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**CONSUMER GREEN PURCHASE
BEHAVIOUR AMONG
MILLENNIAL GENERATION**

**CONSUMER GREEN PURCHASE
BEHAVIOUR AMONG MILLENNIAL
GENERATION**

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GENERATION**



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ABSTRACT

The rapid growth of development in the economy for the last few decades has greatly increase consumers' worldwide consumption and became the main cause that contribute to environmental degradation. Consequently, more people becoming increasingly aware and concerned about environmental issues especially among millennial generation. They are now demand for more environmental friendly products, hence many green marketers and manufacturers have shift the attention towards the importance of understanding the green purchase behaviour among this market segment. The purpose of this paper is to determine factors that have significant relationship toward millennial consumer's green purchase behaviour in Malaysia by integrating the Theory of Planned Behaviour as research framework. The research model was adapted and modified from The Theory of Planned Behaviour (TPB) added with another potential variable namely, environmental involvement and media exposure to environmental message to identify the key factors that stimulate millennial consumer's green purchase behaviour. A total of 375 questionnaires were distributed among UUM students by using proportionate sampling, to perform the statistical analysis for data analysis. Results showed attitude towards green products, subjective norm, perceived behavioural control, environmental involvement and media exposure to environmental message have significant effect toward millennial consumer's green purchase behaviour. In addition, subjective norm was found to be the most influential factor that contribute to millennial consumer's green purchase behaviour.

Keywords: Green marketing, environmental involvement, millennial consumer's green purchase behaviour.

ABSTRAK

Pertumbuhan pesat dalam pembangunan ekonomi sejak beberapa dekad yang lalu telah banyak meningkatkan penggunaan pengguna di seluruh dunia dan ia menjadi punca utama yang menyumbang kepada kemerosotan alam sekitar. Akibatnya, lebih ramai orang yang semakin sedar dan prihatin terhadap isu-isu alam sekitar terutama di kalangan generasi milenium. Memandangkan mereka kini menginginkan produk yang lebih mesra alam, ramai pemasar dan pengeluar hijau telah beralih perhatian terhadap kepentingan untuk memahami perilaku pembelian hijau di kalangan segmen pasaran ini. Tujuan kertas ini adalah untuk menentukan faktor yang mempunyai hubungan penting terhadap tingkahlaku pembelian hijau di kalangan pengguna milenium di Malaysia dengan menggunakan Teori Perilaku yang Terancang (TPB) sebagai rangka penyelidikan. Model penyelidikan ini telah diadaptasi dan diubahsuai dari Teori Perilaku yang Terancang (TPB) yang ditambah dengan pemboleh ubah berpotensi yang lain iaitu, penglibatan alam sekitar dan pendedahan media mengenai mesej alam sekitar. Seramai 375 soal selidik telah diedarkan di kalangan pelajar UUM dengan menggunakan pensampelan berkadar, untuk melakukan analisis statistik. Hasil menunjukkan bahawa sikap terhadap produk hijau, norma subjektif, kawalan tingkahlaku yang dilihat, penglibatan alam sekitar, pendedahan media mengenai mesej alam sekitar mempunyai kesan terhadap tingkahlaku pembelian hijau di kalangan pengguna milenium. Sebagai tambahan, norma subjektif didapati sebagai faktor yang paling berpengaruh yang menyumbang kepada tingkahlaku pembelian hijau di kalangan pengguna milenium.

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Kata kunci: Pemasaran hijau, penglibatan alam sekitar, tingkahlaku pembelian hijau dikalangan pengguna milenium.

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TABLE OF CONTENTS

PERMISSION TO USE.....	i
ABSTRACT.....	ii
ABSTRAK	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
LIST OF APPENDICES.....	xi
LIST OF ABBREVIATIONS.....	xii

CHAPTER 1: INTRODUCTION

1.0 Introduction.....	1
1.1 Background of the Study.....	1
1.2 Problem Statement	3
1.3 Research Questions	9
1.4 Research Objectives	10
1.5 Significant of Study	10
1.5.1 Theoretical Contributions.....	10
1.5.2 Practical Contributions	12
1.6 Scope of Study	13
1.7 Definitions of Key Terms.....	14
1.8 Organization of the Study	15

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction	16
2.1 Green Consumerism.....	16
2.1.1 Green Purchase Behaviour	17
2.2 Millennial Generation as Green Consumer.....	19
2.3 Variables Related to the Study	21
2.3.1 Attitude towards Green Products	21
2.3.2 Subjective Norm.....	23
2.3.3 Perceived Behavioural Control	24
2.3.4 Environmental Involvement.....	26
2.3.5 Media Exposure to Environmental Message.....	27
2.4 Underpinning Theory	29
2.5 Theoretical Framework.....	31
2.6 Research Hypothesis	31
2.7 Conclusion	32

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction.....	33
3.1 Research Design.....	33
3.2 Sample Design	34
3.2.1 Population.....	34
3.2.2 Sample and Unit of Analysis.....	35
3.2.3 Sample Size	36
3.2.4 Sampling Procedure.....	38
3.2.5 Sampling Technique.....	38

3.3 Research Instrument Development	40
3.3.1 Section A: Demographic Information	44
3.3.2 Section B: General Behavioural	44
3.3.3 Section C: Independent and Dependent Variables	45
3.3.4 Translation or Research Instrument.....	48
3.3.5 Types of Measurement Scales	49
3.3.6 Scaling Design.....	50
3.4 Pilot Test Procedures.....	51
3.5 Data Collection Procedure	52
3.6 Technique of Data Analysis	53
3.7 Statistical Data Analysis	54
3.7.1 Reliability Analysis	54
3.7.2 Descriptive Statistic.....	54
3.7.3 Hypothesis Testing	55
3.7.3.1 Correlation Analysis	55
3.7.3.2 Multiple Regression Analysis.....	55
3.8 Conclusion	55

CHAPTER 4: FINDINGS

4.0 Introduction	56
4.1 Participation and Response Rate	56
4.2 Data Screening	56
4.3 Descriptive Statistic of Demographic Profile	57
4.3.1 Gender	59
4.3.2 Race	59
4.3.3 Age	59

4.3.4 Education Level.....	59
4.3.5 Monthly Personal Income (RM).....	60
4.4 Descriptive Statistic for Normality Assumption.....	60
4.5 Reliability Analysis.....	63
4.6 Correlation Analysis.....	65
4.7 Descriptive Analysis.....	68
4.8 Regression Analysis.....	70
4.8.1 Interpretation for Hypothesis Result.....	73
4.9 Conclusion.....	76

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Introduction.....	77
5.1 Research Summary.....	77
5.2 Discussion of Study based on Research Objectives.....	79
5.2.1 Discussion of Correlation Analysis.....	80
5.2.2 Discussion of Regression Analysis.....	81
5.3 Contribution of the Study.....	85
5.3.1 Theoretical Contribution.....	85
5.3.2 Practical Contribution.....	86
5.4 Limitation of Study.....	87
5.5 Recommendation for Future Research.....	88
5.6 Conclusion.....	89
REFERENCES.....	91

LIST OF TABLES

Tables	Pages
Table 3.1 Total Number of Students in Each Inasis in UUM	35
Table 3.2 Summary of Table for Determining Sample Size from a Given Population	37
Table 3.3 Number of Respondents using Proportionate Stratification Sampling	39
Table 3.4 Overview of Measurement Items of the Study and Reliability from Previous Study	42
Table 3.5 Items for General Behavioural	44
Table 3.6 Items for Demographic Information	45
Table 3.7 Items for Green Purchase Behaviour	45
Table 3.8 Items for Attitude towards Green Products.....	46
Table 3.9 Items for Subjective Norm.....	47
Table 3.10 Items for Perceived Behavioural Control.....	47
Table 3.11 Items for Environmental Involvement	48
Table 3.12 Items for Media Exposure to Environmental Message.....	48
Table 3.13 Reliability Test for Pilot Test.....	52
Table 4.1 Summary of Demographic Profile of Respondent.....	58
Table 4.2 Descriptive Statistics.....	62
Table 4.3 Internal Consistency Measurement.....	63
Table 4.4 Summary of Reliability Test Result.....	64
Table 4.5 Pearson's Correlation Scale	65
Table 4.6 Summary of Pearson Correlation	66
Table 4.7 Summary of Descriptive Statistics	69
Table 4.8 Summary of Model Summary	71
Table 4.9 Summary of Coefficients	72
Table 4.10 Estimated Equation for the Proposed Model	72
Table 4.11 Summary of Hypothesis Result	76

LIST OF FIGURES

Figures	Pages
Figure 2.1 Theory of Planned Behaviour.....	29
Figure 2.2 Theoretical Framework of Study.....	31



LIST OF APPENDICES

Appendices	Pages
APPENDIX A1: SET OF QUESTIONNAIRES.....	114
APPENDIX A2: STATISTIC DATA FOR UUM STUDENTS IN EACH INASIS.....	121
APPENDIX A3: RESULT FROM IBM SPSS STATISTIC 24.....	122



LIST OF ABBREVIATIONS

ASEAN	Association of Southeast Asian Nations
BSN	Bank Simpanan Nasional
H1	Hypothesis 1
H2	Hypothesis 2
H3	Hypothesis 3
H4	Hypothesis 4
H5	Hypothesis 5
INASIS	Inapan Siswa
MAS	Malaysia Airlines
MISC	Malaysia International Shipping Corporation
SAC	Student's Accommodation Center
SME Bank	Small Medium Enterprise Development Bank Malaysia Berhad
SPSS	Statistical Package for Social Science
TM	Telekom Malaysia
TNB	Tenaga Nasional Berhad
TPB	Theory of Planned Behaviour
UK	United Kingdom
US	United States
UUM	University Utara Malaysia
WHO	World Health Organization
YAB	Yayasan Al-Bukhary

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter explains the fundamental information of the study. It includes the background of the study, problem statement, research question, research objective, significant of study, the scope of the study, definitions of key terms and lastly the organization of the study.

1.1 Background of the Study

Rapid economic expansion has led to serious environmental deterioration and a significant change around the globe. Due to some factors such as air pollution, waste generations and natural disasters which not only affect living organisms but also the economic conditions and social status of people (Maichum, Parichatnon, & Peng, 2016). In fact, the misuse of resources and deprivation of environment has been increased at an alarming rate.

Malaysia is one of the fastest growing economies among ASEAN countries. This rapid growth rate is credited mainly in its ability to exploit every environmental resource available for the country (Noranida & Khairulmaini, 2014). Whereas, this rapid development resulted in adverse environmental deterioration due to consumers' over-consumption and exceeding utilization of natural resources. Based on the report published by World Health Organization (WHO) in 2012, around 6,251 deaths have been reported in Malaysia due to air pollution. The causes of deaths were diverse where 3,630 died by heart diseases, 1773 died by strokes, 670 died due to lung cancer,

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APPENDIX A1: SET OF QUESTIONNAIRES



SCHOOL OF BUSINESS MANAGEMENT MASTER OF SCIENCE (MANAGEMENT)

Dear Participants,

I am Nurul Amanina binti Abdul Basir, a postgraduate student from University Utara Malaysia (UUM), Sintok, Kedah. I am soliciting your co-operation to participate in this research project entitle **“Consumer Green Purchase Behaviour among Millennial Generation”**. The purpose of this study is to identify the factors that significantly influence millennial generation’s green behaviour in Malaysia.

I will be grateful if you could complete the enclosed questionnaire based on your genuine feelings. The success of this study is highly dependent on your valuable, sincere and honest response. To help you completing this questionnaire, please read the instructions carefully and refer to the NOTE attached in the questionnaire regarding the definitions of terms used in this study. The following questionnaire will require approximately 10 – 15 minutes to complete. For your information, your responses will be used for academic purposes only. All personal information shall be treated as strictly private and confidential.

Thank you for taking the time to assist me in my educational endeavours. The data collected will provide useful information in understanding the behaviour of this market segment. If you require additional information or have any enquiries pertaining to this study, please contact me at 018-7793934 or mail to amaninabasir@gmail.com .

Thank you for your precious time and participation.

Nurul Amanina binti Abdul Basir

Student,

OYAGSB, UUM

Note:

Specific term and word in this study refers to the following:

Green Purchase Behaviour: Green purchase behaviour refers to the consumption of product that are environmentally beneficial, conservable and responding to environmental concern.

Attitude towards Green Products: Attitude refers as a state in which human moves to act or do with certain feelings in response to the object or situation surrounding environmental conditions.

Subjective Norm: Subjective norm refers to the perceived social influences/pressures to indulge or not to indulge in a given behaviour and reveal the beliefs of individuals about how they would be viewed by their reference groups if they perform a certain behaviour.

Perceived Behavioural Control: Perceived behavioural control refers to an individual's perceived ease or difficulty in performing a particular behaviour.

Environmental Involvement: Environmental involvement refers to the affect or the emotion associated with beliefs about environmental protection.

Media Exposure to Environmental Messages: Media exposure to environmental message refers to the messages related to environmental protection from the following sources: TV programs, radio, internet and advertisements.

Section A: Demographic Question

Instruction: Please tick (✓) on the answer that you choose.

1. Gender:

Male

Female

2. Race:

Malay

Indian

Chinese

Others (Please specify): _____

3. Age:

19 – 22

31 – 34

23 – 26

35 and above

27 – 30

4. Education Level:

STPM/Diploma

Master Degree

Bachelor Degree

PHD

5. Monthly Personal Income (RM):

Less than 1000

3001 – 4000

1001 – 2000

4001 – 5000

2001 – 3000

5001 and above

Section B: General Behavioural Question

Instruction: Please tick (✓) on the answer that you choose. You may choose one answer only.

1. Do you concern about environment in Malaysia?

Yes

No

2. Do you think environmental friendly is important?

Yes

No

3. Have you ever bought or considered buying products with environmental issue in mind?

Yes

No

4. Have you purchased any of the following similar products in the past?

- Bio-cosmetics
- Paper bags or recycled materials
- Natural hair oil
- Bio-degradable detergents / hand wash

5. What is the most restriction of choosing eco-friendly product?

- Eco-friendly assurance
- Not easy to find
- Relatively expensive
- Others (Please specify): _____

6. Which one of these do you believe should have the primary responsibility for protecting the environment in our nation?

- The government
- Business and industry
- Individual citizens and citizen's group
- Others (Please specify): _____

7. Using the scale below, please indicate how important environmental issue are to you?

(1= Extremely unimportant... 7= Extremely important)

No.	Statements	Extremely Unimportant 1	Very Unimportant 2	Somewhat Unimportant 3	Neutral 4	Somewhat Important 5	Very Important 6	Extremely Important 7
1.	Climate change	1	2	3	4	5	6	7
2.	Pollution	1	2	3	4	5	6	7
3.	Resource depletion	1	2	3	4	5	6	7
4.	Waste generation	1	2	3	4	5	6	7

Section C:

Please circle the numbers that best indicate the extent of you agree or disagree with the following statements.

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Extremely Agree

No.	Statements	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Agree 6	Extremely Agree 7
	Green Purchase Behaviour							
1.	I often buy organic products	1	2	3	4	5	6	7
2.	I often buy products that are labelled as environmentally safe	1	2	3	4	5	6	7
3.	I often buy products that are against animal-testing	1	2	3	4	5	6	7
4.	I often buy products that contain no or fewer chemical ingredients	1	2	3	4	5	6	7
5.	When I consider buying a product, I will look for a certified environmentally-safe or organic stamp	1	2	3	4	5	6	7
6.	I often buy products that support fair community trades	1	2	3	4	5	6	7
7.	I often buy products that use recycled/ recyclable packaging	1	2	3	4	5	6	7

No.	Statements	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Agree 6	Extremely Agree 7
	Attitude towards Green Product							
1.	I feel that green products have a positive impact on the environment	1	2	3	4	5	6	7
2.	I think choosing green products is beneficial to consumers	1	2	3	4	5	6	7
3.	I think choosing green products is a good idea	1	2	3	4	5	6	7
4.	I feel that using green products is a wise idea	1	2	3	4	5	6	7
5.	I think using green products would be pleasant to me	1	2	3	4	5	6	7

6.	I feel that I need to appreciate green products	1	2	3	4	5	6	7
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No.	Statements	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Agree 6	Extremely Agree 7
	Subjective Norm							
1.	The trend of buying green products among people around me is increasing	1	2	3	4	5	6	7
2.	People around me generally believe that it is better for health to use green products	1	2	3	4	5	6	7
3.	My close friends and family members would appreciate if I buy green products	1	2	3	4	5	6	7
4.	I would get all the required support (information related, time, money) from friends and family to buy green products	1	2	3	4	5	6	7

No.	Statements	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Agree 6	Extremely Agree 7
	Perceived Behavioural Control							
1.	I am confident that I can purchase green products rather than normal products when I want	1	2	3	4	5	6	7
2.	I see myself as capable of purchasing green products in future	1	2	3	4	5	6	7
3.	I have resources, time and willingness to purchase green products	1	2	3	4	5	6	7
4.	There are likely to be plenty of opportunities for me to purchase green products	1	2	3	4	5	6	7

No.	Statements	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Agree 6	Extremely Agree 7
	Environmental Involvement							
1.	I am very concerned about environmental protection	1	2	3	4	5	6	7
2.	I am very involved in greening the environment	1	2	3	4	5	6	7
3.	I often think about how environmental quality can be improved	1	2	3	4	5	6	7
4.	I fully support the environmental activities of the government	1	2	3	4	5	6	7

No.	Statements	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Agree 6	Extremely Agree 7
	Media Exposure to Environmental Message							
1.	I often come across environment-related topics/ issues on TV	1	2	3	4	5	6	7
2.	I often come across environmental messages on advertisements	1	2	3	4	5	6	7
3.	I often come across environment-related topics/issues in radio	1	2	3	4	5	6	7
4.	I often come across environment-related topics/issues on the Internet	1	2	3	4	5	6	7

End of Question. Thank you.

APPENDIX A2: STATISTIC DATA FOR UUM STUDENTS IN EACH INASIS

Name of Inasis	Male	Female
MAS	0	870
TNB	179	527
Proton	99	522
Tradewinds	309	260
Petronas	219	697
Grantt	219	590
Sime Darby	0	940
TM	426	455
BSN	0	749
MISC	213	428
YAB	731	644
Bank Muamalat	0	1319
Bank Rakyat	638	965
SME Bank	683	1008
Maybank	173	57
Total	3889	10031
Grand Total	13920	

APPENDIX A3: RESULT FROM IBM SPSS STATISTIC 24

1) Reliability Analysis for Each Independent and Dependent Variables

a) Green Purchase Behaviour

Case Processing Summary

		N	%
Cases	Valid	346	100.0
	Excluded ^a	0	.0
	Total	346	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.835	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GPB1	31.1879	22.901	.621	.807
GPB2	30.9277	23.053	.649	.804
GPB3	30.9682	23.428	.497	.828
GPB4	30.6734	23.055	.559	.817
GPB5	30.8526	22.688	.618	.808
GPB6	31.0838	23.242	.637	.806
GPB7	30.7746	23.839	.534	.821

b) Attitude towards Green Products

Case Processing Summary

		N	%
Cases	Valid	346	100.0
	Excluded ^a	0	.0
	Total	346	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.896	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ATT1	29.2659	14.428	.704	.880
ATT2	29.2861	14.129	.772	.870
ATT3	29.3237	13.408	.817	.862
ATT4	29.3988	13.881	.731	.875
ATT5	29.8121	14.385	.645	.889
ATT6	29.5607	14.427	.654	.887

c) Subjective Norm

Case Processing Summary

		N	%
Cases	Valid	346	100.0
	Excluded ^a	0	.0
	Total	346	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.840	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SN1	15.4884	7.225	.625	.818
SN2	15.0318	7.399	.690	.792
SN3	15.1763	6.864	.701	.784
SN4	15.4133	6.684	.682	.794

d) Perceived Behavioural Control

Case Processing Summary

		N	%
Cases	Valid	346	100.0
	Excluded ^a	0	.0
	Total	346	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.858	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PBC1	16.0751	5.861	.700	.820
PBC2	15.9220	6.142	.697	.822
PBC3	16.0549	5.948	.720	.812
PBC4	16.1098	5.930	.693	.823

e) Environmental Involvement

Case Processing Summary

		N	%
Cases	Valid	346	100.0
	Excluded ^a	0	.0
	Total	346	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.792	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EI1	16.1618	5.626	.573	.754
EI2	16.6821	5.215	.603	.739
EI3	16.5751	4.813	.659	.709
EI4	16.0954	5.333	.572	.755

f) Media Exposure to Environmental Message

Case Processing Summary

		N	%
Cases	Valid	346	100.0
	Excluded ^a	0	.0
	Total	346	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.846	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ME1	15.6503	6.657	.705	.795
ME2	15.7399	7.057	.753	.778
ME3	16.0202	7.069	.642	.822
ME4	15.2514	7.128	.640	.823

2) Frequency Table for Demographic Profile

a) Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	91	26.3	26.3	26.3
Female	255	73.7	73.7	100.0
Total	346	100.0	100.0	

b) Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malay	205	59.2	59.2	59.2
Chinese	91	26.3	26.3	85.5
Indian	27	7.8	7.8	93.4
Others	23	6.6	6.6	100.0
Total	346	100.0	100.0	

c) Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 19-22	199	57.5	57.5	57.5
23-26	131	37.9	37.9	95.4
27-30	10	2.9	2.9	98.3
31-34	6	1.7	1.7	100.0
Total	346	100.0	100.0	

d) Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STPM/Diploma	74	21.4	21.4	21.4
	Bachelor Degree	251	72.5	72.5	93.9
	Master Degree	16	4.6	4.6	98.6
	PHD	5	1.4	1.4	100.0
	Total	346	100.0	100.0	

e) Monthly Personal Income (RM)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1000	301	87.0	87.0	87.0
	1001-2000	25	7.2	7.2	94.2
	2001-3000	6	1.7	1.7	96.0
	3001-4000	5	1.4	1.4	97.4
	4001-5000	5	1.4	1.4	98.8
	5001 and above	4	1.2	1.2	100.0
	Total	346	100.0	100.0	

3) Descriptive Statistic Analysis

Descriptive Statistics

		Green Purchase Behaviour	Attitude towards Green Products	Subjective Norm	Perceived Behavioural Control	Environmental Involvement	Media Exposure to Environmental Message
N	Valid	346	346	346	346	346	346
	Missing	0	0	0	0	0	0
Mean		5.1548	5.8882	5.0925	5.3468	5.4595	5.2218
Std. Deviation		.79329	.74354	.86190	.79583	.73831	.85874
Variance		.629	.553	.743	.633	.545	.737
Skewness		-.016	-.491	-.163	-.066	-.170	-.205
Std. Error of Skewness		.131	.131	.131	.131	.131	.131
Kurtosis		-.224	.163	-.152	-.410	-.704	-.243
Std. Error of Kurtosis		.261	.261	.261	.261	.261	.261
Range		4.29	4.33	4.75	4.25	3.75	4.50
Minimum		2.71	2.67	2.25	2.75	3.25	2.50
Maximum		7.00	7.00	7.00	7.00	7.00	7.00

4) Pearson Correlation Analysis

		Green Purchase Behaviour	Attitude towards Green Products	Subjective Norm	Perceived Behavioural Control	Environmental Involvement	Media Exposure to Environmental Message
Green Purchase Behaviour	Pearson Correlation	1	.430**	.551**	.562**	.452**	.465**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	346	346	346	346	346	346
Attitude towards Green Products	Pearson Correlation	.430**	1	.351**	.437**	.452**	.421**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	346	346	346	346	346	346
Subjective Norm	Pearson Correlation	.551**	.351**	1	.614**	.372**	.406**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	346	346	346	346	346	346
Perceived Behavioural Control	Pearson Correlation	.562**	.437**	.614**	1	.469**	.428**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	346	346	346	346	346	346
Environmental Involvement	Pearson Correlation	.452**	.452**	.372**	.469**	1	.496**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	346	346	346	346	346	346
Media Exposure to Environmental Message	Pearson Correlation	.465**	.421**	.406**	.428**	.496**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	346	346	346	346	346	346

** . Correlation is significant at the 0.01 level (2-tailed)

5) Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.440	.59339

a. Predictors: (Constant), Media Exposure to Environmental Message, Subjective Norm, Attitude towards Green Products, Environmental Involvement, Perceived Behavioural Control

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.398	5	19.480	55.323	.000 ^b
	Residual	119.716	340	.352		
	Total	217.114	345			

a. Dependent Variable: Green Purchase Behaviour

b. Predictors: (Constant), Media Exposure to Environmental Message, Subjective Norm, Attitude towards Green Products, Environmental Involvement, Perceived Behavioural Control

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.527	.303		1.739	.083
	Attitude toward Green Products	.129	.051	.121	2.519	.012
	Subjective Norm	.242	.048	.263	5.036	.000
	Perceived Behavioural Control	.227	.055	.228	4.106	.000
	Environmental Involvement	.126	.054	.118	2.328	.020
	Media Exposure to Environmental Message	.140	.046	.152	3.062	.002

a. Dependent Variable: Green Purchase Behaviour