
Green product, green consumers and green marketing in Malaysia

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Abstract— There has been resurgence in the social significance of sustainability with the recent interests of global warming. Environmental issues have stimulated people's attention to monitoring environmental impacts and developing new technologies for preventing or at least relieving the expanding burdens. The purpose of this study is to create a process for designers to use when creating "green" industries. These identities should be unique and memorable. therefore, the main research objective is to focus on the relationship between demographic and individual differences elements and purchasing behavior in green product design development in Malaysian consumers. Based on Engel, Kollat, Blackwell model (EKB model), individual differences elements, in this study are explained as some personal resources and characteristics that are identified as elements that impacted on consumer decision-making. For this study, individual differences elements consist of income, time that consumers spend in finding green product, knowledge about the environment and green products, additional amount of money that consumers are trend to pay, green attitudes and green values. A model is developed to guide the research and is based on supporting existing literature. The scope of this study is Malaysia (Selangor), and targeted population as all people who live in this location. Besides, sample of this study was 200 of consumers were randomly selected. The Pearson correlation coefficient analysis showed that all elements significant and positive relationships with purchasing behavior of green products. Besides multiple regression analysis showed all variables except time have positive effect on green purchasing behaviors.

Index Terms— Green Product, Green purchasing, Malaysia, Environmental issue, Individuals difference, Consumer buying Behavior

1 INTRODUCTION

There was a rapid economic growth in the past by enlarging consumers' consumption worldwide. Currently, the environmental issue has received attention not only from the Malaysia government but also from private companies. The Malaysia market for environmental services, which barely existed a decade ago, has grown by 30-40 percent a year ("Environment Business in Asia " 1999). To concern for the environment the green products are one of the responses. Since green products are comparatively new for Malaysian businesses, there are few studies about green product, green consumers and green marketing in Malaysia.

Moreover, around the world, there is interest enlarging in environment issues, the interest and impact amount of this concern on behaviors of consumer purchasing can not be the same. In fact, all cultures face the similar issue or face them in the similar manner when the issues are same (Arbuthnot, 1999), in another statement mentioned that individuals from different cultures process information differently (Hofsted, 1985). In the countries that have high environmental issues, consumers can

show the issues in a different manner and have purchasing behaviors different rather than consumers in less environmentally focused countries.

In western countries, green products that are shown as products that cause less pollution are represented as specialty products whose prices are set higher than non-green products by Malaysian consumers. Thus, factors that strongly impact on purchasing decisions and change non-green consumers to green consumers in Malaysia can not be the same. Obviously, the result of green marketing strategies that achieve great success in western countries may not be in the Malaysia. According to chairman Esty Environmental Partners, "companies must not only develop environmental strategies to address their most important global impacts, but they also need to be able to connect with consumers in a compelling and relevant way on a market-by-market basis."(Chairman Esty, 2009). Therefore, it is very important to focus that how view of consumers in the environmental issues, and how they behave especially in during environmental friendly products or green products must e more explore (Tan Booi Chen and Lau Teck Chai, 2010).

Presently the environment is endangered in a wide ways variety: Increasing of global temperatures (Arnst, Reed, McWilliams, 1999), ozone reduction, shortage of dinking water (House, 1999, Serrill, 1999), loss of biodiversity (Pimentel, et al, 1997, Richardson, 1998) and land degradation. In accord with United National Environment Program (UNEP), one quarter of the earth's land is endangered by desertification,

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which is a semi arid, process of land degradation in arid and dry sub humid region caused by different factors involving human activities (United National Chronicle, 2000). According to Malaysia Productivity Corporation, (2010), there is another important environmental issue which is pollution. The economic growth, in most situations in developing countries is leading to the pollution increase.

Furthermore, gas diesel power vehicles, coal fired power plants, and others are primary causes of this pollution (natural resources defense council, 1998). Recently, heavy smoke from Indonesia and Japan fires spreading to several countries in Asia including Thailand and Malaysia added more pollution to the global air ("When the Smoke Clear in Asia " 2009). The environmental issues highlight the environmental challenged facing today's consumers. Over the past decade, the environment has become a persistent public issue (Fierman, 1999), with some calling the 2000s "the earth decade"(McDaniel&Rylander, 2003) or "the decade of the environment" (McDougall, 2003). Profit driven firms are usually motivated to adopt the concept of green marketing in their businesses provided that consumers show a high degree of environmental attitude and so translate this into environmental friendly purchasing commitment. So many companies started to be more socially responsive in addressing pollution and waste disposal by developing environmentally friendly packaging (Tan Booi Chen & Lau Teck Chai, 2010).

Solving environmental issues through of green product consumption is a real novelty in Malaysia due to different information about Malaysian green products and green consumers in Malaysia, lack of knowledge about Malaysia consumer elements relating to the green purchasing behaviors may lead to the end of green marketing in Malaysia.

2.0 Literature Review

2.1. Green consumers' Behaviour

These days, a majority of consumers are set to decipher their environmental characteristics into alteration of their utilization qualities in numerous distinctive methods. We can specify to advancement longing of utilization to blanket and uphold the environment. Green consumers have propensity to waste occupations in their social order by evacuating ecologically unscrupulous factories (Schlossberg, 1991). As to telephone survey for making advertise of age by Gallup industries randomly, one thousand answers were called to rank the level of their consideration about some environmental harms happened by customer's packaging and materials. Outputs show that nine respondents from ten of them expressed that they might have anxious to make a specific endeavor to purchase items from firms proposed to support environment.

In spite of the fact that a few aggregations of consumers have a tendency to leave their convenience and waste an excessive amount of bulks to purchase environmentally materials, however the enormous assemblies asked for that they were primed to make two side of moving. Simply 3% of the specimen communicated they may have inclination for surrendering their solace incorporating disposability, rather than accepting safe item bundle from environment. Furthermore, 96% from men aggregation accepted that they might strive for sake of some solace and convenience against those 94% parts from the gatherings of ladies who have been surveyed.

Moreover, Dagnoll and Freeman, (1990) and Donnelly, (1995) have indicate that having careful attention to environmental

image of one organizations in making purchasing decision, green consumer avoid applying non-biodegradable materials and avoid purchasing special branded items because of the fact that they are explained as environmental items that made pollution as well. Furthermore, green consumers fervently interested to purchase products in recyclable and bigger packages, not been more attractive packages and redesigned package which is referred to less solid wasting as well (Mobley et al., 1995; McDaniel and Rylander, 1993). Kinnear et al., (1974) and Henion, (1972) have mentioned that the recycling feature's that all the green consumers have as a basic role in their routine life is very important.

2.2. Income and Green Purchasing

Buttel and Flinn (1974) mentioned a positive link which is moderate between people with higher environmental concern and incomes. There are some researcher such as Roozbeh et al. (2010); Murphy et al., (1978); Barnes and Bourgeois, (1979); and Mahmoud et al., (2011) have highlighted that people with middles and upper middle income in addition belonged to those consumers who pay attention to environmental consequences and societal in buying green products. Engel, Blackwell and Miniard, (1995) suggested from model of purchasing decision process that purchasing was influence more by income of consumers. Furthermore, if buyers face with more money thus they are able to buy more items. In addition, customers who have high income can engaged in purchasing green items, because green goods are more expensive compared to regular goods.

Moreover, before them K. Chan (2000), Carter & Kale (2000), Laroche & Bergeron (2001), Fotopoulos (2002), Mohammad (2009), and Mahmoud et al.(2011) has been considered Income as an elements may have affect consumer purchasing behaviour in green product.

H1: There is a positive and significant relationship between income and purchasing behavior of green products.

2.3. Time and Green Purchasing

Model of purchasing decision process indicates that consumers are keen on purchasing products which are going to save their time (Engel, Miniard and Blackwell, 1995). According to Bhate and Lawler (1977), consumers are more interested in buying green product merely when the green goods were available easily. Garaham (1995) also figured out that a majority of consumers stated in his research that they have to spend more than 15 minutes to arrive in one store and also only 5 percent stated that it takes 30 minutes to reach a store to purchase specific items. In Malaysia green markets are not easy access compared to regular markets.

In recent research by other scholars the role of time is more highlighted. Booi-Chen Tan (2011), Mahmoud et al (2011), Ng Kok Meng (2011), and Mohammad (2010) are some of the researchers have different findings. For example, Mahmoud et al. believes that consuming time may be related history of any country and also current government policy can affect it.

H2: There is a significant and positive relationship between Time and Purchasing Behavior of Green Products.

2.4. Additional Money and Green Purchasing

Kapelianis and Strachan (1996) clarified that more than eighty two percent of the sample are interested in paying for green goods in premium. Besides, others researches like Bhate and Laler figured out that consumer paid a higher price for friendly

product of environment. Gerstman and Meyers Inc., (2007) reported that consumer are more interested to pay 5 percent for environmentally sound package product more. Other studies by the Verity group, (2009), determined that 3 percent of their studies stated that they might pay one from nine percent more. On the other hand, 32 percent expressed that they would pay more around ten to nineteen percent.

Regarding to all of these findings through consumers of Malaysia, it is safely clarified that tendency of consumers to pay extra cost must impact on their purchase of green items.

Mahmoud et al. (2011) argued, green purchasing behaviour is a result of good economic conditions. It means that people are most interested to spend money for green product when they have welfare, and it comes from an appropriate government policy.

H3: There is a positive and significant relationship between additional money and purchasing behavior of green products..

2.5. Knowledge and Green Purchasing

Knowledge of consumers involving the information exists in their memories. The information stored in consumer's memory will impact on the purchasing behaviour. This knowledge can be classified into three segments, knowledge of product, knowledge of purchase and knowledge of usage (Blackwell, Miniard and Engel, 1995).

Images and awareness analyzing are very important for searching the knowledge of the items or product. The positive impact of knowledge green products can effect on purchasing and utilizing those products in environment. Disposto (1977) studied that knowledge of environment can be a good elements for activity of environmentally sensitive. According to Grunert (1993) also suggested that a particular knowledge of the characteristics of organic food considered as the elements for buying that goods. (Mohammad, 2006) Purchase knowledge has different information that consumers make it related to acquiring goods. The primary predictors of purchase knowledge engaged information related to the decision of where green products must be bought and when the bought which is happening. The usage knowledge will effect on the information on their memory about how a goods might be applied and what is needed to actually applied the goods. (Mohammad 2006)

H4: There is a significant and positive relationship between Knowledge and Purchasing Behavior of Green Products.

2.6. Green Attitude and Green Purchasing

Attitudes belongs to the motivation, perceptual, emotional and process of cognitive of organization which is respected to some areas of our environment (Hawkins, Coney and Best, 19965) or total estimation (Blackwell, Engel and Miniard, 1995). An attitude determines human beings' behaviour which impact behaviours in specific favourable or unfavourable methods (Ajzen and Fishbein, 1980). Attitudes involve three elements: affective, conative and affective. Knowledge of person and beliefs about some attitudes goals will be reside by cognitive feature .affective elements indicates a feeling of one person about the object of attitude. The conative element is contributed to the action of person or tendency of behaviour toward the object of attitude. Attitudes are relied on general set of one's belief. People usually believe that presenting a behaviour which is guided to negative and positive consequences, so their attitudes to a specific behaviour replies to the favourability and un-favourability of overall consequences' set. Buyers' beliefs and feeling about green products are merely outcomes in consumer attitudes about products and finally their behavior of

purchasing. They decide on buying which brand or store to prevent from those brands and stored which was become more famous. (Mohammad, 2006)

Ajzen and Fishbein (1980) mentioned that attitudes are only one from many elements that impact purchasing behaviours. Those people whit green attitudes are more interested in using green products (Mandese, 1991). While consumers figured out from environmental damage, they tried to turn their beliefs back with a shift in habits of their purchases (Hume and Strned, 1989). Freeman and Dagnoll (1990) studied from one survey that consumers prevent from buying goods from at least one firm for they thought that a firm was not a perfect citizen of environment. Besides, consumers' belief for stopping to make pollution can impact on their consumption and purchasing behaviours with ecological effect for products (Fishers and Graham, 1989; Jolibert & Bmumgartner, 1981; Hume and Strnad, 1989; Sxhwartz and Miller, 1991). Other ressaechers studies about environmental behaviour, attitudes and knowledge (Arbuthnott and Lingg's, 1975).they postulated that activity of knowledge environment was like a mediating elements for behaviour and environmental attitudes.in similar, Synodoinos (1990) also realized that effective attitudes were occurred by developing knowledge about environmental issues.

Likewise, Cohen (1973) stated that community of student who participate in a high environment issue in their courses involve with more knowledge of environment. Also, they engaged with various attitudes to environment compare to those students with lower commitment with environment. Furthermore, Davis (1993) mentioned that advertisement which improves knowledge of product's environmental performance has been recognized to create effective attitudes to the product which has been advertised. (Mahmoud et al. 2011)

H5: THERE IS A SIGNIFICANT AND POSITIVE RELATIONSHIP BETWEEN GREEN ATTITUDE AND PURCHASING BEHAVIOR OF GREEN PRODUCTS.

2.7. Green Value and Green Purchasing

Personal values describe the difference of individual between consumers. Values indicated beliefs of consumers towards good behaviour and life. Values state the objectives that encourage people to receive to their aims. Values explain aim and methods to meet to goals. Objective scan be not only social but also be personal. Social valued described as normal behaviour of a group in a society .personal valued are described as normal behaviours for individuals. Group's values can effect on value of personal. Furthermore, social values are referred to value of nation (Chong 2010).

Those values relating to nature, natural environment and lining in a stunning world can be matched highly with attitude and activities which has done for protecting environment (Neuman, 1986). If environment protection is observed as a luxury a not be beneficial for environment only if it has occurred with people with high environmental values (Vining and Ebreo, 1990; Mahamoud et al 2011).

H6: There is a positive and significant relationship between Green Value and Purchasing Behavior of Green Products.

3. Method and Results

Based on above mentioned hypotheses, this quantitative research applied Pearson Correlation t support or reject the hypotheses. In this regard, 200 consumers in Malaysia as

respondents filled up questionnaires. And results were as follow:

Table 1: Correlations

	PB	T	M	GA	GV	K	IN C
PB	1						
T	.202 **	1					
M	.554 **	.020	1				
GA	.322 **	.020	.068	1			
GV	.369 **	-.049	.280 **	.161 *	1		
K	.492 **	.423 **	.075	.047	.092	1	
IN C	.628 **	.033	.294 **	.225 **	.282 **	.381 **	1

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

* . Correlation is significant at the 0.05 level (2-tailed).

Table 2: Sig. (2-tailed)

	PB	T	M	GA	GV	K	IN C
PB	1						
T	.00 4	1					
M	.00 0	.77 7	1				
GA	.00 0	.77 8	.34 0	1			
GV	.00 0	.49 2	.00 0	.02 3	1		
K	.00 0	.00 0	.29 1	.50 9	.19 3	1	
IN C	.00 0	.63 8	.00 0	.00 1	.00 0	.00 0	1

We are 95% confident the association amid income and purchasing behavior is significant because of P-value (zero) from Table1. Furthermore, the highest correlation refers to Income (0.628) that represents the positive association between purchasing behavior and Income. Thus, the first hypothesis H1 is accepted.

From Table1, we are confident 95% the association amid purchasing behavior and time is positive due to p-value (0.004), and also the estimated correlation (0.202) asserts this relationship is significant. Consequently, it can be concluded this study supports second hypothesis (H2).

As shown in Table1, the p-value for relationship between Additional Money and Purchasing Behavior equals zero with estimated correlation 0.554 that shows positive and significant relationship at both levels 0.01 and 0.05. Hence, this research supports the third (H3) hypothesis as well.

Referring Table1, there is a significant association amid Knowledge and Purchasing Behavior because of the p-value (0.00). Moreover, Pearson Correlation (0.492) indicates this relationship is positive. Therefore, this study supports fourth hypothesis (H4).

We are 95% confident the association amid green attitude and purchasing behavior is significant due to the p-value (0.00). Since Pearson Correlation equals 0.322, it can be concluded this relationship is positive. Thus, fifth hypothesis (H5) is also accepted by this study.

The relationship between Green Value and Purchasing Behavior is significant; it is implied from the p-value (0.00). Moreover, the Pearson Correlation (0.369) asserts that this relationship is positive that contributes for accepting the last hypothesis. Thus, the sixth hypothesis (H6) is accepted.

4. Conclusion

Green products are responses to focus for the environment. Because green products are very new for Malaysian businesses therefore, there are few studies about green consumers, green marketing, and green product in Malaysia. Costs are still a main impediment for buyers' ability to buy green products in developing countries, and also costs play a large part role in decision making for shopping. Factors that are connected to buying behaviors of green products are not identified yet. Besides, major of the green item marketing strategies in Malaysia are just adopted from western countries.

Green goods are non- toxic and durable. Majority of them created from recycled goods small package and low influence on environment compare to alternatives (Ottman, 1993). Some common names applied for defining green good, for instance, PH- balances, free of phosphate, recycled, biodegradable and recyclable, ozone- friendly. (Chong 2010)

(Banerjee, Lyer and Gulas, 1995) suggested that large numbers of marketers are going to target the green part of population increasingly. Products that are used on the basis of environmental appeal are named as plastic product, recycled paper, crunch ice- creams and tuna (dolphin-safe).many national green product developed from sixty to eight hundred ten in 1986 to 1991. Sharing of new green goods improved from 1.1 percent to 13.4 percent in 1986 to 1991 (Ottman, 1993). Initiatives of green consumers including replacing present goods without shifting goods composition (Davis, 1992), replacing present materials to be harmful as less as possible (Ottman, 1992), modifying whole firm's culture to assure the environmental issues are related to entire operational features (McDaniel and Rylander, 1993), like the composition of new industries that focus their aims on green consumers and merely create green goods ("Green Cleaners", 1990). At the present time, too many industries are replacing present goods and improving new products to be harmless as more as possible to the environment. (Sasan, 2009)

Consequently, in 1991, the theory of Reasoned Action was extended by Ajzin thereby introducing the theory of Planned Behavior by which perceived behavioral control, referring to one's perception of adequate capacity to expose a given behavior, is added up. In this regard, a difficulty to ease a particular behavior not only influences on behavior in a direct way, but also it would be indirectly affected through behavior intention (Mahmoud et al. 2011).

Although there are some researchers such as Soonthonsmai, (2001); Sasan (2009); Tarkiainen and Sundqvist, (2005);

Kalafatis et al.,(1999); Vermeir and Verbeke, (2007) indicate that both theories are applied in environmental behavioral studies but, Davis et al., (2002) asserted that behavioural intention fail to predict actual recycling behavior and recommend as suitable that the intention behavior hypothesis must be abandoned study in the future.

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