

BAB V

PENUTUP

5.1 Pengantar

Pada bab ini akan dijelaskan mengenai kesimpulan dari penelitian ini serta implikasi manajerial yang dapat digunakan sebagai bahan referensi bagi produsen *Tupperware* dalam menciptakan produk ramah lingkungan mereka. Selain itu, pada bab ini akan dijelaskan mengenai keterbatasan penelitian yang ada serta saran bagi peneliti dalam meneliti selanjutnya agar dapat dikembangkan secara lebih lanjut dan mendalam lagi.

5.2 Kesimpulan

Kesimpulan mengenai penelitian ini berdasarkan pada topik yang diangkat pada penelitian ini adalah Faktor Penentu Keputusan Pembelian Tupperware Oleh Mahasiswa FBE UAJY. Variabel yang ada dalam penelitian ini adalah variabel bebas meliputi Kesadaran Lingkungan, Label Ramah Lingkungan, Sikap, Iklan Ramah Lingkungan, dan Harga, variabel terikat keputusan pembelian. Tujuan dari penelitian ini adalah untuk mengetahui Faktor apa yang menjadikan keputusan dari Mahasiswa FBE UAJY dalam membeli produk botol minum Tupperware.

Berdasarkan pada penelitian ini total responden ialah 168 orang. Sebanyak 88 responden merupakan laki-laki dan 80 responden merupakan perempuan. Rata-rata responden dalam penelitian ini merupakan Angkatan 2017 dengan jumlah 91 responden dari 168 responden. Rata-rata responden dalam penelitian ini adalah berumur 21-23 tahun yang berjumlah 131 responden. Rata-rata penghasilan

perbulan sekitar Rp 1.000.001-Rp 3.000.000 dengan jumlah 104 responden. Rata-rata responden melakukan pembelian Green Product Tupperware sebanyak 2-3 kali dalam waktu kurang 1 tahun dengan total 105 responden dari 168 responden secara keseluruhan.

Berdasarkan pada hasil penelitian ini ditemukan bahwa Kesadaran Lingkungan, Sikap, dan Iklan Ramah Lingkungan memiliki pengaruh positif serta signifikan terhadap keputusan pembelian. Sehingga dapat dikatakan bahwa faktor penentu keputusan pembelian bagi mahasiswa FBE UAJY 2017-2019 adalah Kesadaran Lingkungan, Sikap, dan Iklan Ramah Lingkungan memiliki pengaruh yang positif serta signifikan terhadap keputusan pembelian. Sehingga dalam keputusan pembelian green product botol minum Tupperware, mahasiswa memilih produk tersebut berdasarkan kesadaran lingkungan, sikap dan iklan ramah lingkungan.

Kesadaran Lingkungan, Sikap, dan Iklan Ramah Lingkungan memiliki pengaruh positif serta signifikan terhadap keputusan pembelian. Keputusan pembelian ini didasari oleh adanya rangkaian proses pencarian informasi, pengenalan produk, mengevaluasi sesuai yang dibutuhkan, dan pada akhirnya melakukan keputusan untuk membeli produk ramah lingkungan berupa botol minum Tupperware.

5.3 Implikasi Manajerial

Pada implikasi manajerial ini, peneliti mengharapkan agar penelitian ini dapat memberikan manfaat bagi produsen botol minum *Tupperware* atau para pelaku bisnis yang terjun dalam menjual produk botol minum *Tupperware* dengan tujuan menimbulkan niat beli konsumen. Berikut merupakan implikasi manajerial yang terdapat dalam penelitian ini:

1. Produsen *Tupperware* harus mempertahankan kredibilitasnya dalam mengkampanyekan *go green* di kalangan generasi muda, supaya generasi muda memiliki kesadaran tentang situasi yang saat ini sedang terjadi. Karena pada penelitian ini ditemukan bahwa aspek kesadaran lingkungan membantu konsumen dalam membuat keputusan dalam pembelian dari produk ramah lingkungan.
2. Produsen *Tupperware* harus memperbaiki label ramah lingkungan, hal tersebut terjadi karena pada penelitian ini ditemukan bahwa responden kurang memahami pesan atau informasi yang diberikan oleh *Tupperware*, untuk kedepannya diharapkan *Tupperware* memudahkan pemberian informasi tentang label ramah lingkungan.
3. Produsen *Tupperware* harus mempertahankan kredibilitasnya dalam menjaga produk yang mereka perjualkan. Hal tersebut terjadi karena dalam penelitian ini konsumen memiliki sikap untuk membeli produk yang ramah lingkungan di masa ini, dan responden secara sadar memilih produk ramah lingkungan. Maka dari itu *Tupperware* diharapkan untuk terus menjual produk ramah lingkungan mereka.

4. Produsen *Tupperware* harus mempertahankan kredibilitasnya dalam mengiklankan produk ramah lingkungan mereka. Hal tersebut terjadi karena dalam penelitian responden menyadari tentang iklan ramah lingkungan, dan menjadikan salah satu faktor untuk membuat keputusan pembelian. Maka dari itu untuk kedepannya diharapkan *Tupperware* memperbanyak iklan tentang produk mereka yang dibalut dengan ramah lingkungan.
5. Produsen *Tupperware* harus memperbaiki harga yang mereka perjualkan. Sebaiknya dalam memperjualkan produk, *Tupperware* dapat mengurangi harga yang lebih murah. Hal tersebut terjadi karena dalam penelitian ini ditemukan bahwa responden keberatan dengan harga yang diperjualkan oleh *Tupperware*, terkhususnya produk ramah lingkungan yang tergolong tinggi.

5.4 Saran

Saran yang dapat penelitian berikut bagi peneliti selanjutnya yang ingin melakukan penelitian serupa yaitu :

1. Penambahan variabel pada penelitian selanjutnya, supaya lebih akurat.

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LAMPIRAN 1
KUESIONER

Lampiran Kuesioner

Bagian 1

Kriteria	Karakteristik
Jenis kelamin	a. Pria b. Wanita
Umur	a. 18-20 b. 21-23 c. 24-25
Uang saku perbulan	a. Dibawah Rp 1.000.000 b. Rp 1.000.001-Rp 3.000.000 c. Diatas Rp 3.000.001
Senang dalam membeli <i>green product</i>	a. Ya b. Tidak
Mahasiswa FBE UAJY	a. Ya b. Tidak

Bagian 2

Bagian ini berisi mengenai pertanyaan-pertanyaan yang berkaitan dengan variable untuk penelitian, yaitu kesadaran lingkungan, label ramah lingkungan, sikap, *green advertising*, dan harga. Responden dapat mengisi kuesioner dibawah ini dengan memilih salah satu dari keterangan yang sudah disediakan sebagai berikut :

- SS = Sangat Setuju
- S = Setuju
- N = Netral
- TS = Tidak Setuju
- STS = Sangat Tidak Setuju



No	Pertanyaan	SS	S	N	TS	STS
A	Kesadaran Lingkungan					
1	Masalah lingkungan seperti polusi udara, polusi air, pembuangan limbah, dan penggundulan hutan memengaruhi keputusan saya untuk membeli produk ramah lingkungan					
2	Pengetahuan saya tentang masalah lingkungan seperti polusi udara, polusi air, pembuangan limbah, dan penggundulan hutan memengaruhi keputusan saya dalam membeli produk ramah lingkungan					
3	Kesadaran akan tanggung jawab lingkungan seperti daur ulang untuk melindungi lingkungan kita memengaruhi keputusan pembelian saya atas produk ramah lingkungan					
4	Keseriusan masalah lingkungan Indonesia seperti polusi udara, polusi air,					

	pembuangan limbah, dan penggundulan hutan memengaruhi keputusan saya untuk membeli produk ramah lingkungan					
5	Dukungan terhadap perlindungan lingkungan seperti kebijakan lingkungan pemerintah dan kegiatan sukarela organisasi non-pemerintah membuat saya merasa bahwa saya bertanggung jawab terhadap lingkungan dalam mengambil keputusan untuk membeli produk ramah lingkungan					

B	Label Ramah Lingkungan					
1	Pengetahuan saya tentang isi label pada produk hijau akan mempengaruhi keputusan saya untuk membelinya					
2	Sertifikasi produk hijau akan memandu saya dalam keputusan saya untuk membeli produk hijau					
3	Saya akan mengenali label ramah lingkungan saat memutuskan untuk membeli produk ramah lingkungan					
4	Saya akan mempercayai pesan ramah lingkungan pada label ramah lingkungan keputusan pembelian ramah lingkungan					
5	Saya akan mempercayai informasi daur ulang pada keputusan pembelian label ramah lingkungan					
C	Sikap					

1	Saya akan mendapatkan keuntungan dari keputusan yang saya buat tentang pembelian ramah lingkungan					
2	Produk ramah lingkungan yang saya putuskan untuk dibeli akan aman untuk saya gunakan.					
3	Ada kebutuhan bagi saya untuk membuat keputusan pembelian ramah lingkungan					
4	Keputusan pembelian hijau akan meningkatkan kualitas hidup saya					
5	Saya tertarik untuk membuat keputusan pembelian ramah lingkungan					

D	Green advertising					
1	iklan membuat saya lebih bertanggung jawab secara sosial dalam membuat keputusan pembelian ramah lingkungan					
2	Iklan adalah sumber informasi yang baik bagi saya dalam membuat keputusan pembelian ramah lingkungan					

3	Saya berencana untuk beralih ke produk yang diiklankan sebagai produk ramah lingkungan dalam membuat keputusan pembelian ramah lingkungan					
4	Saya percaya bahwa klaim yang dibuat atas iklan adalah benar dalam pengambilan keputusan untuk membeli produk ramah lingkungan					
5	Periklanan memberikan gambaran yang benar bagi saya dalam mengambil keputusan untuk membeli produk ramah lingkungan					
E	Harga					
1	Saya akan memutuskan untuk membayar 10% lebih banyak untuk membeli produk ramah lingkungan yang memiliki kualitas lebih baik					
2	Saya akan memutuskan untuk membayar lebih jika produk hijau yang saya beli baik untuk kesehatan saya					

3	Saya akan memutuskan untuk setia pada produk ramah lingkungan yang memiliki kesadaran merek lebih tinggi.					
4	Saya akan memutuskan untuk membayar lebih untuk fitur unik pada produk ramah lingkungan, seperti rasa dan bahan.					
5	Saya akan memutuskan untuk menghabiskan RM 10.00 ekstra seminggu untuk membeli produk ramah lingkungan yang tidak terlalu berbahaya bagi lingkungan					
Keputusan membeli produk ramah lingkungan						
1	Saya akan sering membeli produk ramah lingkungan di masa depan					
2	Saya hanya membeli produk ramah lingkungan yang saya yakini akan mengurangi pembuangan limbah (dibuat dari konten daur ulang)					

3	Saya membeli produk ramah lingkungan yang saya percaya akan meminimalkan dampak lingkungan seperti polusi udara, polusi air, dan polusi tanah					
4	Saya membeli produk hijau untuk meningkatkan rasa kepuasan saya					
5	Saya membeli produk hijau yang saya yakini akan meminimalkan masalah kesehatan manusia seperti kanker karena mengandung lebih sedikit bahan beracun					



LAMPIRAN 2
PILOT STUDI

Profilling :

1. Jenis Kelamin (Laki-laki / Perempuan)
2. Angkatan FBE UAJY (2017, 2018, 2019)
3. Apakah Anda merupakan Mahasiswa FBE UAJY Angkatan 2017-2019
(Ya,Tidak)

Pertanyaan :

1. Merek manakah yang Anda Ketahui?
2. Dari manakah Anda mengetahui merek tersebut?

Penjelasan Partisipan (Jumlah Responden, Profil dan Kriteria):

Total partisipasi 37 responden. Total 37 responden merupakan mahasiswa FBE UAJY Angkatan 2017-2019, sebanyak 21 orang merupakan laki-laki dengan presentase 56,8% sedangkan perempuannya sebanyak 16 orang dengan presentase 43,2%. Sebanyak 19 responden merupakan mahasiswa Angkatan 2017 dengan presentase 51,4%. Sebanyak 13 responden merupakan mahasiswa Angkatan 2018 dengan presentase 35,1%. Sebanyak 5 responden merupakan mahasiswa Angkatan 2019 dengan presentase 13,5%.

Tujuan Melakukan *Pilot Study*:

1. Guna untuk memilih *merek* yang akan dijadikan untuk objek penelitian.

Objek penelitian:

1. **Tupperware :**
2. **Twin Tulipware**
3. **RubberMaid**

Pertanyaan yang Terdaapt pada *Pilot Study*:

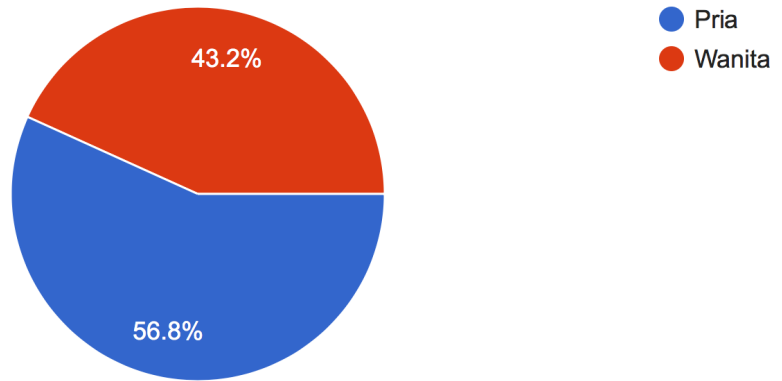
1. Merek manakah yang Anda Ketahui?
 2. Dari manakah Anda mengetahui merek tersebut?
1. Sebanyak 35 responden memilih merek Tupperware dengan presentase 94,6% di ikuti dengan merek Twin Tulipware dengan presentase 51.4% dengan jumlah 19 resoonden, dan merek RubberMaid dengan jumlah responden 13 dengan presentase 35,1%.
2. Sebanyak 35 responden memilih mengetahui berasal dari keluarga dengan presentase 94,6% di ikuti dengan teman dengan presentase 64,9% dengan jumlah responden 24, dan mengetahui dari media sosial dengan jumlah 21 responden dengan presentase 56,8%.



LAMPIRAN 3
HASIL PILOT STUDI GOOGLE FORMS

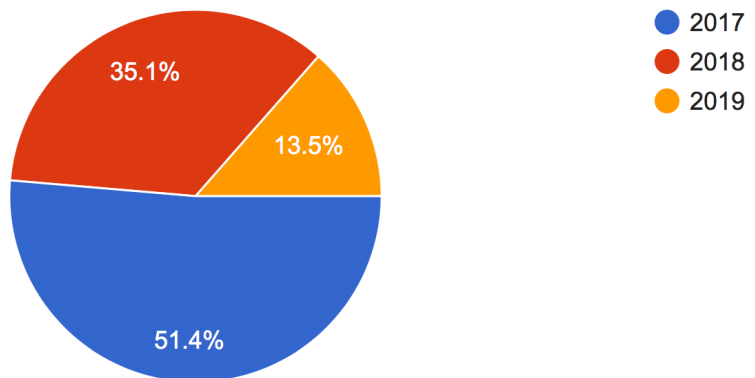
Jenis kelamin

37 responses



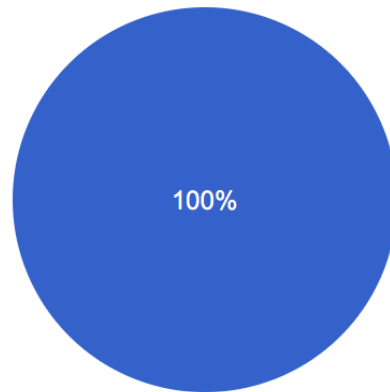
Angkatan FBE UAJY ?

37 responses



Apakah Anda merupakan Mahasiswa aktif FBE UAJY angkatan 2017 - 2019?

37 responses

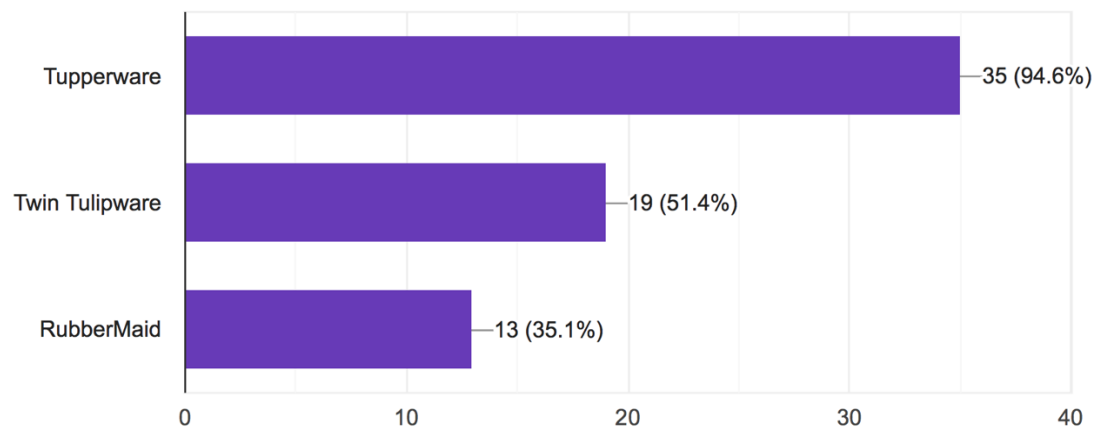


● Ya
● Tidak



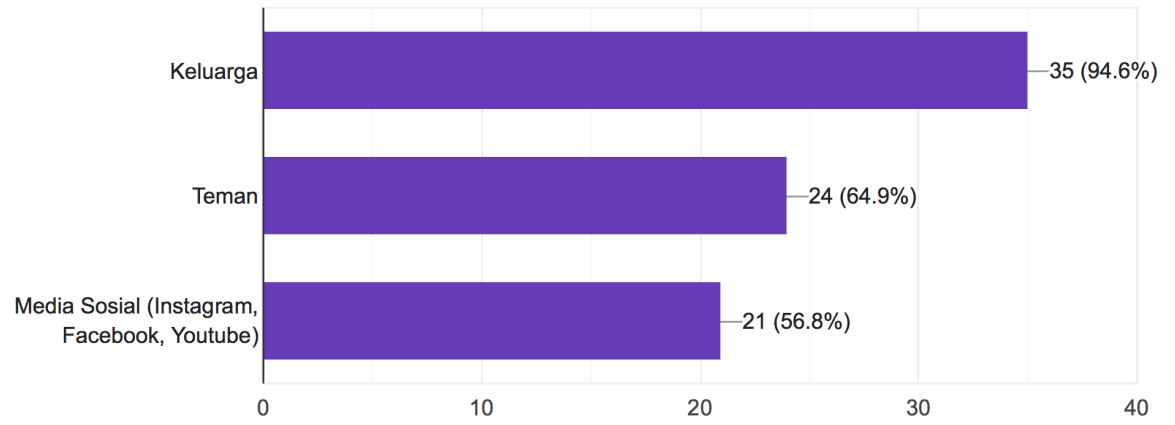
Merk manakah yang anda ketahui?

37 responses



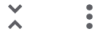
Dari manakah Anda mengetahui merk tersebut?

37 responses





FAKTOR PENENTU KEPUTUSAN PEMBELIAN TUPPERWARE OLEH MAHASISWA AKTIF FBE UAJY



Perkenalkan nama Saya Nereus Calvarian Avenda Putra, Mahasiswa program studi Manajemen FBE UAJY. Saat ini Saya sedang melakukan penelitian untuk tugas akhir Saya mengenai "Faktor Penentu Keputusan Pembelian Tupperware Oleh Mahasiswa Aktif FBE UAJY"

Apakah Anda merupakan Mahasiswa aktif FBE UAJY angkatan 2017 - 2019? *

- Ya
- Tidak

Apakah pernah membeli botol minum Tupperware?

- Ya
- Tidak

Darimana Anda mengetahui botol minum Tupperware ?

- Keluarga
- Teman
- Media Social (Youtube, Instagram, Facebook)

Angkatan FBE UAJY ?

- 2017
- 2018
- 2019

Berapa kali melakukan pembelian Green Product berupa Botol minum Tupperware dalam waktu *
1 tahun terakhir?

- 1 kali
- 2 - 3 kali
- lebih dari 3 kali

Jenis kelamin *

Pria

Wanita

Umur *



18 - 20

21 - 23

24 - 25

Uang saku perbulan *

Dibawah Rp 1.000.000

Rp 1.000.001 - Rp 3.000.000

Diatas Rp 3.000.001

Masalah lingkungan seperti polusi udara, polusi air, pembuangan limbah, dan penggundulan hutan memengaruhi keputusan saya untuk membeli produk ramah lingkungan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Pengetahuan saya tentang masalah lingkungan seperti polusi udara, polusi air, pembuangan limbah, dan penggundulan hutan mempengaruhi keputusan saya dalam membeli produk ramah lingkungan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Kesadaran akan tanggung jawab lingkungan mempengaruhi keputusan pembelian saya atas produk ramah lingkungan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Adanya masalah lingkungan di Indonesia seperti pembuangan limbah, dan penggundulan hutan *
mempengaruhi keputusan saya dalam membeli produk ramah lingkungan

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Dukungan terhadap perlindungan lingkungan membuat saya merasa bertanggung jawab dalam *
mengambil keputusan untuk membeli produk ramah lingkungan

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



Pengetahuan Saya tentang label green product akan mempengaruhi keputusan dalam pembelian *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

label ramah lingkungan green product akan memandu saya dalam keputusan untuk membeli green product *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya akan mengenali label ramah lingkungan saat memutuskan untuk membeli produk ramah lingkungan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya akan mempercayai pesan ramah lingkungan pada label ramah lingkungan dalam keputusan pembelian *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya akan mempercayai informasi daur ulang pada keputusan pembelian *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya akan mendapat manfaat dari keputusan yang saya buat tentang pembelian produk ramah lingkungan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Produk ramah lingkungan yang saya beli akan aman untuk saya gunakan. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya memiliki kebutuhan untuk membeli produk ramah lingkungan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Keputusan saya dalam membeli green produk akan meningkatkan kualitas hidup saya *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

...

Saya tertarik untuk membuat keputusan dalam membeli produk ramah lingkungan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

iklan menuntun saya lebih bertanggung jawab secara sosial dalam membuat keputusan pembelian produk ramah lingkungan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Iklan adalah sumber informasi yang baik bagi saya dalam membuat keputusan pembelian produk ramah lingkungan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

...
Saya berencana untuk beralih ke produk yang diiklankan sebagai produk ramah lingkungan dalam keputusan pembelian *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya percaya bahwa klaim yang dibuat di iklan adalah benar dalam pengambilan keputusan untuk membeli produk ramah lingkungan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Periklanan memberikan gambaran yang benar bagi saya dalam mengambil keputusan untuk membeli produk ramah lingkungan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



Saya akan memutuskan untuk membayar 10% lebih banyak untuk membeli produk ramah lingkungan yang memiliki kualitas yang lebih baik *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya akan memutuskan untuk membayar lebih jika produk hijau yang saya beli baik untuk kesehatan saya *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya akan memutuskan untuk setia pada produk ramah lingkungan yang memiliki kesadaran merek lebih tinggi. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



Saya akan memutuskan untuk membayar lebih untuk fitur unik pada produk ramah lingkungan, *
seperti bahan produk.

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya akan memutuskan untuk menghabiskan uang ekstra seminggu untuk membeli produk *
ramah lingkungan

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



Saya akan sering membeli produk ramah lingkungan di masa depan *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya hanya membeli produk ramah lingkungan yang saya yakini akan mengurangi pembuangan limbah (dibuat dari barang daur ulang) *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

⋮

Saya membeli produk ramah lingkungan yang saya percaya akan meminimalkan dampak lingkungan seperti polusi udara, polusi air, dan polusi tanah *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya membeli produk hijau untuk meningkatkan rasa kepuasan saya *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya membeli produk hijau yang saya yakini akan meminimalkan masalah kesehatan manusia seperti kanker karena mengandung lebih sedikit bahan berbahaya *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



LAMPIRAN 5

DATA RESPONDEN

& JAWABAN PERTANYAAN KUESIONER

Jenis Kelamin	Umur	Uang Saku perbulan	Berapa kali melakukan pembelian Green Product berupa Botol minum Tupperware dalam waktu 1 tahun	Apakah pernah membeli botol minum Tupperware?	Angkatan FBE ?	Apakah Anda merupakan Mahasiswa aktif FBE UAJY angkatan 2017 - 2019?	Darimana Anda mengetahui botol minum Tupperware ?
Wanita	21 - 23	Dibawah Rp 1.000.000	1 kali	Ya	2017	Ya	Keluarga
Pria	18 - 20	Dibawah Rp 1.000.000	2 - 3 kali	Ya	2017	Ya	Teman
Wanita	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Keluarga
Pria	21 - 23	Dibawah Rp 1.000.000	1 kali	Ya	2017	Ya	Keluarga
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	lebih dari 3 kali	Ya	2018	Ya	Keluarga
Pria	18 - 20	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2019	Ya	Teman
Wanita	24 - 25	Diatas Rp 3.000.001	1 kali	Ya	2017	Ya	Keluarga
Wanita	18 - 20	Diatas Rp 3.000.001	2 - 3 kali	Ya	2019	Ya	Media Social (Youtube, Instagram, Facebook
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	1 kali	Ya	2017	Ya	Teman
Wanita	21 - 23	Diatas Rp 3.000.001	2 - 3 kali	Ya	2018	Ya	Media Social (Youtube, Instagram, Facebook
Wanita	24 - 25	Diatas Rp 3.000.001	lebih dari 3 kali	Ya	2017	Ya	Teman
Wanita	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2018	Ya	Media Social (Youtube, Instagram, Facebook
Pria	21 - 23	Diatas Rp 3.000.001	2 - 3 kali	Ya	2018	Ya	Teman
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Keluarga
Wanita	21 - 23	Diatas Rp 3.000.001	lebih dari 3 kali	Ya	2019	Ya	Media Social (Youtube, Instagram, Facebook
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	1 kali	Ya	2017	Ya	Teman
Pria	18 - 20	Dibawah Rp 1.000.000	1 kali	Ya	2019	Ya	Keluarga
Pria	18 - 20	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2018	Ya	Keluarga
Wanita	21 - 23	Rp 1.000.001 - Rp 3.000.000	1 kali	Ya	2017	Ya	Keluarga
Pria	21 - 23	Dibawah Rp 1.000.000	1 kali	Ya	2017	Ya	Keluarga
Wanita	18 - 20	Dibawah Rp 1.000.000	1 kali	Ya	2019	Ya	Keluarga
Pria	18 - 20	Rp 1.000.001 - Rp 3.000.000	1 kali	Ya	2019	Ya	Keluarga
Wanita	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Keluarga
Wanita	21 - 23	Dibawah Rp 1.000.000	1 kali	Ya	2017	Ya	Keluarga
Wanita	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Teman
Pria	24 - 25	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2018	Ya	Media Social (Youtube, Instagram, Facebook
Wanita	21 - 23	Rp 1.000.001 - Rp 3.000.000	lebih dari 3 kali	Ya	2017	Ya	Keluarga
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Keluarga
Pria	21 - 23	Dibawah Rp 1.000.000	2 - 3 kali	Ya	2018	Ya	Keluarga
Wanita	18 - 20	Rp 1.000.001 - Rp 3.000.000	1 kali	Ya	2018	Ya	Keluarga
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Teman
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Keluarga
Wanita	21 - 23	Dibawah Rp 1.000.000	1 kali	Ya	2017	Ya	Teman
Pria	21 - 23	Dibawah Rp 1.000.000	2 - 3 kali	Ya	2017	Ya	Keluarga
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	lebih dari 3 kali	Ya	2017	Ya	Keluarga
Wanita	18 - 20	Rp 1.000.001 - Rp 3.000.000	1 kali	Ya	2019	Ya	Keluarga
Wanita	21 - 23	Dibawah Rp 1.000.000	2 - 3 kali	Ya	2017	Ya	Media Social (Youtube, Instagram, Facebook
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Wanita	21 - 23	Dibawah Rp 1.000.000	lebih dari 3 kali	Ya	2017	Ya	Keluarga
Wanita	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2018	Ya	Keluarga
Pria	21 - 23	Dibawah Rp 1.000.000	2 - 3 kali	Ya	2018	Ya	Teman
Wanita	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2018	Ya	Keluarga
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Keluarga
Wanita	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2018	Ya	Teman
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Wanita	18 - 20	Dibawah Rp 1.000.000	1 kali	Ya	2019	Ya	Keluarga
Wanita	18 - 20	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2019	Ya	Keluarga
Pria	18 - 20	Rp 1.000.001 - Rp 3.000.000	1 kali	Ya	2019	Ya	Teman

Pria	18 - 20	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2019	Ya	Keluarga
Pria	18 - 20	Dibawah Rp 1.000.000	2 - 3 kali	Ya	2019	Ya	Teman
Pria	21 - 23	Dibawah Rp 1.000.000	1 kali	Ya	2018	Ya	Teman
Pria	21 - 23	Dibawah Rp 1.000.000	2 - 3 kali	Ya	2017	Ya	Keluarga
Pria	21 - 23	Dibawah Rp 1.000.000	2 - 3 kali	Ya	2017	Ya	Keluarga
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	lebih dari 3 kali	Ya	2017	Ya	Teman
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Media Social (Youtube, Instagram, Facebook
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Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	lebih dari 3 kali	Ya	2017	Ya	Keluarga
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Teman
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Wanita	21 - 23	Dibawah Rp 1.000.000	2 - 3 kali	Ya	2017	Ya	Media Social (Youtube, Instagram, Facebook
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Wanita	21 - 23	Dibawah Rp 1.000.000	2 - 3 kali	Ya	2018	Ya	Keluarga
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Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Keluarga
Wanita	21 - 23	Dibawah Rp 1.000.000	2 - 3 kali	Ya	2018	Ya	Teman
Wanita	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Keluarga
Pria	21 - 23	Dibawah Rp 1.000.000	1 kali	Ya	2018	Ya	Keluarga
Pria	21 - 23	Dibawah Rp 1.000.000	1 kali	Ya	2017	Ya	Keluarga
Wanita	21 - 23	Dibawah Rp 1.000.000	1 kali	Ya	2017	Ya	Keluarga
Wanita	21 - 23	Dibawah Rp 1.000.000	2 - 3 kali	Ya	2017	Ya	Teman
Pria	21 - 23	Rp 1.000.001 - Rp 3.000.000	2 - 3 kali	Ya	2017	Ya	Keluarga
Wanita	21 - 23	Rp 1.000.001 - Rp 3.000.000	lebih dari 3 kali	Ya	2017	Ya	Keluarga
Wanita	21 - 23	Diatas Rp 3.000.001	lebih dari 3 kali	Ya	2018	Ya	Keluarga

KESADARAN LINGKUNGAN					LABEL RAMAH LINGKUNGAN					SWAP					JILAN RAMAH LINGKUNGAN					HARGA					KEPUTUSAN PEMBELIAN PRODUK RAMAH LINGKUNGAN											
X11	X12	X13	X14	X15	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2	X3.1	X3.2	X3.3	X3.4	X3.5	X3	M1	M2	M3	M4	M5	M	X5.1	X5.2	X5.3	X5.4	X5.5	X5	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1	
4	4	4	5	4	21	3	4	3	4	4	18	4	5	5	4	4	22	5	4	4	4	4	21	4	4	4	3	3	18	4	3	4	3	4	18	
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5	5	4	5	4	23	5	5	4	4	4	22	4	4	4	4	5	21	4	5	5	5	5	24	4	4	5	4	5	22	4	5	4	4	5	23
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5	5	4	4	4	22	4	4	4	4	5	21	5	4	5	4	4	22	4	4	4	5	5	22	4	4	4	4	4	22	4	5	4	4	5	22



LAMPIRAN 6

HASIL UJI RELIABILITAS DAN UJI VALIDITAS

UJI RELIABILITAS KESADARAN LINGKUNGAN

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.621	.622	5

UJI VALIDITAS KESADARAN LINGKUNGAN

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	17.38	2.213	.368	.183	.571
X1.2	17.46	2.346	.321	.159	.593
X1.3	17.60	2.277	.377	.197	.566
X1.4	17.61	2.204	.431	.244	.539
X1.5	17.61	2.179	.379	.158	.565

UJI RELIABILITAS LABEL RAMAH LINGKUNGAN

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.668	.668	5

UJI VALIDITAS LABEL RAMAH LINGKUNGAN

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	16.73	2.748	.417	.231	.619
X2.2	16.73	2.859	.344	.186	.648
X2.3	16.68	2.387	.439	.216	.611
X2.4	16.73	2.619	.434	.266	.610
X2.5	16.66	2.537	.478	.264	.589

UJI RELIABILITAS SIKAP

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.650	.650	5

UJI VALIDITAS SIKAP

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	17.10	2.350	.467	.253	.564
X3.2	17.14	2.574	.386	.204	.605
X3.3	17.24	2.482	.380	.185	.610
X3.4	17.18	2.583	.418	.207	.591
X3.5	17.13	2.713	.365	.190	.614



UJI RELIABILITAS IKLAN RAMAH LINGKUNGAN

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.660	.662	5

UJI VALIDITAS IKLAN RAMAH LINGKUNGAN

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X4.1	16.58	2.556	.446	.238	.597
X4.2	16.60	2.566	.359	.209	.633
X4.3	16.70	2.210	.463	.216	.585
X4.4	16.58	2.496	.422	.202	.605
X4.5	16.56	2.499	.388	.226	.620

UJI RELIABILITAS HARGA

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.778	.775	5

UJI VALIDITAS HARGA

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X5.1	16.64	3.141	.597	.385	.720
X5.2	16.35	3.750	.405	.240	.780
X5.3	16.52	3.449	.517	.313	.748
X5.4	16.50	3.281	.595	.416	.722
X5.5	16.77	2.955	.646	.441	.702

Determinants of green product buying decision among young consumers in Malaysia

Christine Nya Ling Tan, Adedapo Oluwaseyi Ojo and Ramayah Thurasamy

Abstract

Purpose – This study aims to investigate the factors, which may potentially influence green product buying decision among young consumers in Malaysia.

Design/methodology/approach – A perceived lack of intention to buy green products observed among the Malaysian Generation Young consumers has sparked the interest to carry out this study. With the aid of structured questionnaires, data were collected from a total of 217 respondents, between 18 and 25 years of age.

Findings – The results of data analysis indicated that environmental consciousness, eco-label, price and advertising were significant predictors of green product buying behaviour. Contrary to the hypothesis, attitude was not a significant predictor of green buying behaviour among young consumers. The implications of these findings and directions for future research are outlined at the end of this paper.

Originality/value – This study offers empirical insights from the perspective of an emerging economy on the determinants of green products buying behaviour among young consumers.

Keywords Young consumers, Green marketing, Malaysia, Pro-environmental behaviour, Green product, Buying decision

Paper type Research paper

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1. Introduction

Environmental issues have, in recent years, drawn attention from various parties and have re-emerged as one of the main issues in societies. The upsurge observed in environmental concerns has had a significant impact on consumers' purchases of green products as shoppers are now more responsive to environmental policies as they are equally worried about the potential impact on the environment resulting from the disposal of products upon purchase and consumption (Göçer and Sevil Oflaç, 2017). Consumers, at present, have reportedly realised that their consumption activities may result in environmental deterioration, which, in turn, may have transformed and motivated them in making ecologically conscious purchases such as green buying.

A recent report on consumers' sustainability behaviour across 51 countries revealed that about 90 per cent of Malaysians are concerned about environmental issues, but majority of the respondents are not willing to change their buying behaviour (The Nielsen Global Survey, 2015). Abdullah Sharaf *et al.* (2015) argued that most Malaysians perceived green products as highly priced goods, which are meant for the high net worth consumers in comparison with non-green products. Therefore, the Malaysian Government has introduced several initiatives to promote sustainability behaviour among the citizens by means of encouraging them to increase their usage of green products. For instances, the Ministry of Energy, Green Technology and Water (KeTTHA) was established in the year 2009 to

Received 14 December 2018
Revised 17 March 2019
Accepted 25 March 2019

endorse green products and encourage consumers to consider using and consuming eco-friendly products. Such initiative is expected to have a significant impact on Malaysians, especially the Millennials who are reported to be willing to pay more for environmentally friendly products ([The Nielsen Global Survey, 2015](#)).

In the context of Malaysia, the Millennials or Generation Y (Gen Y) refer to individuals who are below 36 years of age ([The Malay Mail, 2016](#)), a segment of the Malaysian society, which represents the future of the nation. The young consumers are reportedly more concerned about the environment as they may have possibly been inspired or influenced by their own parents and other elders about the importance of buying consumption ([Naderi and Steenburg, 2018](#)). The younger people are able to reinforce the importance of recycling wastes, which may potentially have damaging effects on the environment ([Suki, 2013](#)). Nevertheless, other studies have indicated that the intensity of green purchasing is not promising among Malaysian younger consumers, particularly, the Gen Y consumers ([Mohd Noor et al., 2012](#)). A survey of 616 respondents by [Mohd Noor et al. \(2012\)](#) reported that only 30 per cent had the experience of buying green products. Accordingly, it can be deduced that there is a low level of awareness about green products purchasing behaviour among young consumers in Malaysia.

Despite the rising interest for and concern about the environment, the specific factors underlying the low level of consumers' acceptance of green products are yet to be fully clarified. [Al Mamun et al. \(2018\)](#) concurred that most of the studies on consumer's behaviour towards environmentally-friendly products are from the Western context, with limited investigation from other parts of the globe. Similarly, the need to explore the situational contexts of consumers green product buying decisions has also been suggested ([Göçer and Sevil Oflaç, 2017](#); [Pedersen and Neergaard, 2006](#)). Green product purchasing decision is dependent on several background variables. The concept of green consumerism should be investigated in congruence with the specific group's perceptions, attitudes, values and behaviour ([Pedersen and Neergaard, 2006](#)). Therefore, the present study offers empirical insights from the perspective of an emerging economy on the determinants of green products buying behaviour among young consumers. The main aims of this study are to address the following questions:

- Q1. To what extent do young consumers in Malaysia engage in green product buying behaviour?
- Q2. What are the determinants of green product buying behaviour among young consumers in Malaysia?

The findings from this study contributes to literature on the factors that are salient in young consumers buying decisions on green products. These factors can enable organisations to target their marketing efforts on capturing young consumers in an emerging economy such as Malaysia.

2. Literature review

2.1 Research context

The need for sustainable environmental management was recognised by the Malaysian Government about four decades ago, with the establishment of the Environmental Act in 1974. This is a part of the government's initiatives to ensure sustainable protection of resources including air, water, forest and limiting the occurrences of acid rain and degradation of the environment ([Goh and Wahid, 2015](#)). By 2009, KeTTHA was established to support Malaysia's transition to a green economy. This ministry is saddled with the endorsement and encouragement of consumers to consider using green technology and consume eco-friendly products. Through these, the market accessibility of green products and other environmentally-friendly merchandises have been widened ([Kok and Teoh,](#)

2013). According to [Kok and Teoh \(2013\)](#), other national programmes such as the eco-labelling scheme have been introduced to encourage and promote sustainable consumption practices in Malaysia. The National eco-labelling scheme was initiated by the Standards and Industrial Research Institute of Malaysia (SIRIM). This scheme categorises green products as cleaning agents, construction or building instruments, home appliances, home-care products, lights, office supplies (not paper-specific), package containers (not paper-specific), paper products or inks, personal care products, food and plants, etc.

2.2 Green product buying behaviour

Green product purchase decision revolves around environmentally concerned consumers who take into account the public consequences of their private consumption behaviours and attempt to use their buying decision to bring about changes ([Lai and Cheng, 2016](#)). The consumer decision-making process involves five stages, namely:

1. need recognition;
2. information search;
3. evaluation of alternatives;
4. purchase decision; and
5. post-purchase behaviour ([Leonidou et al., 2010](#)).

When examining the consumers' decisions to buy green products, the link between intention to purchase based on the evaluation of the alternatives (Stage 3) and actual buying decision (Stage 4) can be rather weak ([Rosenbaum and Wong, 2015](#)). Although consumers may express their concerns over the environment and appear committed to contribute to the protection of the environment by engaging in green products purchase. However, in reality, such concerns may not be consistently evident in their buying decisions, as the number of green products purchased is relatively smaller ([Liu et al., 2012](#)). It is, therefore, essential for the consumers to have a deeper understanding of the environmental impacts of the products they buy, for them to change their actual buying decisions ([Liu et al., 2012](#)).

Consequently, without significant changes in the consumers' green buying decisions, the impacts of environmental technologies, production systems, economic policies and social initiatives on environmental sustainability can be undermined ([Liobikienė et al., 2016](#)). To help resolve such issues, the notion of green product buying decisions has, thus, emerged as the focal point for policymakers and marketing strategies ([Zhua et al., 2013](#)). Despite the increasing trend towards green behaviour, existing literature suggests that there is still limited understanding on how consumers interpret or make sense of green buying decisions in their everyday lives ([Liobikienė et al., 2016](#)). A related concern, which may rise in this regard is that among all of the identified critical predictors, which predictor in particular may significantly affect the green product purchase decisions made among young consumers?

2.3 Hypotheses development

The buying decision of green products depends on the consumer's intention to purchase environmentally-friendly products, while avoiding those that may negatively impact the environment. Specifically, the consumer's intention maybe conveyed as the willingness to purchase green products. According to [Ramayah et al. \(2010\)](#), intention can be considered as the motivational factors, which may influence consumers' behaviour towards buying/purchasing green products. The purchasing behaviour of green products entails a complex form of ethical decision-making, which requires consumers to act in a socially responsible way when buying products. The socially responsible

consumers or the green products consumers are those who “takes into account the public consequences of his/her private consumption and attempts to use his/her purchasing power to bring about social change” (Moisander, 2007). It should be noted that green products may satisfy the consumers’ needs, i.e. preserve the environment and by extension, contributing to sustainability (Joshi and Rahman, 2015). Green products are environment-friendly, made from materials that are safe to the environment/ recyclable and use less packaging (Chen and Chai, 2010). Some examples of green products include organic products, energy efficient light bulbs, herbal products, eco-friendly washing machine, etc.

Human engagement in environmental issues has been characterised by value-action gap. Due to the irregularity of information on green products, individual’s perception of and concern for the environment are not necessarily translated into the buying decision of green products (Biswas and Roy, 2015; Ohtomo and Hirose, 2007). The discrepancy between consumers’ perceptions and actual behaviour is called green purchasing inconsistency or green attitude-behaviour gap (Joshi and Rahman, 2015). Consumers buying decision of green products does not exclusively depend on their perception of and attitude towards green products, but other factors such as the price of the products, its availability, promotional activities, social issues and level of awareness on consumption decision and behaviour may contribute to the variation in their buying decisions (Biswas and Roy, 2015; Laroche *et al.*, 2001; Long and Schiffman, 2000).

Previous studies determined the significance of consumers’ perception about the environmental value (Tanner and Wölfing Kast, 2003) and their consumption patterns and non-consumption behaviour (Biswas and Roy, 2015; Ohtomo and Hirose, 2007). However, limited empirical attempts have been made in clarifying the effect of the products attributes and situational factors. For instance, despite the increasing awareness on the implications of consumption on environmental degradation among consumers, their choice of green products still remained unchanged (Tseng and Hung, 2013). Individuals have the tendency to interpret and respond differently to similar environmental issues; thus, the discrepancy between value and action should be contextualised from the pro-environmental perspective (Gadenne *et al.*, 2011).

Pro-environmental behaviour is expressed by means of consumers support for green companies and their purchase of green products (Albayrak *et al.*, 2013), adoption of sustainable consumption practices (Gadenne *et al.*, 2011) and willingness to spend more on green products (Hamzaoui-Essoussi and Linton, 2010). Green purchasing decisions also depend on the consumers’ perception about the prospective benefits they may gain from the green products (Kalafatis *et al.*, 1999). Therefore, consumers’ buying decision of green products is closely associated with their beliefs in the perceived personal, social and environmental benefits and the positive impact of green products.

Furthermore, consumers’ buying decisions of green products have been commonly associated with their underlying attitude, perception of values and behavioural intentions towards environmentally-friendly products (Maniatis, 2016). Specifically, the underlying factors of the consumers’ buying decision of green products are both intrinsic and extrinsic in nature (Kumar and Ghodeswar, 2015). The intrinsic factors are associated with consumers’ level of awareness of their responsibilities towards the environment, quest for deeper understanding on environmental issues and willingness to act in ways, which may possibly conserve resource and minimise environmental degradation. On the other hand, the extrinsic factors are related to consumers’ social identity and distinct features of the products such as quality, price, performance, promotion and health implications. As posited by Vermeir and Verbeke (2006), the consumers’ habits and knowledge about the products and situational attributes such as promotional campaign are the underlying determinants of buying decision.

Drawing insights from the abovementioned, we hypothesise that consumers' buying decision of green products largely depends on their environmental consciousness, attitude, price-sensitivity, situational attributes such as eco-labelling and advertisements on green products. The research model is shown in [Figure 1](#). Moreover, the hypothesised relationships are discussed in the following subsections.

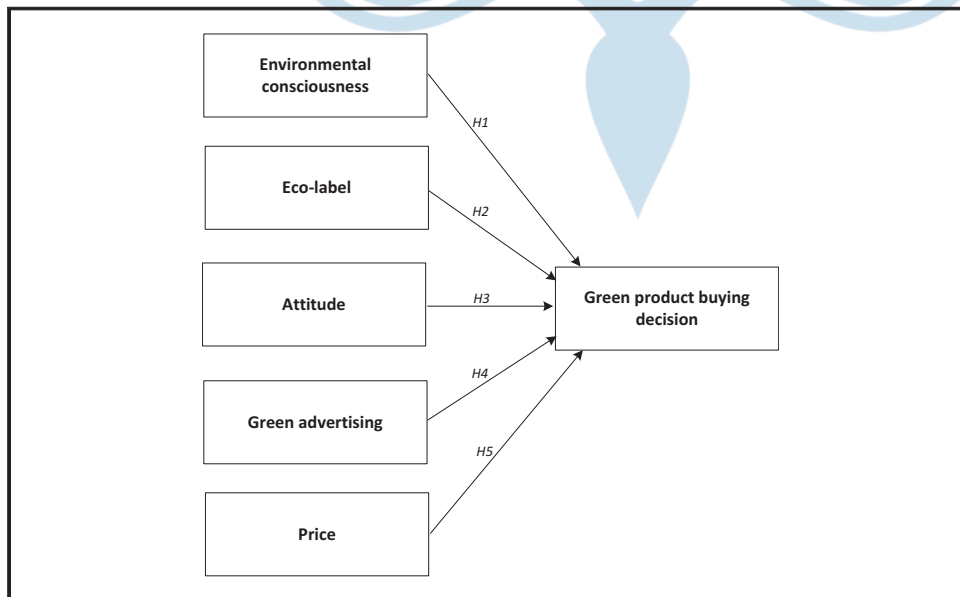
2.3.1 Environmental consciousness and green product buying decision. Environmental consciousness reflects an individual's knowledge about environmental issues and the impact of environmental-friendly practices in curbing such issues ([Boztepe, 2016](#)). An environmentally conscious consumer is aware of the potential impact of resource usage and consumption on the environment ([Franzen and Meyer, 2010](#)). The growing awareness of sustainable practices has heightened the level of environmental consciousness among consumers. Such consciousness stems from an individual's belief, disposition and concern for the environment, which may potentially shape one's buying decision ([Diamantopoulos et al., 2003](#)). Environmentally conscious consumers are more likely to indicate protective feelings towards the environment. Therefore, they are willing to change their consumption behaviour to minimise the adverse impact of their actions on the environment.

[Wang et al. \(2014\)](#) discovered that pro-environmental behaviour can be associated with a new environmental paradigm, i.e. the consumers' orientation towards environmental value. Consumers' inclination towards the protection and enhancement of the environment may culminate in an increased responsibility, which may directly influence the decision to buy green products ([Biswas and Roy, 2015](#)). Therefore, as consumers become more aware of the adverse impact of non-sustainable consumption on the environment, they adjust their actions by engaging in pro-environmental behaviour. Accordingly, environmental consciousness can influence green buying behaviour among young consumers by stimulating them to be socially responsible towards the environment. Hence, the following hypothesis is formulated:

H1. Young consumer's environmental consciousness is positively associated with buying decision of green products.

2.3.2 Eco-label and green product buying decision. A product's eco-label is as an indicator of its environmental performance ([Chekima et al., 2015](#)). This label is developed with the

Figure 1 Research model



aim to prevent consumers from being confused over the claims made about environmental friendliness (Abdullah Sharaf *et al.*, 2015). Eco-labelling may have a significant impact on consumers' green products buying decision by means of enhancing their knowledge of environmental-friendly products. Laroche *et al.* (2001) argued that knowledge may entail the perceived utility, which consumers derive from their quest for both knowledge and novelty. Hence, the consumers' buying decision can be shaped by their inclination to acquire sufficient knowledge needed to assess both the products' attributes and novelty (Tanner and Wölfing Kast, 2003). The possibility of consumers purchasing green products can be more likely when there are opportunities for them to access relevant information on the products. Such opportunities and information may help them understand the associated benefits both personally and collectively and the environmental impact (Tseng and Hung, 2013).

Eco-label includes information about product impact on the environment, which is readily accessible to the consumers. Thus, it may enhance the consumers buying decision (Ritter *et al.*, 2015). Consumers are more likely to perceive eco-labelled products as reliable, due to the inclusion of non-polluting ingredients, opportunities for cost reduction and recyclable packaging (Tseng and Hung, 2013). Therefore, eco-label provides relevant information about the environmental performance of the products, which the young consumers may find useful in making decisions related to eco-efficiency (Kumar and Kapoor, 2017). The discussion in the foregoing, thus, leads to the formulation of the following hypothesis:

H2. Eco-labelling of product is positively associated with young consumer's buying decision of green products.

2.3.3 Attitude and green product buying decision. Attitude is generally assessed as the disposition of individuals/objects towards a particular direction (Ajzen, 2001). Environmental attitude, therefore, encompasses individuals' disposition towards environmental protection (Lee, 2008). Apart from the consumers' concerns for the environment, their specific beliefs and attitudes towards the environment have been widely acknowledged as a significant predictor of the buying decision of green products (Mainieri *et al.*, 1997). However, contrary to the commonly accepted impact of attitude on consumers' behaviour, the role of attitude in the buying behaviour of green products was found to be inconsistent (Biswas and Roy, 2015; Joshi and Rahman, 2015; Ohtomo and Hirose, 2007). Consumers' positive attitude towards environmentally-friendly products and their buying decisions may be delimited by several other factors including lack of alternative, cost and inconsistent information (Connell, 2010; Vermeir and Verbeke, 2006). Nevertheless, studies have reported the lack of significant link between consumer's attitude and the buying decision of green products (Eze and Ndubisi, 2013).

Pro-environmental attitude has also been strongly associated with consumers' positive disposition towards paying extra for environment-friendly products (Laroche *et al.*, 2001). Although pro-environmental attitude may involve some inconveniences (e.g. extra effort to recycle goods), additional costs (e.g. more expensive green products) and relatively lower levels of product performance (e.g. cars with lower break-horsepower). However, young consumers who indicated higher green attitude are more likely to engage in an ecologically friendly behaviour, such as avoiding disposable products, looking for recyclable products, and buying biodegradable goods (Paper and Lancashire, 2012). Accordingly, the following hypothesis is suggested:

H3. Young consumer's attitude towards the environment is positively associated with buying decision of green products.

2.3.4 Green advertising. Advertising is an effective tool for communicating the identity of brands and the proposed value, through which the brand equity may be developed (Alden *et al.*, 1999; Keller, 2009). The credibility of an advertisement may help determine the extent to which the consumers perceive the claims made to be truthful and believable (Khare,

2015). Green advertising includes promotional activities, which convey the relationship between green products and the environment, encourage green lifestyles or depict a corporate image of environmental responsibility (Banerjee *et al.*, 1995; Kumar, 2017). Thus, “green” advertising is capable of drawing consumers’ attention in a more persuasive way as it has the potentials to improve the brand image of green products and provide young consumers with familiar concepts of green products (Chekima *et al.*, 2015).

Consumers’ understanding of brand identity is cognitive in nature, and therefore, brand awareness may be associated with buying decision (Keller, 2009). Consumers’ interpretation of brand image may elicit either positive/negative judgements or feelings on the products due to the fact that they are selective in processing information that are only pertinent to their needs. Consumers may expect positive response from green advertising, in which, they are more likely to associate the brand image with environmental protection. Nonetheless, consumers’ response is a complex process, which involves the affective and cognitive dimensions. The former comprises consumers’ disposition towards the message, while the latter refers to their evaluation of the message and messenger. According to Phau and Ong (2007), consumers do not only respond to green advertising but also assess the credibility of the advertised brand. Hence, the way the message is communicated and their perception of the source may shape consumers’ responses to advertisements (Kumar, 2017). The credibility of the source may be enhanced by incorporating environmentally conscious images into the advertisements (Mathur and Mathur, 2000). Consequently, the following hypothesis is proposed:

H4. Young consumer’s perception of green advertising is positively associated with the buying decision of green products.

2.3.5 *Price*. Price is one of the major barriers for the adoption of green products (Gadenne *et al.*, 2011). Consumers, who are price-sensitive deem that the price of products is the most salient factor affecting their buying decision (Eze and Ndubisi, 2013). Accordingly, the high prices of most environmental-friendly products may negatively affect the consumers’ buying decision or consumption (Connell, 2010). Nevertheless, the effect of price on consumers’ buying decision is more likely to vary owing to their perceptions of the products. A survey of consumers’ spending on recycled products revealed that consumers are willing to pay more for selected products such as eco-labelled goods (Hamzaoui-Essoussi and Linton, 2010). Thus, consumers’ decision on paying a premium for green products is associated with the perception of value rather than the actual price of the products (Moser, 2015).

Although, lowly priced green products may gain wide market acceptability. However, there might be consumers who are willing to pay a higher price for environmental-friendly products as the majority of consumers may have realised that their buying decisions may have a direct effect on many ecological problems (Biswas and Roy, 2015). For example, a recent survey reported that more than 80 per cent of the Malaysian consumers are willing to pay a premium price to use environmentally-friendly products (Suki and Suki, 2015). In other words, consumers who perceive environmental issues or the attributes of green products as important are prone to be less sensitive to price, which, in turn, resulted in the willingness to pay a premium for environment-friendly products. Thus, consumers’ buying decision of green products may be associated with the perceived benefits at a higher price. Accordingly, the researchers hypothesise the following:

H5. Young consumer’s low price-sensitivity is positively associated with the buying decision of green products.

3. Methodology

The sampling frame for the present study are the young consumers from the four major States in Malaysia including Selangor, Kuala Lumpur, Johor and Melaka. These States have the most developed urban centres in Malaysia with larger population of youth, thereby providing suitable contexts for observing young consumers perceptions about green

products. The 217 respondents were college and university students, as well as young working adults between 18 and 25 years of age. The demographic profile of the respondents is presented in Table I. The focus on young consumers is appropriate because they constitute a significant segment of the market, and will eventually dominate the market when it matures (Lazarevic and Petrovic-lazarevic, 2007; Neuborne and Kerwin, 1999). Following previous studies in consumer behaviour, the present study adopts the convenience sampling technique in the selection of respondents (Peterson and Merunka, 2014; Salkind, 2009). This is a non-probability and inexpensive method for collecting data within a short period of time (Salkind, 2009).

4. Result

4.1 Respondents' behaviour on green products

The actions taken by the respondents to preserve the environment are presented in Table II. As shown in Table II, the most common environmental practices among the respondents were the recycling of newspaper (i.e. 79.3 per cent) and bottles, cans or glasses (i.e. 53.0 per cent)

As shown in Table III, the majority of the respondents have purchased green products in the past (i.e. 85.7 per cent) and about one-third of them are frequent buyers of green products.

Regarding the type of green products bought, 49.8 and 47 per cent of the respondents have purchased organic vegetables and fruits, respectively. While the least purchased organic products are undefined, with 6.0 per cent of the respondents (Table IV).

As presented in Table V, the majority of the young consumers visited supermarkets (73.3 per cent) when buying green products. Most of these consumers preferred shopping at

Table I Respondents' demographic profile (N = 217)

<i>Respondents' demographic</i>	<i>Frequency</i>	<i>(%)</i>
<i>Gender</i>		
Male	119	54.8
Female	98	45.2
<i>Age</i>		
18-20	37	17.1
21-23	141	65.0
24-25	54	17.9
<i>Race</i>		
Malay	57	26.3
Chinese	138	63.6
Indian	16	7.4
Others	6	2.8
<i>Marital status</i>		
Single	205	94.5
Married	12	5.5
<i>Level of education</i>		
High school	28	12.9
Diploma	62	28.6
Bachelor degree	127	58.5
<i>Occupation</i>		
Employed	59	27.2
Self-employed	17	7.8
Student	141	65.0
<i>Monthly income</i>		
Below RM 999.00	143	65.9
Between RM 1,000-2,999	63	29.0
Above RM 3,000	11	5.1

Table II Actions taken by respondents in preserving green environment

<i>Behaviour</i>	<i>Frequency</i>	<i>(%)</i>
<i>Recycle newspaper</i>		
Yes	172	79.3
No	45	20.7
<i>Purchase products made from recycled materials</i>		
Yes	61	28.1
No	156	71.9
<i>Recycle bottles, cans or glasses</i>		
Yes	115	53.0
No	102	47.0
<i>Bring your own bags to the supermarket</i>		
Yes	53	24.4
No	164	75.6
<i>Use recycled paper</i>		
Yes	82	37.8
No	135	62.2
<i>None</i>		
Yes	13	6.0
No	204	94.0

Table III Green buying experiences and frequency of buying green

<i>Behaviour</i>	<i>Frequency</i>	<i>(%)</i>
<i>Have you ever purchased green products?</i>		
Yes	186	85.7
No	31	14.3
<i>If "Yes", how frequent do you purchase green products</i>		
Extremely infrequent	21	9.7
Quite infrequent	40	18.4
Slightly infrequent	35	16.1
Neither infrequent nor frequent	30	13.8
Slightly frequent	42	19.4
Quite frequent	16	7.4
Extremely frequent	2	0.9
Not applicable	31	14.3

supermarkets, which offers more product choices, great locality and reasonable prices (Suwanvijit and Promsa-ad, 2009). The consumers were more likely to trust and make their green products purchases at supermarkets (Quelch and Harding, 1996). Online purchase was found to be the lowest (7.8 per cent) when it comes to buying green products.

Table VI shows the expenditure on buying green products in a week. In total, 137 young consumers spent below RM 50.00 per week on green products and owing to the fact that the majority of them were students who do not have an income. However, two of the respondents spent more than RM 400.00 per week on green products.

4.2 Measurement models

The descriptive analysis of the measurement models are presented to:

- identify the characteristics of the sampled young consumers and their buying decisions of green products; and
- identify the correlations between the demographic characteristics and sub-variables in each variable.

Table IV Types of green products bought by respondents

Type of green products	Frequency	(%)
<i>Laundry detergent</i>		
Yes	45	20.7
No	141	65.0
<i>Dishwashing soap</i>		
Yes	45	20.7
No	141	65.0
<i>Organic vegetables</i>		
Yes	108	49.8
No	78	35.9
<i>Organic fruits</i>		
Yes	102	47.0
No	84	38.7
<i>Natural cereal</i>		
Yes	53	24.4
No	133	61.3
<i>Organic green tea</i>		
Yes	54	24.9
No	132	60.8
<i>Organic coffee</i>		
Yes	20	9.2
No	166	76.5
<i>Organic seasoning</i>		
Yes	22	10.1
No	164	75.6
<i>Others</i>		
Yes	13	6.0
No	173	79.7

Table V Place to buy green products

Place to buy green products	Frequency	(%)
<i>Supermarket</i>		
Yes	159	73.3
No	27	12.4
<i>Grocery shop</i>		
Yes	30	13.8
No	156	71.9
<i>Organic food retail shop</i>		
Yes	56	25.8
No	130	59.9
<i>Online purchase</i>		
Yes	17	7.8
No	169	77.9

Table VI Expenditure on buying green products in a week

Expenditure (RM)	Frequency	(%)
Below RM 50.00	137	63.1
Between RM 51.00-100.00	41	18.9
Between RM 101.00-200.00	3	1.4
Between RM 201.00-400.00	3	1.4
Above RM 400.00	2	0.9

In attempt to identify the individual factors of the sampled respondents, the questions were grouped together and the means and standard deviations of the factor as a whole and by individual questions were analysed. The mean scores indicate the central tendency of the data, while the standard deviation is a measure of how representative the mean is in relation to the observed data (Sekaran and Bougie, 2016). In other words, small standard deviations value relative to the mean values indicates that data points are closer to the mean and large standard deviations indicate the opposite.

Table VII indicates the mean and standard deviation of the five constructs. The overall mean score of the buying decision of green products reflected a positive inclination towards green products purchasing. This is further supported by the fact that all the related five questions recorded higher than the average mean i.e. 3.5 based on the seven-point scale used. The mean ratings of the buying decision of green products from the highest to the lowest were the beliefs consumers had when buying green products, i.e. he or she may reduce human health problems such as cancer because green products contain less toxic materials (mean = 5.42, SD = 1.184); minimise environmental impacts such as air pollution, water pollution and land pollution (mean = 5.16, SD = 1.189); reduce waste disposals (for products, which are made by recycled content) (mean = 5.09, SD = 0.941); increase consumers' sense of satisfaction (mean = 4.99, SD = 1.267); and consumers believed that they will frequently buy the green products on a regular basis in the future (mean = 4.86, SD = 1.256). With regard to each of the five indicators, it is found that young consumers are highly motivated. In general, the result showed a high level of the buying decision of green products, with an overall mean score of 5.334 (SD = 0.797).

4.3 Testing of hypotheses

Multiple regression analysis was used in the present study to determine the critical predictors and its relationship with the buying decision of green products, as well as to test the five hypotheses. The results of the multiple regression analysis were presented in Table VIII.

By examining the significance of the parameter estimates, the present study tested the hypotheses underpinning the research model. As shown in Table VIII, the effect of environmental consciousness was significant on buying decision ($\beta = 0.144$, $p > 0.01$). Therefore, $H1$ is supported. Moreover, except for attitude ($\beta = 0.094$, $p < 0.073$), all the other hypothesised relationships were significant; eco-label ($\beta = 0.278$, $p < 0.001$), green advertising ($\beta = 0.181$, $p < 0.01$) and price of green products ($\beta = 0.227$, $p < 0.001$). Thus, $H2$, $H4$ and $H5$ were supported, but not $H3$. The R^2 value of 0.59 indicates that all the supported factors account for about 59 per cent variance in green product buying decision, with eco-labelling the most significant predictors.

5. Discussion

This study investigates the factors of green products buying behaviours among a sample of young consumers in Malaysia. The results suggest that young consumers buying decisions of green products are associated with environmental consciousness, eco-labelling, advertising and price. Contrary to expectation, but consistent with previous studies in Malaysia, the attitude was not a significant determinant of green product buying decision (Eze and Ndubisi, 2013). The lack of support for the effect of attitude can plausible be explained by the role of personal norms in enforcing the link between attitude and behaviour. According to Joshi and Rahman (2015), consumers positive environmental attitude does not necessarily translate to a green product buying decision, unless such attitude is supported by strong personal commitment towards the environment. The significant impact of environmental consciousness indicates the importance of personal commitment towards ensuring a better environment in shaping buying decision among the

Table VII Mean scores and standard deviations of each item in the questionnaire

<i>Constructs</i>	<i>Items</i>	<i>Mean</i>	<i>SD</i>
<i>Environmental consciousness</i>			
EC1	Environmental issues such as air pollution, water pollution, waste disposal and deforestation influence my purchasing decisions of the green product	5.15	1.414
EC2	My knowledge of the environmental issues such as air pollution, water pollution, waste disposal and deforestation influence my purchasing decisions of the green product	5.07	1.317
EC3	The awareness of the environmental responsibility such as recycling to protect our environment influences my purchasing decisions of the green product	5.06	1.461
EC4	The seriousness of Malaysia's environmental problems such as air pollution, water pollution, waste disposal and deforestation influence my purchasing decisions of the green product	5.02	1.316
EC5	The support on environmental protection such as government's environmental policies and non-government organisation's voluntary activities makes me feel that I am environmentally responsible in making decisions to purchase green products	4.96	1.432
Overall mean score		5.273	0.880
<i>Eco-label</i>			
EL1	My knowledge of the labelling contents on the green product will influence my decision to purchase it	5.04	1.319
EL2	The certification [*] of the green product will guide me in my decision to purchase the green product	5.11	1.210
EL3	I will recognise the eco-label ^{**} when deciding to purchase the green product	4.96	1.361
EL4	I will trust the environmental-friendly messages on the eco-label ^{**} in making green purchasing decisions	5.06	1.220
EL5	I will trust the recycling information on the eco-label ^{**} in making green purchasing decisions	5.10	1.192
Overall mean score		5.223	0.861
<i>Attitude</i>			
AT1	I will benefit from the decisions that I make on green purchasing	5.04	1.387
AT2	The green product that I decide to purchase will be safe for me to use	4.97	1.487
AT3	There is a need for me to make green purchasing decisions	4.76	1.301
AT4	The green purchasing decisions will improve the quality of my life	4.74	1.362
AT5	I am interested in making green purchasing decisions	4.81	1.273
Overall mean score		5.104	0.872
<i>Green advertising</i>			
GA1	Advertising leads me to be more socially responsible [*] in making green purchasing decisions	5.020	1.403
GA2	Advertising is a good source of information for me in making green purchasing decisions	5.110	1.295
GA3	I plan to switch to the product that is advertised as green product in making green purchasing decisions	5.060	1.231
GA4	I believe that the claims made on advertising are truthful in making decisions to purchase the green product	5.080	1.178
GA5	Advertising presents a true picture to me in making decisions to purchase the green product	5.01	1.309
Overall mean score		5.273	0.803
<i>Price</i>			
PR1	I will decide to pay 10% more in purchasing the green product that have better quality	4.530	1.368
PR2	I will decide to pay more if the green product that I purchase is good for my health	4.940	1.405
PR3	I will decide to be loyal to the green product that I have higher brand awareness	4.880	1.235
PR4	I will decide to pay more for the unique features on the green product, such as taste and ingredients	5.000	1.298
PR5	I will decide to spend an extra RM 10.00 a week to purchase green products that is less environmentally harmful	4.590	1.441

(continued)

Table VII

Constructs	Items	Mean	SD
Overall mean score		4.990	0.987
<i>Buying decision of green products</i>			
GP1	I will frequently buy the green product on a regular basis in the future	4.860	1.256
GP2	I only buy the green product that I believe will reduce waste disposals (made by recycled content)	5.090	0.941
GP3	I buy the green product that I trust will minimise environmental impacts such as air pollution, water pollution and land pollution	5.160	1.189
GP4	I buy the green product to increase my sense of satisfaction	4.990	1.267
GP5	I buy the green product that I believe will minimise human health problems such as cancer because it contains fewer toxic materials	5.420	1.184
Overall mean score		5.334	0.797

Notes: *Certification: Malaysia's national labelling program launched in 1996 by Standards and Industrial Research Institute of Malaysia (SIRIM) to verify products according to environmental criteria such as environmentally degradable, non-toxic plastic packaging material, recycled paper, etc. **Eco-label: Defined as a product's collective overall environmental performance. The term such as "environment friendly", "ozone friendly", "organic", "degradable" and "recyclable" are product claim that are usually described on the packaging

Table VIII Results of multiple regression analysis

Critical predictors	Standardised β coefficients	t-value	Significant (p)
Environmental consciousness	0.144	2.851	0.005
Eco-label	0.278	4.963	0.000
Attitude	0.094	1.799	0.073
Green advertising	0.181	3.159	0.002
Price	0.227	5.686	0.000

Notes: Dependent variable: Green product buying decision. $R^2 = 0.590$; Adjusted $R^2 = 0.581$; $F = 60.798$; $p = 0.0000$ ($p < 0.05$)

young consumers in Malaysia. Thus, our findings suggest that green product buying decision among young consumers in Malaysia is directly associated with environmental consciousness, eco-labelling, green advertising and price.

In line with the literature, eco-labelling has the most significant positive impact on young consumers buying decision of green products. This indicates a strong interjected motivation among the young consumers, wherein, eco-labelling reminds them about environment-friendly purchasing, which may create the feeling of guilty if they do not buy green products (Ritter *et al.*, 2015). We also determined the significant impact of green advertising on consumers' buying decision of green products. This aligns with the Phau and Ong's (2007) findings on the importance of advertisement in stimulating consumers interest towards buying green products.

Finally, it is found that price may be another reason for consumers not buying green products. According to Eze and Ndubisi (2013), price is considered as the key factor affecting the buying decision of green products for price-sensitive customers. The present study also suggests that consumers' low price-sensitivity is positively associated with the buying decision of green products.

6. Conclusion

Findings from the present study can assist green products companies to take necessary actions, which may culminate in an increase in the purchase of green products among

young consumers. For example, companies intending to bring green products into the market, will have to ensure that such products are properly labelled and positioned to attract young consumers' interest. The products also need to be made readily accessible to the consumers and marketed at a relatively lower price to ensure young consumers buying interest.

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