

Study of Factors Affecting Young Consumers to Choose Green Products

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ABSTRACT

Green concept and green marketing had an exponential growth over the last decades and it had a significant impact on the market and environment globally. Following a widespread review of existing literature, this study has adopted the TPB model by Ajzen, 1991. The relevant behavioral theories regarding consumer behavior and more specifically purchase intention have been reviewed. Findings of the research have been explored, demonstrating that all the adopted variables namely; consumer belief, social influence, environmental attitude, and perceived quality of green product significantly and positively influence the green purchasing intention of young Malaysian consumers and are considered significant predictors. Moreover, limitations and contributions of the study have been discussed. Finally, the marketing implications as well as recommendations support the importance of the adopted variables as having a significant impact on the purchasing intention of green products among young Malaysian consumers.

KEYWORDS: Malaysian consumers, Greenmarketing, purchase, products

INTRODUCTION

The concept of green environment is currently a very important concept to marketers (Barua Promotosh, Islam Md. Sajedul, 2011). It was noted by Promotosh and Sajedul, 2011, that the environmentalism perception and green consumerism has not been significantly important before the mid-1980s. The green concept and movement was initiated from Great Britain where green consumerism has been formed as the result of the company's increased degradation and harm to the environment. Therefore, the concept of green marketing has been spread in the whole of Great Britain. Thus, eco-friendly marketing concepts spread beyond the Great Britain boundary.

Green purchasing refers to sustainable procurement which is defined as a procedure whereby the organizations' needs for services, goods and utilities are pleasantly gratified and the perceived value creates benefits for organization, society and the economy while reducing damage to the environment (Tan Booi Chen; Lau Teck Chai, 2010). Moreover, Green marketing refers to development and improvement of pricing, promoting and distributing the products which do not damage the environment (Friel, 1995).

The more complete definition of Green purchasing is employed by the International Green Purchasing Network (IGPN) that refers green purchasing (GP) to the purchase of any product and service that provides the same function as other products while leads to a less environmental hazard and reveals social responsibility and ethics with a similar price (Tan Booi Chen; Lau Teck Chai, 2010)

To maximize the possibility of purchasing a green product or service and to be eligible as a GP activity, quality, cost, functions, and its environmental, social and ethical aspects need to be in the proper balance (Michael Jay Polon sky, Philip J. Ro Senberger III, J. Ott man, 2010).

To achieve such goals, suppliers should be screened throughout the value chain; this implies new practices such as the screening of suppliers throughout the value chain to ensure the conformity with labor laws. Furthermore, social and ecological criteria need to be employed into technical specifications in the bidding documents (Michael Jay Polon sky, Philip J. Ro Senberger III, J. Ott man, 2010). Moreover, Sustainability deliberations are not only limited to the end product, the whole life cycle of a product or service needs to be taken into consideration such as extraction and production to transportation and its disposal (PunithaSinnappan, AzmawaniAbdRahman, 2011).

A variety of consumer behavior theories have been formed over the years. Consumer behavior have been investigated from various aspects such as economical and sociological (Kathryn Sampson, 2009). The impact of a variety of marketing variables such as promotion, advertising and public relation on consumer behavior was studied. Despite the understanding gained through the comparison between various brands and products, the effects of these comparisons on purchase decisions were not clarified. Therefore, many researchers

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made some efforts to develop a model to study consumer behavior from the psychological perspective (Kalafatis, 1999). Therefore, several psychological studies such as expectancy- value models (Fishbein, 1963) became popular due to their focus on attitude. This model noted that consumer’s belief on the functionality and the applicability of a product in gratifying their needs would eventually lead to purchasing intentions of the consumers and increased willingness to buy. These models regarding consumer behavior have been developed in the past forty years. The product fulfills their needs. Consumer behavior models have evolved in the past forty years. These models have evolved from expectancy-value model of Fishbein, 1963 and then to the Theory of reasoned action, Ajzen and Fishbein, 1980 to the Theory of planned behavior, Ajzen, 1985, 1991.

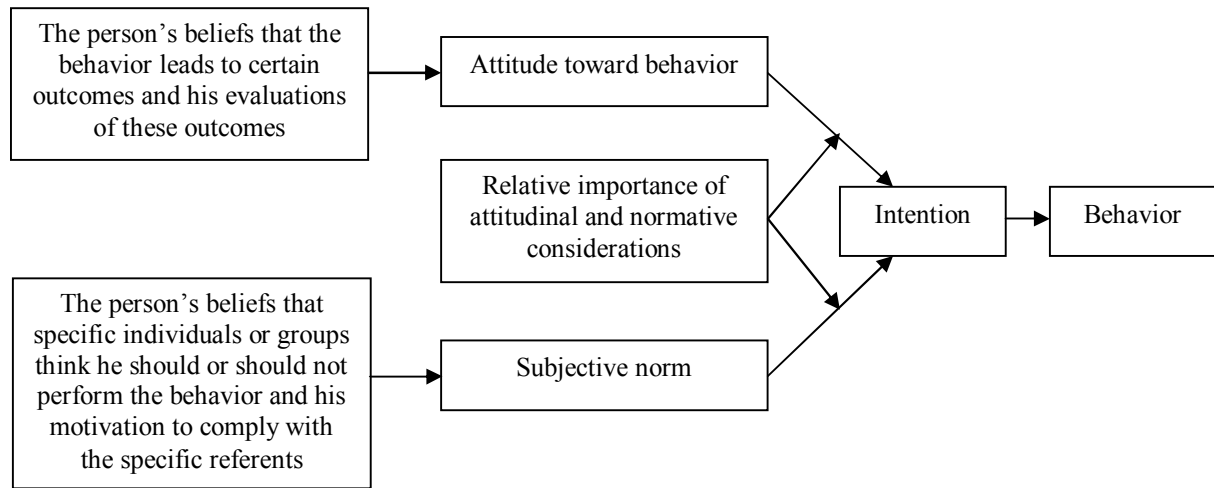
Theory of Reasoned Action

Theory of reasoned action notes the rationality of human beings and was formed with some assumptions. This theory does not inject that social behavior of the human is controlled by some motives that are unconscious or desires that are dominant. The authors noted that people have the ability to think and rationalize before taking an action or making a decision and have the option to involve or not involve in a certain behavior (Ajzen and Fishbein, 1980).

Comprehending and predicting the individual’s behavior is the eventual objective of the TRA.

Social influence may come up from the perception of social pressures. Taking an action or not taking it is questionable while an individual is under a severe social pressure. Therefore, this factor is called subjective norm (Ajzen&Fishbein, 1980).

Figure (1): Factors Determining a Person’s Behavior



ADAPTED FROM: Ajzen, I., &Fishbein (1980).Understanding attitudes and predicting social behavior. Englewood Cliffs: Prentice-Hall, Inc.

Attitude towards Behaviors

According to Ajzen and Fishbein, 1980, the instant determining factor of an individual’s beliefs is the individual’s attitude. An individual’s beliefs toward a certain object might be a lot, yet that individual has to merely attend to a limited number of beliefs. These limited beliefs are named behavioral beliefs. In fact, to comprehend the motive of an individual towards an attitude, these behavioral beliefs are used (Ajzen and Fishbein, 1980).

The attitude toward actions or objects is typically formed by behavioral beliefs. The fundamental comprehension that forms in the mind of an individual regarding a certain behavior is the negative or positive consequences that it may contain. Moreover, individuals holding diverse behavioral beliefs will have diverse attitudes toward a behavior (Ajzen and Fishbein, 1980).

The effect of social influence on consumers’ purchasing decision has a significant impact in consumer behavior. According to the Promotosh, 2011, purchasing decisions of consumers are highly relied on the information gathered from different sources.

The influential (reference) groups among the various sources of information hold the main effect on consumers’ engagement in purchasing behavior (Bearden &Etzel, 1982).

According to Feick, 2003, social association and engagement in a product are co-related. Social network of young consumers plays a major role in their brand choice or purchasing decisions.

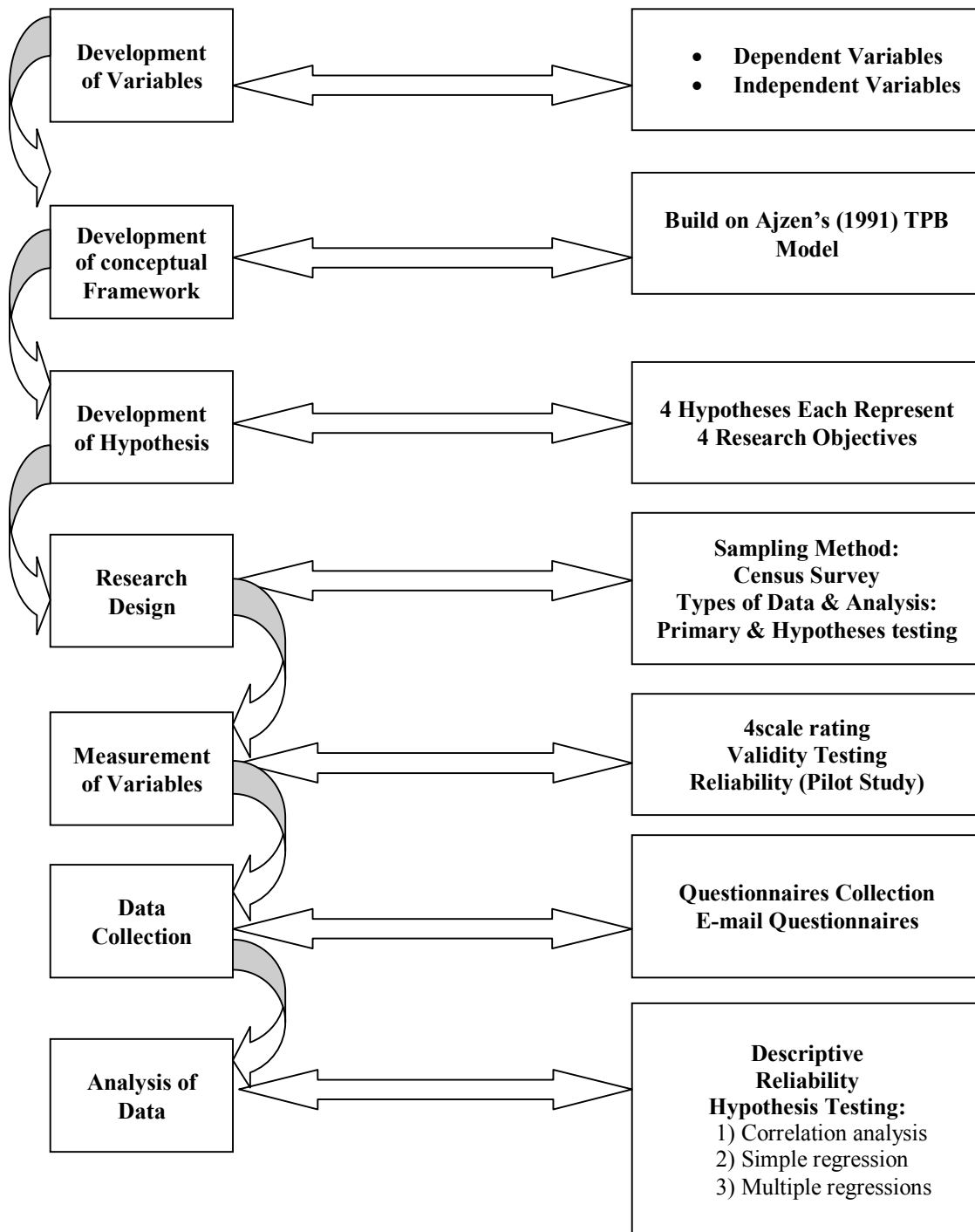
Moreover, the parents' routine and their purchasing intentions towards a product significantly influence the young adolescent's consumption patterns. Parents, having the habit of purchasing the material goods, would also have children interested in material goods just like their parents (Chaplin & John, 2010).

Development of the Variables and Theoretical Research Framework

According to the literature review in chapter two, there are various behavioral models that would interpret the purchasing behavior of consumers and specifically green consumers, yet this study adopted the Theory of Planned Behavior by Ajzen (1991), based on the discussion in the previous chapter.

The major objective of this study is to investigate the purchasing behavior of young Malaysian consumers towards green products based on the TPB model. Moreover, the study seeks to explore significant factors affecting green purchasing behavior of young Malaysian consumers.

Figure (2): Research Methodology Progress



Based on the research framework, the variables adopted in this research study are described below:
 Independent Variables : Consumer belief, Social Influence, Environmental Attitude, Perceived quality
 Dependent Variable : Green purchasing behavior
 To recognize the research variables easier, this research introduces the variables' acronyms as presented in the table below:

Table (1): Research Acronyms

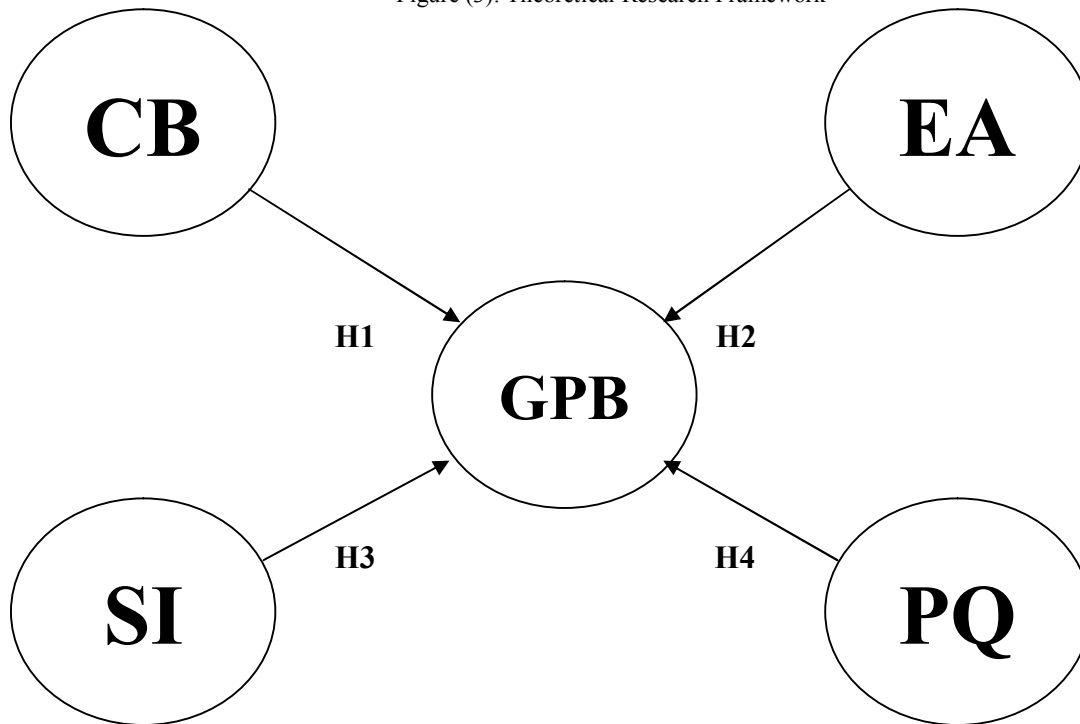
No.	Variables	Acronym
1	Consumer belief	CB
2	Social Influence	SI
3	Environmental Attitude	EA
4	Perceived quality	PQ
5	Green Purchasing Behavior	GPB

Theoretical Research Framework

Based on the development of variables and the discussions in the literature review, the proposed research framework including all the variables were made and displayed in

Figure. This framework suggests that consumer beliefs towards green environment, social influence, environmental attitude and perceived quality of green products have significant effects towards green purchasing behavior among young Malaysian consumers.

Figure (3): Theoretical Research Framework



Data Collection Method

This study aims to investigate the effects of several influential factors on green purchasing behavior among young Malaysian consumers. Therefore, this study uses the survey questionnaire to collect the data. The design of the questionnaire is significant due to the fact that it would inspire the respondents to assist and respond to all the questions accurately (Malhotra, 1999).

In this study, the questionnaires were distributed among the students in all the faculties of the two universities namely UTM and MMU.

Table (2): Data Collection Method

Respondents	Offline: UTM and MMU young students Email: Young Malaysian students
Time period	Started from November 2nd, 2011 Ended in November 30th, 2011
Method of distribution	Offline paper Questionnaires and through Email.

As mentioned above, samples were collected by questionnaires among UTM and MMU young students who have used green products.

Sample size

310 samples were distributed in this study. As many scholars noted, the most effective sample size is more than 30 and less than 500 (Roscoe, 1975). In the study ‘antecedents of green buying behavior among Malaysian consumers’ in Penang, 300 usable questionnaires were collected for data analysis (Sinnappan, Azmawani, 2011). Moreover, in the study of Laura Sampson, 2009, in Carolina, 300 samples were collected to analyze the effect of knowledge, beliefs, subjective norms, motivations and attitude towards purchasing behavior of green consumers. Therefore, the sample size of this study would be appropriate.

The types of Data and Analysis

To choose the most suitable data analysis approach, research problems, objectives and uniqueness of the data should be considered (Malhotra, 1999). Therefore, to fulfill the abovementioned, this study chose to employ (1) descriptive analysis; (2) reliability analysis, and (3) hypotheses testing to analyze the result of the collected data.

Descriptive statistics: descriptive statistics explains the basic features of the data in this research study. Summaries of samples and measures are presented in the descriptive statistics. Descriptive analysis is explained in three subsections namely; (1) profile of the respondents, (2) variability analysis was performed where standard deviation and mean were displayed in figures, (3) normality analysis.

Goodness: Reliability analysis assures that all the items in the survey are reliable to be tested in the hypotheses analysis. This is the second data analysis method.

Hypothesis Testing: Statistics are employed to conclude the likelihood that a hypothesis is true. To gauge the research objectives, reliability analysis and hypotheses were performed after the completion of the pilot study.

Table displays a summary of the hypotheses testing.

Table (3): Summary of Hypothesis Testing

H	Details	Types of the Data Analysis	Indicator
1	Relationship between consumers’ belief and green purchasing behavior	Descriptive, Correlation and Regression Analysis	Standard Deviation, Mean, Pearson Correlation, Adjusted R2 value, Sig. level P< 0.005
2	Relationship between environmental attitude and green purchasing behavior	Descriptive, Correlation and Regression Analysis	Standard Deviation, Mean, Pearson Correlation, Adjusted R2 value, Sig. level P< 0.005
3	Relationship between Social Influence and green purchasing behavior	Descriptive Statistics, Correlation and Regression Analysis	Standard Deviation, Mean, Pearson Correlation, Adjusted R2 value, Sig. level P< 0.005
4	Relationship between perceived quality and green purchasing behavior	Descriptive Statistics, Correlation and Regression Analysis	Standard Deviation, Mean, Pearson Correlation, Adjusted R2 value, Sig. level P< 0.005

Pearson Correlation

This study uses Pearson Correlation for two reasons namely; (1) it is an exploratory study, where TPB model is adopted to test the Malaysian’s young consumer’s scenario and (2) many previous studies chose correlation in their researches to predict green purchasing behavior of the consumers (Sinnappan and Azmawani, 2011, Promotosh, 2011, Booi-Chen Tan and Teck-Chai Lau, 2011)

The r-values in the Pearson Correlation analysis displays the strength of the association and then the direction among the two of metric variables are explored (Hair et al., 2006). Moreover, the sign (+ or -) specifies the relationship’s direction and the value might range from +1 to -1, where +1 indicates a significant positive relationship, 0 indicates no relationship, and -1 indicates a significant negative or reverse relationship. Moreover, r-value was comprehended on the basis of rule of thumb established by Franzblau, 1958, and according to Hinkle, 2002, the correlation of less than 0.30 explores weak relationship between the variables.

Measurement of Variables

The following figure presents sources of the questions developed and employed in the survey of this study. Questionnaire contains six sections that include demographics of the respondents.

The method employed in all sections except in the demographics is the four-Likert scale. It is stated by many scholars that the Likert scales are approximate intervals in character. However, there is an argument whether the Likert scale is interval or simply ordinal.

This study adopts the Likert scales as interval scales due to a number of reasons. Interval properties to the respondents have been communicated through these scales. Moreover, Likert scales are always assumed as interval (Asker, 2001).

The table below displays the variables, sources of the questions and the number of questions conducted to study the respondents' samples.

Table (1): Summary of Questionnaire Development

No.	Variables	Sources of Questions	Number of Questions
1.	Consumer Beliefs Towards Green Environment	Souza, Taghian, Kholisa, 2007; Picket-Baker, Ozaki, 2008	8
2.	Consumers' Environmental Attitude	Souza, Taghian, Kholisa, 2007; Picket-Baker, Ozaki, 2008	7
3.	Social Influence	Lee,2008	6
4.	Perceived Quality of Green Products	Lee,2008	3
5.	Green Purchasing Behavior	Souza, Taghian, Kholisa, 2007; Picket-Baker, Ozaki, 2008	6

Reliability and Validity of the Research

To control the research and guarantee the accuracy and consistency of the result, the research needs to be valid and reliable. Validated empirical studies are the basis of this survey questionnaire. To examine the consistency among the inter-item of the gathered data, Cronbach's Alpha reliability analysis was employed to test the 4 point Likert-scale questions. The survey's result is considered acceptable and reliable when Cronbach's Alpha value is 0.7 or higher.

RESULTS AND ANALYSIS

The results of the data analysis are presented in this chapter. It consists of four sections namely; (1) Review of demographic profiles, (2) Descriptive analysis, (3) Summary of hypothesis testing and results, (4) Chapter Summary. The primary data was collected from two universities in Malaysia, UM and MMU. These studies were conducted in these universities due to the target market of this study that is young green consumers. A major number of students in these universities are young and reasonably aware of the green market and products. Therefore, they are eligible to be questioned for the current study. A total of 310 data were collected and 300 were usable samples.

Consumer Beliefs

The four-scale was used as an instrument. For the consumer beliefs, the score of 3.26 (s.d 0.49) was recorded that presents 'agree' meaning that consumers hold positive beliefs towards the environment in relation to the green purchasing intention. The higher score in this category agreed that humans are not eligible to adjust the natural environment according to their needs. In this section, consumers also believed that humans have to slow down industrial progress due to the concern for the environment and also they believed that to preserve the economic health, they need to control the growth of the industry.

Table (5): Means and Standard Deviation for the characteristics of the questionnaire (Consumer Beliefs)

Code	Variables	Means	S.d
	Consumer Beliefs		
CB1	I believe that we should slow down industry progress because of concern for the environment.	3.47	0.66
CB2	Humans don't have the right to modify the natural environment to suit their needs	3.55	0.48
CB3	Mankind was created to rule over the rest of nature	3.18	0.49
CB4	To maintain a healthy economy, we will have to control industrial growth.	3.43	0.56
CB5	Humans must live in harmony with nature in order to survive.	3.38	0.66
CB6	The earth is like a spaceship with only limited room and resources.	3.3	0.48
CB7	Humans need to adapt to the natural environment because	3.1	0.58
CB8	There are limits to which our industrialized society can expand.	2.7	0.45
	Average Score	3.26	0.49

Four-Point Scale: 1=Strongly Disagree; 2_Disagree; 3- Agree; 4= Strongly Agree

Environmental Attitude

As displayed in Table , for the environmental attitude the average score was 3.06 suggesting many ideas; (1) consumers believed that it is very important to raise environmental awareness among Malaysian people, (2) citizens should recycle their household waste and (3) promoting green living is vital in Malaysia. The standard deviation presented a minor dispersion of 0.55 (below 68%).

Table (6): Means and Standard Deviation for the Attributes of The questionnaire (Environmental Attitude)

Code	Variables	Means	S.d
Environmental Attitude			
EA1	Citizens should recycle their household waste	3.48	0.49
EA2	It is essential to promote green living in Malaysia	3.45	0.50
EA3	More environmental protection works are needed in Malaysia	3.43	0.49
EA4	It is very important to raise environmental awareness among Malaysian people	3.64	0.47
EA5	Environmental protection issues are none of my business	2.70	0.71
EA6	I think environmental protection is meaningless	2.33	0.70
EA7	It is unwise for Malaysia to spend a vast amount of money on promoting environmental protection	2.45	0.66
Average Score		3.06	0.55

Four-Point Scale: 1=Strongly Disagree; 2_Disagree; 3- Agree; 4= Strongly Agree

Perceived Quality of Green Products

In this category, the average score of the mean was 3.27, presenting that most of the consumers agreed on the importance of the perceived quality of green products. The higher score was 3.43 showing that higher quality of a green product increases the possibility of purchasing behavior towards green products. The standard deviation was 0.44 indicating minor dispersion.

Table (7): Means and Standard Deviation for the Attributes of The questionnaire (Perceived Quality of Green products)

Code	Variables	Means	S.d
Perceived Quality of Green Products			
PQ1	The quality of the product is important for me.	3.16	0.46
PQ2	The quality of environmentally safe products areas good as other products	3.22	0.41
PQ3	Higher quality of a green product increases the possibility of purchase behavior towards the green products	3.43	0.49
Average Score		3.27	0.44

Four-Point Scale: 1=Strongly Disagree; 2_Disagree; 3- Agree; 4= Strongly Agree

Green Purchasing Behavior

According to

Table the mean of 3.36 aligns that respondents agree on choosing green products among the other options. The higher score of the mean was 3.64, presenting that most respondents choose to buy products that are environmentally friendly. The standard deviation is under 68% (0.54) displaying minor dispersion.

Table (8): Means and Standard Deviation for the Attributes of The questionnaire (Green Purchasing Behavior)

Code	Variables	Means	S.d
Green Purchasing Behavior			
GPB1	When I have a choice between two equal products, I purchase the one less harmful to other people and the environment	3.45	0.67
GPB2	I make a special effort to buy household chemicals such as detergents and cleansing solutions that are environmentally friendly	3.48 3.43	0.62 0.56
GPB3	I choose to buy products that are environmentally-friendly	3.64	0.55
GPB4	I choose to buy products that are environmentally-friendly product qualities are similar	3.01	0.48
GP5	I have avoided buying a product because it had potentially harmful environmental effects	3.33	0.43
GP6	I make a special effort to buy paper and plastic products that are made from recycled materials	3.21	0.49
Average Score		3.36	0.54

Four-Point Scale: 1=Strongly Disagree; 2_Disagree; 3- Agree; 4= Strongly Agree

Furthermore, the Anova Table is used to investigate the significance of the result. The null hypothesis where multiple R in the population is 0, was examined in this analysis. The result of this study presents sig= 0.00 indicating $P < 0.05$.

Table (9): Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0.794a	0.631	0.631		0.24491

a Predictors: (Constant), Consumer beliefs; Environmental Attitude; Social Influence; Perceived quality of green products.

b Dependent Variable: Green purchasing Intention.

Table (10): ANOVA (b)

Model		Sum Squares	df	Mean Square	F	Sig.
1	Regression	30.277	4	7.569	126.190	.000
	Residual	17.695	295	0.060		
	Total	47.972	299			

The tolerance is closer to zero when the intercorrelation of the independents is higher. According to the rule of thumb, there is a problem with multicollinearity when the tolerance is less than 0.20. However, high multicollinearity of the variable with other independents is indicated if tolerance is close to 0. Moreover, the b and beta coefficients would be unstable.

It is noted if VID is high, the multicollinearity is also high, and therefore, the unsteadiness of the ‘b’ as well as the beta coefficients is higher as well.

The correlations among the variables are displayed in

Table . Via the Tolerance, it is indicated that the extent to which the variability of a certain independent is not explained by the other independent variables.

Table (11): Coefficient Result and Regression Equation Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.653	.226		-2.897	.004		
	CB	-.491	.065	-.286	-7.616	.000	.888	1.126
	EA	.810	.051	.593	16.004	.000	.912	1.096
	SI	.243	.031	.295	7.914	.000	.898	1.114
	PQ	.644	.046	.515	13.850	.000	.904	1.106

a. Dependent Variable: GPI

As depicted in

Table , the range of the tolerance is from 0.888 to 0.912 which is not less than 0.10. Therefore, the multicollinearity assumption is not violated. It is also proved by the value of VIF that is less than 10. The largest beta coefficient excluding the negative signs is 0.593 that is for environmental attitude. This result is suggesting that environmental attitude is a significant predictor of green purchasing intention. The beta values for Consumer beliefs (.286); Social Influence (.295); Perceived quality of green products (.515) were less significant predictors.

The SPSS output result presenting b- values are displayed in the equation below. The model could be explained as an equation when the b values are replaced. (Y) Green purchasing intention = b0 + (.286) (X1= Consumer beliefs) + .593 (X2= Environmental Attitude) + .295(X3= Social Influence) + .515 (X4= Perceived Quality of green products). Therefore, when the values are placed into the equation it will be; Green purchasing intention = -0.653- .286X1 + .593 X2 + .295 X3+ .515X4.

Consumer Beliefs

To enhance consumer beliefs more positively towards green purchasing intention, marketers need to develop efficient campaigns to motivate young people. Moreover, marketers should consider the fact that higher motivation would lead to an effect on attitude towards an object (Solomon et al., 2010). Therefore, young consumers need to be educated via marketers through advertisements to understand the importance of green products so that they would purchase and alter their attitude afterwards.

Social Influence

To make consumers’ attitude positive, knowledge and education are believed to be main influential factors. Therefore, it is a necessity for marketers to dedicate their attention to educate young consumers via different knowledge constructing activities. For instance, free samples could be provided along with aligning knowledge constructing competition for pioneering ideas.

Environmental Attitude

Many researchers suggested that consumer knowledge of environmentally green apparel would have a major influence on the attitude and intention to purchase and purchase behavior. Therefore, marketers should focus on educating consumers towards social responsibility practices. Marketers should also emphasize on highlighting the significance of the consumers’ participations in green movements. Moreover, the consumers should be exposed and introduced to green products through a systematic approach taken by marketers. This could include educational campaigns and advertisements to involve the consumers with the green product and understand its significance in different scales.

Contribution of the Study

Contribution of this research is described in two sections; (1) General: (A) Marketing academia, (B) Public, (2) Specific: (A) Marketers; (B) Companies and businesses.

General: Marketing Academia

Green consumer behavior is a relatively new concept in Malaysia, therefore, this study is a good opportunity for academia to identify and know various significant factors influencing green purchasing intention among young Malaysian consumers due to the importance of this concept in the current market. This study increases awareness through the identification of influencing factors on green purchasing.

General: Public

This research increases the knowledge and awareness among the public by identifying the significance and importance of the green concept. This study encourages young consumers to enhance their contribution towards the green movement when they are considerably acknowledged by the outcome of their positive activities on the environment.

Specific: Marketers

This research contributed to the knowledge of marketers towards identifying significant psychographic and behavior to be employed in their marketing strategies to enable them to increase their sale. Furthermore, marketers would be able to refine and redefine their segmentation by identifying their significant target markets and how to attract them more effectively to the green products.

Specific: Companies and Businesses

This study enables companies and businesses to focus on manufacturing green products more effectively to increase sale and profit of the companies. This research would also inform the companies on how to educate and enhance the consumer awareness regarding the green products. This would also happen by educating the influencers regarding the importance of environmentally green apparel while identifying the significance of this group of young consumers.

Future Research Suggestions

The limitations stated above present opportunities for future research. In this study, choosing respondents should be focused on receiving relevant and precise answers. For example, customers who become respondents should know survey's issues in better ways. This can give a chance for marketers to know their problems in advertising. Location can also become important in this research. It is because location can impact emotions of customers and their answers.

Researchers are better to adopt other theories and models of consumer behavior to identify the influencing factors missing from the TPB model that have significant impacts on green purchasing among young consumers.

CONCLUSIONS

To gratify the needs and wants of the individuals such as ensuring satisfaction of the customers, high quality of the products is needed to be ensured by marketers. Due to the significance of Perceived product quality in the development and implementation of marketing strategies are needed in order to build the brand image and increase the market share. Marketers need to ensure high perceived quality of the products to retain long term relationship with customers. Therefore, high perceived quality of the products need to be considered while marketers are developing the proper marketing strategies and other factors related to the construct. Due to the fact that service quality is associated to satisfaction, purchase intentions and product involvement would assist marketing managers in expanding more effective marketing mixes while the quality of the product is more under the control of the business. However, it would be better for marketers to integrate green marketing strategies while converting them into the company's strategic plan.

Recommendations

Based on the findings, consumers' belief positively influences green purchasing intention among young Malaysian consumers. Therefore, young consumers should be properly educated towards the green concept and the influence of green purchasing and eco-friendly products on the environment so that they would gain stronger beliefs towards the importance of green purchasing and consequently lead to the increased purchasing intention of the young consumers.

Based on the findings, social influence positively and significantly affects the purchasing intention of young Malaysian consumers. Therefore, public awareness needs to be increased regarding the green purchasing and its significant influence on the environment and more importantly influencers and people who have stronger influence on young consumers must be more educated.

Based on the findings, environmental attitude positively influences the green purchasing intention of young consumers. Therefore, young consumers' attitude needs to enhance positively towards the green purchasing intention through proper education and acknowledgement. Young consumers would hold more positive attitude when they are properly informed and educated on how important and effective their role would be concerning the environmental issues.

According to the findings, perceived quality of green product positively influences the intention to purchase green products of young Malaysian consumers. Therefore, it needs to be taken into the consideration more that factors like perceived quality should be always highlighted and improved so that the consumers would be more motivated and become more likely to purchase green products even though they have other options as well.

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