



THE IMPACT OF MARKETING STRATEGIES ON
GREEN PRODUCTS PURCHASING BEHAVIOUR:
A STUDY ON MALAYSIAN CONSUMERS'
PERSPECTIVES

BY

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ABSTRACT

The aim of this study is to examine the impact of marketing strategies on green products purchasing behaviour from the perspective of Malaysian consumers. In this research we will examine the impact of green attitude, green advertising and green product pricing on Malaysian green purchase behaviour. This research proposes a conceptual model, based on the theory of planned behaviour (TPB) which has been introduced by Icek Ajzen (1985). This theory examines the relationship between attitude, subjective norms, perceived behavioural control and their impact on behaviour generally and on purchasing behaviour particularly. This study uses the theory of planned behaviour in the context of Malaysia to examine the Malaysian consumers' behaviours toward green products. Data was collected from 300 local Malaysians. The questionnaires were structured using a convenient sampling method to collect data mostly from famous shopping malls in the Klang Valley area. The empirical findings of this research supported all of the proposed hypotheses. The three dimensions shows the positive and significant impact of green attitude, green advertising and green product pricing on Malaysian green purchasing behaviour. Based on this research finding, green attitude and green advertising are the most influential factors impacting Malaysian green purchase behaviour. Theoretically this study support the theory of planned behaviour propounded by Icek Ajzen (1985), in which green advertising is considered as a subjective norm and green product pricing is adopted as a planned behavioural control. Researchers might implement this study for their future research and also marketers may conduct the result of this study to develop their marketing strategies in Malaysia. The findings also provide insight for knowledge seekers, by highlighting the Malaysian society's green tendency and their green lifestyle.

ملخص البحث

يهدف هذه البحث إلى دراسة تأثير الإتجاه الصديق للبيئة والإعلان الصديق للبيئة وسعر المنتج الصديق للبيئة على إتجاهات الشراء الماليزي الصديق للبيئة. تعتمد هذه الدراسة على النموذج المفاهيمي، و نظرية الإتجاه المخطط التي أوجدها إيسك أجزن عام (1985)، وهذا النظرية تختبر العلاقة بين الإتجاه والمعيار الذاتي والمراقبة السلوكية المُدركة و تأثيرهم على السلوك. وبناءً على هذه النظرية، إعتمدت هذه الدراسة نظرية الإتجاه المخطط في السياق الماليزي لدراسة توقعات المستهلكين الماليزيين إتجاه المنتجات الصديقة للبيئة. وقد تم جمع البيانات بإستخدام أداة الإستبيان من المواطنين الماليزيين البالغ عددهم ثلاثمائة، وتم إختيارهم بإستخدام العينة الملائمة في مُعظم المعارض التجارية المشهورة الواقعة في وداي كلانج. ودعمت النتائج التجريبية لهذه الدراسة ثلاث من أصل ثلاث فرضيات مقترحة. الأبعاد الثلاثة التي ظهرت نتائج إيجابية وكبير للإتجاه الصديق للبيئة والإعلان الصديق للبيئة وسعر المنتج الصديق للبيئة على سلوك الشراء الماليزي الصديق للبيئة. وبناءً على نتائج هذه الدراسة، تبين أن الإتجاه الصديق للبيئة والإعلان الصديق للبيئة من أكثر العناصر تأثيراً على إتجاه الشراء الماليزي الصديق للبيئة. نظرياً، تدعم هذه الدراسة نظرية السلوك المخطط من قبل إيسك أجزن (1985)، والذي يعتبر أن الإعلان الصديق للبيئة واحداً من المعايير الذاتية، و أن سعر المنتج الصديق للبيئة كأحد ضوابط الإتجاه السلوكي. يمكن للباحثين تطبيق هذه التجربة في أبحاثهم المستقبلية، وكذلك المُسوقين حيث يمكنهم الإستفادة من نتائج هذه الدراسة من أجل تطوير الخطط التسويقية في السياق الماليزي. كما تفيد نتائج هذه الدراسة أيضاً في تقديم رؤية لطلاب المعرفة من خلال تسليط الضوء على ميول المجتمع الماليزي الصديق للبيئة ونمط حياتهم الصديق للبيئة.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion; it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Master of Science (Marketing).

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DECLARATION

I hereby declare that this dissertation is the result of my own investigation, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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This dissertation is dedicated to my beloved parents

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LIST OF ABBREVIATIONS

TPB	Theory of Plan Behaviour
SN	Subjective Norms
PBC	Planned Behavioural Control
et.al.	(et alia): and others
e.g.	(exempligratia): for example
i.e.	(id est): that is
SPSS	Statistical Package for the Social Science
FA	Factor Analysis
EFA	Exploratory Factor Analysis
CFA	Confirmatory Factor Analysis
MSA	Measurement of Sampling Adequacy
PCA	Principal Component Analysis
KMO	Kaiser- Meyer- Olkin
M & SD	Mean and Standard Deviation
DF	Degree of Freedom
MI	Modification Indices
AVE	Average Variance Extracted1

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The process of customers` decision making is a very complicated process that includes both external and internal factors. It will even become more complex when consumers consider how purchase impact the environment (Moisander, 2007). Green purchase behaviour varies from common purchase behaviour. Since common purchase behaviour is extracted from instant benefits, green purchase behaviour is forthcoming with its benefits and influences the society in general (Kaufmann, 2012).

Despite the fact that consumers may seem to have great attachment to sustainability and green products, their behaviour do not follow suit. Study has revealed that 30 percent of consumers claim that they have environmental concerns but it cannot be seen in their behaviour (Jackson, 2005). Moreover, Barr (2006) discovered that green purchasing behaviour has the lower level of popularity among consumers. Over the years, academic research on green product purchase behaviour has been increased (Vantomme, 2005). Contrary to the consumer`s interest on green product and sustainability, green plays an small role in consumers purchasing decisions (Mohr, 2001).

Various researches have been conducted in order to fill the gap between green intention and green behaviour (Jackson, 2005). The socio-demographic variables have been implemented to study consumer behaviour. However it is not enough to understand green behaviour. Therefore it must be considered to include other factors that may affect consumers green purchase behaviours. The main elements which

impact consumers` green behaviour are, collectivism, perceived consumer effectiveness (PCE) and environmental concern (Kim, 2005). As such Mostafa, (2009) discovered that green attitude, green concern, green advertising, knowledge, altruism and scepticism toward environmental protection are the major factors that influence consumers` pro environmental behaviour. The availability of the green products as well as environmental knowledge, have a significant impact on pro environmental behaviour (Ismail, 2008). More green knowledge the consumers have, the more likely to behave pro environmental. One of the most significant elements on green consumer behaviour is advertising. Constructive green advertising can bring about the green knowledge. Evidences has shown that, factors such as green attitude, green advertisement and green knowledge and have a direct or indirect impact on consumer`s green purchase behaviour (Rokicka, 2002).

Despite the fact that many green campaigns have been conducted Green Concept, this concept is rather new to Malaysian consumers (Phuah, 2012). Phuah also believes that the Malaysian green market is still at its initial stage. This study examines the impact of marketing strategies on green products` purchasing behaviour of Malaysian consumers. This research will study factors such as green attitude, green advertising and green product price on actual purchasing behaviour of Malaysian customers. Therefor more studies needs to be carried out to understand the impact of green marketing strategies on Malaysian customers green purchasing behaviour.

In Malaysia, a considerable amount of money already has been invested by both the government and private sectors to promote green behaviour. Yet environmental protection and environmental responsibility cannot be achieved overnight, resources and time are needed positively change the consumers` behaviour (Solomon, 2010).

1.2 BACKGROUND OF STUDY

Human overconsumption behaviour does not only directly impact the environment. Rather indirectly because consumers create a demand for the products which push to a production process (Fransson, 1999).

Recently the temperature of our planet is rising at an alarming rate. Global warming, has caused an imbalance in the earth's ecosystem, which in turn will lead to the melting of icebergs and snow. Climate change is the main reason of environmental instability. Climate change does not only have a direct effect on the quality of life around the world, but it also affects the world economy. Our food system, our economies, our cities and our communities they are all adapted to the environment we currently live in. The fate of one and only planet is uncertain. It is everyone's interest to come together to address this challenge. There is a consensus among scientists that any additional emissions of greenhouse gases will cause temperatures increase up to 1.5 to 5.8 centigrade and rain fall patterns will shift by 2100 (Houghton, 2001). This temperature change will turn ecosystem poleward and cause sea levels to rise. Consequently, this kind of climate change will impact the global economy and the quality of life around the globe (Mendelsohn, 2006).

All of the mentioned reasons have made the researcher more curious to study consumer behaviour in order to understand their intention and the important factors that influence their green purchase behaviour.

Malaysia, as a developing country, needs to maintain the balance between development and environmental sustainability. The Malaysian government, so far has taken successful steps to incorporate environmental sustainability within the country, by providing incentive laws and regulations to encourage environmental programmers to provide cleaner technologies, cleaner productions, prevent pollution, adopt an

environmental management system (EMS) and ISO 14000 series certificates (Malaysia, G. P. N, 2003). The funding which was allocated in the ninth Malaysia plan, shows the preservation and conservation of natural resources. It also emphasizes the government commitment to a greener Malaysia.

The Malaysian government plans to implement more green technology by adopting the green technology policy on 24th July 2009 which has facilitated a way towards a 'Green Malaysia'. Double tax deduction and tax benefits incentives are introduced by the government for Green Tech research and development. However, all these incentive are allocated solely to companies and corporations who implement and adopt green technologies. All these strategies assist companies to be differentiated and reduce their carbon footprint. As the number of cars on the road increases every year, in 2011 the Malaysian government provided hybrid cars a full duty exemption in hopes that it will reduce pollution on the roads (Eugene, 2011, March 19).

As more industries join environmental friendly campaign, green marketing is starting to play a greater role in Malaysian business. Governments and companies are paying more concern the environment by conducting green marketing strategies. Yet, if consumers do not change their attitudes and consumption pattern to greener behaviour, then the hope for a greener Malaysia will be postponed. Therefore, this is important to study the Malaysian customers green intention, and factors influencing their green purchase behaviour in order to adopt the proper strategy to meet Malaysian customers` expectations.

Human overconsumption behaviour is not the only impact on the environment. But it can also influence consumers create a demand for the products which pushes to the production process (Fransson, 1999).

1.3 PROBLEM STATEMENT

Green Marketing is a combination of different literature which impacts consumer behaviour; Green marketing philosophy, sustainable consumption and sustainable development at a global level. Despite all of these items, when studying consumer behaviour, it is not suggested to generalize consumers, even when they share some common elements, because purchasing behaviour is very much influenced by consumer`s cultural background and their personal taste (Schutte, 1998). In another research, Peattie (1995) discovered that consumer`s attitudes toward green products, is basically different between different market segments and psychographic sections. It is important to marketers and business practitioners to know the result of previous researches, in order to serve the customer appropriately.

Reckless consumption pattern, undoubtedly is one of the main reason of declining the environmental quality, however consumers themselves can be seen as a solution (Gardner & Stern, 2002). Change on consumption pattern will have positive impact on the environment. However evidences shows; as long as consumers are unaware of their negative impact on the environment, not much change can be seen in their behaviour (Hanas, 2007).

The current tendency toward economic growth and consumer`s careless consumption pattern will lead to disastrous result and pollution. reduction in quality of consumer`s life is also likely. Fortunately, nowadays in Malaysia, sustainable development and environmental problem is gradually becoming the major concern among both government and society (Eltayeb, 2012).

A considerable amount already invested by both government and private sectors to promote environmental friendly behaviour. Environmental protection and process of environmental responsibility cannot be done over a night, resources and

time are needed to impact positively the consumer`s behaviour (Solomon et al., 2010). According to Phuah (2012), in spite of the fact that many green campaigns have been conducted, the green concept is rather new to Malaysian consumers. He believes that the Malaysian green market is still at its initial stage. This study is going to find out the impact of marketing strategies on green products purchasing behaviour with respect to Malaysian consumers` perspectives.

1.4 RESEARCH OBJECTIVES

The main objective of this study is to examine the impact of marketing strategies on green product purchasing behaviour with respect to Malaysian consumers. This research will examine whether or not, green attitude, green advertising (Subjective Norm) and green product price (Planned Behaviour Control) would lead to positive purchasing behaviour of Malaysian customers.

In order to achieve these aims, we need to develop specific objectives, as follows:

- 1- To explore the effect of green attitude on green product purchase behaviour.
- 2- To examine the impact of green advertising on green purchase behaviour.
- 3- To determine the influence of green product price on green purchase behaviour.

1.5 RESEARCH QUESTIONS

- 1- What is the effect of green attitude on green product purchase behaviour?
- 2- What is the impact of green advertisement on green purchase behaviour?
- 3- What is the influence of green product price on green purchase behaviour?

1.6 SIGNIFICANCE OF STUDY

Nowadays, climate change has opened the world's eyes to the importance of environmental protection. Green products and green marketing play a crucial role in that regard. Such a research will lead to development of green literature. Furthermore it will play as a supporting role for future green marketing research in Malaysia.

This study will assist marketers to gear their marketing strategies to greater scale in Malaysia. By studying the impact of green attitude, green advertising and green product price on Malaysian green purchasing behaviour, marketers will be able to serve them much better. Additionally, this study will provide marketers the tools which can enable them to make sound decisions on green strategies from Malaysian perspectives so that consumers could be served properly.

1.7 ORGANISATION OF STUDY

This research includes five chapters; Chapter One provides a general introduction of the topic, particularly on the impact of marketing strategies on green products purchasing behaviour: a study on Malaysian consumers' perspectives. This chapter consists of the problem statement, research objectives, research questions and finally the significance of the study. Chapter Two is discussion and critically analysis of the literature available on green purchase behaviour. Furthermore it will show the connection between green attitude, green advertising, green product price and its impact on the purchasing behaviour of Malaysian customers. In final section of this chapter, the conceptual framework will be constructed in order to provide answers to the research questions and meet its objectives. Chapter Three, describes the research methodology. In Chapter Four, findings from analysed data will be reported. It will also test the hypothesis which was developed in an earlier stage of the research.

Finally, Chapter Five will summarise the study and answer the whole research questions. This chapter will be followed by a managerial discussion and the analytical tools will be applied to examine the, limitations of the study and finally suggestions will be made for future studies.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

The literature review will contribute a short-term overview and a general idea of green marketing. Later it would deliberate the purchase behavior of Malaysian consumers and its connection with green attitude, green advertising and green product price. The literature review will help to construct a theoretical outline as well as formulate of the hypothesis. The chapter starts with basic and fundamental definitions and theories of planned behaviour (TPB), then it will narrow down to the conceptual framework and analyse the propounded model. Also this chapter is an examination of the interrelation between the constructs, including three independent variables and one dependant variable.

2.2 OPERATIONAL AND BASIC DEFINITIONS

2.2.1 Green Marketing

Green marketing is a term that has number of explanations and various synonyms. It first presented in the late 1980s and since after, different classifications have been used. green marketing is the meeting of the consumer`s wants and needs and at the same time, managing to cause no or the least harm to the environment (Stanton & Futrell, 1987).

The most common phrase that customers perceive when stating green marketing is ‘Reduce, Reuse and Recycling’. This phrase navigates consumers to green life style, ‘Reduce’ here refers to the impact on the environment by reducing consumption.

‘Reuse’ here refers to the using times and times before disposal, and the lastly ‘Recycle’ refers to developing a new product from an old product (Polonsky, 1994).

Definition of green marketing has three fundamental principles. Firstly, is social responsibility, which means that businesses have a responsibility to see the happiness of the society (Peattie, 1995). Secondly, is the holistic approach, which means that businesses cannot be accomplished as individual tasks but rather as integrated functions. Lastly, the pursuit of sustainability, in which, companies should ensure their commitment to their customers do not have the negative impact on the environments (Peattie, 1995).

Green marketing can be defined as the production, promotion and distribution of a product or service which does not cause any harm to environments (Grove, Picken, & Kangun, 1996). According to Charter and Polonsky (1999), green marketing could be defined as the act in which a product could be promoted under environmental principles. Though, Fuller (1999) considers green marketing as the product impact on the environment throughout the production and distribution stages. Green marketing is not just about marketing products and services but also the marketing of pro-environmental activities. Green marketing’s greatest enemy is ‘Greenwashing’ which is defined as companies which claim conduct environmentally friendly processes but in reality their products are not environmentally friendly and they do not conduct the business in an environmentally friendly manner. When this occurs consumers will not trust the product or the companies that produce the product, therefore the product will not sell in the market (Ramus & Montiel, 2005).

This is crucial for companies which manufacture green products, to not only oblige to manufacture green products, but, they should also consider the quality as well as consumer needs and requirements (Ottman, 2006). According to Grant (2007)