



**GREEN PURCHASE BEHAVIOR AMONG BUMIPUTRA'S  
STAFF AT INLAND REVENUE BOARD OF MALAYSIA,  
KUCHING BRANCH**

**THE ROLES OF AWARENESS, KNOWLEDGE,  
PRICING AND ADVERTISING INFLUENCES**

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**JANUARY 2013**

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## **ABSTRACT**

Going green means different things to different people. Sustainable living, green living and organic living are basically derived from the same concept. The major problem of our present world is environmental degradation. To combat this problem, we need environmentally sensitive and aware people. To respond effectively and efficiently to the environmental sustainability challenge, an important role can also be played by companies, through appropriate advertisement and promotion. The marketing strategies and innovative operations on green processes and product development could help increase the consumed of Green product. The researcher used various statistical analyses, investigates the demographic, factors might influenced the purchase behaviour of consumers who are willing to pay more for environmentally friendly products. Consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for organic and environmentally friendly products. Many things have to be considered before purchasing the product such as how efficiently does it work? Is the market now full of more energy efficient choices? Was the price affordable? Does the advertisement telling the truth? Based on the finding outcomes, the role of awareness, knowledge, pricing and advertising influences has significant impact to purchase behaviour and patterns. Finally, few recommendation was made to awoken to the realities of just how environmental problems are now being considered and recognized as the most important issues in socioeconomics activities such as encourage people to bought more Green Product and informing or educating consumers about the important in keeping healthy lifestyle.

## 1.0 INTRODUCTION

Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. Over the last decade environmentalism has emerged to be a vital aspect due to increasing issues related to acid rains, depletion of the ozone layer, and degradation of the land and many more pressing environmental issues. This resulted increase consumer concern with regards to restoration of ecological balance by presenting demands for eco friendly products in countries around the world (Doyle 1992; Vandermerwe and Oliff 1990).

This paper determined factors that could influences consumers who consider environmental issues when making a purchase are more likely to spend more for green products. Green marketing that has been widely developed to satisfy green needs of consumers is a new area in the marketing field. Green marketing is a process which includes all marketing activities that are developed to trigger and to sustain consumers' environmental attitudes and behaviours (Jain and Kaur 2004). Besides, companies can adopt the concept of green marketing to implement green differentiation strategies to satisfy customers' environmental needs or desires (Polonsky 1994; Chen,2008b).

Recent research does indicate a consistent trend towards greater environmental awareness and a corresponding adaption of customer buying habits (Alwitt and Berger, 1993; Schwegker and Cornwell,1991). People are becoming increasingly aware of the links between major environmental problems, such as water and air pollution, land degradation and chemical contamination, and everyday consumption items, such as clothing, food, housing, transport (Adams, 1990; McKusick, 1990).

## **2.0 LITERATURE REVIEW**

This chapter provides reviews from the secondary sources of data related to the theoretical foundation of the study, the main variables and the relationship of the proposed framework. This chapter begins with review of previous study on awareness, knowledge about green products, roles of pricing and advertising factors influence the purchase behaviour of green product.

### **2.1 ENVIRONMENTAL CHALLENGES**

The industry for green products is estimated at over \$200 billion in 2006. The documentary on global warming, *An Inconvenient Truth*, as well as celebrities speaking in defence of green living, has spurred interest in issues surrounding environmental conservation and protection in the marketplace (Intel, 2006). A more recent study by Intel (2006) resonate earlier results and found that despite pro-environmental attitudes, intention to recycle, concern about car pollution and willingness to pay more for environmentally-friendly products, few consumers translated these attitudes into regular green buying behaviour.

In the context of Asian countries, it is said that during the 1990s corporations faced increasing environmental challenges as a result of pressure coming from drivers of change, such as regulators, stockholders, industry groups, competitors, voluntary charters and codes and incidents leading to environmental degradation and resource depletion. The increasing influences of communities on companies, the sky-rocketing cost of complying with environmental regulations and changing consumer attitudes are forcing companies in Asia to become environmentally conscious (Nair, 1993).