

Green Marketing Strategy Factors Influencing Consumers Intention to Purchase Eco-Friendly Food Products in Malaysia

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Abstract: This particular study seeks to fill up the gap in the current body of literature pertaining to both green marketing practices as well as customer buying purpose by selecting Malaysia as a case study. Therefore, the outcomes of this particular research can give a brand-new stimulus to the results of earlier studies on customer and natural marketing buying patterns in Malaysia.

Study design: Theory of green marketing is integrated with its five marketing tools (labelling (LA), packaging and branding (PB), advertising (AD), price premium (PP), and eco-image (ECI)) as predictors of the green purchase intention (PI). This study is based on scientific approach because it is proceeding in systematic progress as problem solving technique. The study is also deductive approach because it is based on hypotheses examination.

Place and Duration of Study: Population are all Malaysian adults who could have intention to purchase green food products; the sample size is 260 and the collected online during 2020.

Methodology: The study used quantitative methods to conduct statistical analysis on the original cross sectional data that collected for this study. For data analysis, this study used SPSS version 25 to do the descriptive and frequency analysis, and SmartPLS 3.0 to conduct the reliability, validity, and relations estimations. PLS-SEM is the technique to be used because the aim of this study is to do prediction model based on a developed model rather than building new theory. The study has 26 questions and the desired population size is 260 participants. Sampling technique used for this study is convenience sampling to reach any possible participants via online survey and the data collection took place during 2020.

Results: For relations from the five factors of green marketing to Purchase Intention, three factors have significant effect but two have no effect. Labelling has the highest impact with path coefficient score of 0.212. Followed by Advertising, which has the second impact with path coefficient score of 0.154. The last impactor is Packaging & Branding with path coefficient score of 0.139.

Conclusion: For the influence of the five different green marketing factors on Purchase Intention, three factors have positive impact with overall explanation power of 44.9% of the Purchase Intention variance. The value is acceptable especially in the human perception matters beside to the fact that the study is not emphasizing on a wide range of antecedents.

Keywords: Green Marketing, labelling, packaging and branding, advertising, price premium, eco-image, purchase intention.

I. INTRODUCTION

The term green or maybe renewable frequently talks about goods, services, or perhaps methods, which enable economic development while saving for generations to come. It is favoured to describe an environmentally friendly product as one that has much less of an environmentally friendly impact or is less damaging to human wellbeing compared to the

standard product equivalent [1]. While on the subject of defining an eco-friendly product or service, you have to understand that very little item will be 100 % environmentally friendly, since much product development is going to have a little influence on the surrounding atmosphere [2]. Eco friendly items are energy efficient, long-lasting and usually have very low upkeep requirements; totally free of Ozone exhausting chemical substances, poisonous elements and do not take dangerous by products; frequently made of recycled material or materials or maybe from sustainable and renewable sources; From hometown materials or companies, along with eco-friendly and quickly reused possibly in part or perhaps as an entire [2].

Protecting environment is actually come to be a public issue and the familiar with sparing the planet engaging increasingly more interest worldwide. This broad awareness worrying environmental problems is actually the outcome of the substantial media coverage of the ever before regularly ecological calamities, the appearance of environmental non-governmental institutions and the reality that we stay in a period where relevant information is simply one click away[3]. Emerging environmental dimensions have also carried approximately brand-new notions, industries, and specialties that make an effort to recognize and accomplish the apparently impossible: to stabilize individual progression, as shared through economic growth, and the restricted ability of planet to hold our growth (Scotti, 2020). Concepts like sustainability, social duty, responsible usage, green marketing, green consumers etc. have come to be an essential component of the control and marketing lexicon [4].

Green marketing is actually generating and ensuring the reusable and ecological products [4]. Surge in concerns of global warming and climate change have allure individuals' focus in the direction of green items, which are safe for a lasting environment. Numerous studies have actually confirmed that people are beginning to make use of green products to decrease unfavorable effect in the direction of environment. "Green advertising and marketing is composed of advertising product or services located on ecological variables or understanding. Providers entailed in green advertising decide connecting to the entire process of the provider's items, like techniques of handling, packaging and circulation" [5].

Worldwide, the worldwide green food industry had shown constant good development with retail sales reaching eighty dollars billion in 2014 [6]. The Country will be the biggest market, followed by France as well as Germany. In Asia, it was reported the complete natural farming place was 3.6 thousand hectares within 2014, that represented 8% of the world's organic farming land [6]. This phenomenal development in the worldwide green food industry could be due to the growing health concerns among consumers along with raising recognition pertaining to sustainability. Other things which drive eco-friendly sales throughout the planet consist of rising disposable income, enhancing standard of existing, changing easy accessibility and lifestyle. In Malaysia, the eco-friendly food industry experienced fast development of approximately twenty % per annum, estimated at approximately RM150 million [7]. Nevertheless, the meanings of shoppers that are thinking about having green continue to be vague. Green is known to locally grown organic goods as well as food. Customer lifestyle as well as benefit orientation are the psychographic variables, which supply better orientation on natural customer segment [4].

II. PROBLEM STATEMENT

This research is going to investigate, what influence the people intention to buy green/organic food in Malaysia. In spite of green food market in Malaysia, there is a clear gap between the actual consumers' behaviour in purchasing green food and their awareness of the environmental issues. Studies shows a high level of awareness for protecting the environment and minimizing the consumption of natural resources, but this is not translated into actual purchase behaviour in green food market. Without deep understanding for the antecedents and controllers of the going green purchase behaviour and intention, the gap will continue and harming the environment will continue, which may affect the future of the next generations. Marketing strategies have been proved to play a major role in affecting consumers' decision-making; therefore, this study focuses in the marketing strategy antecedents of consumers' intention to go green.

Along with the style of going green, each consumers and companies want to bring in the green breakthrough. Nonetheless, Green services and products are actually available, eco-friendly anxious consumers are actually additionally available, yet the market place does certainly not seem to show or prove that the intents and beneficial attitudes of green consumers are actually translated right into real buying practices [8]. This gap may be associated to various causes [9]: consumers might be actually even more probably to shop based on standard product attributes (e.g. price, performance etc.), consumers may not depend on the ecological claims of providers and products or consumers may not possess sufficient environmental know-how, issue or even the necessary devotion.

Green advertising initiatives in Malaysia is consumed to motivate customers to take into consideration the green features before you make some purchasing choices. Green advertising programs including earth eco label, branding, environmental advertisement and premium price can make simpler notion as well as understanding of environmentally friendly products and can direct them while generating the purchasing decisions therefore evaluating the customers perceptions of the advertising techniques is crucial for the achievements of the industry [10]. While there are actually many studies before that check out behaviour, purchase intention, attitudes, and the perception of customers towards environmentally friendly goods and goods, research done in looking at the outcome of advertising techniques on perceptions towards and intent to buy greener in Malaysia remains under explored [11].

III. RESEARCH OBJECTIVES

Thus, this particular study seeks to fill up the gap in the current body of literature pertaining to both green marketing practices as well as customer buying purpose by selecting Malaysia as a case study. Therefore, the outcomes of this particular research can give a brand-new stimulus to the results of earlier studies on customer and natural marketing buying patterns in Malaysia. The aim of the study is to examine the green marketing strategies as antecedents to the behavioural intention to consumers' green food. To achieve this aim, the following related objectives must be fulfilled to achieve the desired goal.

- To investigate the influence of labelling as marketing strategy on consumers' behavioural intention to purchase green food in Malaysia
- To explore the influence of packaging and branding as marketing strategy on consumers' behavioural intention to purchase green food in Malaysia
- To examine the influence of advertising as marketing strategy on consumers' behavioural intention to purchase green food in Malaysia
- To investigate the influence of price premium as marketing strategy on consumers' behavioural intention to purchase green food in Malaysia
- To examine the influence of Eco-Image as marketing strategy on consumers' behavioural intention to purchase green food in Malaysia

IV. LITERATURE REVIEW

A. Green Marketing

Green or Ecological or even Environmental Marketing became a trend in the 1990's adhering to a lengthy product line of environmental accountability study, starting coming from the 1970's and concentrating on non-consumption behaviors (power preservation, political activism), on conservation, on air pollution and on post-purchase behaviors like recycling and rubbish splitting up [8].

There are plenty definitions and approaches as to the green marketing. One of the most used definitions is "Green Marketing refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants, etc." [9].

The literary works review has supplied an useful opinion of strategic greening along with natural marketing of points. Three normal concepts like organic packaging, green and eco-labelling branding approaches have been evaluated in the a large number of the previous studies. However, Devi Juwaheer et al. (2012) examined the green market strategies and he may categorize the devices and strategies of green marketing right into five categories, eco-labelling, green packaging and branding, environmental advertising campaign, premium green price, and embedding and eco-image [12].

Eco labelling is an attractive instrument for informing customers regarding the environmentally friendly impact of the buying choices. In order to assist customers about the eco better than some other very similar items, eco labelling schemes have been set up in an effort to market green consumerism. Before a customer uses a purchasing choice, they have to understand as well as trust the label before they normally use it [13].

Branding in green products is defined as “a name, term, sign, symbol or design or the combination of them, intended to identify goods or services of one seller or group of sellers and to differentiate them from those competitors”. Other than that, a name, symbol or design of a product that are harmless to the environment also can be generalized for eco-brand as well [14].

Advertising in green products refers to all appeals, which include ecological, nature friendly emails or environmental sustainability, which targeted the needs as well as wants of eco concerned stakeholders are referred to as green advertising [15]. There are three categories: 1) relationship between a merchandise or maybe products as well as the natural environment is possibly express immediately or perhaps indirectly; 2) Environmentally conscientious lifestyle encouraged with or perhaps without displaying a product/services; and 3) Which show a picture of company environmentally friendly responsibility [8].

Price premium describes the fairly greater cost of products in contrast to the same products [16]. Price in advertising is both an economic and an excellent indicator. In general, People want better quality with increased price as well as they're also generally concerned about value for money. Consumers are claimed to have the perception that premium products are expensive because the quality standard is high. When emerging price premium are combined with purchase intention and behaviour, it is referred to the degree of willingness a consumer would like to pay without affecting his decision [17]. If a consumer decides to repurchase even with expensive of increased price, then the consumer has a high perception of price premium. Consumers are found to be buying premium products despite its expensive price. This is because of its unique characteristics, which reflect the consumers' heritage image [18].

Devi Juwaheer et al. (2012) proposed eco image as among the advertising strategies. The two characteristics underneath this dimension have an effect on natural purchasing patterns as well as customers believe environmentally friendly solutions must bear an eco-image. Additionally, there ought to be far more visibility from different businesses in the way in which where eco-friendly products are sold in an effort to market ecological usage patterns. Weller (2013) learned discovered that eco image of eco-friendly fashions has increasing acceptance of the buyers because of the techniques of multinational businesses purple practices. The eco image of environmentally friendly products must be effectively differentiated from non-green item alternate options to be able to produce an environmentally friendly unique selling proposition of greenish items [8].

B. Green Consumer

Since the eco-friendly marketing be the fashionable pattern of business, it is essential to know how this particular idea affects the customer tastes. Ecologically aware customers could be described as people that are prepared to eat the merchandise that do not affect badly the earth [19]. An environmentally friendly customer is an individual that associates the action of purchasing items together with the chance to keep environment unblemished. It is suggested that such individuals attempting to stay away from eating products that may be unsafe to wellbeing, harm the planet, stimulate additional use of electricity, or have harmful products [20].

Enhancing the environmental understanding amongst consumers resulted in appearance of brand new idea - green purchase intention. This certain concept advises that customers that possess much higher quantity of environmental consciousness will likely behave her/himself planet pleasant. Handling all-natural buy objectives business owners must remember that consumers improbable are going to endanger on conventional product top qualities as high quality, worth and cost. Eco welcoming need to incorporate all these attributes and offer sufficient higher amount of them [21].

Certainly not all the consumers are every bit as good to eco-friendly items. It is possible to differentiate consumer segments connected to green products and the behaviour inside these segments is actually also differing. Among the prominent segmentation of consumers' ecological mindsets can easily determine five classifications of consumers [22]:

- True-Blue Greens – they are the most active among other green consumers (11% of the population);
- Greenback Greens - the commitment of theirs is mirrored in readiness paying substantial cost just for the eco-friendly solutions (11%);
- Sprouts – individuals who support green initiatives, but these ideas not always reflect in pro-environmental behaviour (26%);

- Grouzers – individuals who realize lack of pro-environmental behaviour and trying to improve that through different types of excuses or through criticizing of the others (24%);
- Basic Browns – individuals who do not believe that environmental problems are so urgent.

Lots of people buying green products, but their habits is triggered by various causes and features. Green consumers may vary in such form of conditions[22]:

- Demand for eco-friendly products can have different reasons: strong pro-environmental beliefs, desire to try something new;
- Level of interest in environmental issue can vary;
- The frequency of acting as a green consumer;
- Level of commitment into searching for green alternatives;
- Loyalty to green and to traditional brands;
- Belief in the reliability and credibility of the eco-friendly product or producer;
- Acceptance of changes in the price level for green products

Combo of all these factors develops a large range of various sorts of habits among green consumers. Teaming up with eco-friendly mindsets and objectives marketing experts need to have to bear in mind that they discuss the sales of green products merely to a small magnitude. People purchase green just when they likewise ready to grow initiatives in getting these products: e.g., price, information, or even supply. This preparedness is actually different from one product to another [15], [22].

V. CONCEPTUAL FRAMEWORK

In lots of analysis studies, amongst the very most essential components in establishing the help for the conclusion of examination goal is actually the use of a model-framework. A great expedition structure will be actually the principal style, which can easily give explanations along with illustrations of the device affiliations of all the variables which are actually linked with the evaluation [23].

The proposed model in this study is dependent upon two main theories, theory of planned behavior TPB and theory of green marketing. Purchase intention is imported from TBP, which integrated the five marketing strategies of the theory of green marketing (labelling (LA), packaging and branding (PB), advertising (AD), price premium (PP), and eco-image (ECI)) as predictors of the green purchase intention (PI)). The proposed research framework model in this study is shown in Fig. 1.

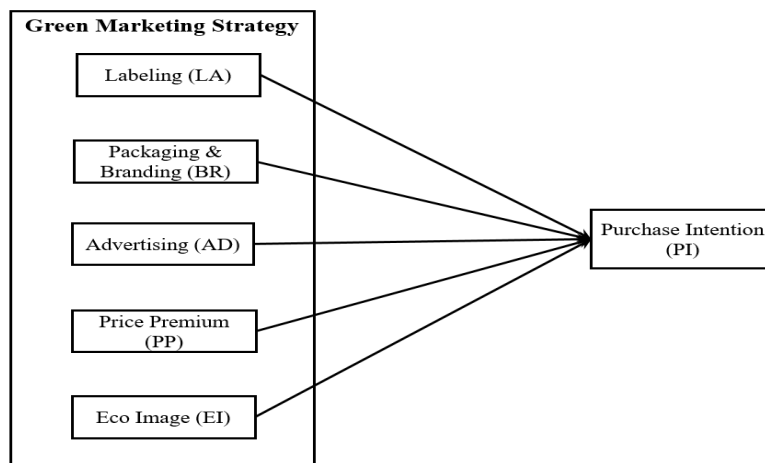


Fig. 1. Conceptual Framework

The following are the proposed hypotheses of this particular study.

- H1: Labelling (LA) strategy has a positive impact on the purchase intent (PI) towards green product.
- H2: Packaging and branding (PB) strategy has a positive impact on the purchase intent (PI) towards green product.
- H3: Advertising (AD) strategy has a positive impact on the purchase intent (PI) towards green product.
- H4: Premium price (PP) strategy has a positive impact on the purchase intent (PI) towards green product.
- H5: Eco-image (ECI) strategy has a positive impact on the purchase intent (PI) towards green product.

VI. METHODOLOGY

This study is based on scientific approach because it is proceeding in systematic progress as problem solving technique [24]. The study started with investigating the topic of green marketing strategies and consumer intention and in early stage, the study can provide the desired hypotheses, then designing the methods for collecting data, until we evaluated the hypotheses at last stage. The study is also deductive approach because it is based on hypotheses examination [25]. The study used quantitative methods to conduct statistical analysis on the original cross sectional data that collected for this study [26].

The populations of this particular study are all the Malaysian individuals within Kelang Valley - Malaysia. Based upon the stats of worldwide population review (2017), Kelang Valley populace is actually predicted to 6.8 million in 2015 and 7.3 million in 2017. Based on the statistics of AseanUp (2016), much more than 70% of Malaysian consumers are aged over 18 years. For that reason, the determined populace for this study is 4.7 million [27].

There are many techniques to estimate the sample size that fit for the design or the population size. For this study, the technique is based on the number of items that composing the questionnaire and the sample size are 10 times the total number of perception questions that asked for the different concepts in the proposed model [28]. The study has 26 questions and the desired population size is 260 participants. Sampling technique used for this study is convenience sampling to reach any possible participants via online survey and the data collection took place during 2020.

For data analysis, this study used SPSS version 25 to do the descriptive and frequency analysis, and SmartPLS 3.0 to conduct the reliability, validity, and relations estimations. PLS-SEM is the technique to be used because the aim of this study is to do prediction model based on a developed model rather than building new theory [29], [30].

The questions used to collected data are based on closed end questions that used Likert-5 Scale and the questions are adapted from the previous literature as the following:

- Questions of the Construct "Purchase intention (PI)" [31]
- Questions of the Construct "Labeling (LA)" [12]
- Questions of the Construct "Packaging & Branding (BR)" [12]
- Questions of the Construct "Advertising (AD)" [12]
- Questions of the Construct "Price premium (PP)" [12], [32]
- Questions of the Construct "Eco Image (EI)" [12], [33]

VII. FINDINGS

A. Validity and Reliability of Constructs

Many tests had been conducted to assure the validity and the reliability of the proposed design and collected data; those tests includes, Cronbach's' alpha, outer loading, average variance extracted, and Fornell-Larcker criterion [30], [34].

Tables I summarized results for green marketing factors, in which the internal consistency is approved because Cronbach's' alpha score is above the threshold of 0.7; convergent validity is also approved because the AVE score is above the threshold of 0.5; and items loading are at acceptable level because its loading are more than 0.708. All scores

are accepted based on Hair et al. (2016) rule of thumbs. Tables II shows the results related to Purchase Intention, which show similar accepted results. Finally, Table III shows the discriminant validity between all variables are approved based on the matrix of Fornell-Larcker criterion, in which all diagonal scores are higher than scores at the same column and row. However, some items were eliminated based on the rule of thumb for outer loading and cross loading; therefore 2 items out of 26 items were deleted. The two deleted items are one item from labelling and another one from packaging and branding.

TABLE I: Construct Reliability and Validity of Green marketing Factors

construct	Item	Loading	AVE	Cronbach's	alpha
Packaging & Branding (PB)	PB1	0.875216	0.830709	0.931959	
	PB2	0.923384			
	PB3	0.943088			
	PB4	0.902652			
Price Premium (PP)	PP1	0.932803	0.867970	0.923779	
	PP2	0.951632			
	PP4	0.910047			
	PP3	0.876751			
Labelling (LA)	LA1	0.830671	0.740737	0.824480	
	LA3	0.893476			
	LA4	0.856678			
	LA2	0.843432			
Advertising (AD)	AD1	0.911093	0.793194	0.913213	
	AD2	0.875018			
	AD3	0.890304			
	AD4	0.885658			
Eco-Image (EI)	EI1	0.928700	0.864728	0.922619	
	EI4	0.918666			
	EI2	0.911420			
	EI3	0.909599			

TABLE II: Construct Reliability and Validity of Purchase Intention

construct	Item	Loading	AVE	Cronbach's	alpha
Purchase Intention (PI)	PI1	0.721062	0.660228	0.925072	
	PI2	0.805551			
	PI4	0.755097			
	PI3	0.903131			

TABLE III: Discriminant validity – Fornell-Larcker criterion

	PI	EI	PB	PP	LA	AD
PI	0.813					
EI	0.412	0.930				
PB	0.407	0.670	0.911			
PP	0.384	0.667	0.595	0.932		
LA	0.459	0.760	0.649	0.675	0.861	
AD	0.408	0.577	0.512	0.595	0.640	0.891

B. Structural Model

Predictive power (R square) is used to assess the prediction power of the overall design, and predictive relevance (Q square) is also use as a complementary to assess the predictive relevance of the proposed design [30]. The next Table shows the causal relationships among model variables after run PLS-SEM algorithm. It can be seen that predictive power

R^2 of Purchase Intention is 0.449. The results of the hypothesized relationships are also tabulated in Table IV. The table shows that two direct relations are rejected. Three direct relations are accepted. T-statistics is used to decide the acceptance or rejection of the relationship, with assumption of above 1.96 as the threshold value.

TABLE IV: Structural Relationships and Hypothesis Testing

	Path Coefficient	Standard Error	T Statistics	relationship
AD -> PI	0.154	0.063	2.427	Significant
EI -> PI	0.045	0.079	0.570	Non-Significant
LA -> PI	0.212	0.077	2.742	Significant
PB -> PI	0.139	0.070	1.980	Significant
PP -> PI	0.037	0.071	0.516	Non-Significant

For relations from the five factors of green marketing to Purchase Intention, three factors have significant effect but two have no effect. Labelling has the highest impact with path coefficient score of 0.212. Followed by Advertising, which has the second impact with path coefficient score of 0.154. The last impactor is Packaging & Branding with path coefficient score of 0.139.

VIII. DISCUSSION

The aim of study is to examine the impact of the five different green marketing factors on the consumer green food intention by surveying possible buyer in Malaysia. For the influence of the five different green marketing factors on Purchase Intention, three factors have positive impact with overall explanation power of 44.9% of the Purchase Intention variance. The value is acceptable especially in the human perception matters beside to the fact that the study is not emphasizing on a wide range of antecedents. This positive influence is mapped with previous studies in eco-friendly products such as [4], [8].

The study contributes to the knowledge of Purchase Intention, and green marketing in Malaysia. The proposed combination of variables and inclusion of Purchase Intention is another theoretical contribution. Price Premium and Eco-image is the missing factors of green marketing; however, this conclusion is agreed with most of the some previous studies in which the other three factors are considered most of the time.

Managers and decision makers in eco-friendly food production in Malaysia and other environments should emphasize on the labelling of the products, because it have the highest impact on Purchase Intention. In addition, advertising and packaging is also important and marketing strategies should be redesigned to emphasis on those factors.

This study is limited to the empirical examination of Malaysian industry; however, replicating the same design with same data collection tools, but in different industries and environments, will provide extra knowledge to generalize the proposed relations. Price premium and eco-image had no impact on purchase intention; therefore, explaining these rejections can only be explained by qualitative methods such as interviewing experts or employees. The study explored the impact on purchase intention; however, scholars are recommended to explore different matters such as engagement and actual purchase.

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APPENDICES - A

Questionnaire Items

Research constructs	Scale
Purchase intention (PI)	<ul style="list-style-type: none"> • I consider switching to other brands for ecological reasons. • I intend to buy green products because they are less polluting. • I intend to switch to other brand for ecological reasons. • I consider buying green products because they are less polluting.
Eco-Labeling (LA)	<ul style="list-style-type: none"> • Eco-labels are eye catching on green products • Sufficient information is provided on eco-labels • I believe that eco-labels are easy to read • Green products are marketed to me in a way which I really find engaging and relevant to my lifestyle • Information on eco-labels is accurate for green products
Eco-Packaging & Eco-Branding (BR)	<ul style="list-style-type: none"> • I acknowledge that the information on packaging is an important criterion • It is important to reuse or recycle the packaging after use • Biodegradable packaging is an important consideration for green customers • I feel good about buying brands which are less damaging to the environment • I trust well-known green branded products in Malaysia
Eco-Advertising (AD)	<ul style="list-style-type: none"> • Green advertisements should promote environmental friendly products in a credible manner • The content of environmental advertisements should offer pertinent emotional relevance for green customers • Attractive environmental advertisements will encourage me to adopt green purchasing patterns • I acknowledge that environmental advertisements are not exaggerated for green products in Malaysia

Research constructs	Scale
Price premium(PP)	<ul style="list-style-type: none"> • I accept as true that a portion of the price for green products goes to a worthy environmental cause • I consider that green products are very important in the context of Malaysia • I think that it is reasonable to pay a higher price for products that are produced in an ecological way • I am willing to pay a higher price for these premium green goods.
Eco Image (EI)	<ul style="list-style-type: none"> • I share the opinion that the green products should bear an eco-image in Malaysia • There should be more visibility in the way in which green products are marketed in Malaysia • “Going green” should be an eco-image, which representing Malaysia in the world. • Ecological behaviour showed become a national culture in Malaysia