

**A SURVEY ON INTEGRATED FRAMEWORK
INTERPRETING ENVIRONMENTAL AWARENESS AND
MARKETING EFFECTIVENESS ON GREEN PRODUCT
BUYING BEHAVIOUR**

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By

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ABSTRACT

Green issue was not a forefront customer concern in the 1970s and 1980s due to the limited knowledge pertaining to its importance to protect the environment. However, of late the need for enhancing the green concept is an essential to avoid environmental uncertainties. Thus, creating environmental awareness or concern through appropriate channels of communication that easily reach to the public would provide favourable results. However, this green environmental issue requires further investigation in order to generate more knowledge and inputs in tackling this issue. Thus, this study was conducted among university students assuming they have more exposure regarding this environmental or green issue. The purpose of present study is to determine green buying behaviour among Universiti Utara Malaysia (UUM) undergraduate students using environmental awareness or concern and marketing effectiveness as independent variables and intention as a mediator. A questionnaire survey was administered to a sample of 375 UUM undergraduates. The data collected was then analysed using the multiple regression method. This study showed that there were environmental awareness or concern among UUM undergraduates, which in turn mediated their buying behaviour. Thus, the findings explain that environmental awareness or concern, marketing effectiveness and intention had significant impact on green buying behaviour. In addition, the findings of his study can be used by the public and marketers to encourage pro-environmental behaviours and also by producing effective marketing techniques for green products. This study has improved the understanding of pro-environmental buying behaviour and its antecedents from individual approach. In addition this study confirms

suitability of Theory of Reason Action (TRA) as theoretical grounding green buying behaviour studies by employing multiple regression technique.

ABSTRAK

Isu hijau bukan satu perhatian kebanyakan pelanggan dalam tahun 1970-an dan 1980-an kerana pengetahuan yang terhad tentang kepentingan untuk melindungi alam sekitar. Walau bagaimanapun, akhir-akhir ini keperluan untuk meningkatkan konsep hijau adalah menjadi suatu kewajipan untuk mengelakkan bencana alam. Oleh itu, kesedaran dan keprihatinan terhadap alam sekitar dapat diwujudkan melalui saluran komunikasi yang mencapai masyarakat dengan mudah. Walau bagaimanapun, isu hijau ini memerlukan kajian lanjutan untuk menjana lebih banyak ilmu pengetahuan dan input dalam menangani isu ini. Oleh itu, kajian ini telah dijalankan di kalangan pelajar-pelajar universiti dengan anggapan bahawa mereka mempunyai lebih banyak pendedahan mengenai isu alam sekitar atau hijau. Tujuan kajian ini adalah untuk mengenal pasti gelagat pembelian di kalangan pelajar sarjana muda (UUM) dengan menggunakan kesedaran atau keprihatinan alam sekitar dan keberkesanan pemasaran sebagai pembolehubah tidak bersandar dan niat sebagai pembolehubah penghubung (*mediator*). Kajian soal selidik dikendalikan kepada 375 sampel pelajar sarjana muda UUM. Data yang diperolehi dianalisis dengan menggunakan kaedah regresi berganda. Kajian ini menunjukkan bahawa terdapat kesedaran atau keprihatinan alam sekitar di kalangan pelajar di mana gelagat pembelian dipengaruhi oleh pembolehubah penghubung. Oleh itu, dapatan menjelaskan bahawa kesedaran atau keprihatinan alam sekitar, keberkesanan pemasaran dan niat mempunyai hubungan yang ketara terhadap gelagat pembelian. Tambahan itu, dapatan kajian boleh digunakan oleh masyarakat dan pemasar untuk menggalakkan gelagat pro-alam sekitar dan juga menyumbangkan teknik pemasaran yang berkesan bagi barangan hijau. Kajian ini telah meningkatkan pemahaman tentang

gelagat pembelian pro-alam sekitar dan latar belakang dari pendekatan individu. Tambahan itu, kajian ini mengesahkan kesesuaian Theory of Reason Action (TRA) sebagai teori asas bagi kajian gelagat pembelian dengan menggunakan teknik regresi berganda.

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CHAPTER 1

INTRODUCTION

1.1 Research Background

Environmental issues are prominent in developed countries. However, environmental consciousness is still at the commencement stage in most developing countries such as Malaysia. Environmental define as surrounding or atmosphere that influencing development or growth which includes all living and non-living are things such as air, water, soil, plants including flora and fauna. The environment can be divided into abiotic and biotic environment. A biotic resource consists of the basic organic and inorganic components which are not alive of the physical environment such as water, carbon dioxide, oxygen, nitrogen, etc. Biotic components are the living components of the natural environment (Kainth, 2009). Environmentally friendly or green product purchasing behaviour can be defined by the mean of overwhelming product that ecologically or environmentally “beneficial or benevolent”, “conceivable or reusable” and “responsive or sensitive” regarding environmental concerns (Dagher & Itani, 2012).

On the other hand, environmental consciousness is a level of understanding and commitment that people may contribute to preserving the environment through their attitude, behaviour and practice. These practitioners probably concern with waste and they prefer to spend more money to eco-friendly product. According to Royne, Levy, and Martinez (2011), environmentally conscious consumer play a vital role by reducing usage of energy using simpler packaging and recycling innovation. In addition the research adds knowledge regarding energy consumption converts to decrease fossil fuel burning and it decreased atmospheric release of greenhouse gases, such as carbon dioxide, methane and ozone. In line with this issue, Malaysia

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