

FACTOR THAT INFLUENCE THE PURCHASING BEHAVIOUR TOWARDS ECOLOGICAL PRODUCTS AMONG STUDENTS

An Nur Nabila¹ and Wan Mohd Nazdrol¹

¹Faculty of Entrepreneurship and Business,
Universiti Malaysia Kelantan
Malaysia annur.nabila@yahoo.com.my;

nazdrol@umk.edu.my

Abstract - The purpose of the research was to examine what the factors that influence purchasing behaviour towards ecological product among Universiti Malaysia Kelantan students. From the research, the researcher has collected primary data and the secondary data that related to the problems of research. In this study, quantitative approach was used and 346 respondents have been selected from Universiti Malaysia Kelantan students. The questionnaires were distributed to the Universiti Malaysia Kelantan students to gather the necessary information. After all data has been collected, the researcher analyzes data using SPSS and interpreted in the diagrams view. Based on the study that has been conducted, the result shows that the most significant factor that influencing purchasing behaviour towards ecological product among Universiti Malaysia Kelantan students are environment concern, awareness about green product and benefit to user but the not significant factor is awareness about price.

Keywords: Ecological products, Environment concern, Awareness about green products, Benefit to user, Awareness about price, Universiti Malaysia Kelantan

1. Introduction

1.1. Background.

Nowadays, most people are preferred to buy an ecological product rather than commercial product. Ecological product becomes a main concern among the consumer. From this behavior, many activities has been done by all people in the world as a prove that they becoming environmentally responsible for example energy-saving campaign of switching off lights for one designated hour that known as Earth Hour, reducing consumption, changing wasteful or harmful consumption patterns and also *No Plastic Bag Day campaign* (Norazah Mohd. Suki, 2013). This campaign has get a support from people and it shows that people are actually very concern about the environment. During the past decade, a business phenomenon, i.e. the adaptation of environmental concerns into corporate practice has been gaining popularity (Afzaal Ali & Israr Ahmad, 2012). Not only that, many manufacturer are produce an ecological product because they know a demand for green product are keep increasing day by day. According to Nature Marketing Institute reports through Widger (2007) study say that, more than 200 billion market of Lifestyle, Health and

Sustainability (LOHAS) is expected to become double by 2010 and quadruple by the end of 2015 (Afzaal Ali & Israr Ahmad, 2012). Environmental concerns have received much attention wherein it replicates the rising public concern and the awareness of people on environmental problems (Adinyra, N., & Gligui, E., 2012). It shows that people now days are more concern about the environment.

1.2. Problem Statement

Most people today actually concern about the environmental issues especially students because they are educated person and also they also have been exposing by current issues in their daily life. They know that some product that they use are gave bad effect to the environment but they did not apply their knowledge about that effect during buying a product. When they buy a product, ecological product not becomes their first choice. According to Young et. al. (2009), customers are concerned about environment issues but have hard time interpreting it when making a purchase (Memar, N., & Syed Ayub Ahmed, 2012). According to Peattile, K., & Crane, A., (2005), there has been a slight growth on green purchasing since 1990, they also identified a significant gap between concerns and actual purchasing among customers. As the marketer, they need to know what the element that can be used by them to attract buyer such as students to buy ecological product. When the marketers know the main factor that can influence students to buy ecological product, it will make easier to marketer to attract consumer to buy and easy to promote their product.

1.3. Objective of research

- 1.3.1.** To examine the benefit to user that can influence purchasing behavior towards ecological product.
- 1.3.2.** To examine the environment factor that influencing purchasing behavior towards ecological product.
- 1.3.3.** To examine the awareness about green product that influence purchasing behavior towards ecological product.
- 1.3.4.** To examine the awareness about price that influence purchasing behavior towards ecological product.

1.4. Research question

- 1.4.1.** How benefit to user can influence purchasing behavior towards ecological product?
- 1.4.2.** How environment concern can influence purchasing behavior towards ecological product?
- 1.4.3.** How awareness about green product can influence purchasing behavior towards ecological product?
- 1.4.4.** How awareness about price can influence purchasing behavior towards ecological product?

1.5. Hypothesis

1.5.1. Hypothesis 1: Benefit to user

H₀: There are no relationship between benefit to user and purchasing behavior towards ecological products.

H₁: There are relationship between benefit to user and purchasing behavior towards ecological products.

1.5.2. Hypothesis 2: Environment concern

H₀: There are no relationship between environment concern and purchasing behavior towards ecological product.

H₁: There are no relationship between environment concern and purchasing behavior towards ecological product.

1.5.3. Hypothesis 3: Awareness about green products

H₀: There are no relationship between awareness about green product and purchasing behavior towards ecological product.

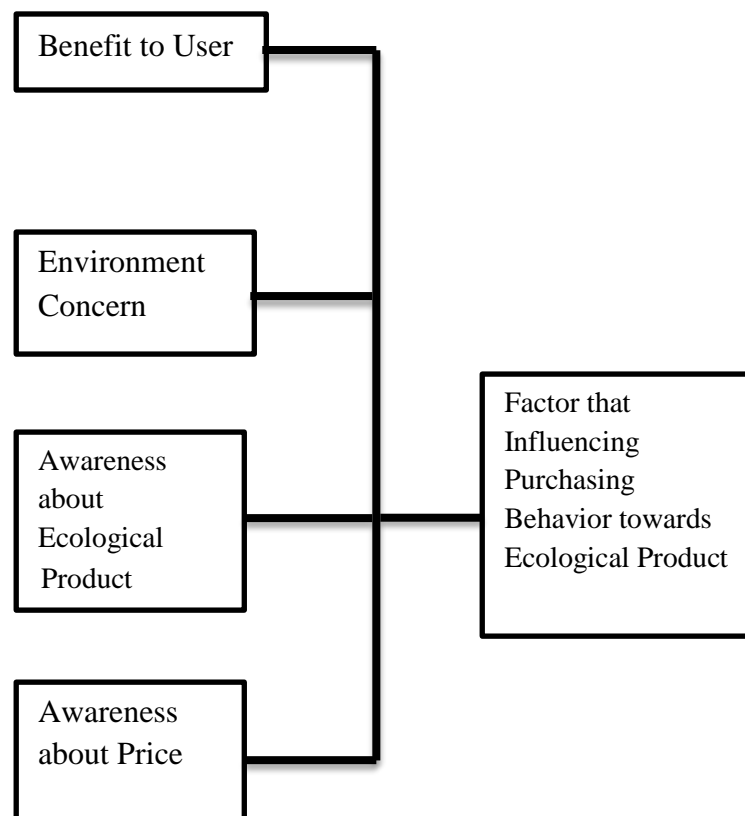
H₁: There are relationship between awareness about green product and purchasing behavior towards ecological product.

1.5.4. Hypothesis 4: Awareness about price

H₀: There are no relationship between awareness about price and purchasing behavior towards ecological product.

H₁: There are relationship between awareness about price and purchasing behavior towards ecological product.

1.6. Framework.



1.7. Significance of study.

Through this research, there will be some benefit that can be gain and shared to various sector such as;

1.7.1. The researchers :

The outcomes of this research can help another researcher in the future to conduct their thesis by using same basis or factor.

1.7.2. The students :

They will know what are the bad effect using commercial product and also what are benefit that they will gain if they using an ecological products.

1.7.3. The marketers or manufacturers :

This study will help them to identify what is the element that they can use to attract consumer to buy ecological products rather than commercial products.

1.7.4. The industry (Universiti Malaysia Kelantan) :

The outcomes of this research can help the industry to know their students behavior thus it can help the organization using a correct method to influent their student to buy ecological products.

1.8. Definition of terms

- 1.8.1.** Ecological product also known as green product. According to Francis, Lee, Lin and Low (2012), green product as those that use recyclable materials, at least wastage, and reduce the use of water and energy, and generate less toxic substances. It means that green product is the product that gives good benefices to environment and also their users. It will not have any side effect that can give harmful to its user in short term also long term.

1.9. Limitation

Like in other studies, this particular study has its own limitations. The first limitation can be seen are time. As a practical student, researcher also have responsible to the organization as a worker and at the same time, researcher need to conduct a research. So researcher need to use time wisely and complete the research on the time. Information also one of the limitation that occur during conduct a study. Mostly the information is not being exposed to others. So it will make hard for researcher to gain the information to use for study.

1.10. Scope of study

This study will be involved by students from Universiti Malaysia Kelantan Kampus Pengkalan Chepa. There are 3699 students from variety of course.

2. Literature Review.

Ecological products are very good to its user especially students. Ecological products did not contain any harmful chemical. A young people such as students, they need to use this kind of products. Many sellers come out with ecological product to give good products to its user as well as to taking care about the environment. Therefore the research decides to proceed with the researcher factor that influences Universiti Malaysia Kelantan students to buy ecological products. The research come out with the independent variable for this research which are benefit to user, environment concern, awareness about green products and awareness about price.

2.1. Benefit to User.

Ecological product actually can give a good effect to its user. Williams (2014) said that, ecological product can improve health and safety because ecological product actually it helps reduce airborne chemicals and the formulations can typically come into minor contact with skin without incident. Not only that, as we know most of cosmetic product are actually not an ecological product. There is a lot of chemical in their product that can give harmful to its user such as cancer, skin allergic, tumor, and many more. According to Wachob, (2012), mostly marketers using a lot of harmful chemical substances in their cosmetic products that can make the user will try their best to avoid using that product. Around 67 per cent of consumers are likely to buy apparel, personal care, hygiene and household products made from bio-based ingredients that offer environmental benefits (Udgirkar, 2014). Those are chemical that they usually use and the effect that will occur if the user uses that product for a long period.

2.2. Environment Concern.

According to Norazah Mohd Suki (2013), consumers' environmental concerns are related to the interest towards the biophysical environment and its problem related to the consumer and the surroundings. Its mean that consumer are aware about the environment for example try to reduce using a product that give bad effect and damages to environment. Murphy et. al. (1978) said that it has been noted by foregoing research that women were more concerned about the environment than men (Norazah Mohd Suki, 2013). This statement shows that women are more taking serious in the environmental issues rather than male. In other hand, Barr and Gilg (2006) found that, committed individuals found that committed individuals or mainstream environmentalists skewed and put forward a higher importance on environmental issues where they develop a high level of concern and express a personal responsibility and moral obligation to play their role to help the environment (Norazah Mohd Suki, 2013)

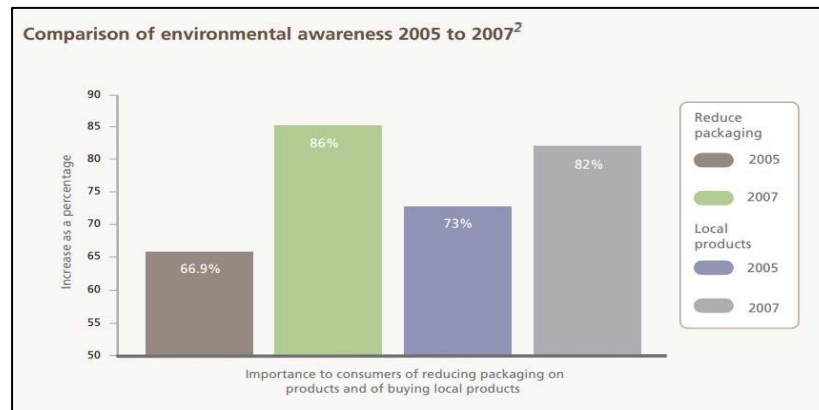
According to Dunlap and Jones (2002), they said that environmental concern indicates the degree to which people are aware of environment problems and assists struggles to solve them or signify the readiness to contribute personally to their solution (Afzaal Ali & Israr Ahmad, 2012). This statement shows that people are aware about the environment and they will try their best to find way and using an ecofriendly product in their daily life. The action that they may do are they try to minimize to using a paper bag

to reduce deforestation and also stop using plastic bag and change it to plastic bags that can be recycled. This action actually will help to take care the environment from damage in the future.

2.3. Awareness about green product

According to Udgirkar (2014), Indian consumers are better aware and confident about green products being good for the environment, than consumers in USA, Canada and China. Even Indian are not very successful country and slowly developing country, but based on the awareness about green product, they are more concern and more understand the important of using green product rather than other country.

In other hand, The GfK study found that in the last 12 months, 73 percent of American consumers purchased an organic product, 93 percent had done something to conserve energy, and 77 percent had done something to conserve water (May, 2012). This shows that the awareness about green product are keep increasing among consumers.



Adapted from: 'Consumer attitudes and awareness of green issues and energy (September 2008)'

This graph shows the comparison of environment awareness between years 2005 to 2007 which is as we can see that the awareness toward environment is keep increasing. It shows that consumer become more aware about environmental issues and they use green product in their daily life. Research carried out by Henley Centre Headlightvision in 2007 found that 62% of British adults agree that they had become more environmentally aware during the previous 12 months (Consumer Atitutes and Awareness of Green Issues and Energy, 2008). Its shows that there is incensement regarding to concern about the environment issues that lead to consumer more tent to buy green product.

2.4. Awareness about price

According to Hansen & Sorenses (1993), consumers' price sensitivity refer to the importance of price in making purchase decision (Chai, Heng, Jian, & Mohammad Arif Hasan, 2014). As highlighted in A Call to Eliminate the Green Premium, price considerations for green product and service offerings need to be adjusted to meet customer expectations (White, 2010). According to Blend and van Ravenswaay (1991), D'Souza el. at. (2006), consumers are less likely to purchase green products if they are more expensive (Norazah Mohd. Suki, 2013). This shows that even we sell a green product, but people still did not buy our product if price of that product are high. In other

hand, through study from Dunlap and Scarce (1991) and Lung (2010), there were a group of environmentally conscious consumers, such as more than 80 percent of Thai, Malaysian and Korean consumers from the emerging markets in the region, who are willing to pay premium price to purchase environmental products (Norazah Mohd. Suki, 2013). Other than that, D'Souza et al. (2006) noted that all products offered should be environmentally safe without a need to trade off quality or pay premium price for them (Norazah Mohd. Suki, 2013). Study conduct by Grunet and Kristensen (1992) shown that 60% of consumers are willing to pay a premium for ecological products and a research that conduct by Roos and Nyrud (2008) found that green consumers are less price sensitivity compare to non-green consumers (Chai, Heng, Jian & Mohammad Arif Hasan, 2014). The result from this research shows that there are people who willing to buy a green product even the product little bit expensive.

2.5. Factor that influencing purchasing behavior towards ecological product.

As the marketers, we need to know the factors that make people buy the ecological product. When marketers know and understand the factor that influencing people to buy ecological product, it will make easier to marketer to promote their product by using the correct element to attract people to buy. According to (Norazah Mohd. Suki, 2013), the factor the influencing people to buy the ecological product are consumers' environmental concerns, awareness of green product, awareness about price and awareness of brand image. In other hand, perceived product price and quality, organization's green image, environmental concern and environmental knowledge are the factor that influencing the green purchase intention (Afzaal Ali & Israr Ahmad, 2012). A study that conduct by (Nurul Zarirah Nizam, 2011), factor that influencing customers' decision to buy green product design in Malaysia are environmental benefit, benefit to self and comparative cost. As can see, there are a lot of factor that can influencing customer to buy ecological product. These factor can use by marketers to attract consumer to buy ecological product.

3. Research Methodology

3.1. Research design.

For the research design, researcher uses a causal method. The reasons why researcher choose the causal type of research because it is the most suitable type of research as it objective is to obtain evidences regarding cause and effect (causal) relationship as researcher are searching on the purchasing behavior toward ecological product among students. By using the causal research it will help researcher in determining which variable are the cause call as independent variable and which variable are the effect call as dependent variable of the purchasing behavior towards ecological product. Causal research also can help researcher to determine the nature of the relationship between the causal variables and the effect to be predicted.

3.2. Sampling design.

3.2.1. Type of sampling technique

For this study, researcher using a convenience sampling technique. Researcher develops a questionnaire and distribute to all respondent at campus. Researcher randomly gives a questionnaire to the students. It called as accidental sample. So everyone in population having equal chance to become a respondent.

3.2.2. Population

This study will be involved by students from Universiti Malaysia Kelantan Kampus Pengkalan Chepa. There are 3699 students from variety of course.

3.2.3. Sampling size

Sampling size is the number that researcher will use for the observation which is this sampling size will representative the population. According to (Robert V. Krejcie, 1970), National Education Association has published a formula for determining sample size which is;

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

s = required sample size.

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

N = the population size.

P = the population proportion (assumed to be .05 since this would provide the maximum sample size)

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

In order to make easier to researcher to identify the number of sample saiz, the number of sample size is form in to table view which is;

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

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

Adapted from: 'Determining sample size for research activities by Robert V. Krejcie and Daryle W. Morgan (1970).

3.3. Type of data

Researcher using a primary data which is researcher constructs a questionnaire and distribute to the respondents.

3.4. Questionnaire design

Questionnaire starts with the cover letter. Cover letter will explain the title of the research and also describe the meaning of ecological product to make sure the respondent understand the term before they answer the questions. Questionnaires are divided into six sections which is section A, B, C, D, E and F. For section A, respondent will be asking about their personal information. For section B, asked about the benefit of ecological product towards its user. Section C ask about the environment concern and section D will ask about the awareness toward ecological product. Section E will be ask about the awareness about ecological price and the last section which is section F will be asked about factor that influence students to buy ecological products. Questionnaire will be attached on the appendix at the end of report.

3.5. Data Analysis.

For the data analysis part, researcher used the regression and the compared means. Regression is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables when the relationship between a dependent variable and one or more independent variables. To be more specifically, regression analysis helps researcher to understand how the typical value of the dependent variable changes when any one of the independent variable is varied, while the other independent variable are fixed. While for the mean comparison we used it to perform multiple comparisons of group means. We used this to pool the variance estimates for the means. To do the regression and the compared means we used the SPSS 20.0 software.

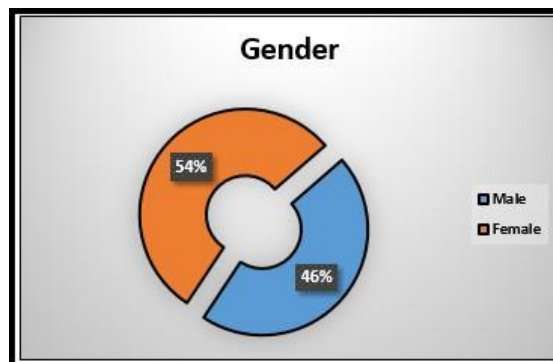
4. Findings

On this chapter, researcher will elaborate the result that researcher got from the questionnaire.

4.1. Frequency statistics

Descriptive statistics will be explained about the demographic factors. Researcher will be analyzing each of demographic factors.

4.1.1. Gender

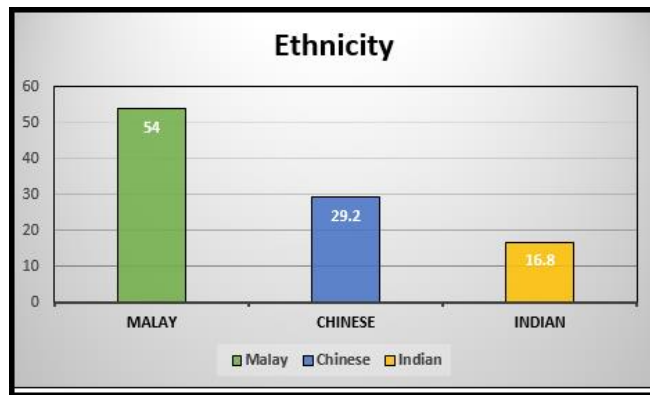


Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	158	45.7	45.7	45.7
	Female	188	54.3	54.3	100.0
	Total	346	100.0	100.0	

There are 3699 students at Universiti Malaysia Kelantan and 346 respondents has been choose as sample size. From the 346 respondents, there are 158 are male and 188 are female that answer the questionnaire.

4.1.2. Ethnicity

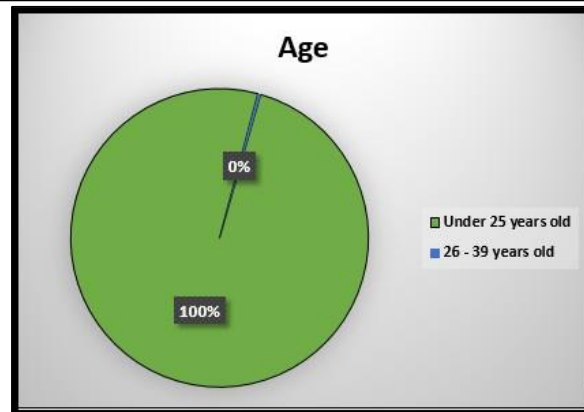
Ethnicity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	187	54.0	54.0	54.0
	Chinese	101	29.2	29.2	83.2
	Indian	58	16.8	16.8	100.0
	Total	346	100.0	100.0	



For the ethnicity most the respondents that answer the questionnaire are Malay students which is contribute 54% and followed by Chinese students which is 29.2%. Indian students only 16.8% which is 58 respondents.

4.1.3. Age

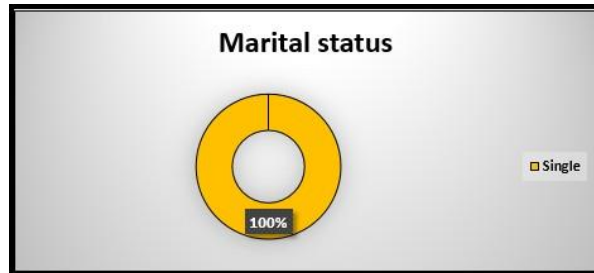
Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 25 years old	345	99.7	99.7	99.7
	26 to 39 years old	1	.3	.3	100.0
	Total	346	100.0	100.0	



Most of the respondents are under 25 years old. This is because most are them are students from Diploma and also SPTM.

4.1.4. Marital Status

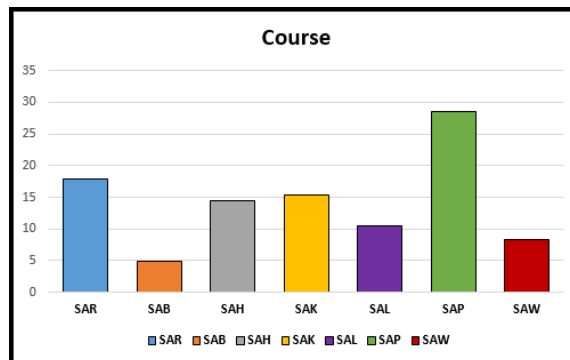
Marital status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	346	100.0	100.0	100.0



All respondents are having same marital status which is single because all of them are students and they did not married yet.

4.1.5. Course

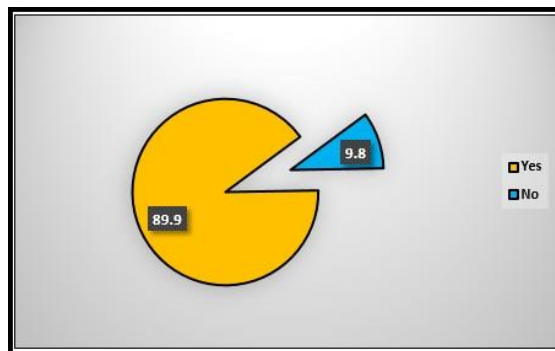
Course					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SAR	62	17.9	17.9	17.9
	SAB	17	4.9	4.9	22.8
	SAH	50	14.5	14.5	37.3
	SAK	53	15.3	15.3	52.6
	SAL	36	10.4	10.4	63.0
	SAP	99	28.6	28.6	91.6
	SAW	29	8.4	8.4	100.0
	Total	346	100.0	100.0	



There are seven courses that offer by Universiti Malaysia Kelantan which is Bachelor of Entrepreneurship Islamic Banking and Finance (SAB), Bachelor of Entrepreneurship Hospitality (SAH), Bachelor of Entrepreneurship Commerce (SAK), Bachelor of Entrepreneurship Logistic (SAL), Bachelor of Entrepreneurship Tourism (SAP), Bachelor of Entrepreneurship Retailing (SAR) and Bachelor of Entrepreneurship Health Entrepreneurship (SAW). The highest number of respondents is come from SAP which is ninety-nine respondents and followed by SAR which is sixty-two respondents. The lowest are SAB which are seventeen respondents.

4.1.6. Experience Buying Ecological Products

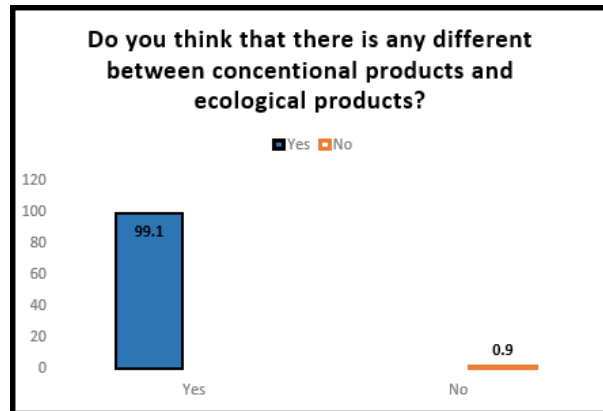
Have you ever bought an ecological products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	311	89.9	89.9	89.9
	No	34	9.8	9.8	99.7
	3	1	.3	.3	100.0
	Total	346	100.0	100.0	



Based on the result from the questionnaire, researcher found that three hundred and eleven respondents had bought ecological product and thirty three respondents never bought ecological products. Based on this result, researcher can conclude that most are students buying ecological products because they actually know the benefits of ecological products. They have knowledge about the bad effect of using conventional products for their self as well as to the environment.

4.1.7. Knowledge about the differences between ecological product and conventional product.

Do you think that there is any different between conventional products and ecological products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	343	99.1	99.1	99.1
	No	3	.9	.9	100.0
	Total	346	100.0	100.0	



There are three hundred and thirty three respondents agreed that there are different between ecological products and conventional products and there rest are not agreed with that statement.

4.1.8. Frequency buying ecological products

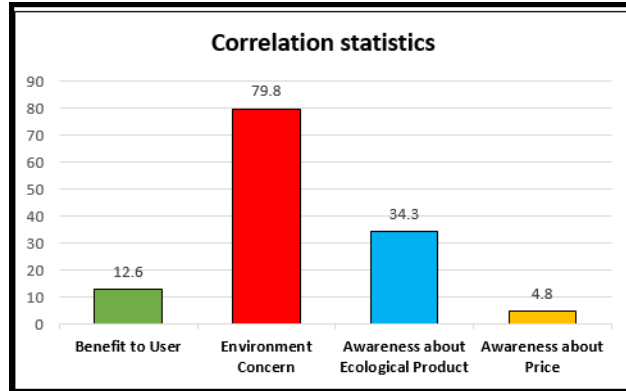
How often are you buying ecological products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every week	2	.6	.6	.6
	Less than every week	56	16.2	16.2	16.8
	Once in the month	205	59.2	59.2	76.0
	Less than once in the month	83	24.0	24.0	100.0
	Total	346	100.0	100.0	



Most of the respondents are buying ecological products once in the month and eighty three respondents said that they buy ecological products less than once in the month. As we know, students have a limited financial resource because they did not work yet that why most of them are buying ecological products once in the month.

4.2. Correlation Analysis

	Benefit	Environment	Product	Price	Intention
Benefit to User	1				
Environment Concern	-.063	1			
Awareness about Product	-.011	-.078	1		
Awareness about Price	-.037	-.003	.218**	1	
Intention to buy ecological products	.126*	.798**	.343**	.048	1
*. Correlation is significant at the 0.05 level (2-tailed).					
**. Correlation is significant at the 0.01 level (2-tailed).					



Correlation analysis actually to measure the relationship between each variable. Based on the data, we can see that the relationship between environment and intention to buy ecological product are very strong which is 79.8% and it significant at 0.01 levels. We can say that, people buy ecological products because they are concern about the environment. The relationship between awareness about ecological product and intention to buy ecological product are at 34.3% and it significant at 0.01 levels. Benefit and intention to buy ecological product are significant at 0.05 levels which is 12.6%. There is no relationship between price and intention to buy ecological product. Based on independent variable, only awareness about ecological product and awareness about price have a relationship which is 21.8% and it's significant at 0.001 levels.

4.3. Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915 ^a	.837	.835	.33136

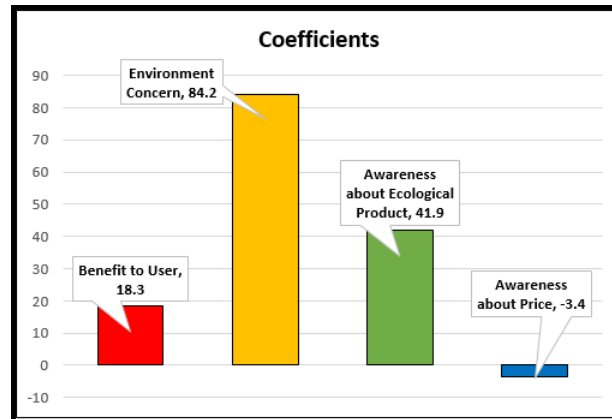
a. Predictors: (Constant), Price, Environment, Benefit, Product

According to table model summary, we can see that 83.7% can be explaining through independent variable and another 16.3% cannot be explained.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.330	.235		-1.402	.162
	Benefit	.314	.038	.183	8.342	.000
	Environment	.381	.010	.842	38.325	.000
	Product	.387	.021	.419	18.624	.000
	Price	-.025	.016	-.034	-1.538	.125

a. Dependent Variable: Factor

According to coefficients table, researcher can conclude that, the independent variable such as benefit to user, environment concern and awareness about the product are significant to the .000 level. This variable can be use and it prove that this factor actually can be used by marketers to promote their ecological product. Awareness about price are not significant which is .125 > p (.005). Respondent are not willing to pay more even it's an ecological products. This is because they are students and their financial are limited.



Based on the bar chart, we can see that the environment concern have a high beta value. Beta value means that the variables give very strong effect to the intention to buy ecological products. Second is awareness about ecological products which is 41.9% and followed by benefit to user which is 18.3%. Awareness about price are the lowest beta value which is -3.4%. It shows that price are did not give a huge impact to intention to buy an ecological products.

4.4. Hypothesis Testing

Hypothesis 1: Benefit to user

H₀: There are no relationship between benefit to user and purchasing behavior towards ecological products.

H₁: There are relationship between benefit to user and purchasing behavior towards ecological products.

Hence, based on the finding acquired from this study, the hypothesis of H₁ is accepted, which is 'There are relationship between benefit to user and purchasing behavior towards ecological products'. In other word, the null hypothesis (H₀) is rejected.

Hypothesis 2: Environment concern

H₀: There are no relationship between environment concern and purchasing behavior towards ecological product.

H₁: There are no relationship between environment concern and purchasing behavior towards ecological product

Hence, based on the finding acquired from this study, the hypothesis of H₁ is accepted, which is 'There are relationship between environment concern and purchasing behavior towards ecological products'. In other word, the null hypothesis (H₀) is rejected.

Hypothesis 3: Awareness about green products

H₀: There are no relationship between awareness about green product and purchasing behavior towards ecological product.

H₁: There are relationship between awareness about green product and purchasing behavior towards ecological product.

Hence, based on the finding acquired from this study, the hypothesis of H₁ is accepted, which is 'There are relationship between awareness about green products and purchasing behavior towards ecological products'. In other word, the null hypothesis (H₀) is rejected.

Hypothesis 4: Awareness about price

H₀: There are no relationship between awareness about price and purchasing behavior towards ecological product.

H₁: There are relationship between awareness about price and purchasing behavior towards ecological product.

Hence, based on the finding acquired from this study, the hypothesis of H₁ is rejected, which is 'There are relationship between awareness about price and purchasing behavior towards ecological products'. In other word, the null hypothesis (H₀) is failed to be rejected.

5. Recommendation and Conclusion

As marketers, they need to study what are the factors that can make people buy ecological products. This thesis actually can help the marketers to give an idea how to make sure the consumer buy ecological products. After they find out what are huge factor that can make people buy ecological products, they can use that element in their promotion. After researcher conduct this thesis, researcher find out that environment concern, benefit to user and awareness about the product are actually the factor that make people buy ecological products.

According to Norazah Mohd Suki (2013), consumers' environmental concerns are related to the interest towards the biophysical environment and its problem related to the consumer and the surroundings. This study shows that, people are very concern about the environment. So during marketers make an advertisement about the ecological products, they can highlight that ecological can save the environment. Marketers also can show the comparison between ecological products and conventional product and how it gives effect to environment. This action can give knowledge and attract people buying ecological products.

According to Udgirkar (2014), Indian consumers are better aware and confident about green products being good for the environment, than consumers in USA, Canada and China. When people aware about the ecological products, they will find the products. Marketers need to do a lot of promotion and also advertising to make sure people are aware about ecological

products. Marketers can use many promotion tools such as advertising, public relation, sales promotion and also personal selling. Those tool can make people know and aware about the ecological products.

Consumer also agrees that ecological products actually give a good benefit to its user. Williams (2014) said that, ecological product can improve health and safety because ecological product actually it help reduce airborne chemicals and the formulations can typically come into minor contact with skin without incident. So in order to promote the ecological products, marketers can use this element in their advertising. Marketers can shows that the products that they produce are did not use any chemical and will not give any harmful to its user. This is also the way to attract people to buy ecological products.

According to Hansen & Sorenses (1993), consumers' price sensitivity refer to the importance of price in making purchase decision (Chai, Heng, Jian, & Mohammad Arif Hasan, 2014). In this research we can find out that respondent are very sensitive about the price. As we know, ecological products usually sold at high price than conventional products. According to past research, their respondent are willing to pay more for ecological products but for this research, respondent are student and their financial are limited so they no willing to pay more for the ecological products. That's why they buy conventional products even though they know ecological product give a good effect to them. For marketers, they need to consider this factor. They need to reduce the price so that it can make people buy ecological products. Not only that, they also can make a promotion or give discount to the students. This can be done by student s need to show the student card during buying ecological products and they will get a lower price than others. This action can encourage people to buy ecological products

As a conclusion, entrepreneur or marketers produce ecological products and sold to the market because they know, people nowadays said that they are concern about the environment and also their health. They said that they need to take care their health as well as the environment because there are a lot of things that they use every day which can give bad effect to their health and also environment. The problem occurs when the customer did not choose the ecological products during they go to shopping. They did not apply about their. Through this research, researcher can conclude that the most significant factor that influences students to buy ecological products is environment concern. The second factor that influence students to buy ecological products are awareness about ecological products and followed by third factor which is benefit to user.

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