

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1. Introduction

The conclusions about this research will be addressed during this chapter. In addition, suggestions and limitations were added to assist other researchers to do the study in the future.

5.2. Conclusions

According to the analysis done in the previous chapter, the Author could draw the conclusions as follows:

- a. Based on overall significance test (T Test), the eco-labelling, green packaging and branding, environmental advertisement, green premium pricing, and eco-image significantly contribute 14% to consumers' environmental behaviours.
- b. According to the partial test (F Test), the Author could conclude that the eco-labelling, green packaging and branding, and green premium pricing significantly contribute to consumers' environmental behaviours. However, environmental advertisement and eco-image don't contribute to consumers' environmental behaviours.

- c. From the multiple linear regression, the green premium pricing is the most influencing independent variable ($\beta = 0.186$) to consumers' environmental behaviours.
- d. This result has been confirmed several previous studies found that eco-labelling, green packaging and branding, and green premium pricing has a positive and significant influence towards consumers' purchasing patterns or environmental behaviour. However, at the same time, it also doesn't support several studies that found environmental advertisement and eco-image contribute to consumers' environmental behaviour.
- e. The finding found that environmental advertisement and eco-image don't contribute to consumers' environmental behaviour may result from the daily practices of marketers that don't offer suitable emotional relevance and lifestyle among consumers. Besides not well-designed, it's often not credible.

5.3. Managerial Implication

Current research has found that green premium pricing is one of the most influencing factors to consumers' environmental behavior. For those who run a green business or engaged within it, it is important to develop the right green premium pricing since people often take it into consideration the most and green premium pricing often becomes a green marketing strategy tool that has the most complexity in the practices.

The other two contributing-independent variables are eco-labelling; and green packaging and branding. An attractive and relevance eco-labelling; green packaging and branding, may persuade people to adopt a greener lifestyle by encouraging them to choose green product than another product to purchase or to consume. However, it is important to remember that marketers should not trap in the green marketing myopia or green marketing washing that offer more the value of green without fulfilling any consumer needs and demands.

The assignment for local marketers in Yogyakarta was to improve the consumers' perception to environmental advertisement and improve the eco-image within consumers. They should promote the more suitable and relevance of environmental advertisement and has to show more visibility and credibility about the message they want to communicate. The daily practice of green companies that ended up in green washing resulted on negative perspective the eco-image, that's why the marketeers also has to consider to improve the strategy to get consumers' impression. It's really unfortunate since the environmental advertisement is a powerful green marketing strategy for communicating the whole message to consumers and while eco-image can assist consumers' impression to the environmental cause.

5.4. Research Limitations

The Author realized that present research has numerous flaw regarding the available scope and limitations. Thus, these research limitations listed as follows.

1. The chosen samples are those who has experience of purchasing the green product in Yogyakarta through offline store. Any experience of purchasing the green product through online store didn't take into any consideration.
2. This research investigates the influence of green marketing strategy through green marketing tools to consumers' environmental behaviour only without involving other related variable such environmental concern and belief.
3. Current research doesn't observe the demographic variable relationship with the consumers' environmental behaviour. It's only provide to understand the profile of respondents.

5.5. Suggestions for Future Research

The suggestions made for future research was listed as follows.

1. This research indicated that other factors affect greater on consumers' environmental behaviour. Therefore, it is being expected that in the future research, researchers could explore and involve those factors more.
2. The current research doesn't specify any green product that consumers ever purchased. It's been expected that in the future research, researchers could specify the green product scope since the result of the research may vary depending on the green product category or field.

3. The future research should investigate the demographic variables more than just as profile of the respondents, instead observe whether it has a relationship to the consumers' environmental behaviour or not. And, how those demographic variables affect it.



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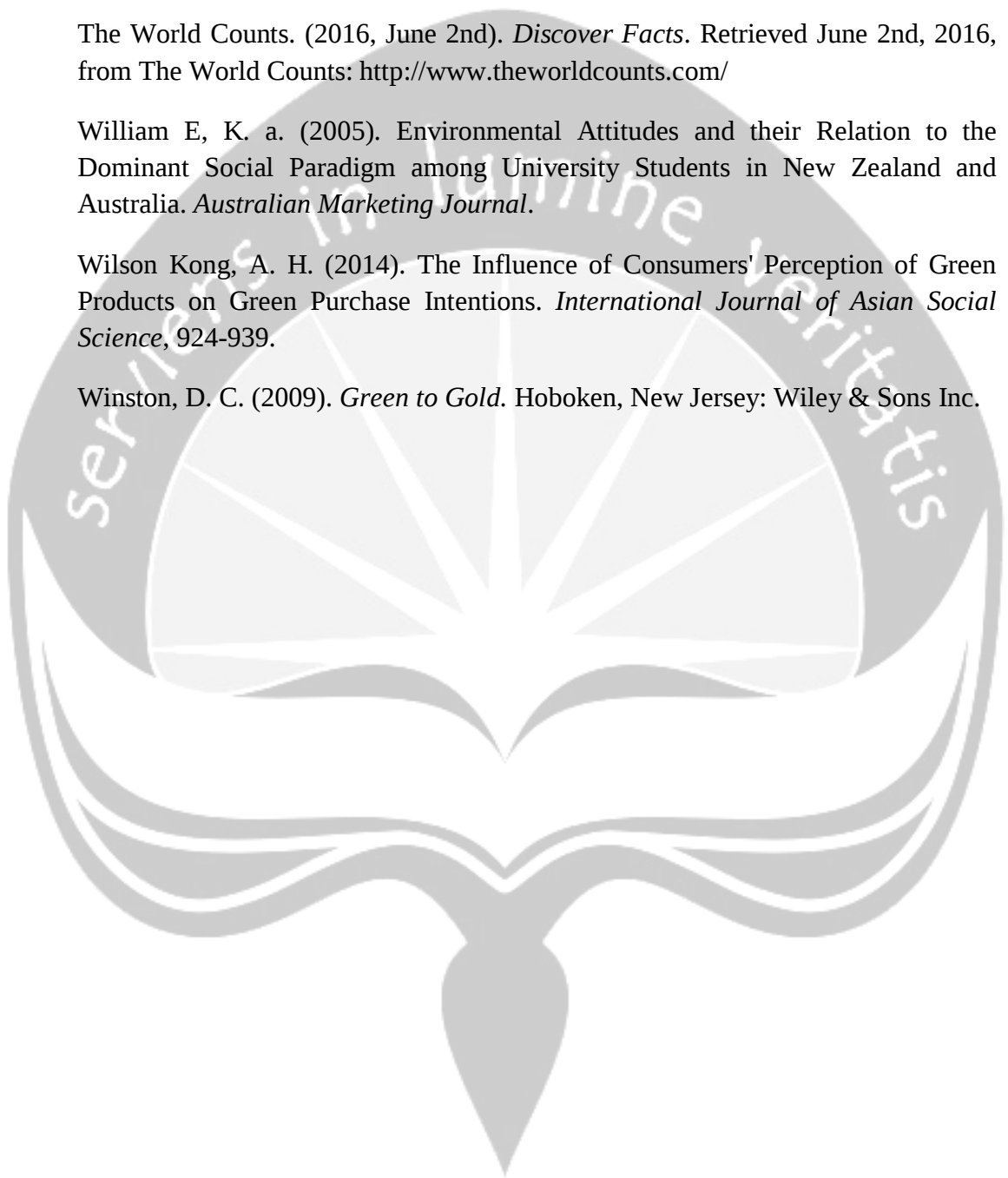
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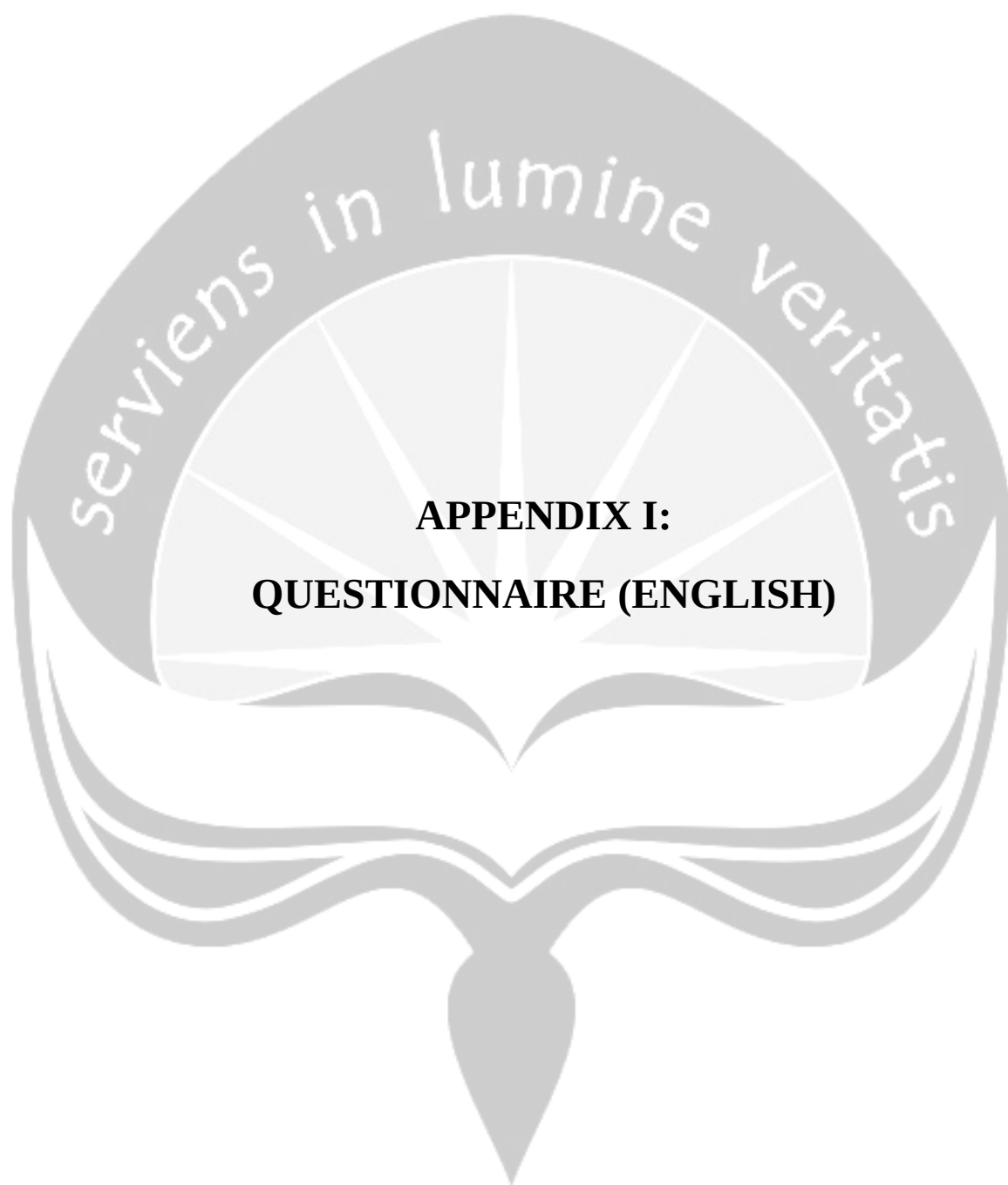
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Research Questionnaire:

The Influence of Eco-Labelling, Green Packaging and Branding, Environmental Ads, Green Premium Pricing, and Eco-Image to Consumers' environmental behaviour

Dear respondents, my name is Yoan Nita Gunawan and I am a student of UAJY. This questionnaire is made to find information and data needed to complete my thesis as a requirement to get a bachelor degree. My thesis has purposed to identify the influence of eco-labelling, green packaging and branding, environmental ads, green premium pricing, and eco-image to consumers' environmental behaviour. Therefore, you are asked to answer the list of questions as follows:

Consumers' Perception on Green Marketing Strategies and Environment

Circle the most suitable answer for you with the scale of: **1=strongly disagree, 2=disagree, 3=neither agree or disagree, 4= agree, 5=strongly agree**

Eco-Labelling						
No.	Factor Items	Level of Agreement				
		1	2	3	4	5
1	Eco-labels are eye catching on green products.	1	2	3	4	5
2	Sufficient information is provided on eco-labels.	1	2	3	4	5
3	I believe that eco-labels are easy to read.	1	2	3	4	5
4	Green products are marketed to me in a way which I really find engaging and relevant to my lifestyle.	1	2	3	4	5
5	Information on eco-labels is accurate for green products.	1	2	3	4	5
6	It is easy for me to identify green product in Yogyakarta, Indonesia.	1	2	3	4	5

Green Packaging and Branding						
No.	Factor Items	Level of Agreement				
		1	2	3	4	5
1	I acknowledge that the information on packaging is an important criterion.	1	2	3	4	5
2	It is important to reuse or recycle the packaging after use.	1	2	3	4	5

3	Biodegradable (substance that capable decomposed by bacteria and living organisms) packaging is an important consideration for green customers.	1	2	3	4	5
4	I feel good about buying brands which are less damaging to the environment.	1	2	3	4	5
5	I trust well-known green branded products in Yogyakarta, Indonesia.	1	2	3	4	5

Environmental Advertisement						
No.	Factor Items	Level of Agreement				
		1	2	3	4	5
1	Green Advertisement should promote environmental friendly products in a credible manner.	1	2	3	4	5
2	The content of environmental advertisements should offer pertinent emotional relevance for green customers.	1	2	3	4	5
3	Attractive environmental advertisement will encourage me to adopt green purchasing patterns.	1	2	3	4	5
4	I acknowledge that environmental advertisements are not exaggerated for green products in Yogyakarta, Indonesia.	1	2	3	4	5

No.	Green Premium Pricing					
	Factor Items	Level of Agreement				
		1	2	3	4	5
1	I accept as true that a portion of the price for green products goes to a worthy environmental cause.	1	2	3	4	5
2	I consider that green products are very important in the context of Indonesia.	1	2	3	4	5
3	I think that it is reasonable to pay a higher price for products that are produced in an ecological way.	1	2	3	4	5

No.	Eco-image					
	Factor Items	Level of Agreement				
		1	2	3	4	5
1	I share the opinion that the green products should bear an eco-image in Yogyakarta.	1	2	3	4	5
2	There should be more visible on the way which green products are marketed in Yogyakarta.	1	2	3	4	5

Environmental Behaviour of Consumers

Circle the most suitable answer for you with the scale of: **1=never, 2=rarely, 3=sometimes, 4=usually, 5=always**

Environmental Behaviour of Consumers						
No.	Factor Items	Level of Frequency				
		1	2	3	4	5
1	Use of biodegradable (substances that could be decomposed by bacteria and other living organisms) soaps or detergents.	1	2	3	4	5
2	Avoid buying aerosol (a substance enclosed underpressure and able to release by fine spray; e.g. hairspray) products.	1	2	3	4	5
3	Read labels to see if the contents are environmentally safe.	1	2	3	4	5
4	Buy products made or packaged in recycled materials.	1	2	3	4	5
5	Buy products in packages that can be refilled.	1	2	3	4	5
6	Avoid buying products from companies who are environmentally responsible.	1	2	3	4	5
7	Recycle bottles, cans, or glass.	1	2	3	4	5
8	Consumers taking their own bags to the supermarket.	1	2	3	4	5
9	Contribute money to environmental causes.	1	2	3	4	5

Respondents' Demographics

Please fill in the blank and circle the answer that best suit with you!

1. Origin : _____
2. Residence : _____
3. Gender : a. Male b. Female
4. Age (year) : a. <18 d. 40-50
b. 18-28 e. >50
c. 29-39
5. Marital Status : a. Single b. Married
6. Education Level:
a. Senior High/Vocational School c. Graduate
b. Diploma/Undergraduate d. Other: _____
7. Highest Degree Earned:
a. Senior High/Vocational School c. Graduate
b. Diploma/Undergraduate d. Other _____
8. Occupation:
a. Student e. Housewife
b. Government Worker f. Retired

- c. Private Employee
 - d. Entrepreneur
 - g. Other: _____
9. Monthly Income (IDR):
- a. $\leq 1,000,000$
 - b. 1,000,001-4,000,000
 - c. 4,000,001-7,000,000
 - d. $\geq 7,000,001$

Source: Juwaheeret. *al.* (2012)





Kuisisioner Penelitian:***The Influence of Eco-Labelling, Green Packaging and Branding, Environmental Ads, Green Premium Pricing, and Eco-Image to Consumers' environmental behaviour***

Salam, nama saya Yoan Nita Gunawan (UAJY). Kuisisioner ini bertujuan untuk memperoleh data dan informasi yang diperlukan dalam penyusunan skripsi saya sebagai syarat kelulusan. Skripsi saya bertujuan untuk mengidentifikasi sejauh manakah *eco-labelling, green packaging and branding, environmental ads, green premium pricing, dan eco-image* dapat mempengaruhi *consumers' environmental behaviour*. Maka, Anda diminta untuk menjawab pertanyaan berikut ini.

Persepsi Kustomer terhadap Strategi Pemasaran Hijau (Ramah Lingkungan) dan terhadap Lingkungan

Lingkarilah sesuai dengan jawaban yang paling sesuai dengan skala: **1=sangat tidak setuju, 2=tidak setuju, 3=netral, 4= setuju, 5=sangat setuju**

<i>Eco-Labelling</i>						
No.	Faktor	<i>Level of Agreement</i>				
		1	2	3	4	5
1	Label ramah lingkungan pada produk ramah lingkungan sangat menarik.	1	2	3	4	5
2	Informasi yang cukup, tersedia pada label ramah lingkungan.	1	2	3	4	5
3	Saya merasa bahwa label ramah lingkungan mudah diinterpretasikan.	1	2	3	4	5
4	Produk ramah lingkungan dipasarkan ke saya dengan cara yang menarik dan sesuai dengan gaya hidup saya.	1	2	3	4	5
5	Informasi pada label ramah lingkungan akurat dalam mendeskripsikan produk ramah lingkungan.	1	2	3	4	5
6	Mudah bagi saya untuk mengidentifikasi produk ramah lingkungan di Yogyakarta, Indonesia.	1	2	3	4	5

<i>Green Packaging and Branding</i>						
No.	Faktor	<i>Level of Agreement</i>				
		1	2	3	4	5
1	Saya mengakui bahwa informasi pada kemasan adalah kriteria yang penting.	1	2	3	4	5
2	Penting rasanya untuk memakai dan mendaur ulang kemasan setelah pemakaian	1	2	3	4	5

3	Kemasan biodegradasi (kemasan yang dapat terurai oleh bakteri dan organisme lainnya secara alami) merupakan bahan pertimbangan penting dalam membeli produk.	1	2	3	4	5
4	Saya merasa positif dengan membeli produk ramah lingkungan.	1	2	3	4	5
5	Saya sangat percaya dengan merek produk ramah lingkungan yang terkenal.	1	2	3	4	5

<i>Environmental Ads</i>						
No.	Faktor	Level of Agreement				
		1	2	3	4	5
1	Iklan bertema lingkungan seharusnya mempromosikan produk ramah lingkungan dengan cara yang dapat dipercaya.	1	2	3	4	5
2	Konten dari iklan bertema lingkungan sebaiknya menampilkan relevansi emosional yang bersangkutan dan sesuai dengan kustomer.	1	2	3	4	5
3	Iklan bertema lingkungan yang atraktif akan memotivasi saya untuk mengadopsi pola beli ramah lingkungan.	1	2	3	4	5
4	Saya mengakui bahwa iklan bertema lingkungan tidak berlebihan dalam mempromosikan produk ramah lingkungan di Yogyakarta, Indonesia.	1	2	3	4	5

<i>Green Premium Pricing</i>						
No.	Faktor	Level of Agreement				
		1	2	3	4	5
1	Saya menerima sebagai kebenaran bahwa sebagian biaya/nilai dari harga produk ramah lingkungan dimanfaatkan untuk masalah lingkungan yang layak.	1	2	3	4	5
2	Saya menganggap bahwa produk ramah lingkungan sangat penting dalam kontek (sesuai dengan kondisi) di Yogyakarta, Indonesia.	1	2	3	4	5
3	Saya berpendapat bahwa membayar lebih untuk produk yang diproduksi secara ekologis adalah hal yang wajar.	1	2	3	4	5

<i>Eco-Image</i>						
No.	Faktor	Level of Agreement				
		1	2	3	4	5
1	Saya beranggapan bahwa produk ramah lingkungan seharusnya memang menggambarkan kesan yang ekologis.	1	2	3	4	5
2	Harus ada visibilitas yang lebih dalam memasarkan produk ramah lingkungan di Yogyakarta, Indonesia.	1	2	3	4	5

Perilaku Kustomer terhadap Lingkungan

Lingkarilah jawaban yang paling sesuai dengan skala: **1=tidak pernah, 2=jarang, 3=kadang-kadang, 4=biasanya, 5=selalu**

Perilaku Kustomer terhadap Lingkungan						
No.	Faktor	Level of Frequency				
		1	2	3	4	5
1	Penggunaan sabun dan deterjen biogradasi (zat yang dapat diurai oleh bakteri atau organisme hidup lainnya).	1	2	3	4	5
2	Menghindari pembelian produk aerosol (produk terbuat dari sediaan yang dikemas dalam kemasan yang diberi tekanan dan dapat disemprotkan yang dapat merusak lapisan ozon. Cth: <i>hair-spray</i>).	1	2	3	4	5
3	Membaca label untuk engetahui apakah konter produk ramah lingkungan atau tidak.	1	2	3	4	5
4	Membeli produk dibuat dari atau dikemas dalam materi daur ulang.	1	2	3	4	5
5	Membeli produk yang dikemas dalam kemasan yang dapat dipakai ulang.	1	2	3	4	5
6	Menghindari pembelian produk dari perusahaan yang bertanggungjawab terhadap lingkungan (telah berbuat sesuatu yang menyebabkan efek negatif terhadap lingkungan).	1	2	3	4	5
7	Mendaur ulang botol, kaleng, barang pecah-belah.	1	2	3	4	5
8	Membawa tas belanjaan sendiri ke supermarket.	1	2	3	4	5
9	Mengkontribusikan uang untuk masalah lingkungan.	1	2	3	4	5

Demografi Responden

Isilah sesuai dengan jawaban Anda!

1. Asal : _____
2. Tempat Tinggal: _____
3. Jenis Kelamin : a. Laki-laki b. Perempuan
4. Umur (tahun) : a. <18 d. 40-50
b. 18-28 e. >50
c. 29-39
5. Marital Status : a. Lajang b. Menikah
6. Pendidikan :
a. SMA/SMK c. Pasca Sarjana
b. Diploma/Universitas d. Lainnya: _____

7. Gelar terakhir :
- a. SMA/SMK
 - b. Diploma/Universitas
 - c. Pasca Sarjana
 - d. Lainnya: _____
8. Pekerjaan:
- e. Pelajar
 - f. Pegawai Pemerintah/PNS
 - g. Pegawai Swasta
 - h. Wiraswasta/Pedagang
 - e. Ibu Rumah Tangga
 - f. Pensiun
 - g. Lainnya: _____
10. Penghasilan Perbulan (IDR):
- a. $\leq 1,000,000$
 - b. 1,000,001-4,000,000
 - c. 4,000,001-7,000,000
 - d. $\geq 7,000,001$

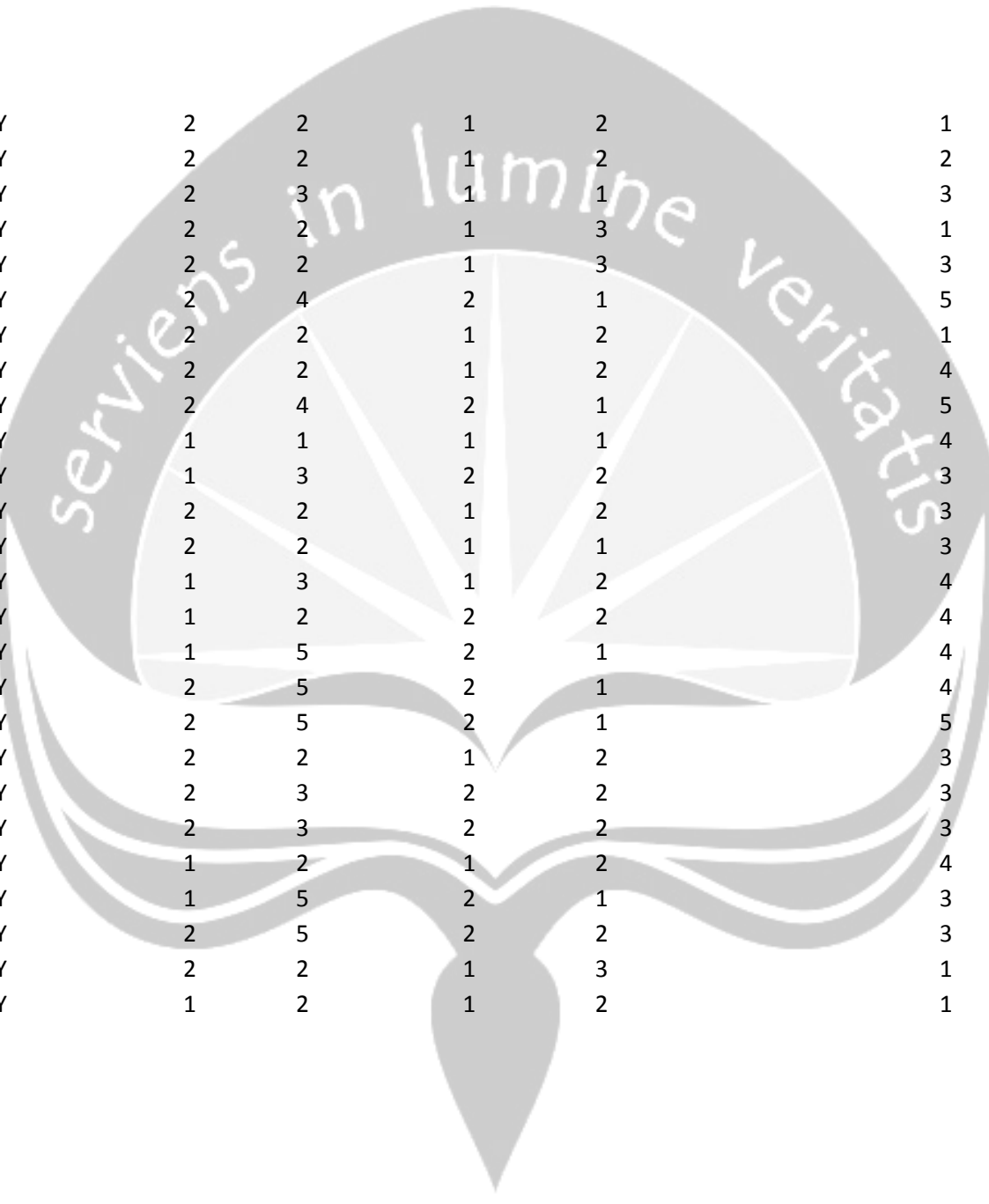
Source: Juwaheeret. *al.* (2012)



Raw Data:

Profile of Respondents

Origin	Residence	Gender	Age	Marital Status	Education	Edu Other	Occupation	Occu Other
Jakarta	DIY	2	2	1	2		1	
Jakarta	DIY	1	5	2	2		3	
Jakarta	DIY	1	5	2	2		4	
DIY	DIY	1	2	1	2		1	
Pontianak	DIY	2	2	1	2		1	
Pontianak	DIY	2	2	1	1		1	
DIY	DIY	1	2	1	2		1	
Solo	Solo	2	2	1	2		1	
DIY	DIY	2	2	1	2		3	
Jambi	DIY	2	2	1	2		4	
Temanggung	DIY	2	2	1	1		3	
Temanggung	DIY	2	2	1	1		4	
DIY	DIY	2	2	1	1		4	
DIY	DIY	2	2	1	1		3	
DIY	DIY	2	1	1	1		4	
Jakarta	DIY	2	2	1	1		1	
Batam	DIY	2	2	1	2		1	
Bandar Lampung	DIY	2	2	1	2		1	

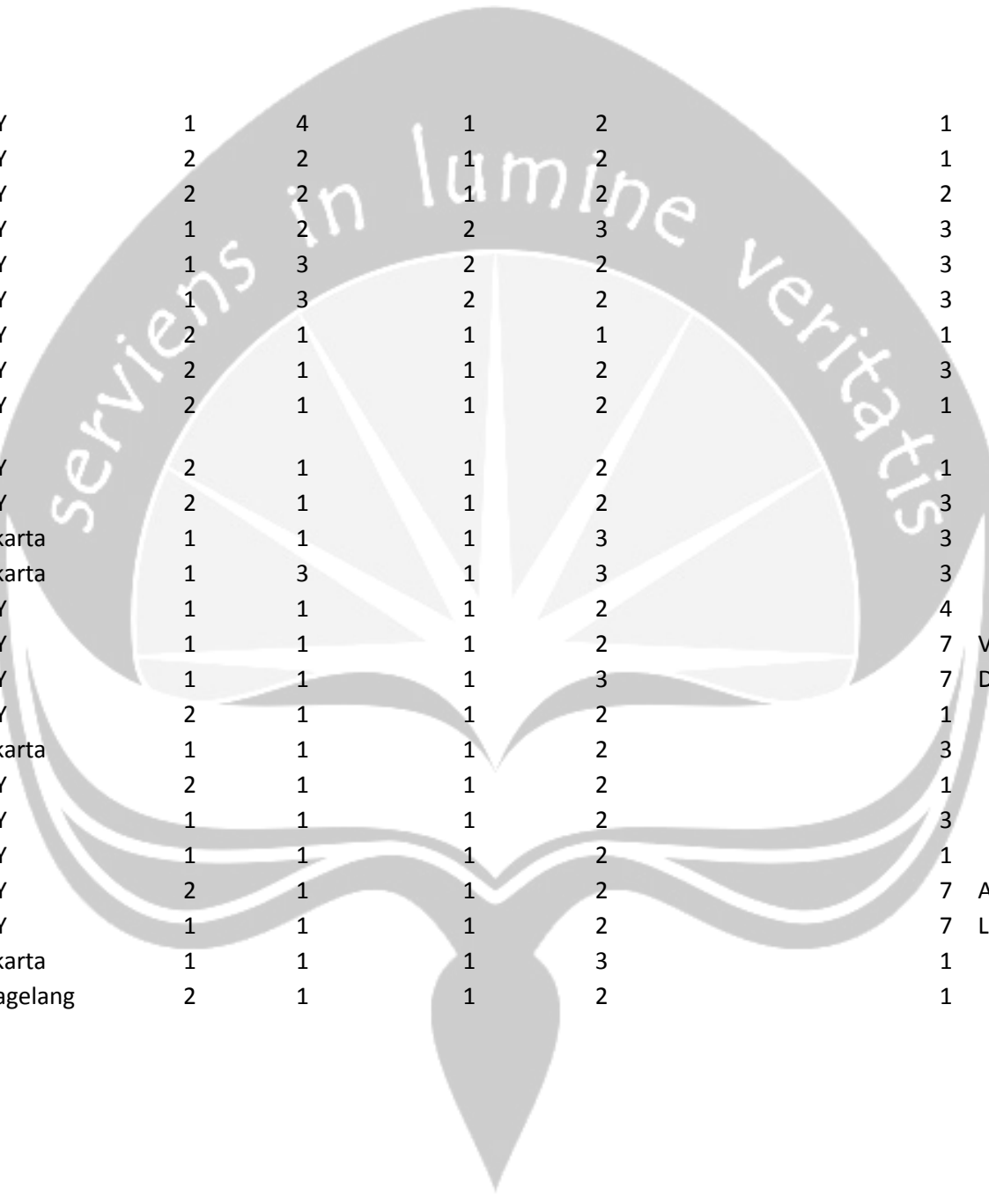


Pontianak	DIY	2	2	1	2	1
DIY	DIY	2	2	1	2	2
DIY	DIY	2	3	1	1	3
Surabaya	DIY	2	2	1	3	1
DIY	DIY	2	2	1	3	3
Wonosari	DIY	2	4	2	1	5
Temanggung	DIY	2	2	1	2	1
Temanggung	DIY	2	2	1	2	4
DIY	DIY	2	4	2	1	5
DIY	DIY	1	1	1	1	4
DIY	DIY	1	3	2	2	3
DIY	DIY	2	2	1	2	3
DIY	DIY	2	2	1	1	3
Temanggung	DIY	1	3	1	2	4
Temanggung	DIY	1	2	2	2	4
Temanggung	DIY	1	5	2	1	4
Temanggung	DIY	2	5	2	1	4
Temanggung	DIY	2	5	2	1	5
Klaten	DIY	2	2	1	2	3
Solo	DIY	2	3	2	2	3
Solo	DIY	2	3	2	2	3
DIY	DIY	1	2	1	2	4
DIY	DIY	1	5	2	1	3
Solo	DIY	2	5	2	2	3
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Klaten	DIY	2	2	1	2	2
DIY	DIY	1	2	1	2	4
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Muntilan	DIY	2	2	1	2	3
DIY	DIY	2	2	1	3	3
Surabaya	DIY	2	2	1	3	3
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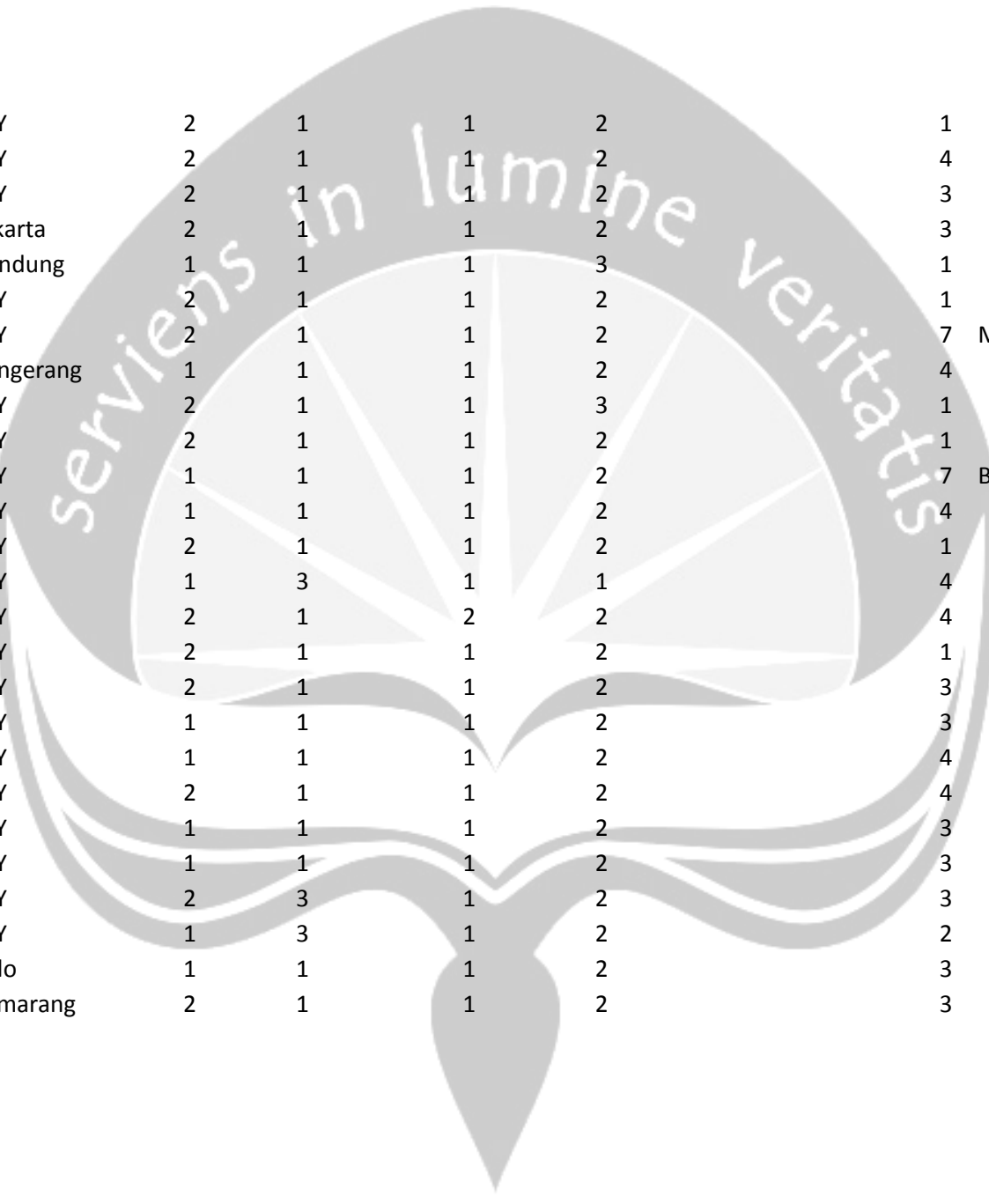
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School
Junior High
School
Junior High
School



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DIY	Magelang	2	1	1	2	1

Veterinary
Dentist

Accountant
Lawyer



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DIY	Bandung	1	1	1	3	1
Semarang	DIY	2	1	1	2	1
DIY	DIY	2	1	1	2	7 Management Consultant
DIY	Tangerang	1	1	1	2	4
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DIY	DIY	2	1	1	2	1
Makassar	DIY	1	1	1	2	7 Barista
DIY	DIY	1	1	1	2	4
DIY	DIY	2	1	1	2	1
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Salatiga	DIY	2	1	2	2	4
Semarang	DIY	2	1	1	2	1
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Semarang	Semarang	2	1	1	2	3

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Fresh Graduate

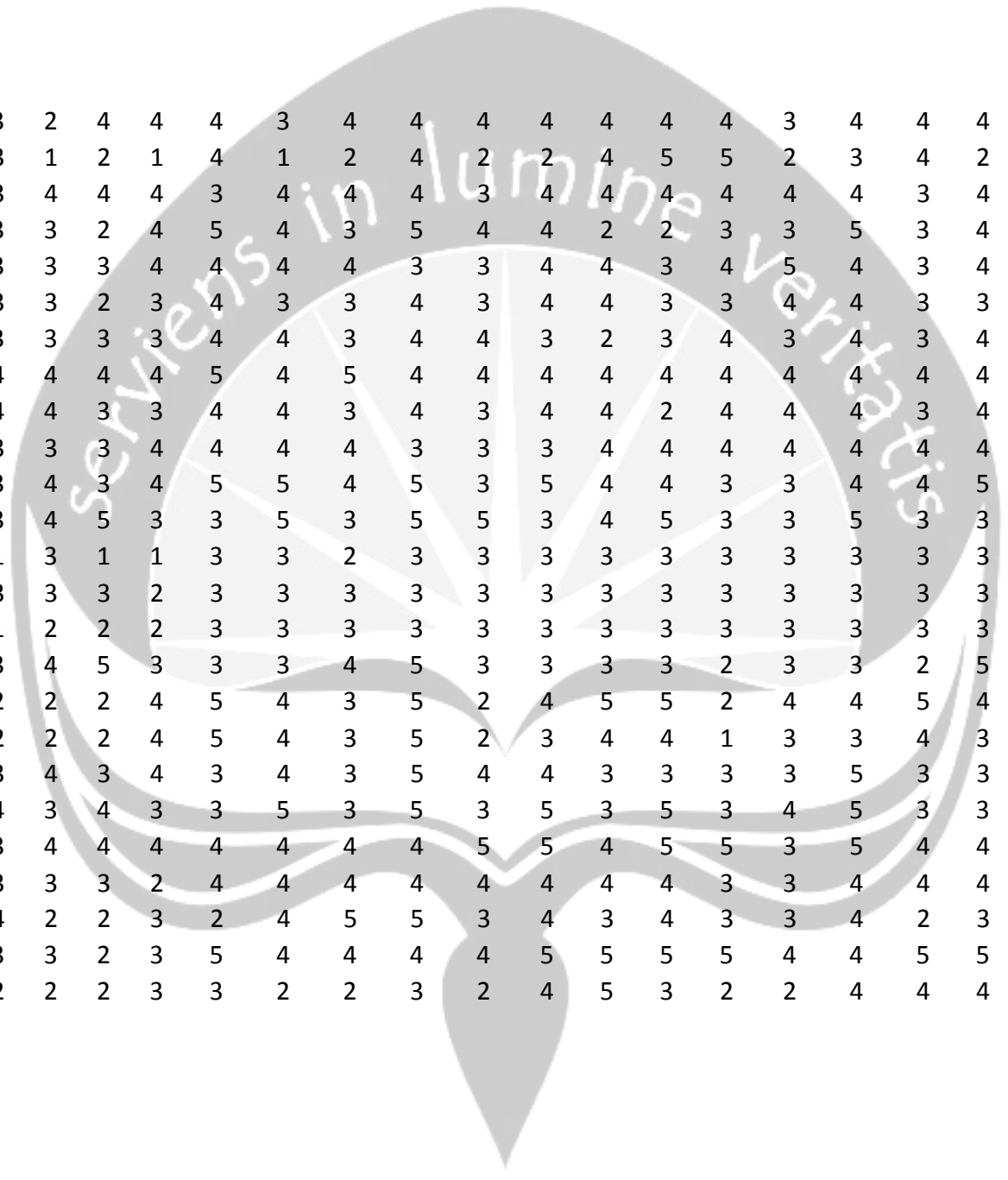
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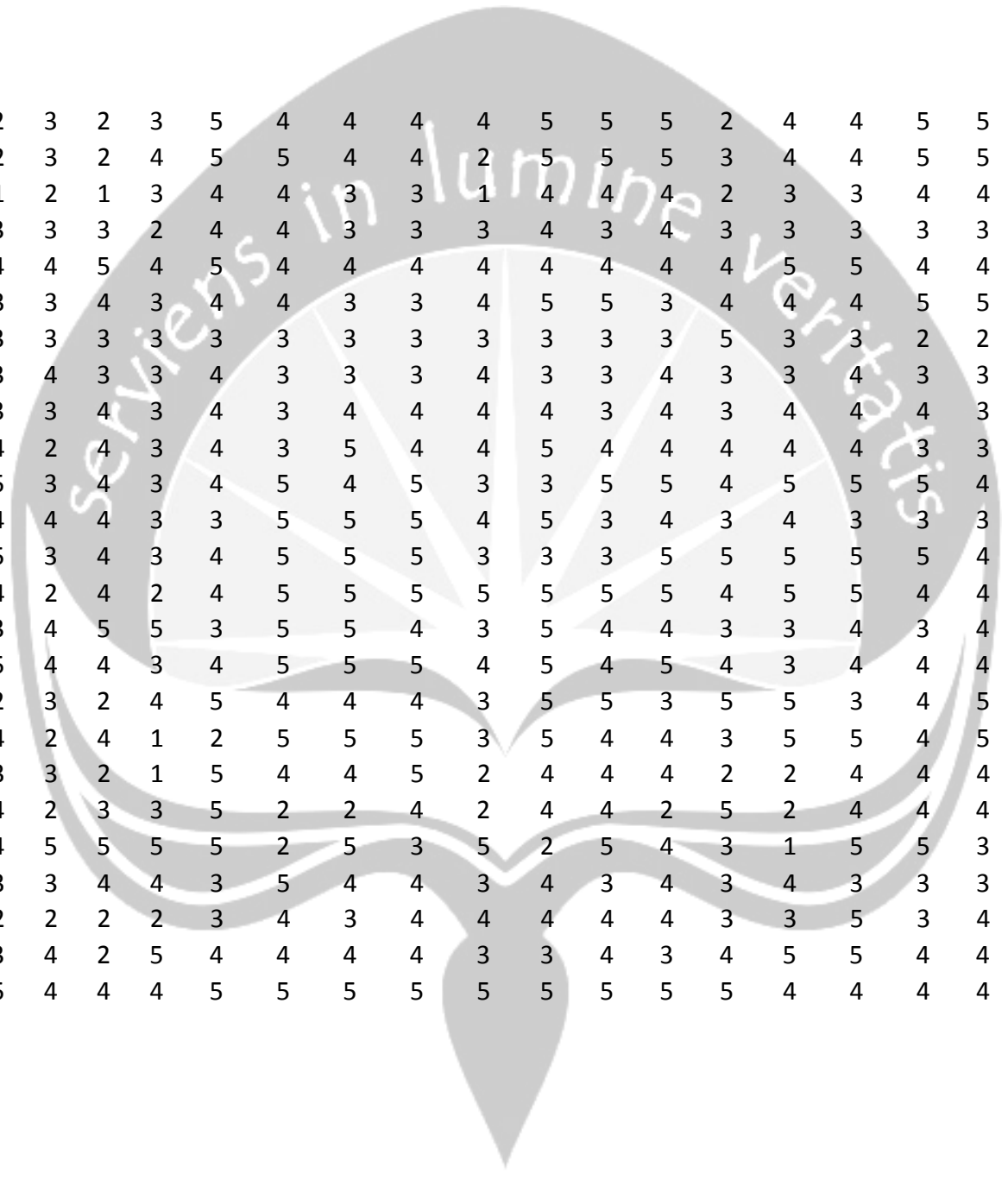
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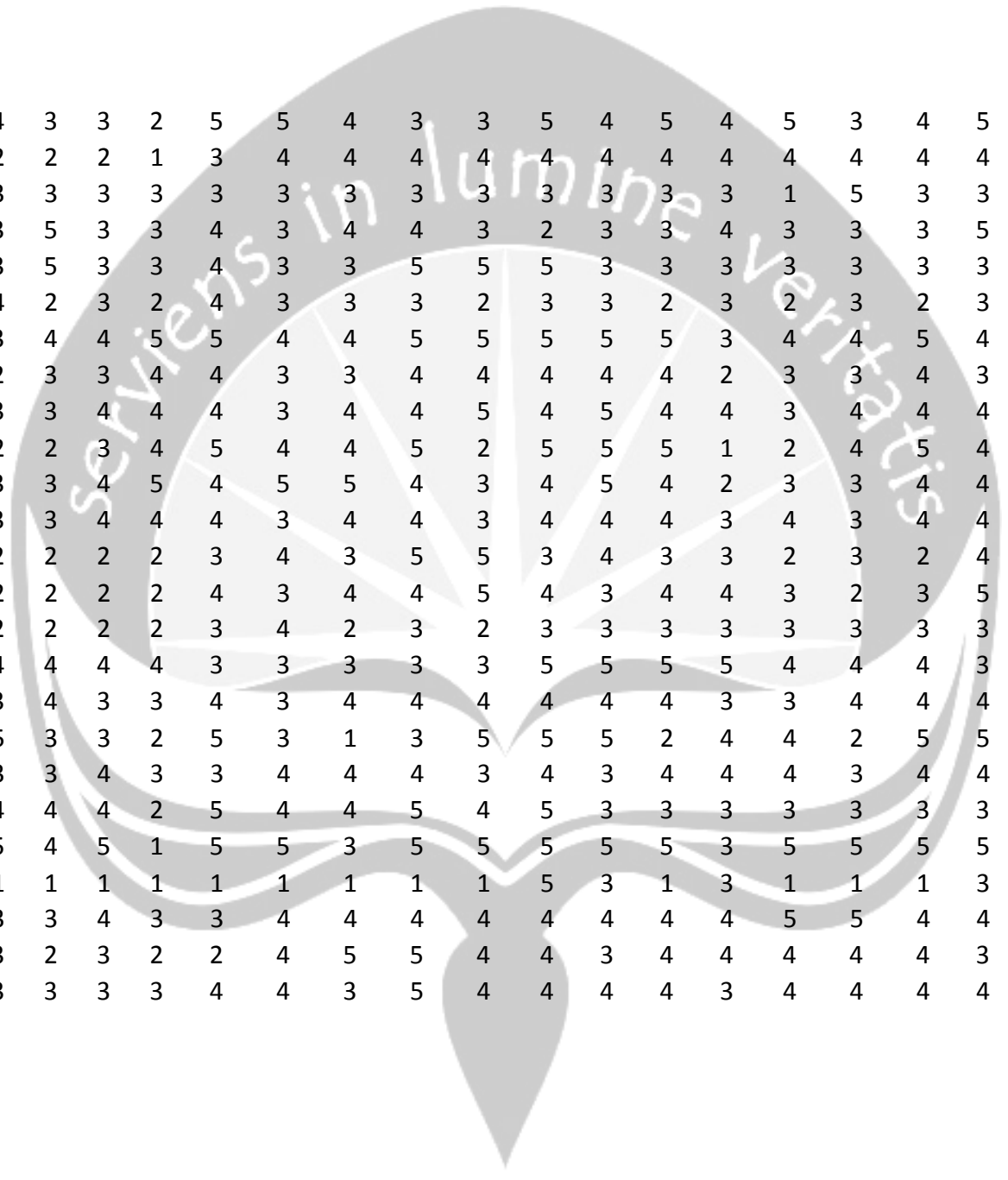
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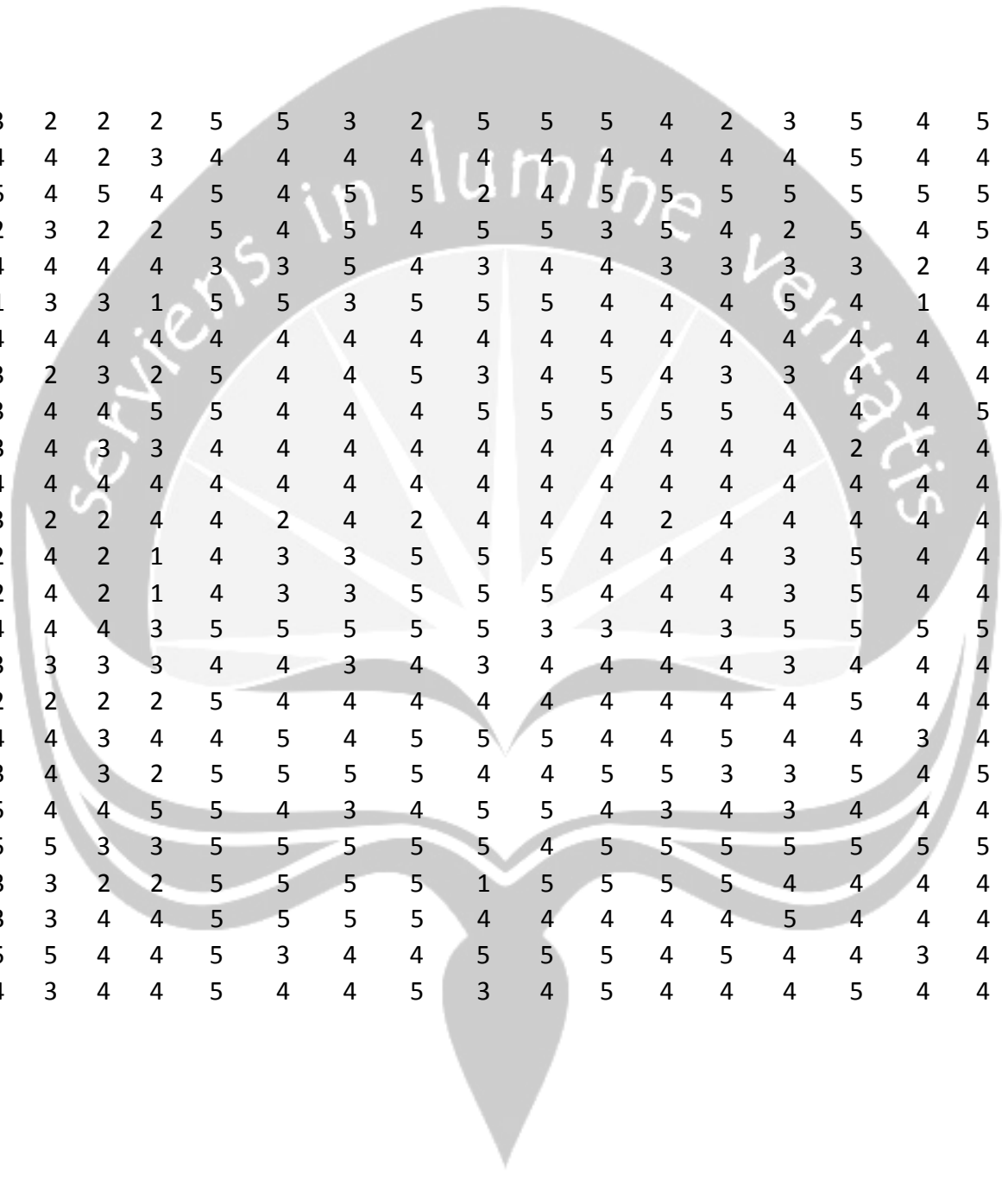
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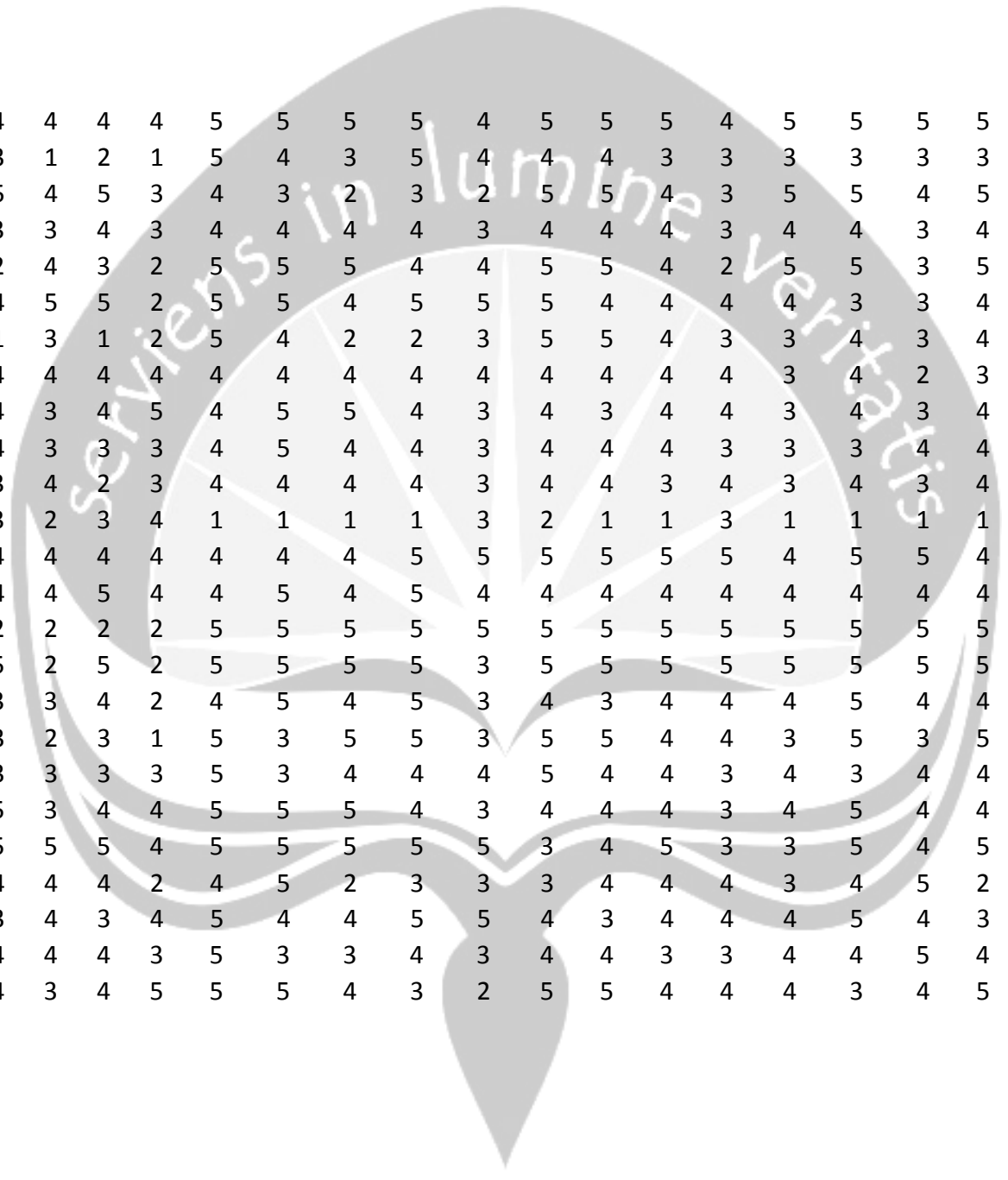
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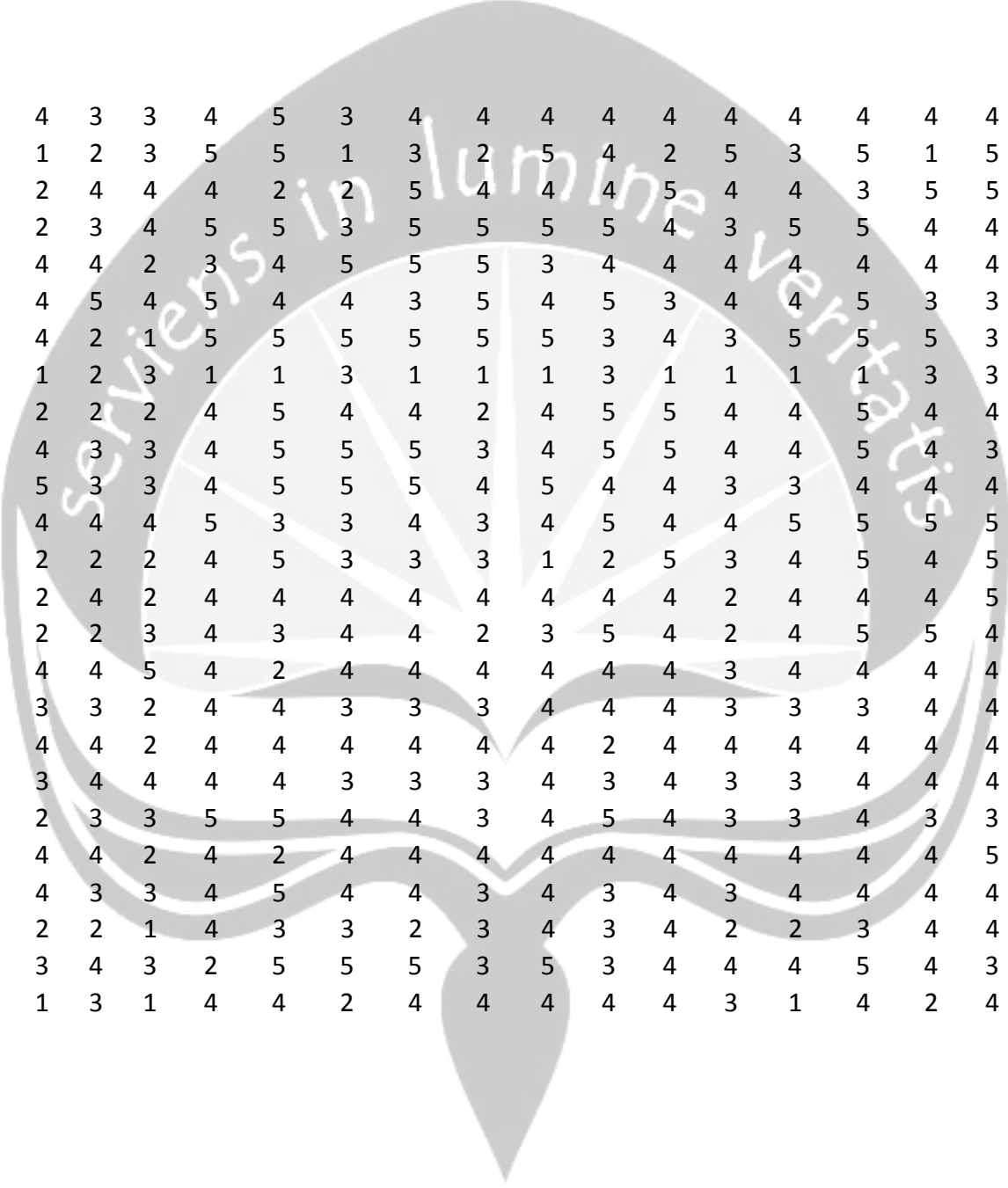
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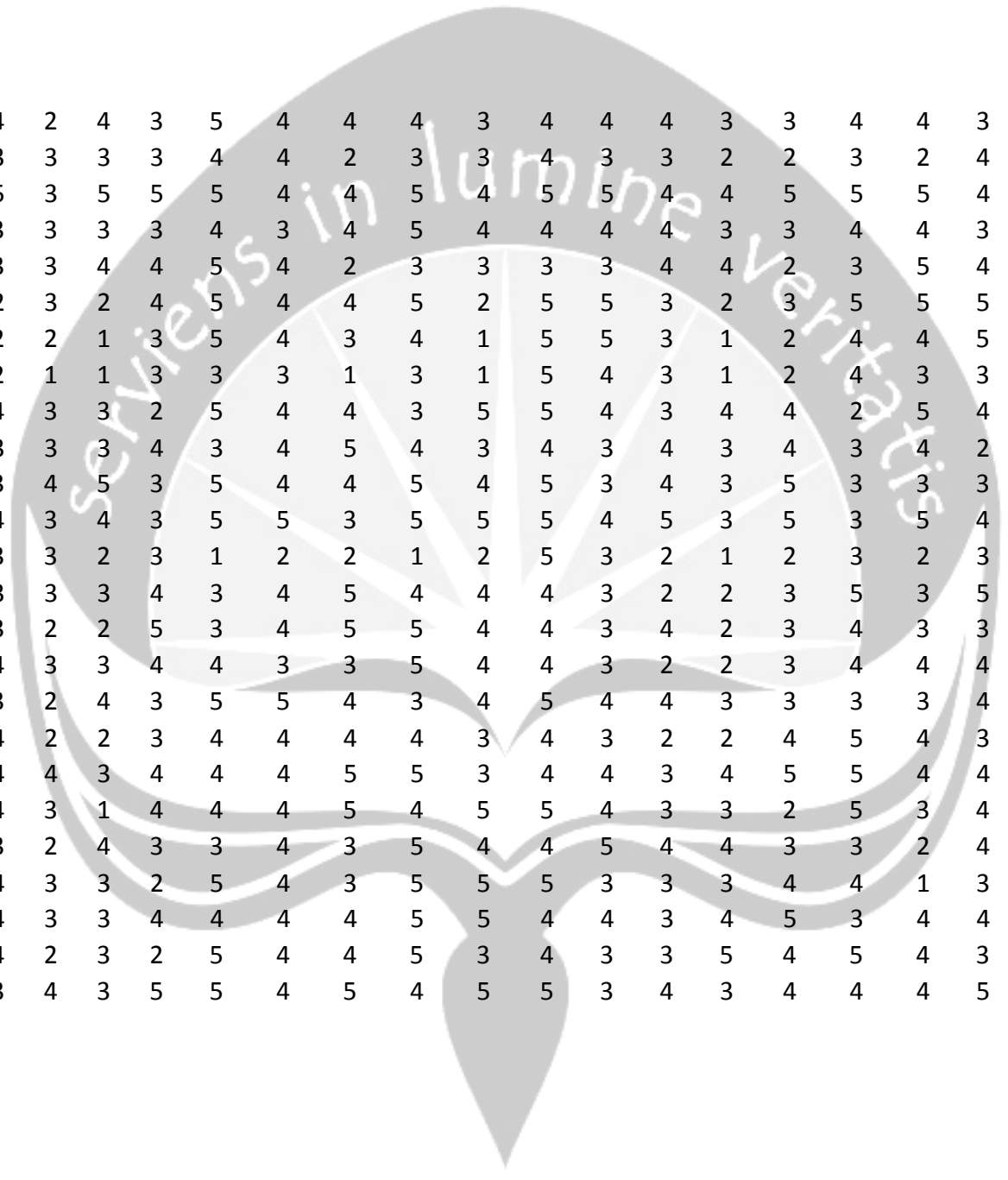
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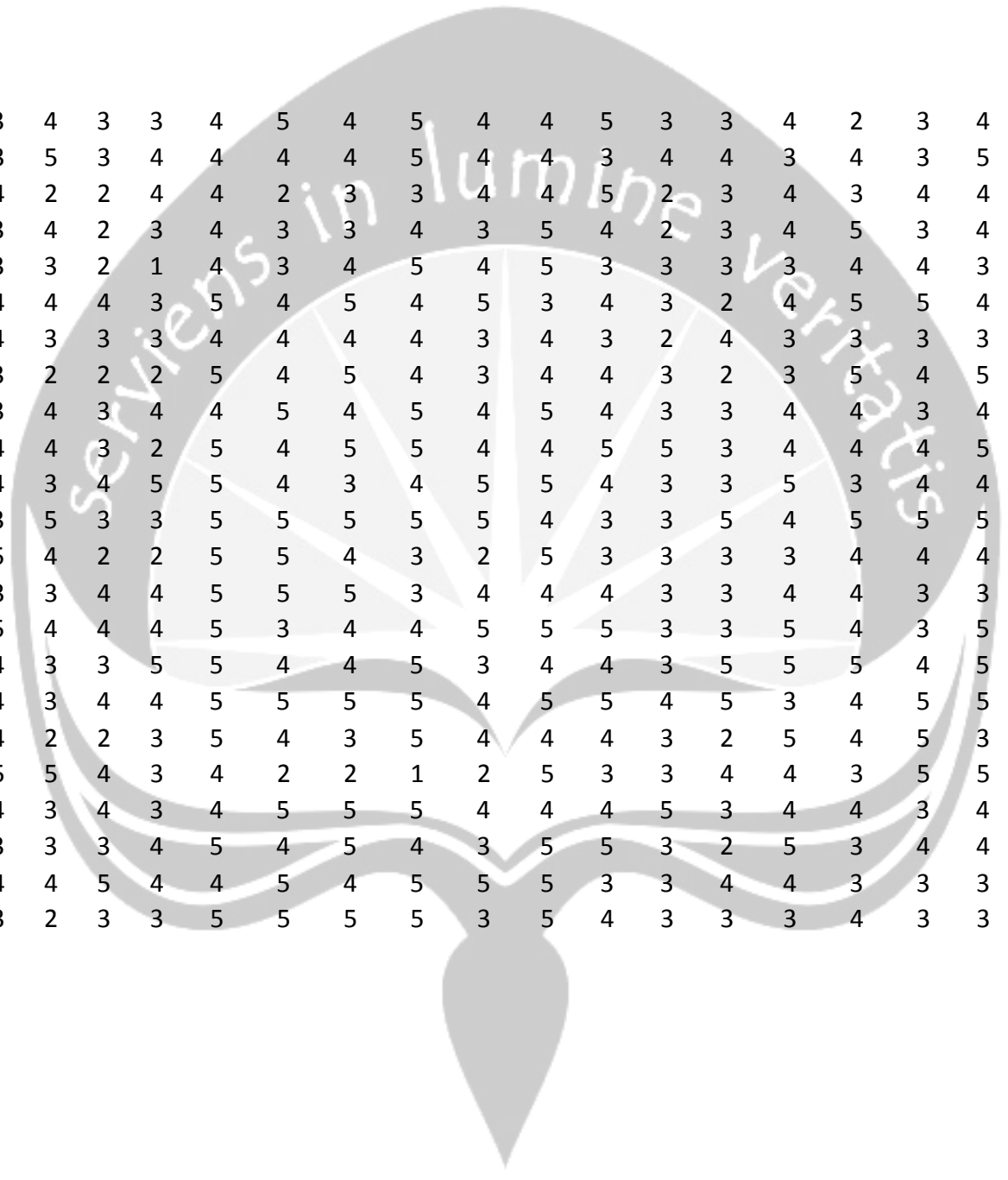
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Raw Data:
Consumers' Environmental Behaviour

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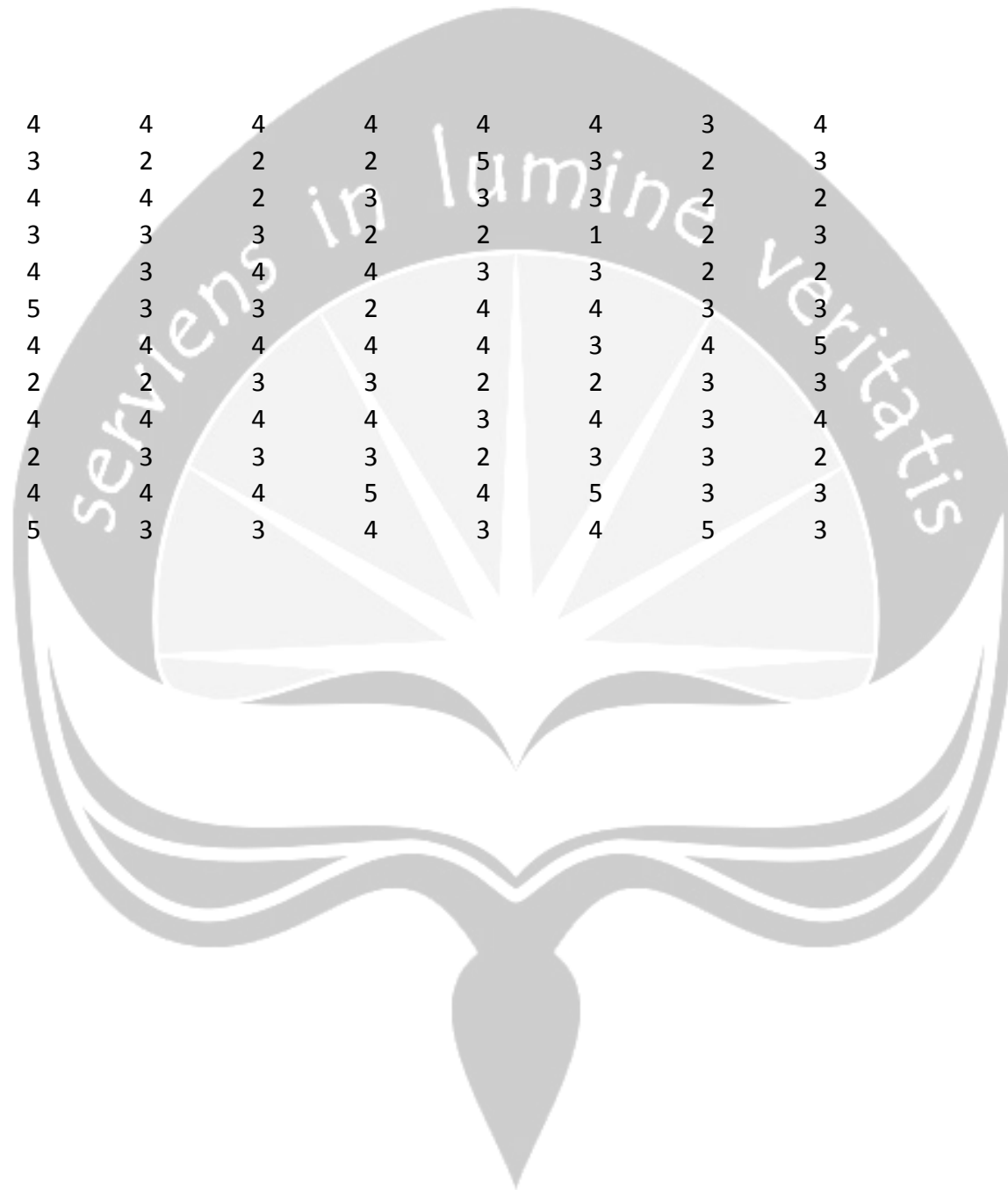
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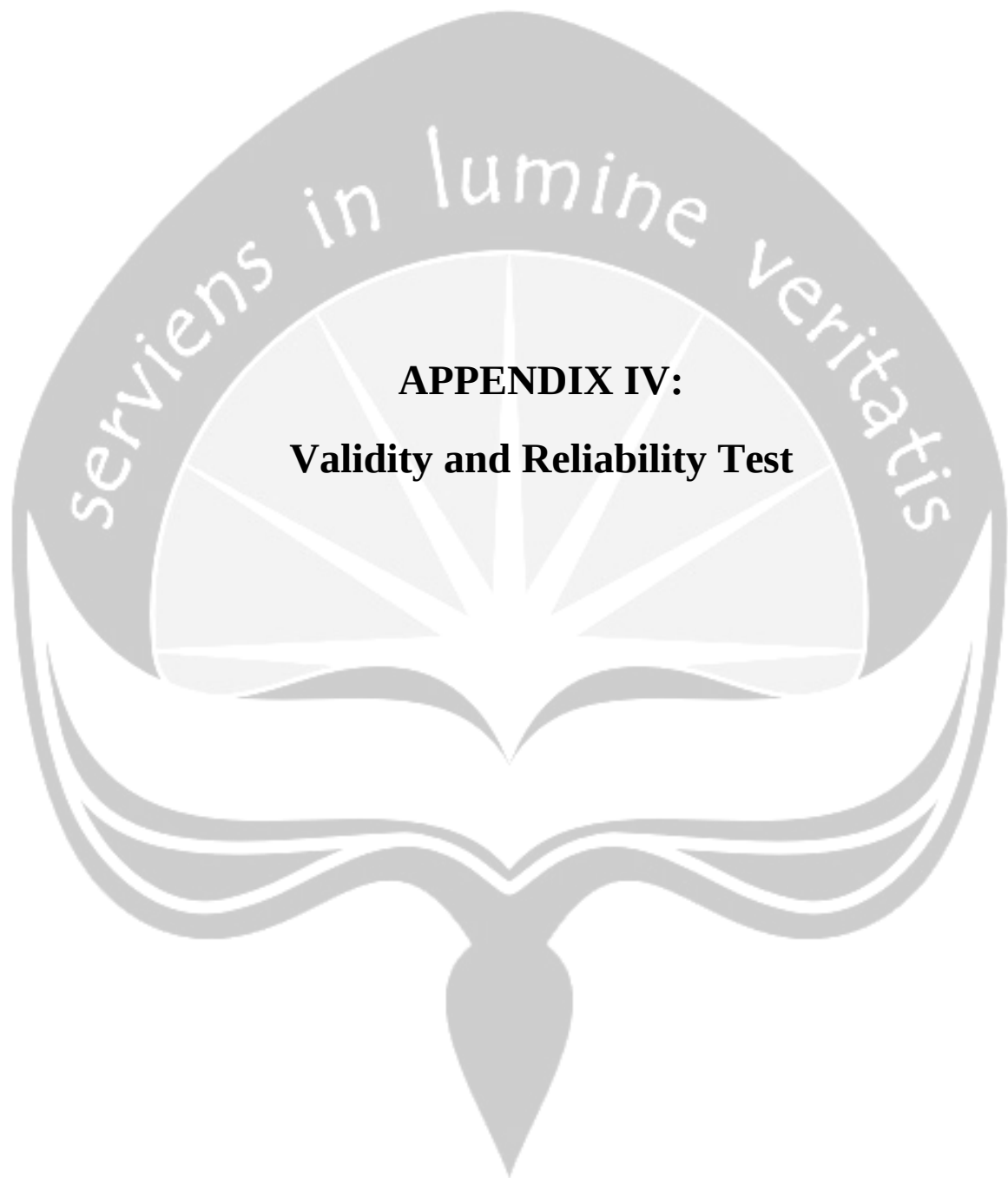
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159	3	3	4	4	3	2	2	2	3
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161	5	4	5	5	5	4	1	5	5
162	2	2	3	3	3	3	2	1	2
163	3	3	3	4	4	5	5	5	4
164	4	5	4	3	3	4	5	4	4
165	3	3	2	4	4	3	4	4	3
166	3	1	2	2	2	2	1	1	1
167	2	5	1	1	2	3	1	2	2
168	4	3	4	4	3	3	4	3	4
169	3	2	4	3	4	3	4	3	4

170	3	4	2	3	3	2	4	2	2
171	3	1	2	4	3	2	1	2	1
172	3	3	4	3	3	3	4	3	2
173	2	3	2	3	4	3	2	1	3
174	4	3	3	4	3	4	4	2	3
175	3	1	1	2	2	3	2	1	3
176	4	3	4	4	5	3	4	3	4
177	4	3	3	5	4	5	5	3	5
178	3	3	4	3	3	4	2	3	2
179	4	4	4	4	4	3	4	2	3
180	4	1	2	4	3	2	4	1	3
181	4	4	4	4	5	4	4	4	3
182	3	2	3	3	3	2	2	3	4
183	5	3	3	5	3	4	4	4	3
184	4	4	4	3	5	4	4	3	2
185	2	2	3	2	4	3	4	3	3
186	4	4	3	3	2	3	4	2	3
187	2	3	3	4	3	2	3	3	4
188	2	4	3	4	3	2	1	3	2
189	3	2	4	3	3	3	1	2	3
190	4	3	3	3	4	3	4	3	3
191	3	3	4	4	2	3	3	4	5
192	4	3	2	4	4	3	3	5	5
193	3	2	4	4	3	3	4	5	3
194	3	3	2	3	3	2	2	3	2

195	3	4	4	4	4	4	4	3	4
196	4	3	2	2	2	5	3	2	3
197	2	4	4	2	3	3	3	2	2
198	4	3	3	3	2	2	1	2	3
199	3	4	3	4	4	3	3	2	2
200	1	5	3	3	2	4	4	3	3
201	4	4	4	4	4	4	3	4	5
202	2	2	2	3	3	2	2	3	3
203	4	4	4	4	4	3	4	3	4
204	3	2	3	3	3	2	3	3	2
205	3	4	4	4	5	4	5	3	3
206	4	5	3	3	4	3	4	5	3





APPENDIX IV:
Validity and Reliability Test

Validity and Reliability X1

Case Processing Summary

		N	%
Cases	Valid	206	100.0
	Excluded ^a	0	.0
	Total	206	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.778	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EL_1	16.00	12.917	.430	.769
EL_2	16.27	11.614	.660	.710
EL_3	16.22	12.884	.480	.756
EL_4	16.42	12.470	.558	.737
EL_5	16.38	11.807	.640	.716
EL_6	16.48	12.963	.401	.777

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.55	17.156	4.142	6

Validity and Reliability X2

Case Processing Summary

		N	%
Cases	Valid	206	100.0
	Excluded ^a	0	.0
	Total	206	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.717	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GB_1	15.37	7.971	.380	.704
GB_2	15.60	7.081	.526	.648
GB_3	15.77	6.948	.523	.649
GB_4	15.42	6.918	.590	.624
GB_5	15.96	7.476	.372	.714

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.53	10.621	3.259	5

Validity and Reliability X3

Case Processing Summary

	N	%
Valid	206	100.0
Cases Excluded ^a	0	.0
Total	206	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.701	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EA_1	11.78	5.247	.363	.707
EA_2	12.00	4.376	.558	.592
EA_3	12.20	4.385	.483	.642
EA_4	11.83	4.483	.550	.598

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.94	7.474	2.734	4

Validity and Reliability X4

Case Processing Summary

	N	%
Valid	206	100.0
Cases Excluded ^a	0	.0
Total	206	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.608	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GP_1	7.69	2.088	.431	.489
GP_2	7.29	2.420	.377	.564
GP_3	7.54	2.191	.445	.467

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.26	4.202	2.050	3

Validity and Reliability X5

Case Processing Summary

		N	%
Cases	Valid	206	100.0
	Excluded ^a	0	.0
	Total	206	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.683	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
El_1	4.03	.570	.518	.
El_2	3.92	.589	.518	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.96	1.759	1.326	2

Validity and Reliability Y

Case Processing Summary

		N	%
Cases	Valid	206	100.0
	Excluded ^a	0	.0
	Total	206	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.818	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EB_1	25.42	33.279	.450	.807
EB_2	25.47	32.338	.459	.807
EB_3	25.47	32.436	.525	.798
EB_4	25.37	32.234	.630	.788
EB_5	25.27	32.950	.590	.793
EB_6	25.41	32.751	.498	.801
EB_7	25.52	29.246	.619	.786
EB_8	25.79	32.081	.437	.811
EB_9	25.56	33.058	.497	.802

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28.66	39.923	6.318	9



Regression: Multiple Linear

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.401 ^a	.161	.140	.65126

a. Predictors: (Constant), Eco-Image, Eco-Labeling, Env Ads, Green Packaging and branding Intention, Importance of GP and Premium Green Pricing

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	16.255	5	3.251	7.665	.000 ^b
Residual	84.829	200	.424		
Total	101.084	205			

a. Dependent Variable: Consumer Behaviours

b. Predictors: (Constant), Eco-Image, Eco-Labeling, Env Ads, Green Packaging and branding Intention, Importance of GP and Premium Green Pricing

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.447	.373		3.882	.000
Eco-Labeling	.173	.075	.170	2.302	.022
Green Packaging and branding Intention	.192	.093	.178	2.060	.041
Env Ads	-.029	.107	-.023	-.269	.788
Importance of GP and Premium Green Pricing	.191	.090	.186	2.123	.035
Eco-Image	-.045	.080	-.043	-.570	.569

a. Dependent Variable: Consumer Behaviours