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MALAYSIA
KELANTAN

**FACULTY OF ENTREPRENEURSHIP AND
BUSINESS**

**PROPOSAL OF FINAL YEAR RESEARCH
PROJECT**

THE FACTOR THAT INFLUENCES THE INTENTION TO BUY ECO-FRIENDLY PACKAGING AMONG YOUNG CONSUMERS ON THE DEVELOPMENT OF THE LOGISTIC INDUSTRY IN MALAYSIA

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RUBRIC

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3.	Appropriate use of visual aid (CLO2; A3/CS)	Uses visual aids very poorly and the use interferes with the presentation	Uses visual aids but not very effective in aiding the presentation. The usage distorts the presentation at times.	Uses visual aids effectively. The usage of technology flows with the presentation.	Uses visual aids very effectively. The usage enhances the quality of presentation.	____ x 1 (Max: 4)	
4.	Appearance (CLO2; A3/CS)	Has a very poor sense of attire and appearance does not reflect a "business appearance".	Is well groomed and the appearance is acceptable for research report presentations.	Is well groomed and has a good "business appearance".	Is very well groomed and has a very pleasing and professional appearance.	____ x 1 (Max: 4)	
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		<ul style="list-style-type: none"> Weak research framework 	<ul style="list-style-type: none"> Adequate research framework 	<ul style="list-style-type: none"> Feasible research framework 	<ul style="list-style-type: none"> Sound research framework 	___ x 0.75 (Max: 3)		
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						(Max: 4)	
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LIST OF SYMBOLS AND ABBREVIATIONS

TAM	Technology Acceptance Model
TRA	Theory of Reason Action
SPSS	Statistical Package for the Social Science
PLS-SEM	Partial Least Square (Structural Equation Modelling)
EFA	Exploratory Factor Analysis
SI	Social Influence
EC	Environmental concern
WTP	Willingness
A	Attitude
I	Intention
AVE	Average Variance Extracted
CV	Composite Reliability
HTMT	Hetrotrait-Monotrait
LL	Lower level
UL	Upper level

ABSTRACT

Eco-friendly packaging is defined as packaging that is easily recycled and made from materials that have a low impact on the use of energy or natural resources. Eco-friendly packaging or also referred sustainable packaging plays an important role in the development of the logistic industry in Malaysia. The development of eco-friendly packaging contributes to the efficient of manufacturing process which is reducing the use of new material and minimizing the negative impact of business on the environment. The correct arrangement to solve this problem is to review the factors that can influence the intention consumers to buy and use eco-friendly packaging in their daily life. In this study, a conceptual model consisting of different variables such as social influence, environmental concern, willingness to pay and attitude has been studied which affects the intention to buy eco-friendly packaging among young consumer in Malaysia. The researcher has chosen the sample size is 350 consumers with target group which is young consumer in Malaysia. This quantitative research approach has been conducted by selected the sample by choosing the simple random sampling technique. The questionnaire has been distributed through google form and 353 respondents participated in answering the questionnaire of this study. The data obtained was analyzed using Statistical Package for the Social Science (SPSS) and Partial least squares (PLS) software. Based on the data collected from the questionnaire survey, different data analysis methods such as descriptive analysis, reliability and Pearson correlation, assessment of the measurement model, assessment of the structural model, assessment of the mediating and hypothesis testing were conducted. In this study, five hypothesis was conducted, and the finding indicates, all variables has a positive significant toward the intention to buy eco-friendly packaging. The used of eco-friendly packaging among consumer can protect the environment and also minimize the used of new materials. Other than that, through this study, this can help academic to review as a reference in conducted the future research that specialize to study the intention to buy eco-friendly packaging among consumer.

Keywords: Eco-Friendly Packaging, Logistics Industry, Natural Resources, Recycling, Sustainability.

ABSTRAK

Pembungkusan mesra alam ditakrifkan sebagai pembungkusan yang mudah dikitar semula dan diperbuat daripada bahan yang mempunyai impak rendah terhadap penggunaan tenaga atau sumber semula jadi. Pembungkusan mesra alam atau juga dirujuk pembungkusan mampan memainkan peranan penting dalam pembangunan industri logistik di Malaysia. Pembangunan pembungkusan mesra alam menyumbang kepada kecekapan proses pembuatan yang mengurangkan penggunaan bahan baharu dan meminimumkan kesan negative perniagaan terhadap alam sekitar. Susunan yang betul untuk menyelesaikan masalah ini adalah dengan mengkaji faktor-faktor yang boleh mempengaruhi niat pengguna untuk membeli dan menggunakan pembungkusan mesra alam dalam kehidupan seharian mereka. Dalam kajian ini, model konseptual yang terdiri daripada pembolehubah berbeza seperti pengaruh sosial, keprihatinan alam sekitar, kesanggupan membayar dan sikap telah dikaji yang mempengaruhi niat untuk membeli pembungkusan mesra alam dalam kalangan pengguna muda di Malaysia. Pengkaji telah memilih size sampel ialah 350 pengguna dengan kumpulan sasaran iaitu pengguna muda di Malaysia. Pendekatan kajian kuantitatif ini telah dijalankan dengan memilih Teknik persampelan rawak mudah. Borang soal selidik telah diedarkan melalui “google form” dan 353 responden telah mengambil bahagian dalam menjawab soal selidik kajian ini. Data yang diperolehi, dianalisis menggunakan perisian (SPSS) dan(PLS). Berdasarkan data yang dikumpul daripada tinjauan soal selidik, kaedah analisis data yang berbeza seperti analisis deskriptif, kebolehpercayaan dan korelasi Pearson, penilaian model pengukuran, penilaian model struktur, penilaian pengantaraan dan ujian hipotesis telah dijalankan. Dalam kajian ini, lima hipotesis telah dijalankan dan dapatan kajian menunjukkan semua pembolehubah mempunyai signifikan positif terhadap niat untuk membeli pembungkusan mesra alam. Penggunaan pembungkusan mesra alam dalam kalangan pengguna dapat melindungi alam sekitar dan juga meminimumkan penggunaan bahan baharu. Selain itu, melalui kajian ini juga dapat membantu ahli akademik untuk meninjau sebagai rujukan dalam menjalankan kajian masa depan yang khusus mengkaji hasrat membeli pembungkusan mesra alam dalam kalangan pengguna.

Kata Kunci: *Pembungkusan Mesra Alam, Industri Logistik, Sumber Asli, Kitar Semula, Kemampanan.*

CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

This introduction chapter serves as a general introduction to the entire research study. This chapter is discussed about the details of the research study topic that being conducted. It encompasses background of the study, problem statement, research question, research objective, significant of the study, structure of the dissertation and summary. Issues or problems that occur in the community become the main pillar of doing this research study. The topic of the factor that influence the intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia has been chosen because research studies on this topic have not been done in the context of Malaysian consumer. Logistic refers to the entire process of managing how resources or inputs are acquired, stored and then transported to their final destination to meet customer demand. Packaging is one of the main logistic activities used by all people such as consumers, business organization, manufacturing industry and so on. According by Rajendran et al. (2019), packaging becomes one of the main elements that can support improvements in logistic of sustainable activities by focusing on the three pillars of sustainable development which are economic, environmental and social. Uncontrolled use of packaging will have an impact on environmental sustainability. Environmental pollution is an issue that is increasing day by day. This is driven by the daily activities that humans do that are increasingly uncontrollable. This has a negative impact not only on the environment but also on human life. According to the Department of Environment, pollution statistic in Malaysia recorded an increase that caused environmental problems due to the human activities. But this matter can be resolved by taking proactive measures such as the use of green product such as eco-friendly packaging that is need to use throughout Malaysia. According, Prakash and Pathak (2017), nowadays, consumer are more motivated to contribute to sustainable development, especially environmental protection by buying green packaging product. Thus, this research study was conducted to find out the factor that influence the intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia

1.1 BACKGROUND OF THE STUDY

The purpose of this research study is to examine the factor that influence the intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia. Today`s logistic has become one of the most widely used economic activities to enhance profitability and sustainability of an organization around the world. Logistic is a process of planning, implementing, controlling the flow and storage of goods from the point of origin to the point of consumption with the aim of complying with customer requirement Pečený et al. (2020). The study by Pečený et al. (2020), the definition of logistics is the activity of improving the quality of business processes and enabling companies to respond the market and consumer demands more quickly. There are several major elements in logistic activities such as transportation, warehousing, packaging, material handling, order fulfillment, production planning, purchasing and procurement as well as customer service. According, Pečený et al. (2020), the logistics activities performed by the business are different in each company which is influenced by several aspects. All the major logistics elements of this activity play a very important role of an organization that can help smooth the organization`s internal and external activities as well as increase the organization`s profits.

Based on this research study, the major element in logistics activity that involved is packaging. Packaging is a major element in logistics activities that play a very important role especially in smoothing logistic activities. Packaging can be defined as a tool that prepares goods to be safe, secure, efficient and helps in the activities of handling, distribution, storage, retailing and so on. Packaging in logistic perform six main function which is containment, convenience, protection, apportionment, unitization and communication. Based on the field of logistics, packaging can come in many forms, mostly depending on the nature of the goods to be transported. According, Seo et al. (2016), the products arranged in store such as a supermarket, the first element encountered when consumers look at a product before making their decision to buy is packaging. This shows that, consumers evaluate the sustainability of a product through the level of packaging. The study by Prakash and Pathak (2017), based on previous studies, many studies have been done in the field of consumer behavior which is to study perception of packaging. Based on Seo et al. (2016), the use of appropriate packaging in daily life is another way to avoid environmental pollution.

In recent times, consumer awareness of environmental problems has led to the use of eco-friendly packaging. According Moustafa et al. (2019), eco-friendly packaging based on biodegradable composite materials has currently gained a lot of attention among consumers due to its unique properties that are environmentally friendly compared to classic petrochemical-based plastics that have a negative impact on the environment. Eco-friendly packaging can be defined packaging made from simple recyclable materials that can be recycled and is safe for both individuals and the environment. The study by Nguyen et al. (2020), eco-friendly packaging is also one of the tools or logistics activities that have great potential to contribute to sustainable development in a country. The use of eco-friendly packaging among consumers, encouraging green purchasing decision that lead to the reduction of negative environment such as pollution Prakash and Pathak (2017). Eco-friendly packaging is very important where it has several purposes, namely to encourage the use of renewable or reusable materials, pollution-free packaging from the use of toxic materials in the production of packaging and can also reduce the amount of product packaging. According, Seo et al. (2016) nowadays, consumers tend to use green packaging and even the use of this packaging is said to increase production costs in an organization.

Finally, the purpose of this research study is to understand the factor that influence the intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia. According Nguyen et al. (2021) young consumers are the generation that is more willing and motivated to buy green product which is eco-friendly packaging than the older generation. The research study discussed how young consumer in Malaysia can be influenced in making purchase eco-friendly packaging. According (Nguyen et al., 2021), a positive attitude that encourages the use of green can be measured at a high level of education in a person and also at a young age. Hence, young consumer were selected as a sample for this research study.

1.2 PROBLEM STATEMENT

This research study is focuses on the factor that influence the intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia. In the previous study, most researchers conducted studies to examine whether social influence, environmental concern and willingness were correlated significantly with the intention of young consumer to buy eco-friendly packaging. Up to now, there is no study conducted to examine that factor in the context of Malaysian consumer that focus on young consumers. Practice consumption of green packaging has been growing for a long time in western countries, but still a stranger with the Malaysian consumer. This is a big challenge in getting consumer especially young consumer in Malaysia to buy and use eco-friendly packaging in their daily life.

Malaysia is facing a big challenge in ensuring a sustainable development. This is due to the lack of use eco-friendly packaging by business organization. The culture of using environmentally friendly packaging among Malaysian is still at a minimum level because most shops, hypermarket still use plastic bags for sale. Most hypermarket in Malaysia still use plastic bags instead of eco-friendly packaging in buying and selling and this causes the use of eco-friendly packaging among consumers to decrease. However, the hypermarket has also carried out an alternative to reduce the use of plastic bag by banning the use of plastic bags on weekend and also charge of RM 0.20 for each plastic bag. According Rajendran et al. (2019) to ensure that the community becomes green consumers, the role of family, business organization and society should take their responsibilities in encouraging the purchase of eco-friendly packaging among consumer. This can ensure that consumers always ensure that the product purchase do not harm the environment. However, this is not occurs in Malaysia because most business organization prioritize profit more than environmental conditions. This resulted in the practices of encouraging consumer to practices 3R which is reuse, reduce and recycle is rarely practiced. This shows that the activity of recycling plastic bag and use the eco-friendly packaging is still very low and is not considered a practical option in Malaysia.

Other than that, it is very important to study and know whether the young consumer in Malaysia are willingness to pay more in green product and not price sensitive. Price is the main element in influencing intention of consumers in making purchases. According

Rajendran et al. (2019) price can be described as the amount of money that consumers are willing to pay to obtain a product. This packaging product produced to protect the environment are expensive product on the market. This is because it has high safety quality and less damaging environmental criteria. Not only that, the price of this green product is said to be expensive because the investment cost for this green technology is high.

Sufficient awareness in environmental problem is very important to influence young consumer intention to purchase eco-friendly packaging and reflected in their involvement in environmental protection. The lack of awareness campaign about the environment create problems especially among the community because the community or consumer will not be concerned about the environment. Authorities such as the government, NGOs and so on do not carry out awareness campaign activities among the community, making it difficult for the community or consumer to always prioritize the use of green products such as eco-friendly packaging. The study by Rajendran et al. (2019), awareness about the concept of eco-friendly packaging among Malaysian is still very unsatisfactory. This can be proven by the increasing problem of environmental pollution that occurs in the country. In the recent times, the environmental issue also is an issue that need to be focused. This is because there are many pollution problems that occur such as plastic package, drink cane, boxes and so on that are blown by the wind into drains, causing blockages and subsequent flash floods will easily occur. This present a critically challenging in the implementation of eco-friendly packaging because not everyone takes their responsibility to take care of the environment seriously. This make Malaysia still lagging behind in green practices.

1.3 RESEARCH QUESTION

The research question is guided to identify which factors influence the intention to purchase eco-friendly packaging among young consumers, in the development of the logistics industry in Malaysia. The questions are as follows:

- 1.3.1 Is there a relationship between social influence and the intention to buy eco-friendly packaging among young consumers, in the development of the logistics industry in Malaysia.
- 1.3.2 Is there a relationship between environmental concerns and the intention to buy eco-friendly packaging among young consumers, in the development of the logistics industry in Malaysia.
- 1.3.3 Is there a relationship between the willingness to pay and the intention to buy eco-friendly packaging among young consumers, in the development of the logistics industry in Malaysia.
- 1.3.4 Is there a relationship between attitude and the intention to buy eco-friendly packaging among young consumer, in the development of the logistic industry in Malaysia.
- 1.3.5 Is there a relationship between the social influence, environmental concern, willingness to pay and mediating effect of attitude toward intention to buy eco-friendly packaging.

1.4 RESEARCH OBJECTIVE

The goals of this study are to determine which of the factor influence buying eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia. There are four objectives are highlighted in this research study to find out answer of the following research question

- 1.4.1 To determine the relationship between social influence and the intention to buy eco-friendly packaging among young consumer, in the development of the logistic industry in Malaysia.
- 1.4.2 To identify the relationship between environmental concern and the intention to buy eco-friendly packaging among young consumer, in the development of the logistic industry in Malaysia.
- 1.4.3 To determine the relationship between willingness to pay and the intention to buy eco-friendly packaging among young consumer, in the development of the logistic industry in Malaysia.
- 1.4.4 To examine the relationship between attitude and the intention to buy eco-friendly packaging among young consumer, in the development of the logistic industry in Malaysia.
- 1.4.5 To determine the relationship between the social influence, environmental concern, willingness to pay and mediating effect of attitude toward intention to buy eco-friendly packaging.

1.5 SCOPE OF THE STUDY

The study's scope outlines the extent to which the research area will be examined throughout the project and details the limits under which the study will function (Su, 2022). This research has a specific scope. Consider the research population first. The number of respondents to be polled is likewise restricted to a specific population. As a result, the findings can only be applied to Malaysian youth. Second, the geographical area is also the study's scope. The study's findings can be utilized to establish broad generalizations about other similar case studies. Furthermore, data will be generated through the use of questionnaires as a survey within a specific time period in Malaysia.

1.6 SIGNIFICANCE OF THE STUDY

The importance of the study outlines the benefits that many stakeholders will receive as a result of conducting this investigation. The purpose of this research is to reveal the characteristics that influence the intention to purchase eco-friendly packaging among young consumers and in the same time for to help the development of technology in the Malaysian logistics industry. The findings of this study will be useful in promoting and educating young consumers and future generations about the use of eco-friendly products in daily life.

The packaging industry is important because it is a sector that functions as a technology or method to protect products during the process of distribution, delivery, storage, sale and use. Packaging is also the process of creating, analyzing, and preparing a package. Packaging is a system that coordinates the provision of commodities for the largest sectors of a country such as transportation, warehousing, logistics, sales, and end use. Packaging can protect, transport, inform and sell. In most countries, it is fully integrated with government, private bodies, businesses, institutes, industry and personal use (Iwant2b - TVET And Academic And Career Paths In Malaysia, n.d.). In particular, the modern marketing industry has contributed to the service sector. In fact, the logistics marketing sector is also important, as is the packaging component, because it recognizes the value of the present and the future. The type of packaging and the materials used for packaging must not only protect the goods but also be safe for nature and humans. The creation of eco-friendly packaging is essential for healthy economic growth. This leads the industry to understand the important marketing method by understanding the elements that affect the purchase of eco-friendly packaging among young consumers, which contributes to the development of logistics business in Malaysia.

Today's young consumers live a diverse lifestyle, so the necessary parties must educate them from the beginning about a safe and healthy lifestyle, one of which is the use of eco-friendly packaging so that they can incorporate a healthy lifestyle into their daily lives. Previous studies have focused on the factors that influence the intention purchase of eco-friendly packaging among overseas consumers, but there is insufficient empirical data on these factors in Malaysia. This research will focus on the factors that can influence the intention purchase of eco-friendly packaging and its impact on the development of the logistics industry in Malaysia. As a result, the purpose of this study

is to see the relationship between the variables that affect the intention purchase of eco-friendly packaging and the level of consumer understanding of the meaning of the term. Furthermore, this study is significant considering that only a few people have conducted a study on the factors that influence the intention purchase of eco-friendly packaging among young people in Malaysia and the impact on the development of Malaysia's logistics business. In addition, this research will help improve marketing techniques and appropriate understanding and will be used as support material for future researchers conducting research in Malaysia. This research will help in identifying factors that can influence the intention purchase of eco-friendly packaging, especially social influence, environmental concerns, and willingness to pay. Finally, comprehensive customer understanding is an important consideration when deciding to use eco-friendly packaging in Malaysia. This study will help fill that gap by conducting an empirical study on Malaysian youth consumers. This study also contributes to the investigation of customer knowledge, demand, satisfaction, customer intention towards environmentally friendly packaging.

1.7 DEFINITION OF TERM

1.7.1 Eco-Friendly Packaging

Eco-friendly packaging is defined as packaging that is easily recycled and created from materials that have a low impact on the use of energy or natural resources. Eco-friendly packaging is frequently manufactured from recycled materials. It is often referred to as sustainable or green packaging (*What Is Eco-Friendly Packaging? A Guide for Business*, 2022). Eco-friendly packaging, at its core, seeks to limit the amount of product packaging produced. Our modern civilization must evaluate the entire process, from the product packaging to the container and cushions chosen for shipping. Eco-friendly packaging is safer for people and the environment since it does not use the hazardous compounds used in traditional packaging and integrates biodegradable materials whenever possible.

1.7.2 Social Influence

The process of modifying one's behavior, ideas, or sentiments as a result of what others do, think, or feel is known as social influence. These changes do not have to be deliberate, and those affected do not have to be aware of the process. The essence of social existence is influencing people, groups, and social organizations (Roguska, 2022). Mutual influence allows people to drive others to desired conduct, reach consensus on crucial problems, and develop common aims and objectives that individuals cannot achieve alone.

1.7.3 Environmental Concern

Environmental concerns are the detrimental effects of human activity on the environment. Environmental biological and physical characteristics are included. Environmental concerns such as deforestation, air pollution, acid rain, oil spills, and so on have grown commonplace. Many people have witnessed the environmental impact of human activities such as the dumping of toxic waste in Love Canal, New York, and the Chernobyl nuclear disaster (*INTERNATIONAL ENVIRONMENTAL PROBLEMS AND THE GLOBAL SEARCH FOR SOLUTIONS*, n.d.).

1.7.4 Willingness

Willingness to pay, often known as WTP, is the highest price a consumer is willing to pay for a product or service. In most circumstances, it is expressed by a monetary amount or, in certain cases, a price range. Although potential customers are likely to be prepared to spend less than this threshold, it is critical to recognise that they will not, in most situations, pay a greater price (Stobierski, 2020). Consumers' willingness to pay can differ greatly. This variation is frequently generated by differences in the customer population, which are typically classed as extrinsic or intrinsic.

1.7.5 Attitude

In psychological, an attitude is a mental and emotional entity that inherits or characterises a person, their approach to something, or their personal opinion of it ("Attitude," 2022). Their attitude includes their thoughts, opinions, and feelings. Attitude is a multifaceted condition that is acquired by life experience. Attitude is an individual's state of mind toward a value that is triggered by a response expression towards oneself, a person, place, thing, or event (attitude object), which in turn influences the individual's thoughts and actions. A person's previous and present experiences can shape their attitudes. Attitude research's major subjects include attitude strength, attitude transformation, customer behaviour, and attitude-behavior correlations.

1.7.6 Intention

Intention can be defined as an action or instance of mentally deciding on an action or decision. The planned object that leads to the goal of intention or attitude toward the outcome of one's action or behaviour ("Definition of Intention," n.d.). The term "intention" refers to a set of interconnected occurrences. To avoid misconceptions, theorists frequently distinguish between distinct types of intents. The most frequently cited distinction is between prospective and immediate intents. Prospective intents, sometimes known as "prior intentions," are future plans.

1.8 STRUCTURE OF DISSERTATION

Introduction, literature review, methodology, data analysis, and conclusion are the five topics that make up this study. In this research, an introduction is provided in the first chapter. It includes the backdrop of the study, the problem description, the research questions, the research objectives, and the importance.

The purpose of the second chapter's literature review is to present theoretical and empirical evidence that discusses the significant relationship between young consumers' interests and knowledge of the factors that influence the purchase of environmentally friendly packaging in Malaysia, as well as the impact on the growth of the Malaysian logistics industry.

As it outlines the purpose of the research design and paints a clear image of how the research will be carried out, the third chapter is an essential part of this study. This section covers the study design, data collection methods, instrument use, sample selection, data measurement scale, analysis process, and justification of structural equation modeling.

This survey results are discussed in the fourth chapter. In relation to the research question and hypothesis, it describes the data analysis and findings. To generate research questions and analyses the findings, data analysis will be done using indicators and methods. The results will be provided in the form of tables and graphics.

The results discussion, which will include an explanation of each variable and a defense of the findings, is the subject of the fifth chapter. The research's conclusion is presented in chapter six, along with the study's conclusions, findings, implications, and limitations. The final component of this research includes appendices and references. The dissertation's framework is shown in Figure 1.1.

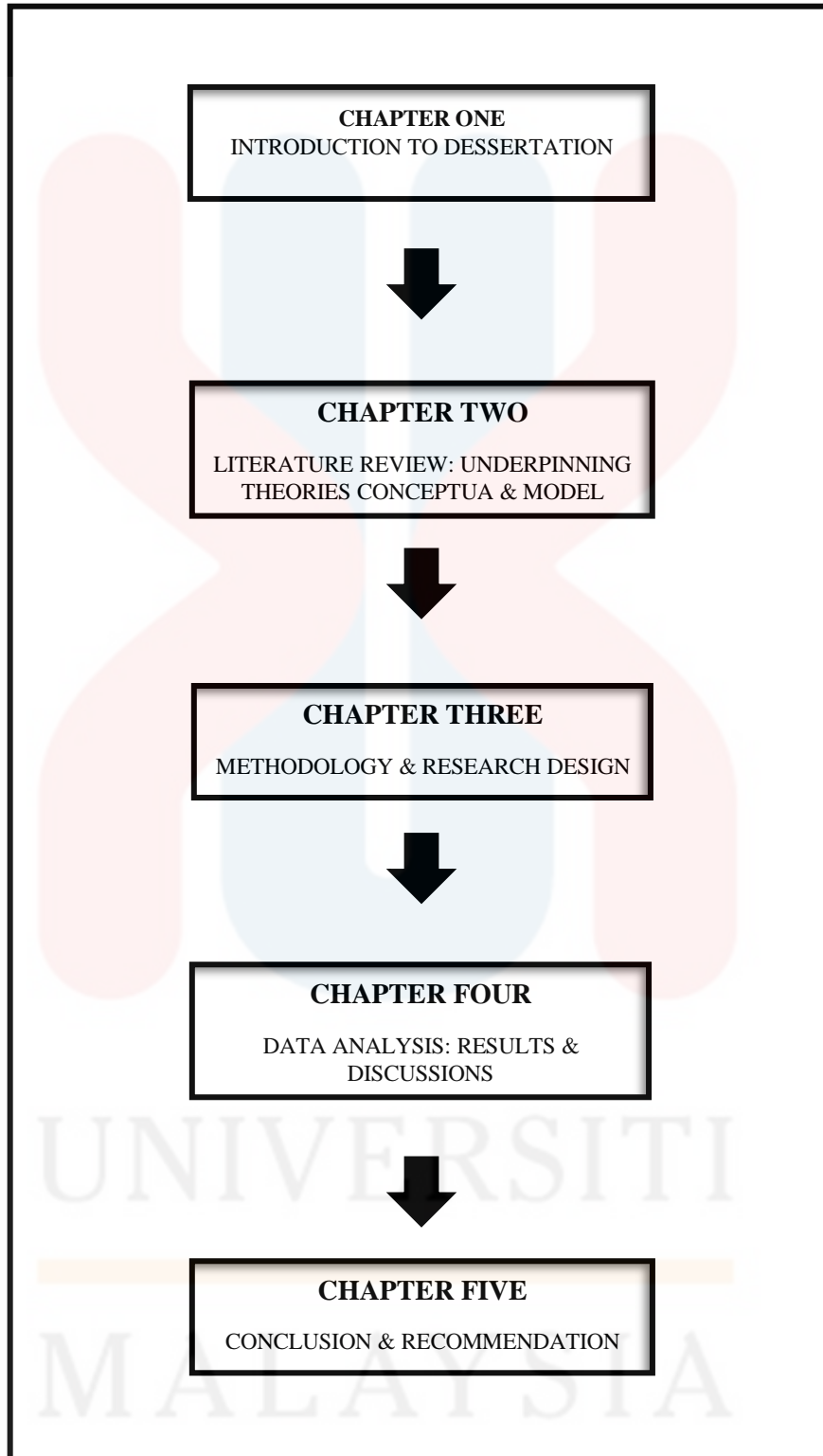


Figure 1.1: Structure of the Dissertation
Source: Adapted & Developed from Musa (2004), Osman (2011).

1.9 SUMMARY

In conclusion, this chapter begins with a discussion on the general introduction which is then followed by the background of the study related to the title of this study, which is the factors that influence the desire to buy eco-friendly packaging among young consumers, in the development of the logistics industry in Malaysia. Next, this chapter explains the problems, objectives and questions of this study. In the other part, the researcher also discussed the importance of this study for the benefit of others especially to all consumers wherever they use environmentally friendly packaging. In the final part of this chapter, it also discusses the definition of terms related to the title of the study. The researchers aim to obtain results that may be valuable for further research and be a reference point for future investigators. More information about the literature review of this study will be discussed in the next chapter (chapter 2). More details will be provided based on the information provided to better understand this study.

CHAPTER 2: LITERATURE REVIEW

The literature review shows a thorough examination of previously published and unpublished research papers (Sekaran, 2000). The literature review in this study is based on journal articles and may be used and altered to relevant research subjects, theories, contents, and research methodologies. The literature research is mostly undertaken through journal references obtained from Emerald, Scopus, Taylor & Francis Online, and other online sources. Furthermore, the literature review begins with empirical concepts, theories, and models related to social influence, environmental concern, willingness, attitude, and intention to purchase eco-friendly packaging studies, which aid in determining the research conceptual framework, which is prominently featured in this chapter. The goal of the literature review is to guarantee that the research employs all independent, dependent, and mediating factors that are not repeatedly equal, as in past studies. It can be adjusted, created, developed, or enhanced to address gaps in earlier studies and to point future researchers in the proper path. However, this study focuses on the factor that influence the intention to buy eco-friendly packaging among young consumers on the development of the logistic industry in Malaysia. The theoretical literature and several empirical research back up the study. According to previous research, it is observed that all variables are not conclusive, therefore most important factors are considered and described in the intention to buy eco-friendly packaging among young consumers perspective. Social influence, environmental concern, willingness, attitude and intention to purchase eco-friendly packaging are the main determinant as proposed in this study.

2.0 INTRODUCTION

Green buying refers to the practise of selecting environmentally friendly things while avoiding those that are destructive to the environment (Chan, 2001). The most typically measured characteristics of green buying are green buying intention and behaviour. Customers' willingness to purchase ecologically friendly things is referred to as green purchasing intention. Intentions capture the motivating factors that influence customers' green buying decisions (Ramayah, Lee, and Mohamad, 2010). Green buying behaviour is a complex type of ethical decision-making that is viewed as a type of socially responsible conduct. The green consumer, as a socially responsible consumer, "considers the public ramifications of his or her private consumption and strives to utilise his or her purchasing power to promote social change" (Moisander, 2007).

Green buying is described as purchasing ecologically favourable items while avoiding environmentally destructive products. Furthermore, it is a green product that serves customer requirements without harming the environment and helps to a more sustainable future. This product has a minimal environmental effect and is exceptional in terms of environmental performance. Green goods, according to Chen and Chai (2010), employ materials that are safer for the environment, can be recycled, and need less packaging. Homemade stuff, natural items, energy efficient lighting, eco-friendly laundry detergents, and so on are examples of green products. Another significant factor to consider is GBP.

2.1 UNDERPINNING THEORY

In IS studies, Gregor (2002) refers to underpinning theories as theories for understanding the social environment. The theories are intended to explain "how" and "why" things happen the way they do. In this study two underpinning theory were used which is Technology Acceptance Model (TAM) and Theory of Reason Action (TRA). Technology Acceptance Model (TAM) theory used for understanding the dependent variables that related with technology and Theory of Reason Action (TRA) used for the independent variables to understand more about social influences, environmental concern and willingness.

2.1.1 Technology Acceptance Model (TAM)

TAM is a theory-based paradigm that covers how people come to accept and use technology. Many theoretical approaches have been explored to better understand how consumers decide which technological apps to deploy. The most prevalent theory used to analyse the behaviour of consumers or technology users is the TAM theory by (Davis, 1989). TAM was modified for this study (Davis, 1989). TAM is based on the Theory of Reasoned Action (TRA) and is used to assess users' acceptance of computers, which is then measured by their intents and the effect on their attitudes, perceptions of utility, perceptions of ease of use, and intentions to use (Davis, Bagozzi, & Warshaw, 1989). TAM first described use perception and intention to use in terms of social influence and cognitive instrumental processes.

When consumers are given with a new software package, for example, the model argues that a variety of variables influence their decisions about how and when to utilise it. There are two specific criteria that are thought to be important predictors of user acceptance: perceived utility and perceived ease of use (Davis & Arbor, 1989). Davis' original TAM stated that an individual's judgement of utility and ease of use will influence technology intention, mostly through creating a positive attitude.

However, due of these changes, (BagozzI, 2007) advises that the TAM model be utilised with caution since perceived usefulness and perceived ease of use may not adequately assess usage behaviour. Chuttur (2009) proposed in a study that future

research should analyse and build new models that focus on the original and modified qualities of TAM while reducing its flaws. As a result of these TAM limitations, the current study incorporates cost perception and risk perception into the conceptual framework.

2.1.2 Theory of Reason Action (TRA)

Fishbein and Ajzen's theory of reasoned action (TRA) is a well-researched intention model that has been successful in predicting and explaining behaviour across a wide range of topics. The TRA is a social psychology theory that seeks to anticipate and comprehend specific human behaviour (Ajzen, 1991). Because this model is fairly generic, it should be suitable for analysing the determinants of computer usage behaviour as a specific case (Ghorab, 1997). This theory holds that an individual's mindset and societal standards impact their behavioural intention (BI 14 A SN).

Attitudes are positive or negative assessments of behaviour and its results (Ajzen, 1991). The phrase "subjective norm" refers to "perceived social pressure to do or refrain from performing the activity" (Ajzen, 1991). In other words, the subjective norm is the opinion of individuals who are significant to a person and have an impact on his decision-making (Hee, 2000).

If a human thinks that those who important to them approve or disapprove with their behaviour, he will act or plans to act in a way that will help him gain acceptance or avoid rejection (Conner and Armitage, 1998). Behavioral intention is proof of a person's willingness to engage in a particular behaviour. It is believed to be a direct cause of behaviour (Ajzen, 2002).

2.2 PREVIOUS STUDIES

Past researchers performed substantial research on environmentally friendly packaging. The research begins with a description and explanation of green purchasing and environmentally friendly packaging. A prior research released in 2016 used theories including Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and Technology Acceptance Model (TAM) to broaden knowledge of choosing eco-friendly packaging.

Other studies use the concept to determine the factors of intention to purchase environmentally friendly packaging. Previous investigations conducted by (Prakash, G., & Pathak, P, 2017) have highlighted the goal of this article is to investigate the impact of eco-design packaging on customer reaction. The TRA theory provides a framework for recognising and ranking essential antecedents of eco-design packaging behaviour. The study's findings demonstrate that personal norms, views, environmental concern, and willingness to pay all have a significant impact on purchase intentions for ecologically friendly packaging. This report also includes an intriguing perspective from young customers on eco-design packaging.

According to a research conducted by Nhu Ty NGUYEN, Le Hoang Anh NGUYEN, and Thanh Tuyen TRAN (2020), there is a shortage of information to evaluate purchasing behaviour toward green packaging in developing nations, particularly in Vietnam. The purpose of this study is to investigate the behaviour of young Vietnamese consumers in green packaging Products fast moving consumer goods (FMCG) with psychological variables (environmental concern, environmental awareness about green packaging, and green attitudes) and contextual factors (availability of desirable green packaging and product attributes).

Al Mamun, A., Fazal, S.A., Ahmad, G.B., Yaacob, M.R.B., and Mohamad, M.R. (2018) evaluated the influence of various chosen factors on willingness to pay for and purchase environmentally friendly items. The findings of this study revealed that eco-literacy and environmental concern have a positive significant impact on attitudes toward eco-friendly products; normative beliefs and perceptions of behavioural control on willingness to pay for environmentally friendly products; and willingness to pay for

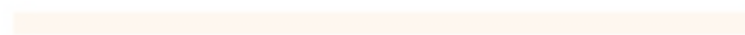
environmentally friendly products. As a result, initiatives and regulations should focus on increasing environmental consciousness and information about the relative benefits that are likely to boost customer willingness to pay for environmentally friendly products.



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2.3 THE MAIN CONSTRUCTION OF THE STUDY

In the main context of this research, it began with the appropriate constructs which were developed from relevant theoretical and empirical literature. There are five constructs which is independent, dependent and mediating variables which consist of social influence, environmental concern, willingness, attitude and intention to purchase eco-friendly packaging which have been further described in this chapter.

Dependent Variable

2.3.1 Intention to purchase eco-friendly packaging

The intention of a buyer to buy an eco-friendly product and avoid purchasing environmentally harmful items is referred to as eco-friendly packaging purchase intention. Rapid economic and technological progress has improved people's lives while also contributing to environmental challenges including global warming, air pollution, and climate change. Green products are organic, non-toxic, environmentally friendly, and made mostly from recycled materials.

According to Ramayah et al. (2010), green buy intention is an individual's willingness to acquire green products while making a purchasing choice. As a result, it is a complicated process combining ethical decision-making processes and responsible behaviour. When a socially responsible person consumes, people concerned about what they is eating and makes an effort to take care on green items in order to bring about social change (Moisander, 2007).

Ecofriendly packaging is any that is created from recycled materials, is simple to recycle, and is not harm for people and the environment. It include the use of nature materials and manufacturing procedures that reduce energy usage and natural resource consumption. Also known as green or sustainable packaging. Furthermore, researchers have used a variety of terms to describe eco-friendly packaging, including environmentally friendly packaging, Eco-packaging, ecological packaging, green packaging, sustainable packaging, Eco-design, design for the environment, and environmentally conscious design (Boks and Stevels, 2007, Koenig-Lewis et al., 2014, Magnier and Crié, 2015).

Independent Variable

2.3.2 Social Influence

Social influence, defined as changes in individual attitudes or behaviour as a result of interactions with other individuals or social groups (Rashotte, 2007), is increasingly being considered. Any change in behaviour, emotion, or cognition triggered by the presence of other individuals, even if it is only imagined, predicted, or implied. It also includes interpersonal processes that lead to changes in behaviour, emotion, or thought.

In a nutshell, it concerns how individuals alter their beliefs. It may be characterised as a strong moral imperative to participate in altruistic or environmentally friendly action (Moser, 2015; Schwartz, 1977). Green packaging was seen by customers as "environmentally friendly" and "healthy." They also "highly advise" it to others. This willingness to become green is not impacted by external circumstances such as families, obligations, and so on, but rather by an internal commitment. Furthermore, customers will buy green items if they believe they would earn social acceptability (Arli et al., 2018).

Understanding the elements that impact customers' purchasing intentions toward green packaging would be extremely beneficial for the government and businesses seeking to influence consumer attitude and behaviour in terms of environmental consciousness (van Birgelen et al., 2009). If an individual's social environment shows a good regard for green product purchasing aspirations, the individual's purchase intention will be high as well. A study conducted by van Birgelen et al. (2009) provides empirical evidence for the above thesis.

However, less emphasis has been placed on the societal influence on the use of environmentally friendly products. To summarise, studies on eco-friendly packaging have primarily focused on individual variables affecting the intention to purchase green products, with the impact of social influence and context remaining unexplored. As a result, this article contributes to the current literature on eco-friendly packaging by examining the effect of various social groupings as a possible factor in purchasing decisions.

2.3.3 Environmental concern

Environmental concerns are becoming increasingly important in consumer purchasing decisions. Environmental concern reflects the consumer's overall attitude toward environmental preservation (Chen and Chai, 2010; Wei et al., 2018). It is crucial in pro-environmental consumer behaviour. Environmental concern emerges as a primary incentive for ecologically responsible conduct (Bamberg, 2003). Environmental concern is defined as people's knowledge of environmental concerns, support for initiatives to tackle such problems, and readiness to participate directly to their resolution (Dunlap and Michelson, 2002; Bickart and Ruth, 2012). Environmental concern is frequently mentioned as a requirement in understanding green consumer behaviour (Heo & Muralidharan, 2019).

According to Schultz (2000), there are three types of environmental concern: egoistic (care for oneself), altruistic (concern for others), and bio-sphere. According to (Stern and Dietz, 1994), these three components are ecological value orientation categories, which are described by Thompson and Barton (1994) as motivating concerns voiced for environmental issues based on the individual's sense of his relationship with the environment. The more the environmental concern, the larger the growth in ecologically friendly purchasing behaviour (Kalafatis et al., 1999; Laroche et al., 2001; Manakotla & Jauhari, 2007).

Environmental concerns are gaining relevance in the corporate sector at a quick pace, yet personal ethics surrounding environmental protection has its place and fluctuates with awareness and prevalent societal norms. It has been discovered that the more the environmental concern, the greater the proclivity to purchase environmentally friendly items (Braga Junior et al., 2014). Pickett-Baker and Ozaki (2008) found that customers' environmental concerns impact their pro-environmental purchasing behaviour. Environmental concern, for example, has been demonstrated to be positively related to purchase intention for eco-friendly packaging (Magnier and Schoormans, 2015, Martinho et al., 2015, Prakash and Pathak, 2017). Young customers who are concerned about the environment are more likely to engage in green shopping (Kanchanapibul et al., 2014). According to Follows and Jobber (2000), when customers buy green items, they weigh environmental concerns against product qualities.

2.3.4 Willingness

Economic value refer the highest amount a person is prepared to sacrifice in order to receive commodities and services (Hartono & Harahap, 2007). Formally, this idea is known as someone's willingness to pay for products and services produced. Willingness to pay describes the mindset of being willing to pay extra. In this study, willingness to pay is a variable that assesses a person's willingness to pay the price difference between non-green and green items.

Intentions express a person's conscious motivation or readiness to exert effort to engage in a specific behaviour. In the current scenario, customers' willingness to pay for environmentally friendly products may be seen as a green buy intention, which shows an individual's concern for reduced pollution and willingness to engage in green purchasing behaviour. Consumers, to some extent, like eco-friendly packaging and are willing to pay for it (Nordin and Selke, 2010). According to Ajzen, stronger intention signifies a greater likelihood of engaging in a specific conduct.

Existing empirical research also appears to imply that intentions, in general, greatly determine behaviour. Empirical data suggests that behavioral intention effects actual behaviour, particularly in the context of green consumption. Price is a key factor in young customers' purchase decisions (Benedetto et al., 2014). Green products are often perceived to be more expensive than regular ones. The high cost of items has been identified as a barrier to green consumption (Nasir and Karakaya, 2014a, 2014b).

Mediating Variable

2.3.5 Attitude

Attitude is a psychological characteristic that is exhibited by appraising a certain item in light of some positive or negative factors (Eagly & Chaiken, 1995). According to the ABC theory of attitude, attitude influences how a person acts or reacts. The other is attitude and behaviour consistency; it has explained a significant relationship between attitude and behaviour. According to Schwartz (1992), general attitude is a set of ideas about the item of concern that are converted into behaviours. Kotchen and Reiling (2000)

discovered that attitudes are key interpreters of behaviour, behavioural intention, and elements that explain individual differences in behaviour.

Attitudes are comprised of beliefs and assessments (Assael, 1998). A person may have certain beliefs in an item, and these beliefs, together with future convictions, are examined together to produce attitudes. Previous research indicates that causation runs in the following order: values-attitude-behavior (Thgersen & Lander, 2002). This implies that values influence attitudes, which in turn influence conduct. The most widely held views about green products are that they are healthier and promise greater environmental protection. Personal hygiene awareness or health consciousness, environmental concern or environmental attitude, and perceived quality are thought to shape attitudes toward green products.

This study found that individuals are sensible and behave logically, and that there is always a consistency between attitude and behaviour. A person's attitude determines his or her behaviour, and purchasing decisions are one aspect of consumer behaviour. Individual attitudes play a vital impact in green purchasing. In the previous research, the customer perceptions about eco-friendly packaged items influence purchase intent (Ahmed and Varshney, 2011; Limbu et al., 2012).

People that have a positive attitude toward environmentally friendly items are more likely to purchase them (Cheah and Phau, 2011). As a result, customers who are more favourable about eco-friendly packaging are more inclined to buy it. According to Riebl et al. (2015)'s meta-analysis research, attitude has a strong and favourable link with behavioural intention among teenagers.

2.4 CONCEPTUAL FRAMEWORK

According to Sekaran (2003), a conceptual framework is a model of how one theory makes logical sense of the relationship between the various components that have been identified as crucial to the problem. A conceptual framework is one that the researcher feels best explains the natural progression of the events under consideration (Camp, 2001). It is concerned with the concepts, empirical research, and significant ideas utilized to improve and systematic the researcher's knowledge (Peshkin, 1993).

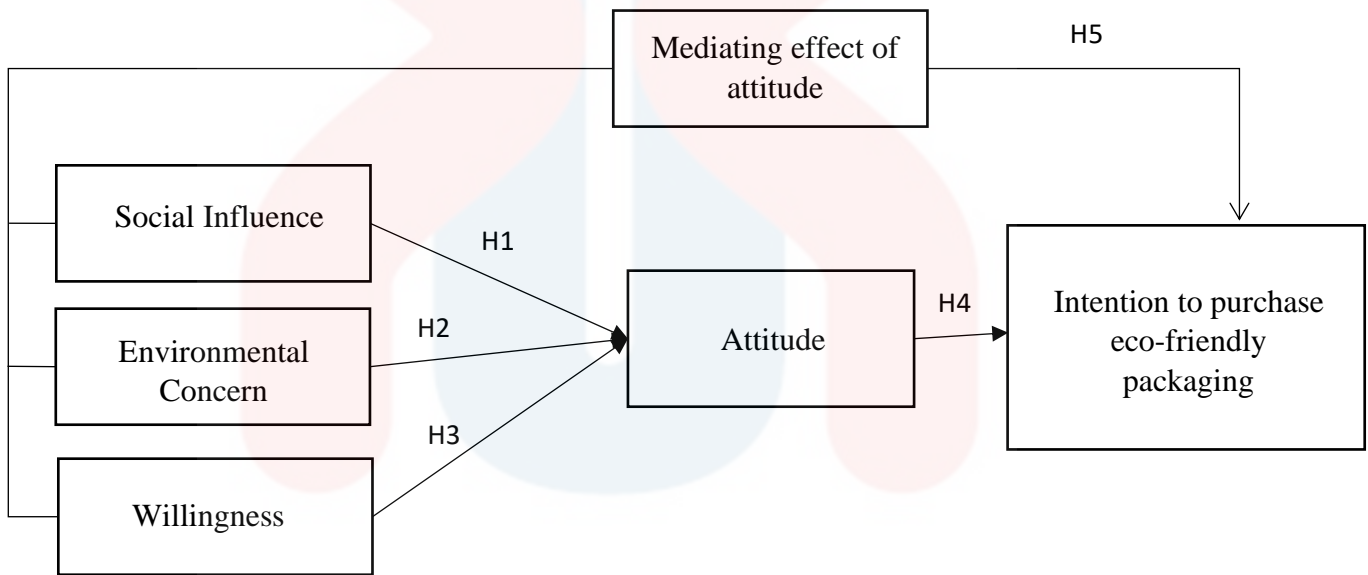


Figure 2.1: The conceptual framework

2.5 HYPOTHESIS STATEMENT

A hypothesis is a researcher's proposed explanation or interpretative framework based on limited information. The goal of hypothesis testing is to determine if the results of a study reflect a meaningful link between the variables or if they are the result of chance.

The hypothesis statement in this study is based on the relationship between the social influence, environmental concern, willingness, attitude, mediating effect of attitude and intention to purchase eco-friendly packaging among young consumers. In this research, the model and concept is developed by Prakash, G., & Pathak, P. (2017) and Nhu Ty NGUYEN, Le Hoang Anh NGUYEN, Thanh Tuyen TRAN (2020). The following hypothesis will be investigated in this study:

2.5.1 Hypothesis 1

Society's expectations or pressures can occasionally drive a person to engage in SN behaviour (Ajzen, 1991). While humans are social beings, social influence and recommendations are important aspects that encourage pro-environmental conduct (Sweeney et al., 2014). The opinions of others can impact a person's actions (Park, 2000). Consumers may be influenced by social pressure to purchase environmentally friendly items (Biswas and Roy, 2015). According to (Conner and Armitage, 1998), the suggestions of influential individuals impact an individual's unique behaviour.

Users will behave positively when they feel good about specific behaviours for others (Hameed et al., 2019). People abandon their individual preferences in favour of making socially acceptable ones. When compared to subjective standards and internal behavioural control, attitudes about green products had the greatest influence on the intention to buy green items (Sreen et al., 2018).

Perceived social pressure that impacts individual attitudes is a common source of social influence (Ajzen, 1991). According to (Ojo and Fauzi, 2020), social influence has a direct impact on a person's mindset. Previous research has also demonstrated that social influence has a favourable effect on individual attitudes (Chen et al., 2021; Ylmaz and Anasori, 2021). Individual attitudes are mostly impacted by customer expectations, according to (Nugraha and Widyaningsih, 2021). A recent study found similar findings,

indicating that consumer opinions are impacted by their social group's perception of the product (Koo and Chung, 2014; Bratu, 2019). Social influence may take various forms, and it can shape people's attitudes, intentions, and behaviours toward green products. As a result, we propose:

H1: There is relationship between social influence and attitude towards intention to purchase eco-friendly packaging.

2.5.2 Hypothesis 2

Although multiple research have found that environmental concern is a precursor to customer purchase intentions for green items, there is no evidence that environmental concern plays a crucial role in predicting consumer consumption behaviour for green products. In the context of green energy brands, (Hartmann and Apaolaza-Ibáez, 2012) shown the influence of environmental concern on purchase intentions. The strongest precursor of mindset and desire to purchase green items is environmental concern (Jaiswal and Kant, 2018).

Young consumers' environmental attitudes are influenced by their environmental knowledge and charity. This environmental attitude impacts green product purchasing behaviour for the same segment, which indicates that customers with a favourable environmental attitude are more likely to purchase green items (Uddin and Khan, 2018). According to the preceding talks, persons who have a higher level of environmental knowledge and care are more inclined to buy environmentally friendly goods and services and demonstrate pro-environmental behaviour as a result of their goal to construct an ideal society. People who care about the environment and think they have a responsibility to safeguard it will prefer green items (e.g., Liobikien and Bernatonien, 2017; Wu et al., 2021).

Customers' environmental understanding is demonstrated by an increase in demand for items with eco-friendly packaging. When customers realise the environmental consequences of their purchasing patterns, a strong sense of duty develops, which may influence their decision to purchase green items. As a consequence, a customer's environmental concern will naturally drive their purchase selections toward

environmentally friendly options (Wang and Wu, 2016). Individuals who are more environmentally conscious are more inclined to buy environmentally friendly items and services. As a result, this study proposed:

H2: There is relationship between environmental concern and attitude towards intention to purchase eco-friendly packaging.

2.5.3 Hypothesis 3

A positive relationship was shown between customers' willingness to pay and their purchase intention, indicating consumers are prepared to pay a green items. This might be because green items have a high perceived value (Chaudhary, 2018). Most consumer are ready to pay more for items from firms that embrace green methods (Soerjanatamihardja and Fachira, 2017). Previously, has found that customers are willing to pay extra for eco-friendly packaging, means that consumer are content to balance the increased expenses of firms that practise environmental and social responsibility (Parsa et al., 2015).

The study's findings revealed a positive relationship between consumers' willingness to pay for environmentally friendly products and their attitudes toward the severity of environmental problems, the inconvenience of being environmentally friendly, and the importance of being environmentally friendly, but not the level of corporate responsibility. The findings are consistent with previous studies (Follows and Jobber, 2000; Schlegelmilch et al, 1996; Laroche et al, 2001; Webster, 1975; Banerjee and McKeage, 1994; McCarty and Shrum, 1994; Chan, 1996). In predicting customers' willingness to pay for green packaging, attitudes are the most constant explanatory factor.

Consumers' ready to pay extra for eco-friendly items is significantly influenced by inconvenience attitudes (Laroche et al., 2001), and environmentally compatible behaviour can be driven by stressing the importance of environmental concerns (Bei and Simpson, 1995). In other words, customers would be more likely to pay for green items if the purchasing procedure was less complicated or if accessing the green products was less difficult.

H3: There is relationship between willingness and attitude towards intention to purchase eco-friendly packaging.

2.5.4 Hypothesis 4

Consumer attitudes are the best predictors of buying intent. Even perceived consumer effectiveness influences attitudes and purchasing intentions toward green products (Jaiswal and Kant, 2018). Buyers' intentions to purchase green items are predicted by their attitude, conscientiousness, extraversion, and openness. Consumers have a good attitude toward using green products, but they are less ready to consider the green component while purchasing products. (Magnier and Crié, 2015) discovered support for a large but rather small influence of attitudes on the use of eco-friendly packaging. Other research in the context of green behaviour, however, found that the attitude-intention association exists for green items and eco-friendly packaging (Costa et al., 2021; Nguyen et al., 2020).

Furthermore, previous research indicates that the more favourable the attitude, the greater the adoption or purchasing intention. Examining consumers' values and adoption of eco-friendly packaged products, for example, (Prakash and Pathak, 2017) discovered that altruistic and egoistic values drive consumer attitudes to play a visible role in influencing purchase intention, even when other moderators' frequency and moral determinants are taken into account. As a result, we propose:

H4: There is relationship between attitude and intention to purchase eco-friendly packaging.

2.5.5 Hypothesis 5

"Attitudes of environmental concern are founded in a person's notion of self and the degree to which an individual views himself or herself to be an intrinsic part of the natural environment," according to Wesley (Schultz et al., 2000, p443) and customer purchase decisions are frequently influenced by their environmental attitude (Irland, 1993, Schwepker and Cornwell, 1991). Environmental concern grows in tandem with sentiments of connectedness. Consumer attitudes are a synthesis of a consumer's (1)

beliefs, (2) sentiments, and (3) behavioural intentions toward a certain object. These elements are considered together because they are highly interrelated and reflect factors that impact how the customer reacts to the thing.

Furthermore, personal conventions, attitudes, environmental concerns, and willingness to pay all have a substantial impact on purchasing intention toward eco-friendly packaging (Prakash and Pathak, 2017). Mainly, a study on the importance of social repercussions on eco-friendly packaging discovered that people's desire for eco-friendly packaging differs (Rokka and Uusitalo, 2008). The following hypothesis is proposed by this study:

H5 : There is relationship between social influence, environmental concern, willingness and mediating effect of attitude towards intention to purchase eco-friendly packaging.

2.6 SUMMARY/ CONCLUSION

Based on the chapter above, literature review has already been discussed in this chapter and this discussion starts with introduction of green buying. Also this chapter explain underpinning theory that use in this thesis which is TAM and TRA. Then, this chapter will discuss the main construction of the study which is dependent variable, independent variable and mediating variable. Lastly, the following conceptual framework is developed. Thus, this research formulates four hypothesis. The researchers want to gather data that will be useful for future study and as a reference point for CONDUCT research. The next chapter will go into the study's research design and methodology in further detail (chapter 3). To better understand this study, further details will be offered based on the information presented.

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CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY**3.0 INTRODUCTION**

Research methodology is a type of explanation and discussion on how the researcher gathered and analyses data. This section of a thesis, dissertation, or paper is important because it gives details about how the researcher performed his or her research (McCombs et al., 2022). Inductive and deductive research methodologies are the most common. In research investigations, inductive procedures are most commonly utilized, whereas deductive methodologies are used in scientific experiments and mathematical models (Finn et al., 2000). A chapter on methodology is included to demonstrate the relationship between the literature review and this study. The methodology includes research design, research instruments, data measurement scale and data collection procedure. This chapter also describes analysis procedures including sampling procedure, pre-test study, structural equation modelling (SEM), statistical software program (SPSS), and analysis partial least squares (PLS). Quantitative methods are popular in business research which is the focus of this paper. The collecting and analysis of qualitative data, such as interviews and observations, is central to qualitative research. This method is also known as an inductive approach to theory development (Firestone, 1987; Finn et al., 2000).

Quantitative research is based on a positivist paradigm, which consists of objective facts that can be expressed with numbers. In Dew's (2007) study, quantitative or deductive research was used to test and develop his hypothesis. In this paper, data analysis and results discussion are conducted using the deductive approach. This study begins with theory and empirical evidence to strengthen the theory, followed by exploratory research aimed at quantifying the impact of intention to purchase eco-friendly packaging on the development of the logistics sector among young customers.

3.1 RESEARCH DESIGN

The arrangement for data collection and analysis to combine research objectives with economics and process is referred to as research design (Akhtar, 2016). For example, there is a new study that found research design is the structuring of conditions for data collection and analysis with the aim of combining research objectives with economics and methods (Analysis of Research Methodology and Research Methodology, 2022). In this research, primary data was collected and analyzed using Structural Equation Modeling (SEM). To collect primary data, self-administered questionnaires were distributed using the random sample approach. This was done since it is easy to understand and saves respondent time. The survey was carried out to investigate the factors that impact the intention purchasing of eco-friendly packaging among young consumers in order to aid the development of Malaysia's logistics industry. In quantitative research, appropriate questionnaire design and collection of information techniques are critical. Primary data was collected in this study by distributing self-administered questionnaires using the random sampling method because it is simple to understand and saves respondents time.

The questionnaire is comprehensive and concise to allow respondents to understand the purpose of the survey and their involvement. The survey focused on four major elements, including young consumers' understanding and importance of utilizing eco-friendly packaging in helping Malaysia establish a more consumer- and ecologically friendly logistics business. These fundamental characteristics are societal influence, environmental care, and willingness to pay for eco-friendly items. Under each of these core variables there are average six straight-forward questions describing customer satisfaction with aspects related to customers' loyalty toward the development of a more consumer-and eco-friendly logistics industry in Malaysia. To further simplify this survey question, respondents are asked to rate important variables based on their level of satisfaction or agreement using a 5-point likers scale ranging from 1 to 5, with 1 indicating strongly disagree, 2 indicating disagree, 3 indicating neither agree nor disagree, 4 indicating agree, and 5 indicating strongly agree.

3.2 RESEARCH INSTRUMENT

Questionnaires are frequently used by researchers to obtain the data. Questionnaires are classified into two types that is closed-ended and open-ended. A closed-ended questionnaire is made up of a series of questions with limited answers that do not ask the respondent to offer additional information. An open-ended questionnaire consists of a series of unstructured questions that the respondent answers at his or her own pace and in his/her own words. This type of questionnaire is useful for obtaining more information about respondents' experiences, opinions, and attitudes. The closed-ended questions on this survey were designed to clearly explain the questions to facilitate understanding, user behavior and ensure accurate record keeping. We distributed a self-administered questionnaire to young consumers to find out the level of knowledge and importance of environmentally friendly packaging and its influence in the development of the Malaysian logistics industry. The survey questionnaire was outlined with 7 sections namely:

- 1) Social Influence
- 2) Environment Concern
- 3) Willingness
- 4) Attitude
- 5) Intention of Purchase Eco-friendly Packaging
- 6) Demographic Information

A questionnaire's reliability and validity are very significant. The terms 'reliability and validity' are commonly used to assess research. Pre-tests and various indicators in survey questionnaires are commonly related with reliability. Validity is especially crucial when testing the proposed relationship between variables. Malhotra (2007) defines validity as "the extent to which observed scale scores diverge from genuine distinctions between objects." A comprehensive evaluation of content validity (Malhotra, 2007). Construct validity is the degree to which theoretical and empirical evidence is obtained (Steenkamp & Trijp, 1991). According to Hair et al. (2006), construct validity provides assurance that the test score accurately measures the notion. Convergent validity refers to the relationship between two scales that measure the same idea, whereas discriminant

validity refers to the extent to which the scale measures something different from other scales (Davis & Cosenza, 1993). Hair et al. (2006) established convergent validity through factor loading and reliability. The content validity of the test items is related to how effectively they reflect the intended notion (Parasuraman, Berry, & Zeithaml, 1991; Burns & Bush, 2000). Finn et al. (2000) classified validity into two types that is internal validity, which pertains to research hypotheses, and external validity, which refers to generalizing results outside the sample group.

In terms of validity, proper study design can provide content validity, but convergent validity is gained when many indicators work consistently. All constructs that potentially lead to correct convergent validity are measured using several elements. Construct validity happens when data is analyzed and statistically investigated.

3.3 DATA MEASUREMENT SCALE

A measurement scale is a series of categories that are arranged to distinguish variables from each other. According to Zikmund (2003), the measurement scale is determined by any sequence or range of objects that are properly ordered to determine which items can be placed in the relevant quantity or characteristic. Because they assist identify variables from one another, measurement scales are useful instruments in the design of research questionnaires. However, data measurement scales are employed to determine respondents' subjective and objective qualities (Heng et al., 2011). Currently, study design questionnaires can be based on four different characters of measurement scales, which are as follows:

- i) Nominal
- ii) Ordinal
- iii) Interval
- iv) Ratio scale

In this study, questionnaires were used to gather data. Nominal, ordinal, and interval measurement scales were employed to identify and classify variables. A nominal scale is used to assign numbers for identification and classification; it is also a simple type of data measurement scale that are mutually exclusive but ordinal scales are used to identify collectively incomplete or mutually exclusive rating scales. In addition, the ordinal scale is very important, and it is most suitable for the measurement of ideas and attitudes. On the other hand, likert scale is the most appropriate measurement scale. It is defined as an interval scale that is primarily used to measure levels of agreement or disagreement with a 5-point likert scale ranging from 1 strongly disagree to 5 strongly agree. According to Cooper and Schindler (2008), the Likert scale requires respondents to select one of five points on a five-point scale of agreement. Many researchers accept the estimated interval. The questionnaire is divided into four sections, the first is section A which is demographic profile. Sections B which is independent variables that use a five-point likert scale in terms of social influences, environmental concern and willingness. Section C which is mediating variable which is attitude and section D which is intention to purchase eco-friendly packaging among young consumer.

3.4 DATA COLLECTION METHOD

The empirical investigation in this paper relies on primary data. The random sample approach was used to identify the mode of engagement or communication used for data collecting because it was the most simple to apply. A simple random sample is a subset of the population chosen at random. Using this sampling method, each member of the population has an equal opportunity to be selected. Because it simply requires a random sample and some prior knowledge about the population, this is the most basic probability sampling method (Thomas, 2022). Previous research has proven that random sampling are the most effective approach to collect data or obtain the right information fast and efficiently. To achieve the research aims and answer the research questions, a primary data gathering strategy is necessary for this study. Primary data collection is more efficient and time intensive than secondary data collection (Malhotra, 2004). There are many ways to collect information from respondents, but one of them is a questionnaire, which is frequently used by many researchers because it effectively and efficiently allows data collection in a shorter period of time. Furthermore, questionnaires are the main method for collecting opinions, information, explanations and consumer attitudes. In addition to the questionnaire, as a secondary tool used by the researcher in this study with a quantitative design is to collect existing data in the form of a review of documents such as journals and previous studies from the library and online reference materials.

3.4.1 Questionnaire

In order to complete this research, questionnaires were used to collect data. The Google form was disseminated at random to respondents, but exclusively to young Malaysians. These respondents responded virtually to the questionnaire, which was created by the researcher using a Google form and distributed over social media platforms such as WhatsApp and Instagram. Questionnaires aid in determining potential biases in respondents' responses while also making them serious about delicate matters (Radhakrishna, 2007). The questionnaire was utilized to obtain primary data from respondents about general knowledge and the need for eco-friendly packaging to help the Malaysian logistics industry sector expand. As a result, this questionnaire contains a Likert response scale to reduce the amount of time required to complete the questions. A self-administered questionnaire will be used for this investigation. A self-administered

questionnaire is one in which respondents complete their own questions using Google Forms (De Leeuw, 2008).

Furthermore, it can be delivered to a large number of possible responses, increasing speed and accuracy and making data processing easier. Essentially, the questionnaire items were adapted from previous studies and revised to meet the needs of this study (Peterson, 2000). Han and Yoon (2015), Koenig-Lewis et al. (2014), Jang et al. (2011), Wee et al. (2014), Cheung and To (2019), and Dunlap and Jones are some of the previous works that inspired my query (2002). To improve the layout of the questionnaire, it is written in clear English, with a Malay version attached to better grasp the explanation of the questions and to stimulate logical thinking. This encourages greater accuracy in the respondent's response by avoiding misunderstandings in answering the questions. The top page of the questionnaire will feature a brief introduction as well as the study's purpose. The questionnaire will often be broken into four sections: Part A (general information), Part B (independent variable), and Part C. (mediating variable) and Part D (dependent variable). This questionnaire is intended to be completed quickly so that the researcher can collect it on time.

3.4.2 Library Research

Primary and secondary sources are commonly found in research libraries. Reference libraries do not lend its collections, whereas lending libraries do (Tella, 2015). The goal of this phase is to collect general research concepts and reality concerns linked to consumer use and acceptance of eco-friendly packaging, as well as the impact on the development of Malaysia's logistics business.

3.5 SAMPLING PROCEDURES

In the research studies, an important tools or element that must be present is the sampling procedures. According Sharma (2017) sampling is the procedures of selecting statistically a small part of the population or resident to get information to investigate. Sampling is an important tool in research studies because the population consists a large number and too many individuals to include in any research project as a participant, so with the sampling procedures, this matter can be resolved in a more systematic way and save time. According Gupta and Gupta (2022) sample can be defined as the selection or representative of the entire or larger population. The sample can also be said to be a subgroup of the population that the researcher wants to study and also interested in. A good sample is a true representative of the population according to its nature that can answer the research question.

Basically, it is not possible for the researcher to study the entire population, so the sample will be selected to represent the whole or large population, which is for observation or analysis in conducting a research study. Other than that, the collection of data from an entire population is very dynamic where the population are large and population components can change over time. Therefore, it is impossible to examine all items in the populations.

In addition, the study Rahi (2017) demonstrated sampling procedures is consisted with the several items which is target population, sampling design, sampling technique and sample size. The study by Kumar (2018) carrying out this sampling procedures will simplify and save the researcher`s time as well as financial and human resources because through sampling results it can be produced at a relatively fast speed without having to contact or obtain information from the entire population. This section is basically focused on the sampling procedure that important to conducted by the researcher to get the data from the respondent as a sample. This procedure was illustrated in Figure 3.1

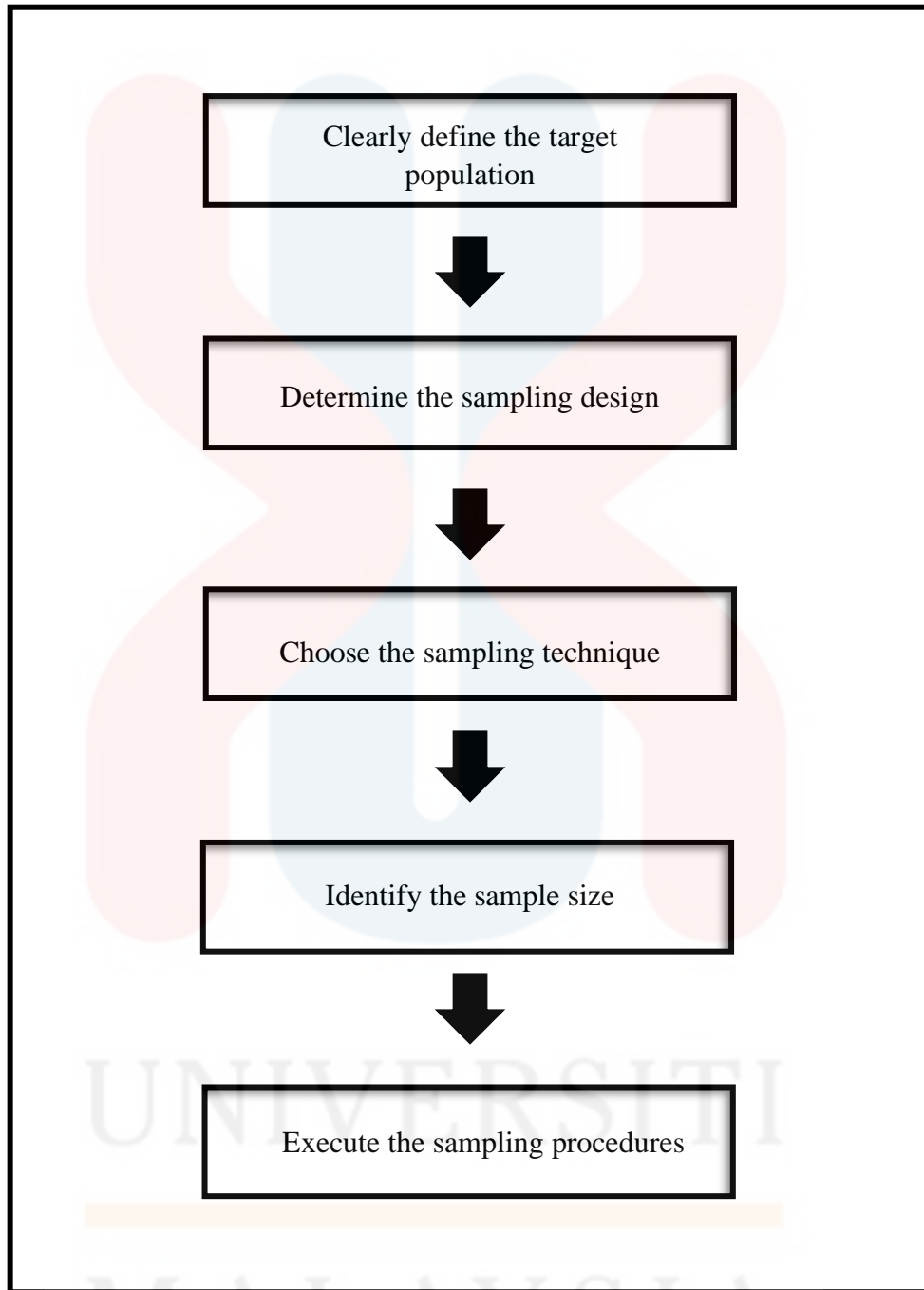


Figure 3.1: The sampling procedure

Source: Kumar (2018)

3.5.1 Target population

Target population or also known as a subgroup can be define as a target group of the researcher who intends to conducts research and make a conclusion form it. According Rahi (2017) population means all the people or things that exists that a person or researcher wants to understand. The selection of the target population in the research study depends on several characteristics set in the study objectives and contextual information. Target population means a defined population from which a sample has been properly selected. Selecting the target population is very important in order to identify the respondent that will be used to evaluate them in this research survey. According Asiamah et al. (2017) the determination of target population would take into account the fact that the researcher focuses on a respondent who can volunteers to share their experience in fulfill the research study.

There are many definitions of a young person, but basically a young person is a person aged between 15 and 24 years. According Sobuj et al. (2021) young consumers cover the majority of the total population in the country in which this group spends more money to shop for products and is expected to increase in the coming days. According Mahidin and Ab Razak (2020) Department of Statistic Malaysia , the number of populations aged 0-14 years old which is young aged recorded 7.7 million in 2020 while the number of populations aged 15-64 years old which is working age recorded 22.8 million in 2020.

Besides that, this research study was conducted is mainly focused on the correlation between attitude that influence the intention of young consumer in Malaysia to buy eco-friendly packaging in Malaysia. In addition, this research study is specifically study young consumers in Malaysia who are buying eco-friendly packaging from supermarket, bookstore, bakery and so on. According this research study, the respondents were selected from the population of Malaysian, that is public people who focus on young consumer aged 15 years old – 24 years old who have Malaysian citizenship. The target population was selected randomly for conducting the research which is consists of university students, workers and so on. This group are choosing as a focus group or target population to fulfill the research study objective. The selection of this target population is because this generation is more inclined to do shopping activities and buying in the shopping malls, grocery store and other retail store. This activity encouraged them to use

and buy more products that have packaging especially eco-friendly packaging. In this research study, the researcher focuses on the young consumer of both gender which is male and female respondents in Malaysia.

3.5.2 Sampling design

Sampling design means an approach or method used by researcher to be used in the selection of samples from a larger population. The study Rahi (2017) and Elfil and Negida (2017) stated that there are two major categories that consists in sampling design such as probability sampling and non-probability sampling. According Rahi (2017) probability sampling means that every member of the population has a chance to be selected as a sample. This method is mainly used in quantitative research. According to this method, there are consist several types including simple random sampling, systematic sampling, stratified sampling and cluster sampling. In addition, non-probability sampling means not every unit of population had chance or probability to making it to be selected as a sample. According Sharma (2017) this sampling are often used in qualitative research and is totally based on researcher judgement. Non-probability sampling method consists of four type such as convenient sampling, judgement sampling, quota sampling and snowball sampling. According Nayak and Singh (2021) the researcher who selects the sampling design that need to be use in the research study depends on the goals that have been set in the study.

The category of sampling design that was choosing by the researcher is probability sampling. The study by Rahi (2017) stated, by using this simple random sampling, the researcher will be use computer program in developing numeric list of all sample size. The study Rinjit (2020) probability sampling is said to have an equal and independent chance for selection in the sample. The meaning of independent is said the selection of one element does not depend on the selection of other elements in the sampling and it does not affect the inclusion or exclusion of other elements. Other than that, simple random sample is the best method was selected and used because it was fast and convenient and also suitable for the research survey

3.5.3 Sampling technique

Choosing the right sampling technique is very important because it is to create a representative sample which means that a smaller group or known as sample can represent the characteristics of a larger group or population. One of the sampling techniques is simple random sampling. Simple random sampling is a method in which respondents are randomly selected. Based on Nayak and Singh (2021) stated, simple random sampling is a sampling technique where every units in the population has an equal chance of being selected. This sampling is commonly used in quantitative research especially in survey type research. Other than that, this is a simple and cheap sampling technique for researcher to collect data from respondents. The study by Bhardwaj (2019) simple random sampling is best for a very homogenous population.

The sampling technique was used to obtain a sample to complete this study is simple random sampling. Respondents are randomly selected from a subset of population participant which is young consumer in Malaysia by conducting data collection through questionnaire and so on. This makes it easier for researcher because it is convenient and can be carried out in public areas such as shopping centers, educational institutions and so on. According this research study, the researcher choosing this method or sampling technique because it is the better way of collecting data from respondent which is very efficiently and easy to conduct especially used in empirical study of research project. Other than that, the findings of the study can be generalized to the population.

3.5.4 Sample size

The number of participant or respondent that participate in a study can be define as a sample size. The study by Lekuu (2021) sample size is defined as the number of individuals used in a research study to representing the population with the aim of achieving the objectives of the research study. The researcher cannot test the entire population, as a result the sample size is a better way to study a population and complete the research study. Determining the appropriate size of sample is one of the most important factors in statistical analysis Lekuu (2021). In any research study that is conducted, the need to set the sample size need to be done carefully so, it will be sufficient for a valid draw and generalized conclusion. The study by Ahmad and Halim (2017), the

researcher can determine the desired confidence width and determine sample size to reach the research study goals.

According to the study by Green (1991), an alternative method has been proposed in the calculation of sample size for multiple correlation which is $n \geq 50 + 8(m)$. According this method, estimated $n = \text{sample size}$, $m = \text{the number of dependent variables, independent variables and mediating variable}$. According this research study, there is one dependent variable, four independent variable and one mediating variable. As a result, the sample size can be calculated which is $n = 50 + 8(6) = 98$. Therefore, the minimum number of target young consumer for this research study can be determined which is 98.

In this research study, 350 questionnaires were distributed to the Malaysian's young consumer. The study by Zamboni (2018) it is highly recommended to use the largest possible samples as it offers a more accurate mean value, reveals outliers and provides a lower margin of error. According Krejcie and Morgan (1970), a number of 350 respondent will be enough to represent around 4000 population. The study Ahmad and Halim (2017) stated the initial sample size chosen by the researcher must be larger or more than the minimum sample to avoid any problem when conduct an analyzing data such as missing data and so on. In addition, the sample size is sufficient and considered at least 200 and not exceeding 400, this is because, if the sample size becomes larger which is above 400 to 500 then the structural equation modelling statistical analysis (SEM) become more sensitive and as a result problem will occur when doing data analysis. According Zamboni (2018) the use of a sample that is too small, it will not produce enough results to represent the reality of the studied population, while the use of a larger sample size results a smaller margin of error and can significantly increase the cost and time taken to conduct the research. Therefore, according to this research study, a simple random sample of 350 respondents has been selected in doing this survey as the representative of the entire population which is young consumer in Malaysia.

3.6 PROCEDURE FOR DATA ANALYSIS

Analysis can be defined when raw data obtained from respondents through the provision of google forms is converted into useful information. In this research study, the acquisition of information from the respondent is through a questionnaire via google form. The study by Pandey and Pandey (2021) in the data analysis, the use of statistical methods and technique is very important in research study because they provide answer to problem. According, Ong and Puteh (2017), in conducting any research study, statistical software that is common and easy to use to perform statistical analysis is Statistical Package for the Social Science (SPSS) version 26 and SmartPLS software. Other than that, through the data collected and obtained by the researcher, the next process is to conduct data analysis by using SPSS version 26 and SmartPLS software. In this research study, the using of SPSS version 26 is to analyze descriptive statistic while SmartPLS which is using Structural Equation Modeling (SEM) to analyze hypothesized conceptual model. The study by Ong and Puteh (2017), under SEM statistical analysis, there are two common theories consisting of Covariance-based SEM (CB-SEM) and Variance-based SEM (VB-SEM)

3.6.1 Justification of Statistical Package for the Social Science (SPSS)

SPSS version 26 is one of the software programs used by researcher in a multi-disciplinary research study for the quantitative analysis of complex data. SPSS version 26 is very helpful and works to help researchers in taking data from almost any type of file and using it to generate descriptive statistical tables, charts and distribution plots as well as to conduct complex statistical analysis. This computer programs is the fastest way to manage and run data.

The questionnaire has randomly distributed to 350 respondents which is young consumer in Malaysia via google form. The findings obtained from the distributed questionnaire will be key in in Statistical Package for the Social Science (SPSS) in numerical form to make it easier for the researcher to analyze the data. In this research study, descriptive statistic will be analyzed using SPSS version 26 such as run means, median, mode, standard deviation, frequency, percentage of respondent`s demographic profile and so on. Next, analyze the exploratory factor. Analyzed the exploratory factor is to identify the factor structure, check the validity, reliability and Cronbach Alpha

coefficient. According Ong and Puteh (2017) and Pandey and Pandey (2021), exploratory factor analysis which (EFA) is the multivariate statistical correlation analysis which serves to check the validity of variable item in research study. Other than that, confirmatory factor analysis is used to check the validity and reliability of the measurement scale in data analysis to measure the intention of young consumer in Malaysia in buy eco-friendly packaging.

3.6.2 Justification of Structural Equation Modeling (SEM)

In selecting the appropriate statistical software to perform data analysis in a research study, the important thing that researcher need to prioritize is looking at their research study objective. According Memon et al. (2021), Partial Least Square Structural Equation Modelling (PLS-SEM) is one of the multivariate data analysis methods that is highly recommend and most widely used among business scholars and also social science in making research studies. The use of PLS-SEM software system is important in this research study to help the researcher to analyze the data. To analyze the hypothesis about relationship between the constructs in the proposed research model, PLS-SEM is a popular analysis software that is highly recommended for researcher to use. The study by Ong and Puteh (2017), using SEM helps the researcher to determine the relationship between the construct in the research framework is significant, based on the data collected via google form.

According to this research study that used exploratory study, PLS-SEM is very suitable to be used to analyze the data. The PLS-SEM as the statistical methodology that was used in hypothesis testing to the analysis of structural theory. The choice of using this software is highly recommended especially in analyzing data because it has several advantages which is PLS-SEM is suitable for theoretical testing, where it is more robust than traditional SPSS, which helps researchers test all variable simultaneously. Other than that, this statistical analysis tools also powerful than other any multivariate techniques as it can also draw the path and factor analyses. Not only that, this software is very user-friendly where the statistical software for conducting SEM analysis has features that are easy to understand and use as well as output is presented clearly.

3.6.3 Pre-Test Study

Pre-test study can be defined as a test that is done by using questionnaire given to the respondent to test the accuracy and reliability of the questionnaire. The pre-test study is an important to conducted in the research study is to detect any confusion, ambiguities, or other difficulties that participant may have with the instrument items. The study by Meng et al. (2019), pre-test study, are crucial to conduct in every research study because they allow the researcher to identify the target audience are understand the question and the suggested answer option as intended by the researcher able to respondent answer and respond meaningfully. Pre-test study will stop when problems that arise are solved and no new issues arise. To conduct a pre-test study in research project, a small sample which is 5 – 15 respondents may fail to detect the problem even common problems such as unclear question, unfamiliar word and so on. According Bujang et al. (2018), the recommended sample size for the pre-test is 30 participants. The study by Meng et al. (2019), the Cronbach Alpha value between 0.6 – 0.7 shows acceptable reliability level while 0.8 and above is an excellent level.

In this research study, a pre-test study has been conducted which is 30 questionnaires via google form have been distributed among young consumer in Malaysia to test the accuracy and reliability of the questionnaire that were conducted whether it is capable to implement the actual survey. The pre-test study was conduct to ensure that the questionnaire is capable to implement the real survey, the question are understood by the target respondent and others. The pre-test study conducted or tested through the Cronbach`s Alpha which was conducted using SPSS statistic 26 computer program to measure the internal consistency which the reliability of the measuring instrument for the questionnaire. According Bujang et al. (2018) in any research study, reliability studies are usually used in questionnaire development and questionnaire validation or called pre-test study.

In this research study, the Cronbach`s alpha for the five factor which is independent variable (social influence, environmental concern and willingness), mediating variable (attitude) and dependent variable (intention to buy eco-friendly packaging) were recorded 0.891, 0.924, 0.935, 0.908 and 0.904 respectively. Hence, table 3.1 shows that all the Cronbach`s alpha for the data exceed the minimum standard for reliability that suggested by Nunnally and Bernstein (1979) which is 0.70. Thus, the

findings indicate that these multiple measures are highly reliable for measuring each construct.

Table 3.1: The reliability for derived factors

VARIABLE	CRONBACH'S ALPHA
Social Influence	0.891
Environmental Concern	0.924
Willingness	0.935
Attitude	0.908
Intention to buy eco-friendly packaging	0.904

In addition, the figure below is a reliability test of Cronbach's Alpha conducted by the researcher by using computer program SPSS version 26.

Table 3.2: Cronbach's Alpha for Independent Variable (Social Influence)

Reliability			
Scale: INDEPENDENT VARIABLE: SOCIAL INFLUENCE			
Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.891	.893	5	



Table 3.3: Cronbach`s Alpha for Independent Variable (Environmental Concern)

Reliability

Scale: INDEPENDENT VARIABLE: ENVIRONMENTAL CONCERN

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.924	.925	5

Table 3.4: Cronbach`s Alpha for Independent Variable (Willingness)

Reliability

Scale: INDEPENDENT VARIABLE: WILLINGNESS

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	.935	5

Table 3.5: Cronbach`s Alpha for Mediating Variable (Attitude)

Reliability

Scale: MEDIATING VARIABLE: ATTITUDE

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.919	5

Table 3.6: Cronbach Alpha for Dependent Variable (Intention to buy eco-friendly packaging)

→ **Reliability**

Scale: DEPENDENT VARIABLE: INTENTION TO BUY ECO-FRIENDLY PACKAGING

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.904	.905	5

3.6.4 Descriptive Analysis

Descriptive analysis or better known as descriptive statistic is a process in data analysis that uses statistical technique to describe or summarize a set of data. According Mishra et al. (2019), in the descriptive analysis, there are consists three type of statistics which are measures of frequency (frequency percent), measure of central tendency (mean, median and mode) and measure of variation (standard error, quartile, interquartile range, percentile, range and coefficient of variation). The study by (Mishra et al., 2019), in research studies, frequency measures are usually used for categorical data while another type are used for quantitative data. Descriptive analysis also helps the researcher to measure frequency, central tendency, variation and position. In this research study, the demographic data that has obtained from the respondent will run a frequency distribution by summarizing the frequency in the form of a table or graph, which help the researcher obtain variable in number or percentage. Other than that, to measure the central tendency the data set, researcher will run mean, median, mode and also variability measurement such as standard deviation, variance, minimum and maximum variables, skewness and kurtosis.

3.6.5 Reliability Test

In the research study, one of the procedures that need to be done before distribute the questionnaire to the respondent is to conduct a reliability test. This refers to the reliability and stability of the questionnaire that will given to the respondent. Cronbach alpha is a test that work for determine the internal consistency of an instrument. To conduct a reliability test, common indicator that are often used to measured reliability are Kendall`s coefficient, Cronbach alpha coefficient and so on. According to this study, reliability test was run by used through reliability analysis in SPSS software version 26. Reliability test is very important to conduct before starting the analysis because it is carried out to ensure consistent measurement through different items in the questionnaire. The use and conduct of reliability test is common in research, especially quantitative research. The scale used in a reliability test using a Cronbach alpha is from 0 to 1. According Heale and Twycross (2015), Cronbach alpha whose value is less than 0.59 is unacceptable. Other than that, when the value of Cronbach alpha is 0.5 to 0.6, the internal consistency will be poor. Other than that, Cronbach`s alpha stated 0.6 but less than 0.7,

the internal consistency will be questionable. The internal consistency will be acceptable when the Cronbach's alpha is 0.7 to 0.8. other than that, the reliability level will show strong when the Cronbach's alpha is 0.8 to 0.9, meanwhile scale of Cronbach's alpha is 0.9, can indicates that the internal consistency is excellent and high. The table 3.2 Cronbach's alpha scale and the internal consistency or reliability level.

Table 3.7: The range of reliability level and its coefficient of Cronbach's Alpha

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

3.6.6 Pearson Correlation Coefficient

Pearson Correlation coefficient is a test statistic that measures the statistical relationship between two variables. Pearson Correlation Coefficient was used to determine the influence of each independent variable (social influence, environmental concern and willingness) towards the dependent variable (the intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia). According Schober et al. (2018) in statistical analysis, Pearson Correlation Coefficient is commonly used for joint normally distributed data. Pearson Correlation Coefficient is very important to conduct, because it can help researcher measure correlation. According to the rule of thumb about the correlation coefficient, 0 correlation coefficient is shows that no linear relationship exists between two continuous variables, while a Correlation Coefficient that records -1 or +1 indicates a perfect linear relationship. This is because the strength of the relationship can be between -1 and +1. The table 3.3 show the rule of thumb about Correlation Coefficient.

Table 3.8: The rule of thumb about Correlation Coefficient

Correlation Coefficient Size (r)	Correlation Strength
.91 to 1.00 or -.91 to -1.00	Very Strong
.71 to .90 or -.71 to -.90	Strong
.51 to .70 or -.51 to -.70	Medium
.31 to .50 or -.31 to -.50	Weak
.01 to .30 or -.01 to -.30	Very Weak
.00	No Correlation

3.6.7 Normality Test

Normality test can be determined whether the sample that has been collected from the large population is from a normally distributed population. Normality is the final assumption of multivariate statistical analysis. According Tsagris and Pandis (2021), usually, the researcher will choose the normality test to test assess normality which are the Kolmogorov-Smirnov, Shapiro-Wilk tests, skewness, kurtosis, histogram, box plot, P-P Plot, Q-Q Plot and mean with SD. Based on all the methods in the normality data, the Kolmogorov-Smirnov test and the Shapiro-Wilk test are two well-known normality tests that are most widely used to test data normality. The computer program that can be used to run the normality test is the SPSS version 26.

3.7 SUMMARY

Based on this chapter, its present and discussed about the research design and methodology. The aimed to help the researcher obtain information by using an appropriate method and help collect, analyze as well as report sufficient data to meet the objective of the study. This study is sought to answer the factor that influence the intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia. In this research study, quantitative research has been carried out whereas the deductive approach is commonly associated with statistical analysis. Furthermore, primary data was collected through distributing of questionnaire to collect data and examine the respondent. Data collection that is using a questionnaire is a best way used by research to examine the young consumer opinion, information and so on about the eco-friendly packaging. Next, the researcher pointed out that, probability sampling which is simple random sampling technique was used where the questionnaire was distributed to 353 respondent that consist of young consumer in Malaysia. This significant to measure and study the factor that influenced the intention to buy eco-friendly packaging among young consumer. Moreover, the data analysis procedure that will conduct which is collect, analyze and report data was encourage researcher to conduct the pre-test study by used computer program such as SPSS and PLS-SEM. This is an important element that the researcher prioritizes to conduct which help researcher to determine whether the questionnaire that will be given to the respondent is easy to understand or not. Finally, this research study that conducted based on the exploratory research study, it concluded that this research explore research topic in depth and details.

CHAPTER 4: DATA ANALYSIS

4.0 INTRODUCTION

The findings of the research analysis were investigated and reported in this chapter. The goal of this study was to investigate the relationship between dependent and independent factors. Furthermore, the purpose of this chapter was to answer the research questions and test the hypothesis. For the segment of scale measurement analysis, descriptive analysis for items and variables was performed, and reliability analysis was performed to validate that the samples were correct. Furthermore, two tests of finding, spearman correlations and multiple regressions, were performed. The bivariate analysis examined the connection between independent and dependent variables, whereas multiple regression analysis produced predictors.

4.1 PRELIMINARY ANALYSIS

The target population for this study was 350 respondents. For the study, the researcher employed young Malaysian consumers as the sample unit. A total of 353 Google Form questionnaires have been issued to the target audiences. IBM SPSS Statistics will be used to examine the data. The study also used the PLS statistical tool (SmartPLS 3.3) to assess the study's reliability and validity utilizing the measurement model test. The structural model was used to evaluate the links between the hypotheses.

4.2 RESPONSE RATE OF RESPONDENT

In this research project, a survey was conducted through giving a questionnaire by distributing a google form to 353 respondent which Malaysian young consumer. Data was collected from respondent which is young consumer consisting of students, employed, self-employed and unemployed. The sample size in this study is 350, however, 353 questionnaires have been collected among young consumers in Malaysia. Useable questionnaire shows 353 whereas all the respondents have successfully answered the questionnaire completely without any question dropouts. This was tested using statistical analysis which SPSS software, where no missing data or unusable questionnaire was recorded. This makes the response rate of distributed questionnaire recorded 100.86%. Table 4.1 shows, the number response rate of respondents in details.

Table 4.1: Number response rate of respondents

Description	Number of Respondents
Sample Size	350
Return Questionnaire	353
Total Useable Questionnaire	353
Incomplete or Unusable Questionnaire	-
Response Rate	100.86%

4.3 DEMOGRAPHIC PROFILE OF RESPONDENT

In this research, the researcher conducted a questionnaire through a distributed google form that involved the research's target population which is young consumer in Malaysia. The number of respondents who participated in this study is 353 respondents. Some important data or information from the respondents that the researcher needed to collect in completing this study is the demographic profile. Before the respondents continues to answer the questionnaires related to this study in the google form, the respondents will first fill in a demographic profile which is gender, age, race, marital status, highest education and occupation.

4.3.1 Gender

Based on the data obtained through a distributed questionnaire, the part of demographic profile that is gender indicates the female consumer are numerous and dominating in answering the questionnaires compared to male consumers among young consumers in Malaysia. There are 353 samples or respondents which is young consumer in Malaysia who have been involved in answering the questionnaires. The female recorded a frequency of 270 respondents while male recorded a frequency of 83 respondents. This statement can be understood more clearly by calculating the percentage between female and male. Based on the findings, female recorded 76.5% and males recorded 23.5%.

Table 4.2: Number of respondents by gender

GENDER				
	Frequency	Percent	Valid Percent	Cumulative Percent
Female.	270	76.5	76.5	76.5
Male.	83	23.5	23.5	100.0
TOTAL	353.0	100.0	100.0	

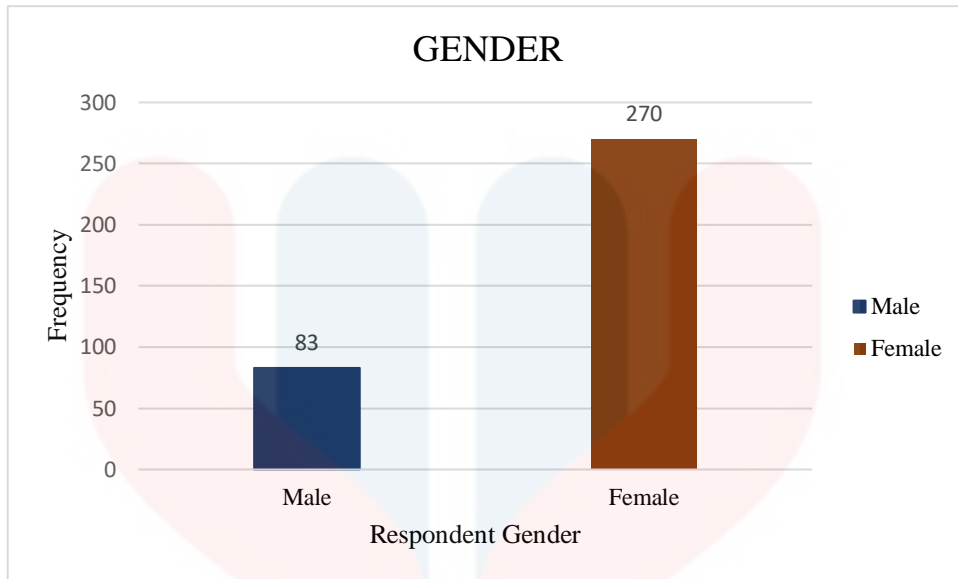


Figure 4.1: Number of respondents by gender

4.3.2 Age

The selection of age groups in conducting this study is very important because this study only focuses on young consumers. In this study, the age group of young consumers in Malaysia is categorized into three groups which are 15 – 17 years old, 18 – 20 years old and 21 – 24 years old. The figure 4.2 shows, that the age group of 21 – 24 years old has recorded the highest number of intentions to buy eco-friendly packaging among young consumer in Malaysia which is recorded 275 respondents equivalent to 77.9%. This is followed by age group of 18 – 20 years old that was recorded the second highest among the number of young consumers which is 64 respondents or similar to 18.1%. Other than that, the data recorded as many as 14 respondents which is equivalent to 4.0% recorded by the age group of 15-17 years old whereas this is the youngest age group that was selected in conducting a study the factor that influences the intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia. This shows, that a total of 353 respondents from various age groups were willing to answer the distributed questionnaire.

Table 4.3: Number of respondents by age

AGE				
	Frequency	Percent	Valid Percent	Cumulative Percent
15 – 17 years old.	14	4.0	4.0	4.0
18 – 20 years old.	64	18.1	18.1	22.1
21 – 24 years old.	275	77.9	77.9	100.0
TOTAL	353.0	100.0	100.0	

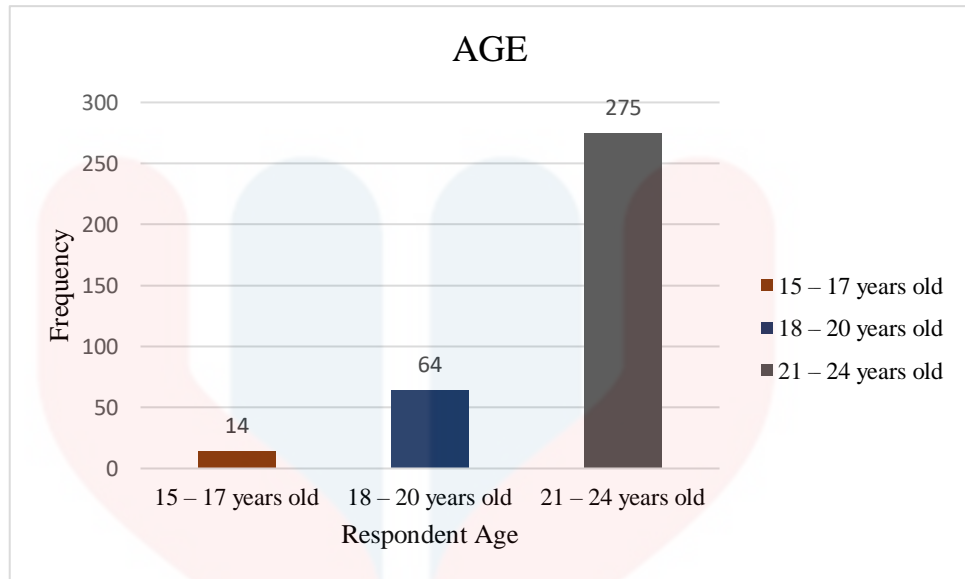


Figure 4.2: Number of respondents by age

4.3.3 Race

The race involved in answering this questionnaire consists of various type of race such as Malay, Chinese, Indian, Bajau, Dusun (Bumiputera Sabah), Iban, Kadazan and others. The total number of respondents involve in this study is 353 which may consist of various types of races. Based on the table 4.4 and Figure 4.3, it is recorded Malay dominates the number of races in Malaysia compared to other races in participating in answering this questionnaire. The Malay recorded almost the entire number of 269 respondents equivalent to 76.2%. This is followed by another race that recorded the second highest which is Chinese with 38 respondent equivalents to 10.8%. The Indian recorded 35 respondents equivalent to 9.9% making this race ranked third highest among the races obtained. Not only that, respondents from other races mostly recorded 1 respondents equivalent to 0.3% such as Bajau, Dusun (Bumiputera Sabah,) Kadazan, Kadazan Dusun, Kayan, Kristen and also Siamese. In the other hand, this study which has a sample size 353 respondents consisting of various types of races, enables the researcher to know the perception and opinions of the various races found in Malaysia about the eco-friendly packaging.

Table 4.4: Number of respondents by race

RACE				
	Frequency	Percent	Valid Percent	Cumulative Percent
Bajau.	1	0.3	0.3	0.3
Chinese.	38	10.8	10.8	11.0
Dusun (Bumiputera Sabah).	1	0.3	0.3	11.3
Iban.	4	1.1	1.1	12.5
Indian.	35	9.9	9.9	22.4

Kadazan.	1	0.3	0.3	22.7
Kadazan Dusun.	1	0.3	0.3	22.9
Kayan.	1	0.3	0.3	23.2
Kristen.	1	0.3	0.3	23.5
Malay.	269	76.2	76.2	99.7
Siam.	1	0.3	0.3	100.0
TOTAL	353.0	100.0	100.0	

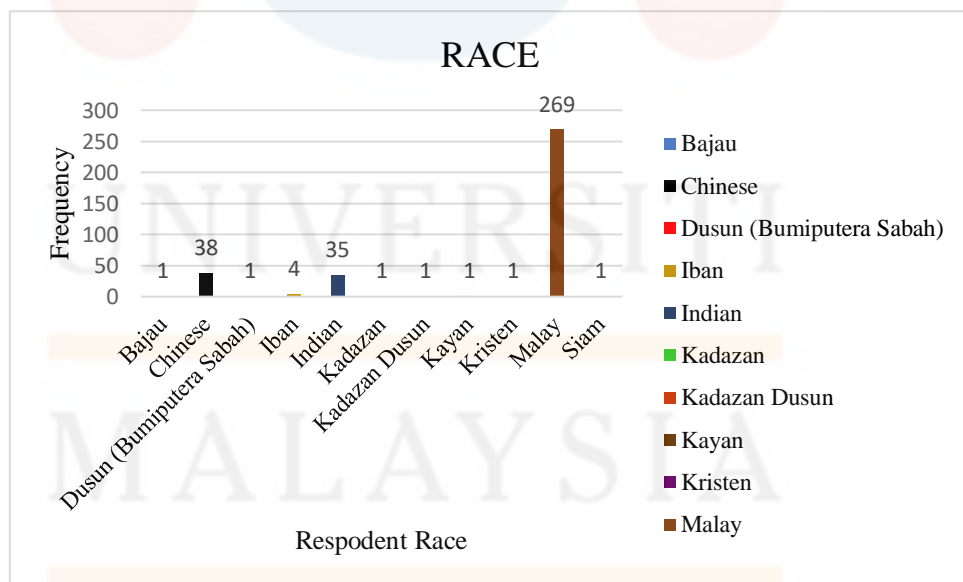


Figure 4.3: Number of respondents by race

4.3.4 Marital Status

The one of the types that consists in the demographic profile is marital status. Marital status was also studied by researcher to find out the marital status of the respondents involved in this study. The type of marital status involved is single and married. Based on the table 4.5, the number of respondents by marital status shows that single recorded the highest number of 332 out of 353 total number of respondents that were equivalent to 94.1 %. The type of marital status married recorded a total number of 21 respondents which is equivalent to 5.9%. this clearly shows that the marital status single type dominates in the involvement in answering the distribute questionnaire.

Table 4.5: Number of respondents by marital status

MARITAL STATUS				
	Frequency	Percent	Valid Percent	Cumulative Percent
Single.	332	94.1	94.1	94.1
Married.	21	5.9	5.9	100.0
TOTAL	353.0	100.0	100.0	

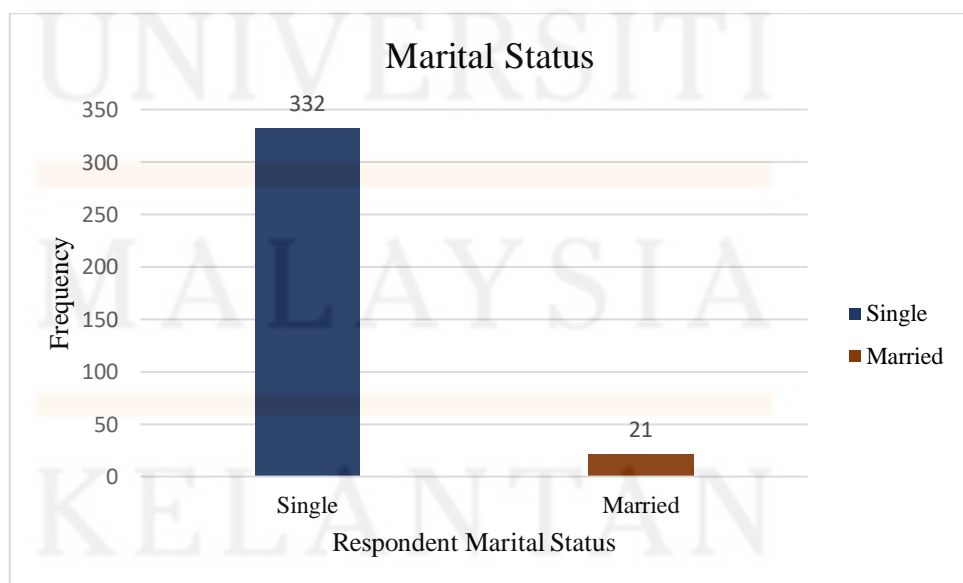


Figure 4.4: Number of respondents by marital status

4.3.5 Highest Education

Based on the table 4.6 and figure 4.5, shows that almost all the number of respondent highest education consist of the type of degree which is recorded as 217 respondents equivalent to 61.5%. Young consumer consisting of the type of diploma recorded the second highest number of 52 respondents with a total percentage of 14.7%. The number of respondent highest education was followed by STPM which recorded the third highest of 45 respondents with a percentage of 12.7%. The above data explained almost all the number of respondents which is young consumer consisting of highest education degree have participated in answering the distributed questionnaire.

Table 4.6: Number of respondents by highest education

HIGHEST EDUCATION				
	Frequency	Percent	Valid Percent	Cumulative Percent
Foundation.	1	0.3	0.3	0.3
Certificate of Technology.	2	0.6	0.6	0.8
Degree.	217	61.5	61.5	62.3
Diploma.	52	14.7	14.7	77.1
Fresh Graduate	1	0.3	0.3	77.3
Last Year (Degree).	2	0.6	0.6	77.9
Professional Qualification.	1	0.3	0.3	78.2
SPM.	32	9.1	9.1	87.3

STPM.	45	12.7	12.7	100.0
TOTAL	353.0	100.0	100.0	

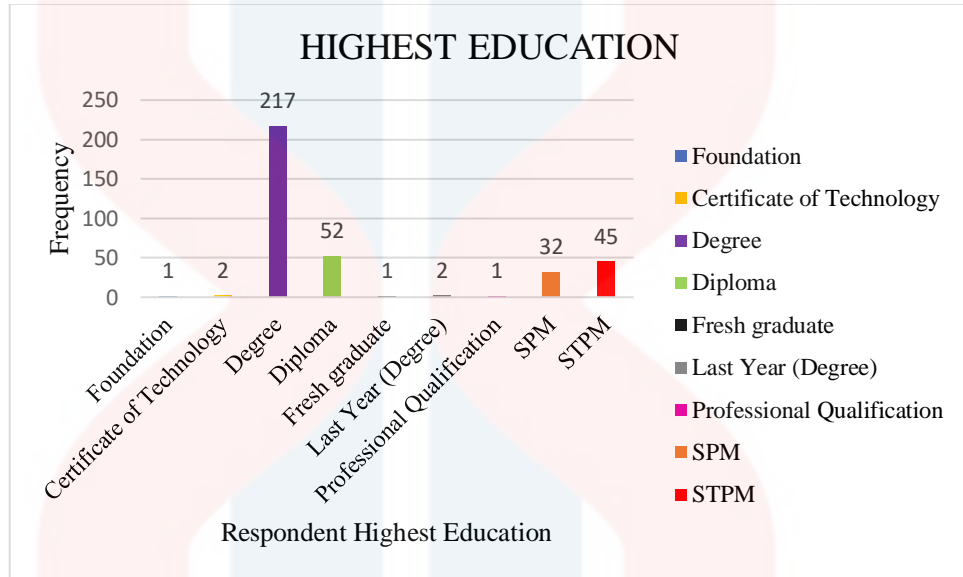


Figure 4.5: Number of respondents by highest education

4.3.6 Occupation

The demographic profile such as occupation is very important to collect in this study because the researcher wants to know what type of occupation by the targeted respondents. The occupation that was listed by the researcher are consists of employed, self-employed, student or unemployed. According to the table 4.7 and figure 4.6 the number of respondent occupation was dominated by students. Students recorded the highest number of occupation respondents a total of 277 respondents from the total sample size which is 353 with a percentage of 78.5%. Then, this number of respondents is followed by the second highest which is recorded by the number of employed which is 59 respondents equivalent to 16.7%. Not only that, unemployed recorded 9 respondents with a percentage of 2.5%, thus making this occupation the third highest.

Table 4.7: Number of respondents by occupation

OCCUPATION				
	Frequency	Percent	Valid Percent	Cumulative Percent
Employed.	59	16.7	16.7	16.7
Self-Employed.	8	2.3	2.3	19.0
Student.	277	78.5	78.5	97.5
Unemployed.	9	2.5	2.5	100.0
TOTAL	353.0	100.0	100.0	

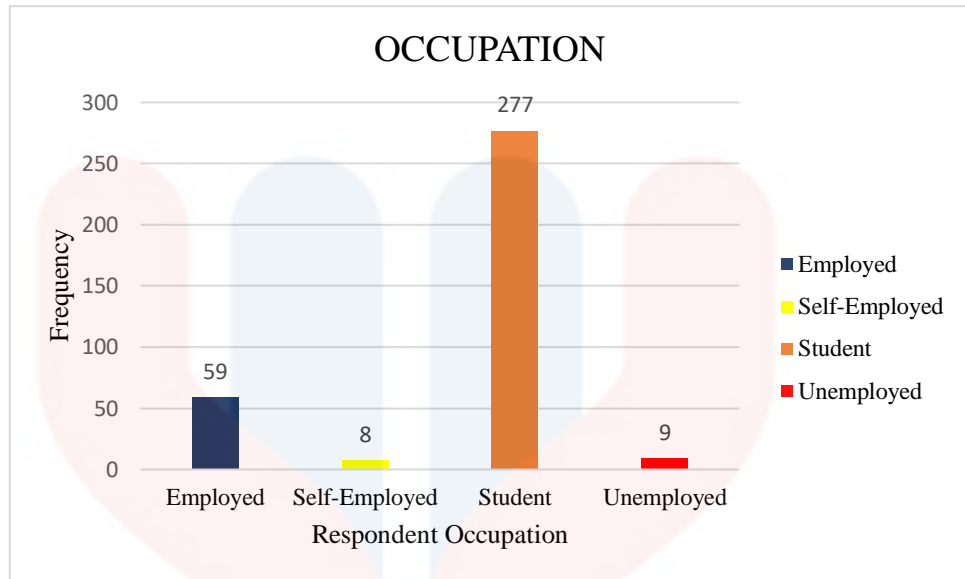


Figure 4.6: Number of respondents by occupation

4.4 DESCRIPTIVE ANALYSIS

In this study, data analysis is the most important step that needs to be carried out by the researcher to explain and summarize the findings of the study or data in a systematic way. Descriptive analysis that performed in the study of qualitative methods and quantitative methods are used to explain and quantitatively summarize the data collected in the research study. The result of descriptive analysis will generate the useful information about the research's sample. On the other hand, descriptive statistic is a method of describing the characteristics of a data set by generating a summary of a sample.

Based on this study, the number of respondents who are involved is 353. The response given by the respondent towards the factor that influence the intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia through the distributing of a google form, will be analyzed by the researcher, by carried out descriptive statistic on all variable which is independent variable (social influence, environmental concern and willingness to pay), mediating variable (attitude) and dependent variable (intention to buy eco-friendly packaging). The researcher will run the descriptive statistic to the dependent variable, mediating variable and dependent variable to compared the mean and standard deviation. The response that have been collected will be scaled by using the Likert Scale that consisting of the label "Strongly Disagree" as 1, the label "Disagree" as 2, the label "Neither Agree nor Disagree" as 3, the label "Agree" as 4 and the label "Strongly Agree" as 5.

4.4.1 Descriptive statistic of independent variable, mediating variable and dependent variable.

According table 4.8 shows the descriptive statistic for independent variable, mediating variable and dependent variable. The table indicate the value of mean and the standard deviation for independent variables (social influence, environmental concern and willingness to pay), mediating variable (attitude) and dependent variable (intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia). In this study, 353 respondents were involved to answer the questionnaire that was distributed that mainly focusing on young consumer in Malaysia in the age of 15 years old to 24 years old.

Based on the result stated in table 4.8, the highest mean recorded in the table is mediating variable (attitude) which is 4.1558 with the standard deviation recorded 0.75909, followed by the dependent variable (intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia) which is 4.1309 and the standard deviation is 0.83936. Other than that, the mean recorded by the independent variable (environmental concern) is 4.0527 with the standard deviation 0.76355 and (social influence) recorded 3.8459 with the standard deviation is 0.88256. Independent variable (willingness to pay) indicate the lowest mean which is 3.7694 with the standard deviation recorded 0.92058.

Table 4.8: Descriptive statistic for independent variable, mediating variable and dependent variable.

Descriptive Statistic			
	N	Mean	Std. Deviation
Social Influence.	353	3.8459	0.88256
Environmental Concern.	353	4.0527	0.76355
Willingness to Pay.	353	3.7694	0.92058
Attitude.	353	4.1558	0.75909
Intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia.	353	4.1309	0.83936
Valid N (listwise).	353		

4.4.2 Descriptive statistic of social influence

The descriptive statistic for independent variable which is social influence can be shown as the table above. According to the table 4.9, it indicates the value of mean and standard deviation for the independent variable which is social influence. The highest value of mean is recorded at the statement of “I think that I can change my negative attitude and thus, I engage myself in public topics on online social media related to environment protection and eco-friendly packaging” with the value of 4.05. This clearly shows the respondents strongly agree that social influence “I think that I can change my negative attitude and thus, I engage myself in public topics on online social media related to environment protection and eco-friendly products” is the factor that influences the intention to buy eco-friendly packaging among young consumers.

After that, followed by the statement “If my friend in social media promotes some eco-friendly products, it is very likely to start buying them”, “I am interested in discussing with the person in online social media about the benefits of the eco-friendly products and upon this discussion, I decide whether to buy the products or not” and “I often read posts written by my friend in online social network related to eco-friendly products” recorded the second highest mean, third highest mean and fourth highest mean which are 4.02, 3.88 and 3.80 respectively.

Other than that, the statement “I often share information related to eco-friendly products on online social media” recorded the lowest mean value which is 3.47. This data indicates the respondent which is a young consumer is not interested in sharing information about the eco-friendly product on social media. Based on the statement that consists in the social influence, the most consistent answer from the respondents is “I think that I can change my negative attitude and thus, I engage myself in public topics on online social media related to environment protection and eco-friendly products” because the value of standard deviation recorded is 0.906 which is less varied.

This clearly shows, the young consumer in Malaysia believes that social influences can influence their intention to buy eco-friendly packaging because the standard deviation of the social influences is close to zero which means less varied.

Table 4.9: Descriptive statistic for social influence

Descriptive Statistic			
	N	Mean	Std. Deviation
If my friends in social media promote some eco-friendly products, it is very likely to start buying them.	353	4.02	0.950
I often read posts written by my friends in online social networks related to eco-friendly products.	353	3.80	1.060
I often share information related to eco-friendly products on online social media.	353	3.47	1.218
I think that I can change my negative attitudes and thus, I engage myself in public topics on online social media related to environment protection and eco-friendly products.	353	4.05	0.906
I am interested in discussing with the person in online social media about the benefits of the eco-friendly products and upon these discussions, I decide whether to buy the products or not.	353	3.88	1.039
Valid N (listwise).	353		

4.4.3 Descriptive statistic of environmental concern

Table 4.10 presents the response by the respondents towards independent variable which is environmental concern. The value of mean and standard deviation has been obtained from distributed questionnaire by analyzed data using SPSS software. The highest value of mean that was indicated from the table is 4.16 for the construct of “When I have a choice between two equal products, I purchase less harmful to other people and the environment”. The researcher can state that young consumer is very concerned about the environment before make the purchasing of products.

After that, the second highest mean value recorded by the statement “I have high environmental awareness (pick up garbage, reduce the use of plastic bag and etc) which is 4.14. This is followed by the “I try my best to buy paper and plastic products made from recycled materials” which is the third highest mean value 4.03.

On the other hand, the statement “I think the balance of nature is strong enough to cope with the impacts of modern industrial nations” and “I think the environmental problems can solved by using the latest technology” recorded the same value which is the lowest mean value of 3.97 respectively. This data indicates, respondents are more likely to disagree with these two statements in influencing them to buy eco-friendly packaging. Based on the statement that consists in the environmental concern, the standard deviation value that recorded the lowest was “I have high environmental awareness (pick up garbage, reduce the use of plastic bag and etc)” which is 0.849 due to the consistent answer from respondent.

To summarize, the factor that influence the respondent`s intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia is because of environmental concern. This can be explained by the result of standard deviation which recorded 0.849, 0.873, 0.926, 0.971 and 1.072 which indicate close to 0 which mean close to the mean and less varied.

Table 4.10: Descriptive statistic for environmental concern

Descriptive Statistic			
	N	Mean	Std. Deviation
I try my best to buy paper and plastic products made from recycled materials.	353	4.03	0.926
When I have a choice between two equal products, I purchase the one less harmful to other people and the environment.	353	4.16	0.873
I think the balance of nature is strong enough to cope with the impacts of modern industrial nations.	353	3.97	1.072
I have high environmental awareness (pick up garbage, reduce the use of plastic bag, etc).	353	4.14	0.849
I think the environmental problems can be solved by using the latest technology.	353	3.97	0.971
Valid N (listwise).	353		

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4.4.4 Descriptive statistic of willingness to pay

The table 4.11 shows the value of mean and standard deviation of independent variable which is willingness to pay. According to the table above, the highest mean value that was obtained from data by distributed questionnaire to respondent recorded 3.86 with the statement “I feel proud to have environmental-friendly packaged products in my house even though they are more costly than conventionally packaged products. This shows, the respondent is strongly agreed and willing to pay for the eco-friendly packaging even though the products are expensive.

Next, the second highest value of mean that was obtained from the table is 3.82 which is “I am willing to spend more money to buy products that contain packaging methods that are less harmful to the environment. The data is followed by the third highest mean value which is 3.77 for the construct of “It makes sense for me to pay more for items with environmentally friendly packaging”.

In the other hand, the lowest mean value recorded by the statement “I would accept paying more taxes charge as a consumer to pay for environmentally friendly packaging” recorded mean value 3.70 followed by the second lowest mean value with the statement “I’ll will pay extra for eco-friendly packaging even if it has a less attractive design” is recorded 3.69. Other than that, the lowest standard deviation that recorded by the statement in willingness to pay which is “I feel proud to have environmental-friendly packaged products in my house even though they are more costly than conventionally packaged products” recorded 1.004 which mean the most respondents chose the same answer.

Based on this table that shows the results of the willingness to pay through the response from the respondents, this clearly shows, the respondents are more likely to state that the willing to pay is not their preferred factor that influence the intention to buy eco-friendly packaging among young consumer. This is because the value of standard deviation recorded by the all items are more than 1 and will cause the value on the items to be more varied and not accurate with the mean.

Table 4.11: Descriptive statistic for willingness to pay

Descriptive Statistic			
	N	Mean	Std. Deviation
It makes sense for me to pay more for items with environmentally friendly packaging.	353	3.77	1.090
I feel proud to have environmental-friendly packaged products in my house even though they are more costly than conventionally packaged products.	353	3.86	1.004
I am willing to spend more money to buy products that contain packaging methods that are less harmful to the environment.	353	3.82	1.010
I'll pay extra for eco-friendly packaging even if it has a less attractive design.	353	3.69	1.047
I would accept paying more taxes charge as a consumer to pay for environmentally friendly packaging.	353	3.70	1.113
Valid N (listwise).	353		

4.4.5 Descriptive statistic of attitude

The descriptive statistic for mediating variable which is attitude can be shown as the table 4.12. The result of the data analysis reveal respondent`s attitude of intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia. The highest value of mean that recorded from data is 4.24 the statement of “By using environmentally friendly packaged products, I contribute to a new industry that focuses sensitive to more friendly development”. This indicate that the respondent strongly agreed that the attitude main the important role in influence the intention to buy eco-friendly packaging among young consumer.

Besides that, the highest value of mean followed by the “My intention to buy environmentally friendly packaged product instead of conventionally packaged products, is lead to positive moral action” recorded 4.20 as a second highest mean value and “I am satisfied with the use of environmentally friendly packaging products that I buy” as a third highest mean value that recorded 4.16.

On the other hand, the lowest value of mean which is 4.10 with the statement “I would be willing to buy the products that picked up and recycled for other use” and the second lowest mean value which is 4.08 recorded by the statement “I intent to contribute to society for the present and the future, by using environmentally friendly packaged products.” In addition, “By using environmentally friendly packaged products, I contribute to a new industry that focuses sensitive to more friendly development” is the statement in the attitude that recorded the lowest value of standard deviation which is 0.799.

To summarize, the data states in the table 4.12 indicate, the respondents are strongly agreed and more likely to state that attitude is the factor that influence the intention to buy eco-friendly packaging among young consumers in Malaysia. This is because the value of standard deviation recorded by the attitude less than 1 which mean less varied.

Table 4.12: Descriptive statistic for attitude

Descriptive Statistic			
	N	Mean	Std. Deviation
I would be willing to buy the products that picked up and recycled for other use.	353	4.10	0.945
I intent to contribute to society for the present and the future, by using environmentally friendly packaged products.	353	4.08	0.856
My intention to buy environmentally friendly packaged products instead of conventionally packaged products, is lead to positive moral action.	353	4.20	0.807
By using environmentally friendly packaged products, I contribute to a new industry that focuses sensitive to more friendly development.	353	4.24	0.799
I am satisfied with the use of environmentally friendly packaging products that I buy.	353	4.16	0.846
	353		

4.5 DATA PREPARATION AND SCREENING

Data screening is the next stage in the analytical technique. According to Tabachnick and Fidell (2001), multivariate analytic techniques (factor analysis, multiple regression analysis, and structural equation modelling) are the most effective statistical tools for assisting writers in examining their hypotheses. According to the author (Kline, 2005), the researchers may encounter data issues that cause the model estimate to fail. As a result, data preparation and screening are critical, which are grouped into three categories: missing data, outliers, and normality.

4.5.1 Missing data

Missing data complicates data analysis (Tabachnick and Fidell, 2001). Devaus (2001) and Hair et al. (2006) shown that missing data causes problems in statistical tests to find a link with a data set, as well as biases in parameter estimations. Many researches suggested that missing data be reduced during the survey instrument to respondents (Schafer and Graham, 2002; Devaus, 2001). Roth (1994) claimed that the best technological solution for coping with missing data is data collecting and diligent preparation.

4.5.2 Outliers

Outliers are the illogical aspects of the data presentation (Kline, 2005; Hair et al., 2006). Univariate outlier is defined as an extreme result on one construct, while multivariate outlier is defined as an unusual combination of scores on more than two factors (Kline, 2005). However, it is necessary to recognise the existence of outliers in the data set since doing so has an influence on statistical analysis.

4.5.3 Normality

The last presumption of multivariate statistical analysis is normality. The first presumption in multivariate analysis is normality (Hair et al., 2006). Additionally, the researcher showed how normalcy might emerge at both the univariate and multivariate levels. Univariate normalcy is hence linked to more than two constructs. In the process of statistical estimation, normality is crucial. According to the study by Blunch (2008),

graphical interpretation, such as graphical presentation, can determine normalcy distribution. Pie chart, histogram, probability plot diagram, and more.

4.6 RELIABILITY TEST

This study uses SPSS software version 26 to conduct a reliability test using reliability analysis. The Cronbach alpha test is used to evaluate an instrument's internal consistency. The Kendall's coefficient, Cronbach's alpha coefficient, and other standard indicators are frequently used to determine reliability while conducting a reliability test. Greater dependability is indicated by an increase in the Cronbach's alpha coefficient value, which runs from 0 to 1. There should be more than 0.60 in the Cronbach's alpha coefficient, which offers excellent internal validity and reliability.

Table 4.13: Reliability statistics for social influence

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.907	5

The Cronbach alpha of the items representing the factor that influences the intention to buy eco-friendly packaging which is social influence is 0.903. The result shows was good because Cronbach's alpha coefficient should be higher then 0.6

Table 4.14: Reliability statistics for environmental concern

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.870	.876	5

The Cronbach alpha of the items representing the factor that influences the intention to buy eco-friendly packaging which is social influence is 0.870. The result shows was good because Cronbach’s alpha coefficient should be higher then 0.6

Table 4.15: Reliability statistics for willingness to pay

Reliability Statistics		
Cronbach’s Alpha	Cronbach’s Alpha Based on Standardized Items	N of Items
.923	.923	5

The Cronbach alpha of the items representing the factor that influences the intention to buy eco-friendly packaging which is social influence is 0.923. The result shows was good because Cronbach’s alpha coefficient should be higher then 0.6

Table 4.16: Reliability statistics for attitude

Reliability Statistics		
Cronbach’s Alpha	Cronbach’s Alpha Based on Standardized Items	N of Items
.935	.937	5

The Cronbach alpha of the items representing the factor that influences the intention to buy eco-friendly packaging which is social influence is 0.935. The result shows was good because Cronbach’s alpha coefficient should be higher then 0.6.

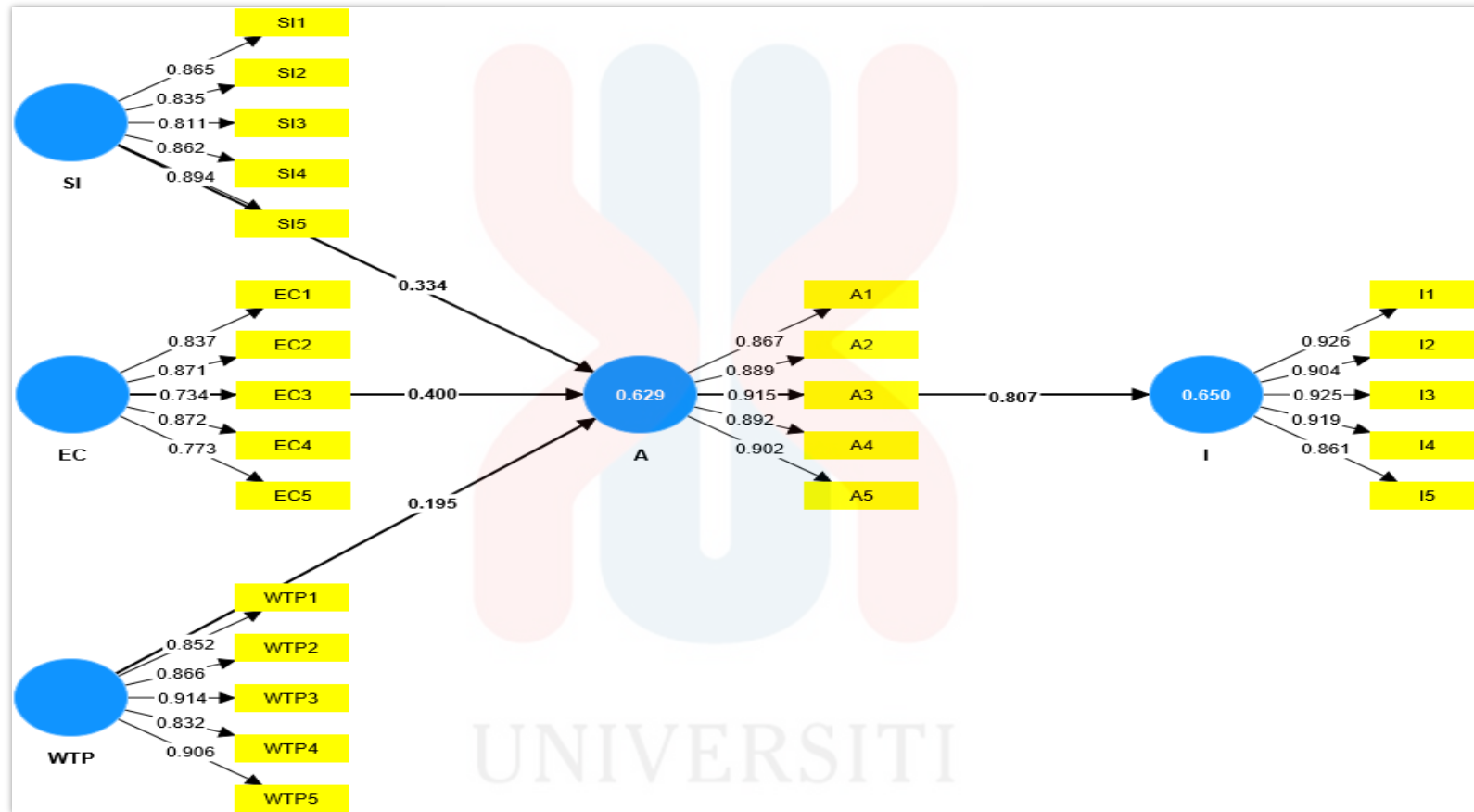
Table 4.17: Reliability statistics for intention

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.945	.946	5

The Cronbach alpha of the items representing the factor that influences the intention to buy eco-friendly packaging which is social influence is 0.945. The result shows was good because Cronbach's alpha coefficient should be higher then 0.6.

4.7 ASSESMENT OF THE MEASUREMENT MODEL

A measurement model is a model component that investigates the relationship between a latent variable and its measurement. It is usual to saturate a structural model in order to test a measurement model by permitting all latent variables to be correlated. The measurement model contains any inconsistencies. According to K.A. Bollen (2001), a measurement model is an implicit or explicit model that relates a latent variable to its indication. This same measurement model is a theoretical model as well, that describes and analyses the measurement's quality in order to increase its utility and accuracy. This study evaluates the research hypothesis in two steps, involving measurements and structural models. The offered measurement model sits between the goods and their structure. External and endogenous structures can be used to represent the structural model. There are two main forms of validity analysis that is convergent validity and discriminant validity. Before proceeding with further analysis, this analysis at the measurement model level must be completed. Figure 4.7 depicts the study's measuring model. The numerical measurement model below demonstrates the influence of the independent variable items on the dependent variable through the mediating variable.



Note: SI= Social Influence; EC= Environmental Concern; WTP= Willingness To Pay; A= Attitude; I= Intention

Figure 4.7: Measurement model

The measurement model is considered valid and reliable if the obtained value greater than 0.5, the average variance (AVE) value is higher than 0.5, and the composite reliability (CR) value is greater than 0.7 (Rana et al., 2017). As a result, the study discovered that convergent validity is not a problem for the investigation. Based on the obtained values show that all the requirement to establish convergent validity have been met. As a result, Table 4.18 summaries the convergent reliability for the measurement model. Cronbach`s alpha value for social influence is 0.907 and AVE value is 0.729 it can be considered valid and reliable. Next, the Cronbach`s alpha value for environmental concern is 0.876, while the AVE value is 0.671, which shows a valid value. The value of Cronbach alpha for willingness to pay is 0.923, while the AVE value is 0.765 this value is acceptable. Furthermore, the Cronbach`s alpha value involving attitude is 0.937, while the AVE value is 0.798, this is also acceptable and valid. Finally, the value of Cronbach`s alpha for intention to purchase eco-friendly packaging is 0.946, while the AVE value is 0.823, this is valid and reliable.

Table 4.18: Measurement Model (Construct reliability and validity)

Construct	Items	Loadings	Cronbach alpha (α)	Composite reliability (ρ_a)	Composite reliability (ρ_c)	Average variance extracted (AVE)
Social Influence	SI1	0.865	0.907	0.912	0.931	0.729
	SI2	0.835				
	SI3	0.811				
	SI4	0.862				
	SI5	0.894				
Environmental Concern	EC1	0.837	0.876	0.879	0.910	0.671
	EC2	0.871				
	EC3	0.734				
	EC4	0.872				
	EC5	0.773				

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Willingness	WTP1	0.852	0.923	0.927	0.942	0.765
To Pay	WTP2	0.866				
	WTP3	0.914				
	WTP4	0.832				
	WTP5	0.906				
Attitude	A1	0.867	0.937	0.938	0.952	0.798
	A2	0.889				
	A3	0.915				
	A4	0.892				
	A5	0.902				
Intention to purchase eco-friendly packaging	I1	0.926	0.946	0.948	0.959	0.823
	I2	0.904				
	I3	0.925				
	I4	0.919				
	I5	0.861				

The next step is discriminant validity to confirm that the construct is statistically unique and different from other constructs (Hair et al., 2019). There are various measures of discriminant validity available for this analysis. However, the Fornell-Larcker (Fornell & Larcker, 1981) and Hetrotrait-Monotrait (HTMT: Henseler, Ringle, & Sarstedt, 2015) correlation ratios are highly significant. HTMT, as the latter is a relatively new method that is preferred for testing discriminant validity in PLS-SEM. Fornell-Larker, has historical value as a traditional measure of discriminatory validity (Hair et al., 2019). The value reading for Fornell-Larker can be seen in table 4.20. Following previous PLS research by Buil, Martínez, & Matute (2019), the current study used HTMT values to measure discriminant validity. In terms of HTMT criteria, given that all values are less than 0.90 (Franke & Sarstedt, 2019). Table 4.19 below shows the discriminant validity set from the HTMT criteria. It can be concluded that the respondents understand that the given construct is different. The validity test revealed that all of the measurement items are legitimate and trustworthy.

Table 4.19: Discriminant Validity Using HTMT Criterion

	A	EC	I	SI	WTP
Attitude					
Environmental Concern	0.765				
Intention to purchase eco-friendly packaging	0.854	0.637			
Social Influence	0.735	0.619	0.697		
Willingness To Pay	0.675	0.610	0.533	0.702	

Table 4.20: Fornell-Larcker Criterion

	A	EC	I	SI	WTP
Attitude	0.893				
Environmental Concern	0.693	0.819			
Intention to purchase eco-friendly packaging	0.807	0.582	0.907		
Social Influence	0.682	0.555	0.650	0.854	
Willingness To Pay	0.630	0.550	0.500	0.642	0.875

Cross-loading is that a particular item should have a higher loading on its own parent construct than on other constructs in the study. If an item loads well onto another construct relative to its own parent construct, then there is an issue of discriminant validity. When a variable is found to have more than one significant loading (depending on the sample size) it is called cross-loading, which makes it difficult to label all the factors that share the same variable and thus difficult to make different and separate factors representative concepts. Can be seen in the index of modifications made. Model fit will not be optimal where it may be necessary to remove items from the model. Cross-loadings that have very low constructs indicate good

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discriminant validity. In the table below, bolded items represent factor loadings for each construct and cross-loadings are common items for the same construct. This can be seen based on table 4.21 below.

Table 4.21: Cross Loadings

	A	EC	I	SI	WTP
A1	0.867	0.602	0.666	0.606	0.577
A2	0.889	0.612	0.677	0.568	0.582
A3	0.915	0.666	0.745	0.615	0.545
A4	0.892	0.594	0.719	0.588	0.532
A5	0.902	0.621	0.786	0.663	0.579
EC1	0.562	0.837	0.450	0.402	0.456
EC2	0.578	0.871	0.459	0.419	0.481
EC3	0.513	0.734	0.398	0.430	0.384
EC4	0.592	0.872	0.533	0.471	0.421
EC5	0.589	0.773	0.534	0.546	0.503
I1	0.787	0.565	0.926	0.656	0.514
I2	0.735	0.516	0.904	0.601	0.479
I3	0.736	0.548	0.925	0.556	0.415
I4	0.726	0.531	0.919	0.544	0.430
I5	0.667	0.476	0.861	0.588	0.426
SI1	0.543	0.494	0.549	0.865	0.535
SI2	0.567	0.434	0.511	0.835	0.527
SI3	0.519	0.400	0.500	0.811	0.577
SI4	0.657	0.546	0.639	0.862	0.535
SI5	0.609	0.482	0.560	0.894	0.574
WTP1	0.479	0.476	0.379	0.537	0.852
WTP2	0.596	0.546	0.453	0.590	0.866

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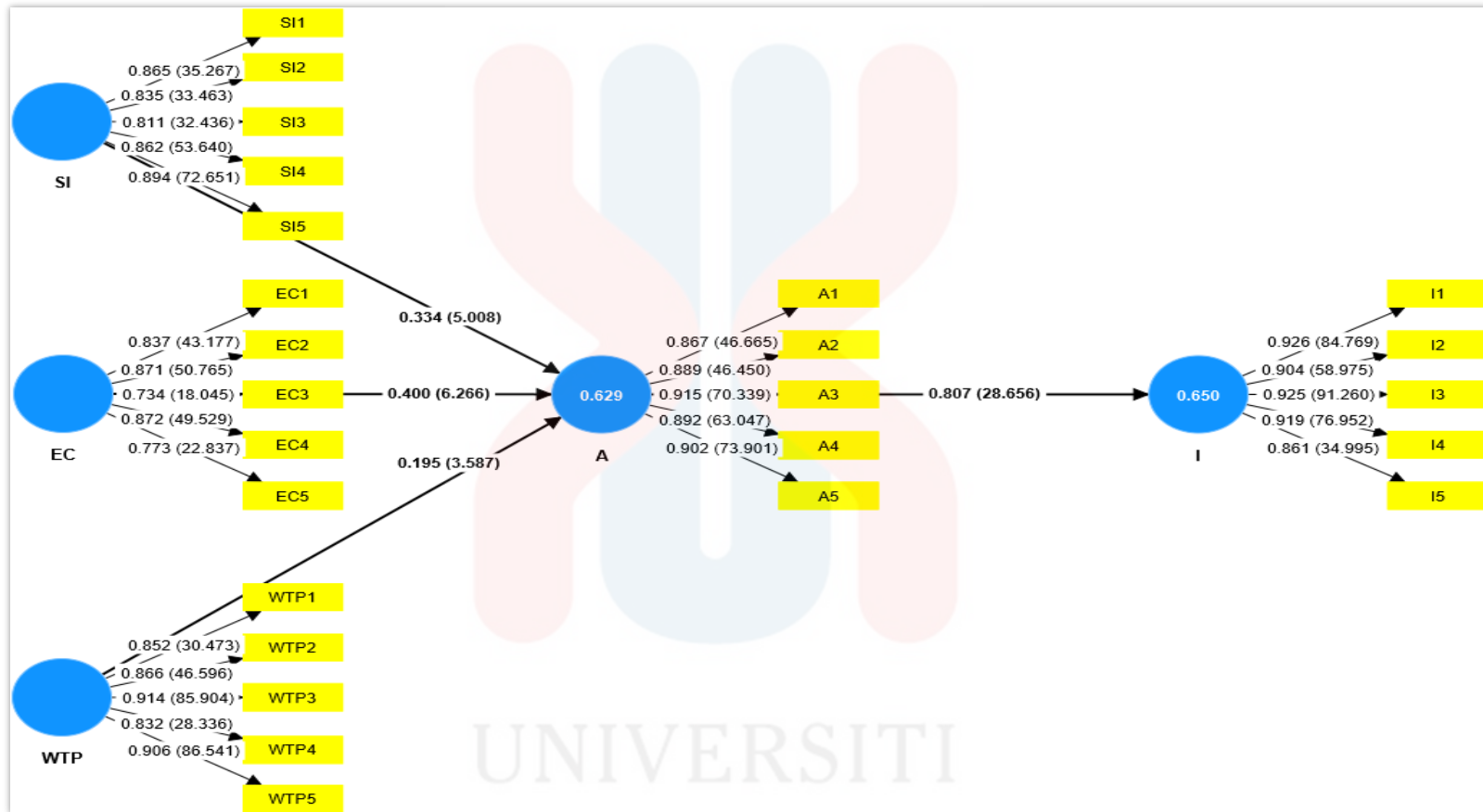
WTP3	0.546	0.496	0.418	0.557	0.914
WTP4	0.533	0.446	0.481	0.526	0.832
WTP5	0.587	0.438	0.449	0.592	0.906

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4.8 ASSESMENT OF THE STRUCTURAL MODEL

The structural model is made using elements and static relationships that exist between all the interwoven elements. A subsystem can be formed from a collection of related objects. Object model diagrams can illustrate the meaning and relationships that occur in a structural model. At the same time, the structural model also describes the codes and values that will support the relationships that occur (Structural Model, n.d.). The hypothesis developed in the study's framework will be tested by analyzing this structural model. This assessment looks at the relationship between the study's independent variable (exogenous) and the dependent variable (endogenous). The structural model is evaluated in five steps that is (1) the structural model is evaluated for collinearity difficulties, and (2) the importance and relevance of the structural model linkages. The second section focuses on interpreting three levels of evaluation based on the coefficient of determination (R^2), effect size, and predictive relevance (Q^2) (Hair et al., 2014).



Note: SI= Social Influence; EC= Environmental Concern; WTP= Willingness To Pay; A= Attitude; I= Intention

Figure 4.8: Structural Model

4.9 ASSESMENT OF THE MEDIATING

Variables that connect independent and dependent variables are known as mediating variables where they can explain the relationship between two other variables (SAGE Research Methods - SAGE Communication Research Encyclopaedia, 2018). Mediating variables are elements that motivate actions that lead to action.

4.9.1 Mediating Model One: Social Influence

The first mediating model in this study is social influence on young consumers in Malaysia. Hence, the mediation model is based on a questionnaire developed from Delcea, n.d (2019). It is important that loading is done before proceeding with any other evaluation. The mediation model of the social influence scale is illustrated in table 4.22, which includes constructs, indicators, and legends.

Table 4.22: Scale Mediating (Social Influence)

Legend	Items
SI1	If my friends in social media promote some eco-friendly products, it is very likely to start buying them.
SI2	I often read posts written by my friends in online social networks related to eco-friendly products.
SI3	I often share information related to eco-friendly products on online social media.
SI4	I think that I can change my negative attitudes and thus, I engage myself in public topics on online social media related to environment protection and eco-friendly products.
SI5	I am interested in discussing with the persons in online social media about the benefits of the eco-friendly products and upon these discussions, I decide whether to buy the products or not.

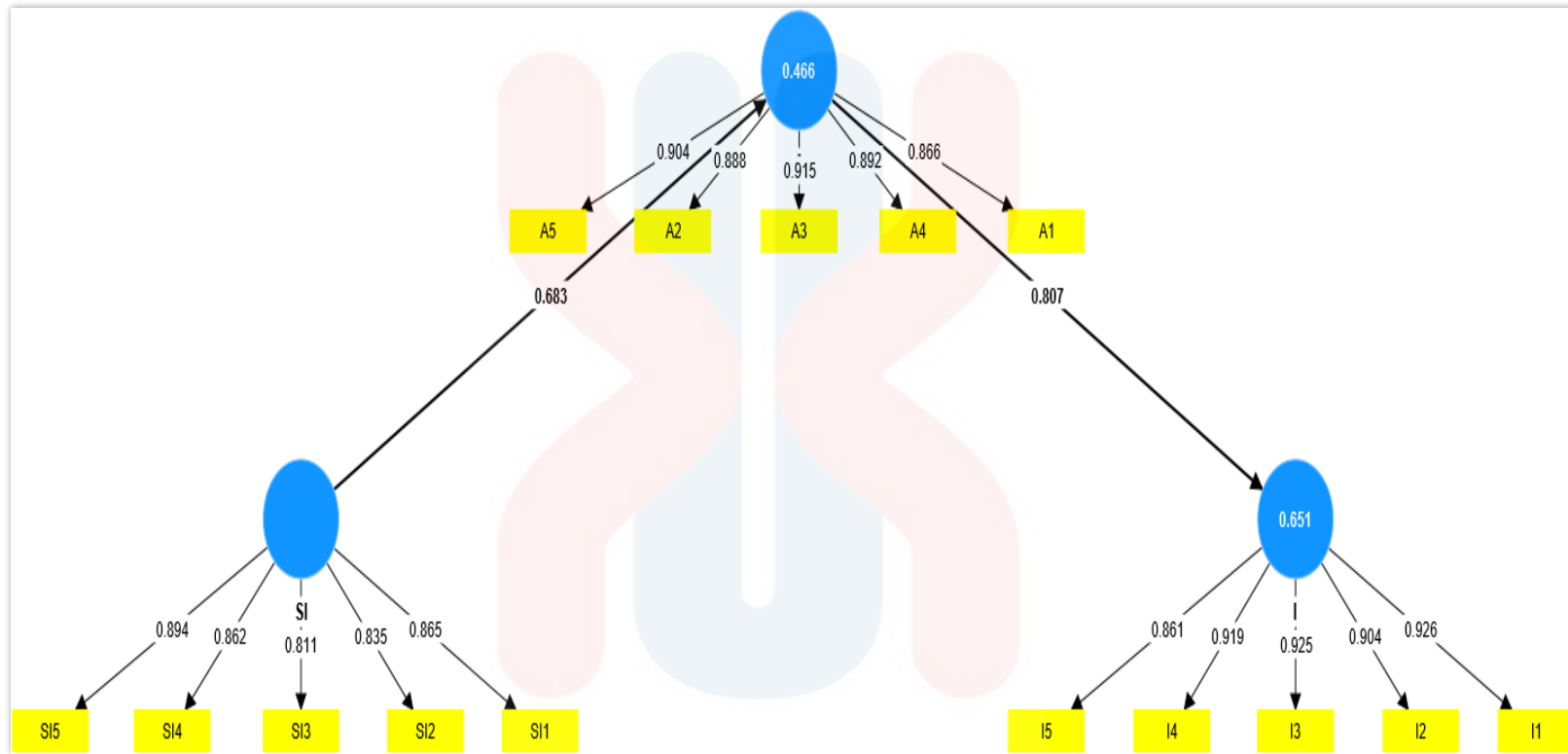
Note: SI= Social Influence

Therefore, five items were analyzed and table 4.23 presents the summary results of the mediation model for social influence. Cronbach's Alpha value obtained is as much as 0.907, where it is more than the target of 0.70, indicating a suitable and satisfactory mediation model where the data and results of the fit index are well achieved. In fact, the mediation model 1 obtained for social influence showed good evidence of convergent validity,

reliability and multidimensional. The average variance extracted (AVE) is 0.729 and the composite reliability (CR) is greater than 0.7 which is considered valid and reliable. It has been shown in table 4.23

Table 4.23: Summarized Results of Mediating Model (Social Influence)

	Loading	Cronbach alpha (α)	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
SI1	0.865	0.907	0.912	0.931	0.729
SI2	0.835				
SI3	0.811				
SI4	0.862				
SI5	0.894				



Note: SI= Social Influence, Attitude=Attitude, I=Intention

Figure 4.9: Mediating Model (Social Influence)

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4.9.2 Mediating Model Two: Environmental Concern

Accordingly, table 4.24 illustrates the items and legend of environmental concern for mediating model 2, where five items were analyzed and the findings revealed. Hence, the mediating model is based on a questionnaire developed from Koenig-Lewis et al. (2014), Dunlap and Jones (2002). The scale mediating model of environmental concern is depicted has been shown below, which includes the construct, indicators, and legends.

Table 4.24: Scale Mediating (Environmental Concern)

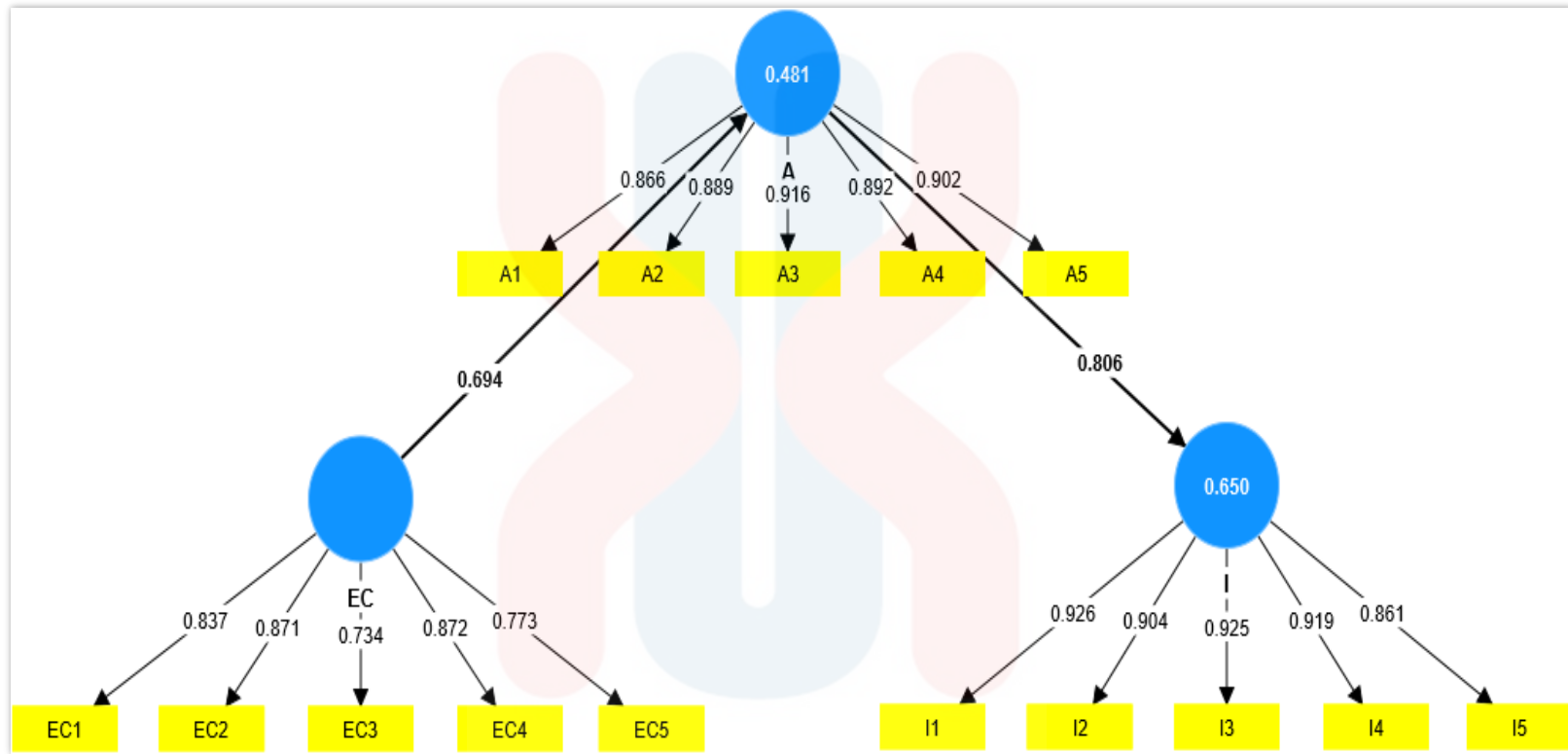
Legend	Items
EC1	I try my best to buy paper and plastic products made from recycled materials.
EC2	When I have a choice between two equal products. I purchase the one less harmful to other people and the environment.
EC3	I think the balance of nature is strong enough to cope with the impacts of modern industrial nations.
EC4	I have high environmental awareness (pick up garbage, reduce the use of plastic bag, etc).
EC5	I think the environmental problems can be solved by using the latest technology.

Note: EC= Environmental Concern

Therefore, five items were analyzed and table 4.25 presents the summary results of the mediation model for environmental concern. The value of Cronbach's Alpha is 0.876, which is above 0.70, which is more than the recommended value for the mediation model to show a satisfactory fit to the data and the results of all fit indices are achieved in a good fit. Indeed, the second mediation model for environmental concern elements demonstrated strong evidence of convergent validity, reliability, and multidimensional. The average variance extracted (AVE) is 0.671 and the composite reliability (CR) is greater than 0.7 which is considered valid and reliable.

Table 4.25: Summarized Results of Mediating Model (Environmental Concern)

	Loading	Cronbach alpha (α)	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
EC1	0.837	0.876	0.879	0.910	0.671
EC2	0.871				
EC3	0.734				
EC4	0.872				
EC5	0.773				



Note: EC= Environmental Concern, A=Attitude, I=Intention

Figure 4.10: Mediating Model (Environmental Concern)

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4.9.3 Mediating Model Three: Willingness to Pay

Mediating model 4.11 executed the willingness to pay as started by Jang et al. (2011); Mamun, n.d. (2018). The Table 4.26 below comprise of the constructs and the items of willingness to pay.

Table 4.26: Scale Mediating (Willingness To Pay)

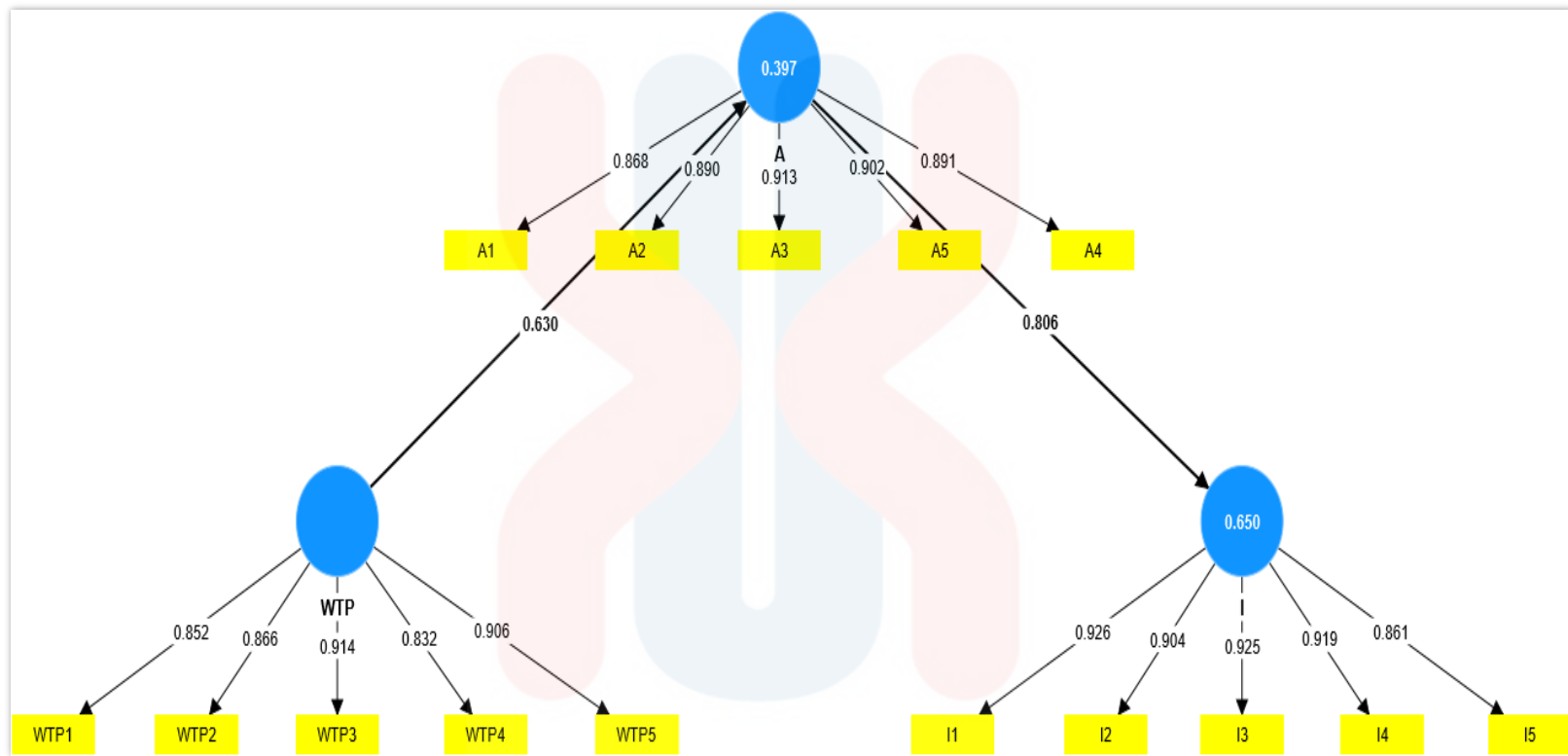
Legend	Items
WTP1	It makes sense for me to pay more for items with environmentally friendly packaging.
WTP2	I feel proud to have environmental friendly packaged products in my house though they are more costly than conventionally packaged products
WTP3	I am willing to spend more money to buy products that contain packaging methods that are less harmful to the environment.
WTP4	I'll pay extra for eco-friendly packaging even if it has a less attractive design.
WTP5	I would accept paying more taxes charge as a consumer to pay for environmentally friendly packaging.

Note: WTP= Willingness To Pay

Based on the table above, five items have been analyzed and this table also presents the results of the formulation of the mediation model for the element of willingness to pay. Cronbach's Alpha value obtained is 0.923 and it is recommended that the mediation model shows a satisfactory fit to the data and the results of all fit indices are achieved in a good fit. In fact, the 3-mediated model for willingness to pay showed good evidence of convergent validity, reliability and multidimensional. The average value of variance extracted (AVE) obtained is 0.765 and the composite reliability (CR) is greater than 0.7 which is considered valid and reliable.

Table 4.27: Summarized Results of Mediating Model (Willingness To Pay)

	Loading	Cronbach alpha (α)	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
WTP1	0.852	0.923	0.927	0.942	0.765
WTP2	0.866				
WTP3	0.914				
WTP4	0.832				
WTP5	0.906				



Note: WTP= Willingness To Pay, A= Attitude, I=Intention

Figure 4.11: Mediating model (willingness to pay)

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4.10 HYPOTHESIS TESTING

Until evaluating the structural model, ensure that correlation between two variables is not an issue. A well-evaluated structural model with collinearity concerns should be evaluated using the VIF check value of all sets of predictor constructs in the structural model (Hair et al., 2017). According to Diamantopoulos and Siguaw, (2006), all VIF values for each sample construct are less than 3.0, as shown in Table 4.11. The current analysis demonstrated that collinearity was not an issue, allowing hypothesis testing to proceed.

The hypothesis of a study can be supported by the beta value being in the direction of the hypothesis, t-value, and p-value. In terms of confidence intervals, which are the lower level (LL) and upper level (UL), they cannot cross or overlap at zero between LL and UL (Hair et al., 2018). In this analysis, a bootstrap approach with 5000 resampling was used, where the findings for direct effects showed that the five hypothesized relationships were supported. Table 4.28 below shows that the first hypothesis, social influence with attitude ($\beta = 0.334$, $t = 5.008$, $LL = 0.473$, $UL = 0.627$, $p < 0.000$). The second hypothesis, environmental concern with attitude ($\beta = 0.400$, $t = 6.266$, $LL = 0.610$, $UL = 0.773$, $p < 0.000$). Next, the third hypothesis, willingness to pay with attitude ($\beta = 0.195$, $t = 3.587$, $LL = 0.429$, $UL = 0.580$, $p < 0.000$). This is followed by the fourth hypothesis, attitude with intention ($\beta = 0.807$, $t = 28.656$, $LL = 0.748$, $UL = 0.859$, $p < 0.000$). Finally, the fifth hypothesis is that all IV items namely social influence, environmental concern, and willingness to pay mediate attitude with intention ($\beta = 0.634$, $t = 18.304$, $LL = 0.567$, $UL = 0.701$, $p < 0.000$). Table 4.28 below shows that the five direct hypotheses developed for the model are significant; then H1, H2, H3, H4 and H5 are accepted and supported.

Table 4.28: Hypothesis Testing

Relationship	Std Beta (β)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Confidence Interval		VIF	Decision
					LL	UL		
H1 SI -> A	0.334	0.067	5.008	0	0.473	0.627	2.882	Supported
H2 EC -> A	0.4	0.064	6.266	0	0.610	0.773	2.824	Supported
H3 WTP -> A	0.195	0.054	3.587	0	0.429	0.580	2.755	Supported
H4 A -> I	0.807	0.028	28.656	0	0.748	0.859	2.760	Supported
H5 IV -> A-> I	0.634	0.035	18.304	0	0.567	0.701	2.960	Supported

Note: UL= Upper Level, LL= Lower Level

4.11 DISCUSSION OF THE FINDING

The study's findings indicate that young Malaysian consumers' intention to purchase eco-friendly packaging is a significant issue.

4.11.1 DO YOUNG CONSUMERS IN MALAYSIA HAVE A COMMITMENT TO BUY ECO-FRIENDLY PACKAGING BECAUSE OF SOCIAL INFLUENCES?

The first research question examines the relationship between social influence and the intention to purchase eco-friendly packaging among young consumers in Malaysia. The discussion of findings in answering the first question is then discussed based on Table 4.9

Table 4.29: Hypothesis and Finding for Research Question 1

No	Research Question	Research Hypothesis	Findings
RQ1	Is there a relationship between social influence and the intention to purchase eco-friendly packaging among young consumers, in the development of the logistics industry in Malaysia.	H1 Social Influence have a positive relationship with the intention to purchase eco-friendly packaging among young consumers.	Supported

This study aims to learn more about the real relationship between young consumers' desire to purchase eco-friendly packaging and the growth of Malaysia's logistics sector. According to the study's findings, young Malaysians' willingness to purchase eco-friendly packaging is influenced by their social influence. In the development of the logistics industry in Malaysia, previous studies indicate that social influence has a significant impact on the relationship between intention and consumer attitudes toward purchasing eco-friendly packaging among young consumers. H1 was therefore approved.

The findings of a study carried out by van Birgelen et al., (2009) provide empirical evidence that young consumers' intentions to purchase eco-friendly packaging are positively

influenced by social influence. Similar to other Western studies, in the context of non-western countries, especially among Malaysians in purchasing eco-friendly packaging, this study also confirms the same findings, and contributes to the significant application of the TAM and TRA theory.

Likewise, the more positive a person's social influence on a product or item, the stronger the intention to engage in that behavior (Irianto, 2015). In conclusion, this study shows that the generalization of the TAM and TRA theory in predicting social influence on the intention to buy environmentally friendly packaging among young consumers, in the development of the logistics industry in Malaysia can also be seen through the influence of attitudes.

4.11.2 DO YOUNG CONSUMERS IN MALAYSIA INFLUENCED BY ENVIRONMENTAL CONCERN INTEND TO BUY EO-FRIENDLY PACKAGING?

The purpose of the second research question was to investigate the connection between young consumers' intentions to purchase eco-friendly packaging and environmental concerns in Malaysia's logistics industry development. Table 4.30 serves as the basis for the discussion of the findings in response to the second research question.

Table 4.30: Hypothesis and Finding for Research Question 2

No	Research Question	Research Hypothesis	Findings
RQ2	Is there a relationship between environmental concerns and the intention to purchase eco-friendly packaging among young consumers, in the development of the logistics industry in Malaysia.	H2 Environmental concern have a positive relationship with the intention to purchase eco-friendly packaging among young consumers.	Supported

This study aims to determine the true relationship between young Malaysian consumers' desire to purchase eco-friendly packaging and environmental concerns in the

logistics sector's growth. RQ2 was also confirmed after H2 was confirmed. The findings are in line with those of previous researchers. Customers' pro-environmental purchasing decisions are influenced by their environmental concerns, according to Pickett-Baker and Ozaki (2008). This finding is in line with previous research, which found that young Malaysian consumers' desire to purchase eco-friendly packaging and environmental concerns were linked to healthy behavior.

At the earliest stages of development, perceived behavioral control must be implemented in order to increase the percentage of young Malaysian consumers who purchase eco-friendly packaging. As a result, it may alter their perception of eco-friendly goods. The numerous advantages of eco-friendly packaging are unknown to many young consumers. As a result, young adults should make plans to understand the benefits of eco-friendly packaging.

4.11.3 DO YOUNG CONSUMER IN MALAYSIA INFLUENCED BY WILLINGNESS TO PAY INTEND TO BUY ECO-FRIENDLY PACKAGING?

The purpose of the third research question was to investigate the connection between young consumers' willingness to pay and their intention to use eco-friendly packaging in the development of the logistics industry in Malaysia. Table 4.31 serves as the basis for the discussion of the findings in response to the third question.

Table 4.31: Hypothesis and Finding for Research Question 3

No	Research Question	Research Hypothesis	Findings
RQ3	Is there a relationship between the willingness to pay and the intention to purchase eco-friendly packaging among young consumers, in the development of the logistics industry in Malaysia.	H3 Willingness to pay have a positive relationship with the intention to purchase eco-friendly packaging among young consumers.	Supported

This study aims to better comprehend the connection between young consumers' willingness to pay and their intention to purchase eco-friendly packaging in Malaysia's growing logistics sector. This result is in line with previous research, which demonstrated that actual behavior has an effect of behavioral intention, particularly when it comes to green consumption. Young customers' primary consideration when making a purchase decision is price (Benedetto et al., 2014). H3 was nevertheless supported.

Nasir and Karakaya (2014a, 2014b) state that green products are frequently perceived as being more expensive than conventional ones. It has been determined that green consumption is hindered by the high cost of goods. However, a consumer's level of willingness to purchase will be affected by their awareness of the significance of purchasing eco-friendly packaging. The majority of pertinent research from various studies has demonstrated that intention to purchase eco-friendly packaging is correlated with willingness to pay. This circumstance is crucial for providing high-quality services and introducing young people to healthy living.

4.11.4 DOES ATTITUDE INFLUENCE THE INTENT OF YOUNG MALAYSIAN CONSUMER TO PURCHASE ECO-FRIENDLY PACKAGING?

The purpose of the fourth research hypothesis was to investigate the connection between young consumers' attitudes and intentions regarding eco-friendly packaging in the context of Malaysia's expanding logistics sector. Table 4.32 serves as the basis for the discussion of the findings in response to the fourth research question.

Table 4.32: Hypothesis 4 and Finding

No	Research Question	Research Hypothesis	Findings
RQ4	Is there a relationship between the attitude and the intention to purchase eco-friendly packaging among young consumers.	H4 Attitude have a positive relationship with the intention to purchase eco-friendly packaging among young consumers.	Supported

The reason for this study is to acquire better information about the experimental degree of mentality between the goal to buy harmless to the ecosystem bundling among youthful customers, in the improvement of the coordinated operations industry in Malaysia. The discoveries of this study show the significance of mindfulness in demeanor towards the craving to purchase harmless to the ecosystem bundling among youthful buyers in Malaysia. Since H4 has been endorsed. It uncovered that mentalities affect the connection between goal to buy harmless to the ecosystem bundling among youthful customers.

According to Prakash and Pathak (2017), it was found that altruistic and egoistic values encourage consumer attitudes to play a significant role in influencing purchase intention, even if the frequency and morality of other determinants are taken into account. This has a significant relationship with young consumers' intention to purchase eco-friendly packing materials by Wang, Pacho, Liu, and Kajungiro (2019) discovered that health awareness motivates young consumers to always maintain their health and quality of life as a result of their awareness and concern for their well-being. High health awareness means increased awareness and concern about health. Health awareness encourages young consumers to have a positive attitude towards purchasing environmentally friendly packaging among young consumers.

4.11.5 DO YOUNG MALAYSIAN CONSUMER INTENTION TO PURCHASE ECO-FRIENDLY PACKAGING HAVE A RELATIONSHIP WITH SOCIAL INFLUENCE, ENVIRONMENTAL CONCERN, WILLINGNESS TO PAY AND ATTITUDE MEDIATION?

The fifth research hypothesis was created to look into the relationship between social influence, environmental concern, willingness, and the mediating effect of attitude on the intention to purchase environmentally friendly packaging. Table 4.33 is used to guide the discussion of the findings in answering the fifth research question.

Table 4.33: Hypothesis 5 and Finding

No	Research Question	Research Hypothesis	Findings
RQ5	Is there a relationship between the social influence, environmental concern, willingness and mediating effect of attitude towards intention to purchase eco-friendly packaging.	H5 There is have a positive relationship between social influence, environmental concern, willingness and mediating effect of attitude towards intention to purchase eco-friendly packaging.	Supported

The reason for this study is to examine the degree of the genuine connection between friendly impact, natural concern, ability and the intervening impact of disposition on the expectation to buy harmless to the ecosystem bundling. H5 was upheld. This outcome is likewise in accordance with past specialists and researchers who stressed that individual show, demeanor, natural concern, and eagerness to pay all essentially affect buy goal towards harmless to the ecosystem bundling (Prakash and Pathak, 2017). Strikingly, a concentrate on the significance of social effect on green bundling found that individuals' longing for green bundling shifts (Rokka and Uusitalo, 2008). Besides, natural worries can likewise decide an individual's mentality and will prompt better expectations.

The higher the degree of mindfulness, the more beneficial outcome on the connection between ecological concern and expectation for social impact, natural concern, readiness and the intervening impact of disposition on the aim to purchase harmless to the ecosystem bundling, which is reliable with this review, where it fundamentally affects on youthful customers who practice sound ways of life. The utilization of harmless to the ecosystem bundling can assist with decreasing natural effect.

4.12 OVERAL CONCLUSION OF THE STUDY

This chapter provides the questionnaire findings and data analysis outcomes. It will explain how the data is acquired and the best method to apply to attain the best outcomes. The data gathered in this study are to determine the factors that drive young Malaysian consumers to choose eco-friendly packaging, with 353 participants in this research.

Following data collection, the findings will be processed and presented in table form for a more clear and understandable display. The findings will be assessed based on the data, and some solutions and recommendations will be presented. The next chapter delves more into the study's results and their implications. The next chapter examines the research's flaws, study suggestions, and findings.

CHAPTER 5: CONCLUSION

5.0 INTRODUCTION

The chapter seeks to outline the research's significant contribution. This study focuses on the factors that impact young consumers' intentions to purchase eco-friendly packaging. This study also determined the link between independent factors, mediating variables, and dependent variables. Furthermore, this chapter presents the findings pertaining to the study questions that are constructive, for future verification and application by practitioners of eco-friendly packaging among young consumers. In terms of future research, this is valuable and practical, as well as a discussion of the research's limitations.



5.1 RESEARCH QUESTION ADDRESSED

Consumer behaviour is evolving, and customers are becoming more interested in package details. Packaging is more than just a basic carton, box, or plastic wrap; it is a process that assures the safe, cost-effective, and efficient storage, distribution, and handling of products from the point of manufacture to the point of consumption. As customers become more conscious of environmental changes and the influence of their purchasing habits on the environment, they have begun to prioritize ecological packaging in order to maintain the environment and quality of life. However, it is critical to determine the factors that impact young consumers' intentions to purchase eco-friendly packaging, and hence the findings of this study are addressed as follows, beginning with research questions.

5.1.1 Research Question One:

Is there a relationship between social influence and the intention to buy eco-friendly packaging among young consumers, in the development of the logistics industry in Malaysia.

Intentional and inadvertent efforts to modify another person's beliefs, attitudes, or behaviour are examples of social influence. Indeed, social influence is critical, as the study's findings examine the factors that impact the desire to purchase eco-friendly packaging. According to (Biswas and Roy, 2015), societal pressure may persuade consumers to select environmentally friendly things. People, however, are still unfamiliar with the notion of eco-friendly packaging. Malaysian consumers, however, have a different grasp of the notion of being green than customers in Western countries. Going green indicates that a person's purchasing habits and behaviours are less destructive to the environment and generate less pollution. However, Malaysians perceive green products as 'high-priced innovative products,' and believe that this sort of product is only targeted at high-income consumers. According to the findings of this study, social influence has a high association with the desire to buy eco-friendly packaging.

5.1.2 Research Question Two:

Is there a relationship between environmental concerns and the intention to buy eco-friendly packaging among young consumers, in the development of the logistics industry in Malaysia.

To investigate the relationship between environmental concerns and young customers' propensity to buy eco-friendly packaging. Environmental concern is characterised as people's awareness of environmental issues, support for activities to address such issues, and willingness to personally contribute to their resolution (Dunlap and Michelson, 2002; Bickart and Ruth, 2012). Furthermore, environmental concern is usually considered as a prerequisite for comprehending green customer behaviour (Heo & Muralidharan, 2019). When customers become aware of the environmental effects of their shopping habits, they feel a strong sense of responsibility, which may influence their decision to purchase green things. As a result, a customer's concern for the environment will naturally shift their purchasing decisions toward ecologically friendly solutions (Wang and Wu, 2016). According to Sofres (2008), a poll on environmental friendliness done in 2008, just 8% of Malaysians have modified their views in ways that assist the environment. According to the findings of this study, environmental concerns have a substantial association with the desire to buy eco-friendly packaging.

5.1.3 Research Question Three:

Is there a relationship between the willingness to pay and the intention to buy eco-friendly packaging among young consumers, in the development of the logistics industry in Malaysia.

When customers become aware of the environmental effects of their shopping habits, they feel a strong sense of responsibility, which may influence their decision to purchase green things. As a result, a customer's concern for the environment will naturally shift their purchasing decisions toward ecologically friendly solutions (Wang and Wu, 2016). According to Sofres (2008), a poll on environmental friendliness done in 2008, just 8% of Malaysians have modified their views in ways that assist the environment. According to the

findings of this study, environmental concerns have a substantial association with the desire to buy eco-friendly packaging. Customers' desire to pay and their intention to buy are positively correlated, suggesting that they are willing to pay more for packaging that is environmentally friendly. Rashid claims that despite this, Malaysians are gradually shifting their purchasing habits and intentions toward goods with green packaging owing to the country's rising pollution levels (2009).

5.1.4 Research Question Four:

Is there a relationship between attitude and the intention to buy eco-friendly packaging among young consumer, in the development of the logistics industry in Malaysia.

To explore the relationship between young consumers' attitudes and intentions to purchase eco-friendly packaging. Attitude is a psychological trait shown by evaluating a certain thing in light of some positive or negative qualities (Eagly & Chaiken, 1995). Consumer attitudes toward green products or services can have a significant role in favourable buying choices. The interaction between customers who have a positive attitude toward green products (including green packaging) and high market skills with high product availability will result in a favourable attitude toward purchasing behaviour, which will lead to the purchase of green products. higher (Ahmad and Judi, 2010). (Ahmad and Judi, 2010). The overall attitude of customers toward particular items, according to TPB, might also impact product purchase intentions. Attitude is commonly seen as a component that has a direct impact on behavioural intention. In reality, an increasing number of people who care about the environment and believe they are ecologically responsible purchase eco friendly items.

5.1.5 Research Question Five:

Is there a relationship between the social influence, environmental concern, willingness to pay and mediating effect of attitude towards intention to buy eco-friendly packaging.

The purpose of this study topic is to look at the relationship between social influence, environmental concern, willingness to pay, and the mediating impact of attitude toward intention to buy eco-friendly packaging. Personal preferences, attitudes, environmental

concerns, and willingness to pay all have a significant influence on purchase intentions for eco-friendly packaging (Prakash and Pathak, 2017). According to the study's findings, social influence, environmental concern, willingness to pay, and the mediating impact of attitude have a strong relationship with the desire to purchase eco-friendly packaging.

5.2 KEY FINDING AND DISCUSSION

According to the (Nguyen et al., 2020), the development of eco-friendly packaging has great potential to contribute to sustainable development. This study was conducted to identify the factor that influences the intention to buy eco-friendly packaging among young consumers on the development of the logistic industry in Malaysia. There are several variables that include in this study, consists of dependent variable (social influence, environmental concern and willingness to pay), mediating variable (attitude) and dependent variable (intention). Data collection method was selected by the researcher which use primary data and secondary data. The primary data was used by the researcher to obtain information from the respondents by conduct questionnaire through the distributed of a google form. Other than that, secondary data used by the researcher is review related journals, articles and also previous studies from the library and also online reference materials.

In this study, the respondents who were involved in answering the questionnaire distributed by the researcher were a total of 353. The data obtained from the respondent will be analyzed using several software which is Statistical Package for the Social Science (SPSS) version 26 and Partial Least Square Structural Equation Modelling (PLS-SEM). According (Purwanto & Sudargini, 2021), PLS-SEM is a software that is widely used in various social science including marketing management, operation management, human resources management and so on. The data analysis that was run by the researcher through SPSS and PLS-SEM were frequency analysis for demographic profile of respondents, descriptive analysis, normality test, reliability test, exploratory factor analysis and confirmatory factor analysis, structural model evaluation and hypothesis testing. The response that have been collected by the researcher will scaled by using 5 scale. The result of the data analysis was stated in the chapter 4.

Before conduct the real survey and doing data analysis for the entire data, a pre-test study which is run reliability test that used Cronbach's Alpha Coefficient was conducted first to detect any confusion, ambiguities and other difficulties that respondents may have with the instrument items (Sürücü & MASLAKÇI, 2020). According (In, 2017), pre-test are important thing that need to do by the researcher to improve quality of efficiency of the main study. By conducted the pre-test, the questionnaire was distributed to the 30 respondents via

google form that focused to the young consumer in Malaysia. The pre-test study has been conducted by the researcher in the Chapter 3 and the result of reliability test of the derived factor can be shown on the table 3.1. The result of the reliability test recorded good and excellent level which means all the questionnaire in this research study is reliable. Based on this research, there are five objectives that need to be achieved. This research objective is tested in Chapter 4 which aims to show the strength of the relationship between the variable.

H1: There is a significant relationship between social influence and attitude.

This hypothesis was conducted by the researcher in chapter 4. The researcher conducted the hypothesis testing and there is a significant relationship between social influence and attitude. According to the table 4.6 shows that the result of the hypothesis testing between social influence and attitude ($\beta = 0.334$, $t = 5.008$, $LL = 0.0473$, $UL = 0.627$, $p < 0.000$). The result stated indicates p-value recorded 0, which mean the smaller the p-value, the more statistically significant.

Nowadays, consumers are increasingly concerned about the environment consequences of packaging by (Hashim et al., 2018). Social influence plays an important role in influence the young consumer to purchase the eco-friendly packaging. This factor is greatly correlated to the attitude of the consumer. The contents that share in the online social network that related to the eco-friendly packaging will easily influence the consumer to purchase the eco-friendly packaging if the consumer has a positive attitude toward the environment. Social influence that promotes the use of eco-friendly packaging will affect consumer attitude to be more concern for the environment.

H2: There is a significant relationship between environmental concern and attitude.

The resulted of this hypothesis indicates ($\beta = 0.400$, $t = 6.266$, $LL = 0.610$, $UL = 0.773$, $p < 0.000$). The relationship between environmental concern and attitude is very strong and significant because the p-value has resulted less than 0.05.

According (Prakash & Pathak, 2017), environmental concern refer to the consumer that have awareness toward environmental protection by giving personal support and cooperation to protect and solve environmental problems that occur. Environmental concern refers to the consumer belief, emotions and concern toward environmental (Lestari et al.,

2020). The consumer that has the strong environmental concern will have an attitude of aware for the environment and more likely to purchase green products. Consumer will always use products that do not harm the environment by used the recycled products and replacing conventional packaging to the eco-friendly packaging if they have a high awareness of the environment protection. These consumers will be more likely to purchase eco-friendly packaging because a concern attitude toward environmental protection.

H3: There is a significant relationship between willingness to pay and attitude.

The third hypothesis that analyzed by the researcher has resulted ($\beta = 0.195$, $t = 3.587$, $LL = 0.0429$, $UL = 0.580$, $p < 0.000$). The resulted clearly shows, willingness to pay has strongly significant to the attitude. This resulted can be supported in this study because the p-value recorded less than 0.05

The attitude of consumer who want the practicality of eco-friendly packaging such as convenience, reusability and protection ability have strong relationship with willingness to pay and attitude where the consumer are willing to spend more and large amount of money for a eco-friendly packaging product that gives them satisfaction. According (Prakash & Pathak, 2017), the high price of the product has been considered as an obstacles to the use and purchasing of eco-friendly packaging, but the positive attitude towards the environment, consumer are willing to pay in large amount. Other than that, consumer that are not “price sensitive” will also be more inclined to purchased eco-friendly packaging because it reflects their attitudes toward the environment.

H4: There is a significant relationship between attitude and the intention to purchase eco-friendly packaging among young consumer in Malaysia.

The resulted obtained by the researcher based on the relationship between attitude and intention to purchase eco-friendly packaging is ($\beta = 0.807$, $t = 28.656$, $LL = 0.748$, $UL = 0.859$, $p < 0.000$). The strong and significant positive with this variable can be supported in this research study.

The positive attitude of consumer towards environmental protection impact on his intention to purchase eco-friendly packaging. This is because consumer want to have a morally with implemented the environmental protection by purchase the eco-friendly

packaging. According (Prakash & Pathak, 2017) and (Nguyen et al., 2020), consumer with a more positive attitude toward eco-friendly packaging, they will have a higher intention to buy it.

H5: There is a significant relationship between social influence, environmental concern, willingness to pay and attitude toward intention to purchase eco-friendly packaging.

The last hypothesis that run by the researcher to study the relationship between all IV items namely social influence, environmental concern, and willingness to pay, mediate attitude with intention. The resulted indicate ($\beta = 0.634$, $t = 18.304$, $LL = 0.567$, $UL = 0.701$, $p < 0.000$).

Social influence, environmental concern, willingness to pay and attitude has a strongly relationship towards intention to purchase eco-friendly packaging because consumer belief by buying eco-friendly packaging will encourage them to participated and involve them in the environment protection. Other than that, this refer to the lifestyle of the consumer for fulfillment of personal satisfaction toward the environment protection. Not only that, this reflects their attitude in having high moral values which is aware about the environment protection.

5.3 IMPLICATION OF THE STUDY

The factor that influence the intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia is the topic chosen by the researcher to conduct the study. This study has many implications which can contribute in the academic field and also as an additional source of reference by the researcher in doing future research. Implication in this research study has three which are theoretical implication, practical implication and managerial implication.

5.3.1 Theoretical Implication

Other than that, the implication of this research study is to be able to add as references sources for the future research. This study measures the intention of young consumers in buying eco-friendly packaging that are influenced by the several factors such as social influences, environmental concern, willingness to pay and attitude. The researcher has conducted an analysis and found that all these factors have a positive significant toward intention to purchase eco-friendly packaging. In the Malaysian context, studies about eco-friendly packaging are very lacking and insufficient sources. So, by conducting this study, it will help academics get the latest information related to the purchase intention of eco-friendly packaging among young consumer. The finding of this study also expected to enrich theoretical studies about eco-friendly packaging. This study can be an addition to articles or journals and also can be used by academics to conduct the research studies in the future especially doing research to measure consumer intentions towards eco-friendly packaging.

There are several implications of this research study which is improving the knowledge and awareness of using eco-friendly packaging among consumers. The finding of this research suggested that, social influence is very significantly to the intention to buy eco-friendly packaging thus it can increase the knowledge and awareness of the consumer about the importance of prioritizing the use of eco-friendly packaging in daily life. This kind of knowledge and awareness is very important to be shared and exposed so can educate especially young consumer to take care of environmental. Consumer who are exposed to the knowledge of eco-friendly packaging through the social media platform, newspaper and so on will encourage themselves to use and buy it for the benefit of the environment. Demand

of eco-friendly packaging will improve the environment sustainability. The findings of this study also show how important eco-friendly packaging is to the environment and also to development of the logistic industry in Malaysia

5.3.2 Practical Implication

The practical implication of this research study is suggested to the development of the logistic industry in Malaysia. Packaging is one of the logistic activities that can support and encourage improvement and innovation in sustainable supply chain management. Based on this study, the development of eco-friendly packaging is to enable packaging to be recycled and reused. This can ensure the development of the logistic industry is more sustainable where this packaging saves more time, money and also maintain environmental sustainability. Industry players, especially the logistic industry need to be innovative in doing eco-friendly packaging technology that can lead to the sustainable development of eco-friendly packaging by taking into account several factors found in this study as an objective to achieve the development of sustainable logistics. This encourage a reduction in the need for new materials which reduces the environmental impact.

The practical implication of this research study is help marketers formulate marketing strategies for eco-friendly packaging products to be more attracting and effective to consumers. This study is aimed to analyze the factor which is social influence, environmental concern, willingness to pay, attitude toward the intention to buy eco-friendly packaging among young consumer and measure the young consumer`s intention to purchase eco-friendly packaging. These finding suggest that, by influencing the consumer`s intention, marketer will easily influence consumer to buy a product. This will help marketer to formulate marketing strategies such as do sales promotion, offer better quality and so on in the sales activities of eco-friendly packaging products. Marketers can use this study as a reference to attract consumer in using and buying green packaging products.

5.3.3 Managerial Implication

The managerial implication of this research study is able to understand consumer behavior toward eco-friendly packaging. The factor of social influence, environmental

concern and willingness to pay have a positive significant toward intention to purchase eco-friendly packaging among young consumer. These finding suggest that, consumer will be influenced by several factor such as social influence, environmental concern and willingness to pay for the intention to buy eco-friendly packaging. Not only that, this finding shows, that consumer are willing to pay this eco-friendly packaging despite the high price and also very satisfied with using eco-friendly packaging because it is more accessible and has better quality than conventional plastic. The use of eco-friendly packaging plays an important role in environment protection and also in the development of a sustainable logistic industry. By looking at consumer`s behavior in this study, logistics industry players who produce packaging products can focus on producing eco-friendly packaging that offer the affordable price and also can improve the quality of packaging because this is the key to attract consumer to buy eco-friendly packaging compared to conventional packaging. In this way, consumer will achieve a high level of loyalty, where they will make repeated purchase thus influencing others to use this packaging.

5.4 LIMITATION OF THE STUDY

In a research study, limitation is a common thing that may happen and the researcher will not be exempt from facing it. In conducting this research study, there are several limitations faced by the researcher such as the scope of the study limited to a specific population, sample size that cannot be illustrated with a properly total population, lack of knowledge about eco-friendly packaging and the limited number of relevant information sources.

The first limitation faced by the researcher is the scope of the study limited to a specific population. The title chosen by the researcher is “The factor that influence the intention to buy eco-friendly packaging among young consumer on the development of the logistic industry in Malaysia” only focused to study on this population which is young consumer. Based on this study, the target population chosen by the researcher is young consumer in Malaysia consisting of the age group of 15 to 24 years old. This is a limitation to the research study because this study only examines the factor that influence the intention to buy eco-friendly packaging limit on this age. The researcher was unable to find out the response to this study from the entire population in Malaysia. This causes, the researcher will only be able to evaluate feedback from the Malaysian population but only limited to this target population which is young consumer which consists of 15 to 24 age group. This causes the researcher to not be able to find out and obtain information about the feedback towards the intention to buy eco-friendly packaging from all age groups found in Malaysia.

Besides that, limitations faced by the researcher are sample size that cannot be illustrated with a properly total population. The total population of young consumer in Malaysia which recorded the value of millions of people, this caused the researcher to not be able to illustrated the response from young consumer with properly total population. The sample size obtained by the researcher in conducting a study on the intention to buy eco-friendly packaging among young consumer in Malaysia is three hundred and fifty-three (353). This clearly shows that this number of sample sizes cannot be illustrated with a properly total population of young consumer in Malaysia. The findings of this study only examine a small number of young consumers in Malaysia.

Furthermore, limitations faced by the researcher in conducting this research is lack of knowledge about eco-friendly packaging. This refer to the respondent who lack of knowledge about eco-friendly packaging. Respondents that consists from the group of age 15 to 24 years old which mean young consumer, some of the respondent do not have knowledge about the eco-friendly packaging. For instance, they are not enough knowledge about eco-friendly packaging causing them to simply and random answers when answering the questionnaire in the distributed google form. Respondents who are young consumers, so some of them are not exposed to the knowledge about the use of eco-friendly packaging. This causes the researcher to get results from the data analysis that is not valid because respondent do not understand what is being asked and presented in the google form.

Last but not least, limitations faced by the researcher in conducting this research study is the limited number of relevant information sources. In Malaysia, there are no sufficient number of journal and article related to the study of the use of eco-friendly packaging. The researcher who conducted this study, often refer to journal or article related to eco-friendly packaging from foreign countries. Information related to eco-friendly packaging according to the population context in Malaysia is not sufficient. This makes it difficult for researcher to conduct research on eco-friendly packaging because of the limited information sources.

5.5 RECOMMENDATION FOR FUTURE RESEARCH

Although limitations exist in all forms and areas of research, these projects often provide new discoveries, which generate interest in using or purchasing environmentally friendly packaging. In consideration of the research conducted in this study, the following sections provide opportunities for further research to be conducted in this area. Most of the respondents in this study are Malaysians living in Peninsular Malaysia aged between 15 and 24. Future research should also include young non-adult users over the age of 25. This will also help in comparing the sample studied based on the intention to buy environmentally friendly packaging that is about social influence, environmental concern, willingness to buy using mediation that is the attitude that will lead to awareness in the importance of using environmentally friendly products.

Therefore, future research can extend the work of this study by using other study designs, such as experimental studies with interventions to examine the causal relationship between predictors and burnout. This type of study design is important to conclude the hypothesis being tested. Also, future research is recommended to test marker variables to avoid common method bias from self-reported measurements. Future studies can use multiple informants to increase the validity of study findings as well. Future studies are also recommended to test for marker variables to avoid common method bias from self-reported measurements. Future studies can use multiple informants to increase the validity of study findings as well. In addition, future studies can examine the intention to purchase environmentally friendly packaging among adults in Malaysia as a suggestion for future research, the analysis of these two components and their intention to purchase environmentally friendly packaging is valuable, as it will offer more.

Finally, the addition of factors that influence the intention to purchase environmentally friendly packaging such as individual negative thoughts or the personality of young adults should be studied, especially to investigate attitudes towards the intention to purchase environmentally friendly packaging. Therefore, future work should examine whether adding other factors related to the intention to purchase eco-friendly packaging will increase young consumers' interest in eco-friendly products and further improve the extended model of the research framework.

5.6 OVERAL CONCLUSION OF THE STUDY

The scope of this study includes intention to purchase environmentally friendly packaging among young consumers in Malaysia. The SEM-PLS method was also used to examine the statistical significance of the results. Our analysis has shown that TAM and TRA can provide a strong theoretical platform to explain the independent variables and outcomes of intention to purchase eco-friendly packaging among young consumers in Malaysia.

Furthermore, the main objective and intention of this study is to provide a better understanding of the intention to purchase environmentally friendly packaging among young consumers in Malaysia. In achieving this objective, this study proposes and validates a model consisting of social influence, environmental concern, willingness to pay and the mediation of attitude.

The proposed model formulated in this study provides valuable findings, such as social influence, found to be positively significant to the intention to purchase environmentally friendly packaging, and likewise, perceived environmental concern was found to be positively significant to the intention. Meanwhile, willingness to pay was also found to be positively significant to intention. However, attitude was also found to be positively significant to intention. Overall, the findings showed high statistical significance for most of the tested hypotheses. Based on the statistical results of this study, it is concluded that this study model provides better predictive power than the baseline model.

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APPENDIX A- DRAFT OF QUESTIONNAIRE

THE FACTOR THAT INFLUENCES THE INTENTION TO BUY ECO-FRIENDLY PACKAGING AMONG YOUNG CONSUMERS ON THE DEVELOPMENT OF THE LOGISTIC INDUSTRY IN MALAYSIA

Dear respondents:

We are final year students of Bachelor of Entrepreneurship (Logistic and Business Distribution) with Honours from Faculty of Entrepreneurship and Business, University Malaysia Kelantan. We are conducting a study on the title “**THE FACTOR THAT INFLUENCES THE INTENTION TO BUY ECO-FRIENDLY PACKAGING AMONG YOUNG CONSUMER ON THE DEVELOPMENT OF THE LOGISTIC INDUSTRY IN MALAYSIA**” Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your personal information will be strictly confidential. The data collected are only used for the purpose of academic research.

Your kind participation to this study is greatly appreciated. Kindly provide your valuable responses to all the statement listed in this questionnaire. all response will be kept **CONFIDENTIAL**. There are no correct or incorrect responses to the statement. For further details please contact:

1.NUR ANTASHA BINTI ALIAS (A19A0529)

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Thank you very much for your feedback and cooperation.

SECTION A – RESPONDENT’S BACKGROUND INFORMATION

BAHAGIAN A – MAKLUMAT LATAR BELAKANG RESPONDEN

Please answer each of the following questions by TICKING an appropriate answer.

Sila TANDAKAN jawapan yang sesuai bagi setiap soalan berikut.

1. Gender/ *Jantina*

- Male/ *Lelaki*
- Female/ *Perempuan*

2. Age/ *Umur*

- 15 - 17 Years/ *Tahun*
- 18 - 20 Years/ *Tahun*
- 21 - 24 Years/ *Tahun*

3. Race/ *Bangsa*

- Malay/ *Melayu*
- Chinese/ *Cina*
- Indian/ *India*
- Others (please specify)/ *Lain-lain (sila nyatakan)*

4. Marital Status/ *Status Perkahwinan*

- Single/ *Bujang*
- Married/ *Berkahwin*
- Others (please specify)/ *Lain-lain (sila nyatakan)*

5. Highest Education/ *Tahap Pendidikan*

- SPM/ *SPM*
- STPM/ *STPM*
- Diploma / *Diploma*
- Degree/ *Sarjana Muda*

6. Occupation/ *Pekerjaan*

- Student/ *Pelajar*
- Employed/ *Bekerja*
- Self-employed/ *Bekerja Sendiri*
- Unemployed/ *Tidak Bekerja*



SECTION B: FACTORS INFLUENCING BUYING ECO-FRIENDLY PACKAGING AMONG YOUNG CONSUMERS.

BAHAGIAN B: FAKTOR-FAKTOR YANG MEMPENGARUHI PEMBELIAN PEMBUNGKUSAN MESRA ALAM DALAM KALANGAN PENGGUNA MUDA.

Please indicate your level of agreement with each of the statements below:

Sila nyatakan tahap persetujuan anda bagi setiap pernyataan berikut:

1	2	3	4	5
Strongly Disagree <i>Sangat tidak Setuju</i>	Disagree <i>Tidak Setuju</i>	Neither agree nor disagree <i>Berkecuali</i>	Agree <i>Setuju</i>	Strongly Agree <i>Sangat Setuju</i>

SOCIAL INFLUENCE							
NO	QUESTION	1	2	3	4	5	Delcea, n.d. (2019) Social Influence
1	If my friends in social media promote some eco-friendly products, it is very likely to start buying them. / <i>Jika rakan saya dalam media sosial mempromosikan beberapa produk mesra alam, kemungkinan besar saya akan mula membelinya.</i>						
2	I often read posts written by my friends in online social networks related to eco-friendly products. / <i>Saya sering membaca posting yang ditulis oleh rakan saya dalam talian menerusi sosial media yang berkaitan dengan produk mesra alam.</i>						
3	I often share information related to eco-friendly products on online social media. / <i>Saya sering berkongsi maklumat berkaitan produk mesra alam menerusi laman media sosial.</i>						
4	I think that I can change my negative attitudes and thus, I engage myself in public topics on online social media related to environment protection and eco-friendly products. / <i>Saya fikir saya boleh mengubah sikap negatif saya dengan melibatkan diri dalam topik umum di media sosial yang berkaitan dengan perlindungan alam sekitar dan produk mesra alam.</i>						
5	I am interested in discussing with the persons in online social media about the benefits of the eco-friendly products and upon these discussions, I decide whether to buy the products or not. / <i>Saya berminat untuk berbincang dengan orang ramai dalam media sosial dalam talian tentang faedah produk mesra alam dan selepas perbincangan ini, saya memutuskan sama ada untuk membeli produk tersebut atau tidak.</i>						

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ENVIRONMENTAL CONCERN								
NO	QUESTION	1	2	3	4	5	Koenig-Lewis et al. (2014), Dunlap and Jones (2002) Environmental concern	
1	.I try my best to buy paper and plastic products made from recycled materials. / <i>Saya mencuba sebaik mungkin untuk membeli produk kertas dan plastik yang diperbuat daripada bahan kitar semula.</i>							
2	When I have a choice between two equal products. I purchase the one less harmful to other people and the environment. / <i>Apabila saya mempunyai pilihan antara dua produk yang sama. Saya membeli yang kurang berbahaya kepada orang lain dan alam sekitar.</i>							
3	I think the balance of nature is strong enough to cope with the impacts of modern industrial nations. / <i>saya berfikir bahawa keseimbangan alam semula jadi cukup kuat untuk menghadapi kesan negara perindustrian moden.</i>							
4	I have high environmental awareness (pick up garbage, reduce the use of plastic bag, etc). / <i>Saya mempunyai kesedaran alam sekitar yang tinggi (mengutip sampah, mengurangkan penggunaan beg plastik, dll).</i>							
5	I think the environmental problems can be solved by using the latest technology / <i>saya fikir bahawa masalah persekitaran boleh diselesaikan dengan penggunaan teknologi terkini.</i>							

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WILLINGNESS TO PAY							
NO	QUESTION	1	2	3	4	5	Jang et al. (2011); Mamun, n.d. (2018) Willingness to pay
1	It makes sense for me to pay more for items with environmentally friendly packaging. / Adalah wajar untuk saya membayar lebih banyak wang untuk barangan yang berunsurkan pembungkusan yang mesra alam.						
2	I feel proud to have environmental friendly packaged products in my house though they are more costly than conventionally packaged products. / Saya berasa bangga kerana mempunyai produk pembungkusan mesra alam di rumah saya walaupun ia lebih mahal daripada produk pembungkusan konvensional.						
3	I am willing to spend more money to buy products that contain packaging methods that are less harmful to the environment. / Saya sanggup membelanjakan lebih banyak wang untuk membeli produk yang mempunyai cara pembungkusan yang kurang berbahaya kepada alam sekitar.						
4	I'll pay extra for eco-friendly packaging even if it has a less attractive design. / Saya akan membayar tambahan untuk pembungkusan mesra alam walaupun ia mempunyai reka bentuk yang kurang menarik.						
5	I would accept paying more taxes charge as a consumer to pay for environmentally friendly packaging/ saya akan setuju untuk membayar lebih ke atas cukai yang dikenakan sebagai seorang pengguna untuk produk pembungkusan mesra alam						

SECTION C: ATTITUDE IN THE PURCHASING OF ECO-FRIENDLY PACKAGING
BAHAGIAN C: SIKAP DALAM PEMBELIAN PEMBUNGKUSAN MESRA-ALAM

Please indicate your level of agreement with each of the statements below:

Sila nyatakan tahap persetujuan anda bagi setiap pernyataan berikut:

1	2	3	4	5
Strongly Disagree <i>Sangat tidak Setuju</i>	Disagree <i>Tidak Setuju</i>	Neither agree nor disagree <i>Berkecuali</i>	Agree <i>Setuju</i>	Strongly Agree <i>Sangat Setuju</i>

ATTITUDE IN THE PURCHASING OF ECO-FRIENDLY PACKAGING							
NO	QUESTION	1	2	3	4	5	Han and Yoon (2015); Cheung and To (2019) Attitude
1	I would be willing to buy the products that picked up and recycled for other use./ <i>Saya sanggup membeli produk yang diambil dan dikitar semula untuk kegunaan lain.</i>						
2	I intent to contribute to society for the present and the future, by using environmentally friendly packaged products. / <i>Saya berniat untuk menyumbang kepada masyarakat untuk masa kini dan hadapan dengan mengamalkan penggunaan pembungkusan mesra alam..</i>						
3	My intention to buy environmentally friendly packaged products instead of conventionally packaged products, is lead to positive moral action. / <i>niat saya membeli produk pembungkusan mesra alam dan bukannya produk berbungkus biasa, ia membawa kepada tindakan moral yang positif.</i>						
4	By buying environmentally friendly packaged products, I contribute to a new industry that focuses/is sensitive to more friendly development. / <i>Dengan membeli produk pembungkusan mesra alam, saya menyumbang kepada industri baharu yang menumpukan kepada pembangunan yang lebih mesra.</i>						
5	I am satisfied with the use of environmentally friendly packaging products that I buy. / <i>Saya berpuas hati dengan penggunaan produk pembungkusan mesra alam yang saya beli.</i>						

SECTION D: INTENTION TO PURCHASE ECO-FRIENDLY PACKAGING

BAHAGIAN D: NIAT DALAM PEMBELIAN PEMBUNGKUSAN MESRA ALAM

Please indicate your level of agreement with each of the statements below:

Sila nyatakan tahap persetujuan anda bagi setiap pernyataan berikut:

1	2	3	4	5
Strongly Disagree <i>Sangat tidak Setuju</i>	Disagree <i>Tidak Setuju</i>	Neither agree nor disagree <i>Berkecuali</i>	Agree <i>Setuju</i>	Strongly Agree <i>Sangat Setuju</i>

INTENTION TO PURCHASE ECO-FRIENDLY PACKAGING NIAT DALAM PEMBELIAN PEMBUNGKUSAN MESRA-ALAM							
NO	QUESTION	1	2	3	4	5	
1	I intent to practice buying environmentally friendly packaging products as a basis in daily life. / <i>Saya berniat untuk mengamalkan pembelian produk pembungkusan mesra alam secara asas dalam kehidupan harian.</i>						Wee et al., (2014); Magali et al. (2012); Delcea, n.d. (2019) Intention
2	I will intent to start to buy and replace the non-eco-friendly products with their reusable-alternatives (eco-friendly). / <i>Saya berniat akan mula membeli dan menggantikan produk yang tidak mesra alam dengan alternatif boleh guna (semula jadi).</i>						
3	I intent to use and buy products that have eco-friendly packaging because they are easy, accessible and available in supermarkets or anywhere/ <i>Saya berniat untuk menggunakan atau membeli produk yang mempunyai pembungkusan mesra alam kerana ia mudah diakses dan tersedia di pasar raya.</i>						
4	I intent to use or buy eco-friendly packaging products because they have better quality/performance than conventional products. / <i>Saya berniat untuk menggunakan membeli produk pembungkusan mesra alam kerana ia mempunyai kualiti/prestasi yang lebih baik daripada produk konvensional.</i>						
5	I would intent to buy products from a less known company if they were eco-friendly packaging. / <i>Saya berniat untuk membeli produk daripada syarikat yang kurang dikenali jika ia pembungkusan mesra alam.</i>						

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APPENDIX B- GANTT CHART

NO	ACTIVITIES	WEEK 1 (16/10/22 - 22/1-/22)	WEEK 2 (23/10/22 - 29/10/22)	WEEK 3 (30/10/22 - 5/11/22)	WEEK 4 (6/11/22 - 12/11/22)	WEEK 5 (13/11/22 - 19/11/22)	WEEK 6 (20/11/22 - 26/11/22)	WEEK 7 (27/11/22 - 3/12/22)	WEEK 8 (4/12/22 - 10/12/22)	WEEK 9 (11/12/22 - 17/12/22)	WEEK 10 (18/12/22 - 24/12/22)	WEEK 11 (25/12/22 - 31/12/22)	WEEK 12 (1/1/23 - 7/1/23)	WEEK 13 (8/1/23 - 14/1/23)	WEEK 14 (15/1/23 - 21/1/23)
1)	i)Meeting and discussion with supervisor (f2f) ii)Finding the tittle and journal with related thesis iii)Confirmation and decide the appropriate research topic														
2)	i)Writing a research project proposal draft ii)Progress of chapter 1 iii)Discuss with supervisor(f2f)														

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	iv)Do some correction for chapter 1														
3)	i)Discussion with group member (f2f) ii)Start to do chapter 2														
4)	i)Discussion with group member (f2f) ii)Start to do chapter 3														
5)	i)Submission of draft research project to the supervisor ii)Review by supervisor iii)Correction of research project by students														
6)	i)Sending full research report to supervisor and examiner ii)Preparing slide for presentation														

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7)	i) Submission and presentation														
8)	Data gathering i) Creating the research questionnaire ii) Discussion with supervisor to check the questionnaire														
9)	i) Distribution the questionnaire to respondent														
10)	Analysis data i) Analysis the data ii) Run the data through SPSS and PLS iii) Discussion with supervisor about checking correction of analysis data														
11)	i) Conclusion of the research and recommendation														

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12)	i)Reference and appendix ii)Discussion with supervisor about full report (f2f) iii)Review by supervisor iv)Correction and full report editing														FKP
13)	i)Submission of 2 copies of the final research project report to the coordinator														
14)	i)Presentation and evaluation of the final research project report														