broaden the field's grasp of the topic.

5.6 Recommendations/ Suggestion for Future Research

The present study tests only four factors which are social influences, quality of green products, sense of community and price of green products in youth's intentions to buy green products. Many other factors like Corporate Social Responsibility (CSR), education and information, personal values, and beliefs, play very important roles in developing youth's intention to buy green products. Yet this research does not take these aspects into account. Those that write on this subject in the future anticipate taking these elements into account when analyzing consumers' intentions to make green purchases. Additionally, the analysis in this research will concentrate on the cosmetics business, examining eco-innovation, concerns about the environment, knowledge about the environment, and the role of green products in green purchasing intention. Subsequent research endeavors should focus on examining various industrial sectors. This document emphasizes crucial topics for future study to further our comprehension of this dynamic interaction and provides advice for scholars seeking to contribute to the expanding body of knowledge in this subject.

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APPENDIX A – Draft of Questionnaire



FACULTY OF ENTREPRENEURSHIP AND BUSINESS

PROPOSAL OF FINAL YEAR RESEARCH PROJECT (QUESTIONNAIRE DRAFT)

**FACTORS THAT INFLUENCE THE YOUTH'S INTENTIONS TO
BUY GREEN PRODUCTS IN UNIVERSITY MALAYSIA
KELANTAN (UMK), CAMPUS KOTA.**

| | |
|---------------------------|--|
| Programme | SAK |
| Name of Supervisor | Dr. Wan Mohd Nazdrol Bin Wan Mohd Nasir |
| Name of Examiner | Dr. Noor Raihani Binti Zainol |
| Name of Students | Hamizan Bin Mohammad Sobri Linisha A/P Sures Nor Aisyah Binti Rahman Nurul Aina Nadia Binti Walad |
| Date | 22 / 10 / 2023 |

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Greetings to all dear respondents,

We are fourth year students from Faculty of Entrepreneurship and Business (FKP) University Malaysia Kelantan (UMK) pursuing a Degree in Bachelor of Entrepreneurship (Commerce) with Honors. We are currently conducting a research survey regarding “FACTORS THAT INFLUENCE THE YOUTH’S INTENTIONS TO BUY GREEN PRODUCTS IN UNIVERSITY MALAYSIA KELANTAN (UMK), CAMPUS KOTA”. Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your response will be kept fully private and used exclusively for academic purpose only.

SECTION A: DEMOGRAPHIC INFO

You are required to place a tick (/) at the appropriate answer.

1. Age:

| 18-22 | 23-27 | 28-32 | 33-Above |
|-------|-------|-------|----------|
| | | | |

2. Gender:

| Male | Female |
|------|--------|
| | |

3. Religion:

| Malay | Indian | Chinese | Other |
|-------|--------|---------|-------|
| | | | |

4. Employment Status:

| Employed | Self-employed | Unemployed | Student |
|----------|---------------|------------|---------|
| | | | |

5. Income Level

| Less than RM 2500 | RM2501-RM4500 | RM4501- RM8000 | RM8001 and Above |
|-------------------|---------------|----------------|------------------|
| | | | |

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SECTION B: DEPENDENT VARIABLES

This section will measure your intentions to buy green products. Please mark your answer based on the scale from 1 to 5.

| Strongly disagree (SD) | Disagree (D) | Neutral (N) | Agree (A) | Strongly Agree (SA) |
|------------------------|--------------|-------------|-----------|---------------------|
| 1 | 2 | 3 | 4 | 5 |

| INTENTIONS TO BUY GREEN PRODUCT | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |
|---------------------------------|---|-----------|----------|----------|----------|-----------|
| 1. | Environmental concern has been shown to play an important role in the intention to consume green products. | 1 | 2 | 3 | 4 | 5 |
| 2. | Product knowledge positively affects consumers' attitudes toward green products. | 1 | 2 | 3 | 4 | 5 |
| 3. | When consumers have more knowledge and information about green products, they more easily understand that green products. | 1 | 2 | 3 | 4 | 5 |
| 4. | I will provide knowledge about eco-friendly products to many people that it has many advantages | 1 | 2 | 3 | 4 | 5 |
| 5. | I'll be honest with everyone regarding environmentally friendly products. | | | | | |

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SECTION C: INDEPENDENT VARIABLE

This section will measure social influences, quality of green products, sense of community, and price of green products which are the intentions to buy the green products. Please mark your answer based on the scale from 1 to 5.

| Strongly disagree (SD) | Disagree (D) | Neutral (N) | Agree (A) | Strongly Agree (SA) |
|------------------------|--------------|-------------|-----------|---------------------|
| 1 | 2 | 3 | 4 | 5 |

| SOCIAL INFLUENCES | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |
|-------------------|---|-----------|----------|----------|----------|-----------|
| 1. | Consumers purchase intention depends on the information they collect from various social sources in which the reference group | 1 | 2 | 3 | 4 | 5 |
| | plays a vital role in influencing consumers when they are in buying situations | | | | | |
| 2. | The influences of media and friends is most important since friends strongly influences many aspects of consumer behaviour | 1 | 2 | 3 | 4 | 5 |
| 3. | Social media plays an important role in shaping consumers' attitudes and purchase intentions toward green products | 1 | 2 | 3 | 4 | 5 |

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| | | | | | | |
|----------------------------------|---|-----------|----------|----------|----------|-----------|
| 4. | Consumers will not purchase green products immediately upon receiving information promoted through social media | 1 | 2 | 3 | 4 | 5 |
| 5. | I will encourage family and friends to buy eco-friendly products | 1 | 2 | 3 | 4 | 5 |
| QUALITY OF GREEN PRODUCTS | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |

| | | | | | | |
|----|--|---|---|---|---|---|
| 1. | The quality of the products significantly impacts consumer intentions to buy products. | 1 | 2 | 3 | 4 | 5 |
| 2. | The benefits of eco-friendly products, such as being lightweight, reduced product costs, ease of product promotion and no harm to the environment. | 1 | 2 | 3 | 4 | 5 |
| 3. | The quality of products has function including protection, preservation, user convenience and brand identity of goods. | 1 | 2 | 3 | 4 | 5 |
| 4. | I will make sure the product purchased is of good quality before buying. | 1 | 2 | 3 | 4 | 5 |

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| | | | | | | |
|---------------------------|--|-----------|----------|----------|----------|-----------|
| 5. | Information on eco-friendly products is frequently the target of scams. | 1 | 2 | 3 | 4 | 5 |
| SENSE OF COMMUNITY | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |
| 1. | People with a sense of community are more likely to engage in recycling behaviour because they tend to be more cooperative and more willing to help others | 1 | 2 | 3 | 4 | 5 |
| 2. | Environmental concern positively affects consumers' green purchasing intentions. | 1 | 2 | 3 | 4 | 5 |
| 3. | Attitudes toward green products positively affect consumers' intentions to purchase green products. | 1 | 2 | 3 | 4 | 5 |
| 4. | Public spaces can help create local attachments and generate a sense of community. | 1 | 2 | 3 | 4 | 5 |

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| | | | | | | |
|--------------------------------|--|-----------|----------|----------|----------|-----------|
| 5. | The use of public spaces to encourage social interaction among neighbours and facilitate the sharing of eco-friendly product information in the community. | 1 | 2 | 3 | 4 | 5 |
| PRICE OF GREEN PRODUCTS | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |
| 1. | Price sensitivity has a negative effect on consumers' green purchase intentions because the price of green products is much higher than traditional products | 1 | 2 | 3 | 4 | 5 |
| 2. | There are green products usually involve a higher cost. | 1 | 2 | 3 | 4 | 5 |
| 3. | The high costs of green purchasing can affect consumers' ability and enthusiasm to purchase green products | 1 | 2 | 3 | 4 | 5 |

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| | | | | | | |
|----|---|---|---|---|---|---|
| 4. | High price consciousness negatively affects consumers' intentions to purchase green products. | 1 | 2 | 3 | 4 | 5 |
| 5. | Prior to purchasing an environmentally friendly product, I will look at the cost. | 1 | 2 | 3 | 4 | 5 |

Thank you for your participation.

FKP

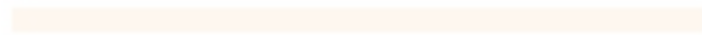


APPENDIX B – Gantt chart

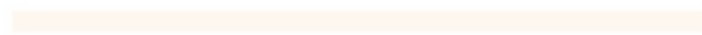
| GANTT CHART | | | | | | | | | | | | | | |
|--|-------|---|---|---|---|---|---|---|---|----|----|----|----|----|
| Project Plans | Weeks | | | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 1. Assigning group & Identifying research area | █ | █ | | | | | | | | | | | | |
| 2. Finding related journal | | █ | █ | | | | | | | | | | | |
| 3. Formulating research question & title | | | █ | █ | | | | | | | | | | |
| 4. Formulating research strategy & design & method | | | █ | █ | | | | | | | | | | |
| 5. Writing research proposal | | | | █ | █ | █ | █ | | | | | | | |
| 6. Submission & presentation (PPTA I) | | | | | | | █ | | | | | | | |
| 7. Questionnaire distribution & data collection | | | | | | | | █ | █ | | | | | |
| 8. Data analysis | | | | | | | | | | █ | █ | | | |
| 9. Writing final year research project report | | | | | | | | | | | █ | █ | █ | |
| 10. Submission & Presentation (PPTA II) | | | | | | | | | | | | | | █ |



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