A STUDY OF MILLENNIALS CONSUMER ATTITUDES, BEHAVIOURS, VALUES AND THEIR WILLINGNESS TO PAY FOR MULTIPLE GREEN PRODUCT LINES

ZAMRY BUNYAU ANAK SADI

2012429988

BACHELOR IN BUSINESS ADMINISTRATION (Hons)

(MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TECHNOLOGY OF MARA

CAMPUS SAMARAHAN

SARAWAK

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ABSTRACT

A variety of environmental problems now affect the global citizen. Nowadays, many countries around the world are concerned about the environment protection. Heavy industry, such as industrial sector is also playing an essential role to help and support this protection by producing the green products that are environmentally friendly. The objective of this study is to understand the factors that could affect the consumers to pay more towards the green products in University Technology of MARA, Sarawak. The data were obtained from questionnaires handed out to a 267 students of Bachelor Programmes. The result showed that, consumer values consistent explanatory factors in predicting their willingness to pay more for multiple green products.

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CHAPTER 1

INTRODUCTION

1.0 Background of Study

The ever increasing in population around the world and rapid growth of economy has brought some changes in consumers' buying patterns and also in turn has brought negative impact towards the natural of environment. Due to the increased in population, adversely impacted the environment has created a public concern in developed countries as well as developing countries and a higher level of aware of these countries towards the green marketing. (Tan Booi Chen & Lau Teck Chai 2010). These rapid growth of population and economic has increased the consumer's consumption worldwide. This phenomenon has given an impact to the environment devastation through over consumption pattern and utilization of natural resources as a vital material for making the end – user products. The consequences of environment issues such as pollution of sea, land and river for instance, through lodging, and mining activities have cause of global warming, thinning the ozone layer, noise pollution and acid rain. (Ramlogan, 1997).

Grunert (1993) argues that about 40% of environment deterioration has been brought about because of consumption activity of agriculture activity for food supply and also private household consumption. More and more consumers are aware of their living and consumption pattern will lead to environmental issues. As this pattern grows, and harmful to the environment, it has also awaken the emerging countries to focus more on green marketing programmes which is more preserving towards the nature and has also become a persistent public concern.

Delivering customer satisfaction and building long- term profitable customer relationship is a vital point to achieve a sustain as the source business competitive advantages. With the increased concern of environment issues regarding buying consumption around the world, many firms had focused on developing green marketing strategies because it can be a source of competitive advantages. The profit can be derived by the firms if their consumer demonstrate a high degree of environmental attitude and turn into environment friendly purchasing pattern. Towards this, the key challenges face by the firm is to change the customer preference, suspicion of green advertising claim, unclear green marketing concept and the high cost to implement those green marketing activities. This research project is aimed at exploring the consumer attitudes, knowledge and values that affect their buying behaviour towards the multiple green product lines.

As green marketing is a relatively new trend in the modern business practices (Kassaye, 2011 ; Mc Daniel & Rylander, 1993 ; Pujari & Wright, 1996) more insights towards consumer buying and consumption pattern is needed in order for the firms to develop a more effective green marketing strategies. Green marketing is defined as the business activities taken by the firm that are environmentally sustainable or minimising green problems by providing and delivering environmentally sound goods or services in order to create the society and customer satisfactions (Soonthonsmai ,2007). Green marketing strategy should be proposed through positioning of green product to influence the customers buying decision. However, according to the Leslie Lu et, al. (2013), even though the market for green products shows the positive result during the 1990s, it also indicates the shortcoming. Firms often advertise green products as new product general even through the products were either unchanged or the environmental-friendly unproven (Montague & Mukherjee, 2010). This practices is considered green washing, and because of these issues, in 1992, the Federal Trade Commission (FTC)

introduced regulations and guidelines towards exploitation of environmental friendly. (Montague & Mukherjee, 2010)

Consumer buying behaviour is greatly shaped by their attitudes. Allport (1935) defines attitude as: "a mental and neutral state of readiness, which exert a directing, influence upon the individual' response to all objects and situations with which it is related". Moreover, Schultz & Zelezny (2000) stated that attitudes of environmental concern origin in a person's concept of self and the degree to which individual perceive him or herself to be an integral part of the natural environment. For the knowledge of the green product, studies indicate that it has an impact towards the purchase of green products. Grunert (1993) showed that specific knowledge of the characteristic of the organic food react as indicator to purchase such product lines. Therefore, according to the Wiener & Sukhdial, (1990) consumer's perceived level of self- involvement towards the preservation of the environment may prevent them from engaging in environmentally friendly activities such as recycling. Personal norm is the feeling of moral and its react as a powerful motivator of environmental friendly.

Green consumers is the main motivation forces behind the growth of the green industry and the industry player are very aware of their environment drives lifestyles, consumer values and also their consumption pattern of green products. Schucwerk & Lefkoof, Hagius stated that, an individual who engaged in environmental activities are more subject or tend to purchase the multiple green products. For that reason, it is a challenging task for the firms to target the green consumers since the green consumers concern both green products and green practices by the firms. (Montague & Mukherjee, 2010). Therefore, the purpose of this paper is to investigate the relationship between attitudes, knowledge and value that affect the consumer buying behaviour towards the multiple green product line in order to better understand the consumer buying patterns to enable the firms develop a more effective green marketing programmes.

1.1 Problem Statement.

The majority of green consumers today are made up of millennial generation. According to the Leslie Lu et.al (2013), millennial generation defined as any individuals that are born throughout the 1980s and early 2000s. They made up a sizable market potential. Information Research, Inc. estimates that Millennial represent a growing $54.3 billion opportunity (McKay 2010). In a study conducted by California Green Solution, (2007) Millennial also care about the environment, and as a result, they are willing to spend more and have a positive attitudes towards the green products.

The fast growing numbers of population and changes in modern business practices have contributed more to the deterioration of the nature. Developing country like Malaysia is facing a huge challenge to ensure a balance between development and environmentally sustainability (Tan Booi Chen & Lau Teck Chai 2010). Deforestation, air and river quality, household waste is some of the dangerous and worrying environmental problem that is faced by the country. Malaysia spends approximately RM 1.31 billion to manage the household waste, reforestation, and other activities as reported in The Ninth Malaysia Plan (2006 -2010). As the environments are continuously destroyed, these issues have awakened the developing country such as Malaysia to move towards the green marketing and business practices.

In the late 1990, the business pattern start to call for the "sustainable marketing" whereby it refers to the creating and retaining of the sustainable relationship with customer, social environment and the natural environment. (Charter & Polonsky, 1999). Therefore, maintaining a sustainability development across the entire ecology can be a sources competitive advantage for the business firm to gain more a positive corporate image from the customers.

In addition, more and more customers nowadays have realized that their consumption activity will lead to environmental issues and have converse their action to environment concerns. (Kangun et.al, 1991). Moreover, customer is important tools for promoting less environmentally hazardous products or practising ecological concepts. However, environmental protection has not been contributing significantly to consumer attitudes and there is no general agreement on this statement. Moreover, there have been very little efforts a investigating the relationship between multiple green product line with consumers' attitudes, behaviours and values affect their willingness to pay towards the multiple green products. In the study done by (Grunert, 1993) it were only one study which investigated the relationship between green product line specific environmental knowledge and attitudes, that is the way how the relationships between consumer attitude, knowledge and green product give and impact. However, the study done by Grunert only examined a single product line that is organic food. According to the Dagnoli et.al (1990), about 60 to 90 percent of consumers are concerned to the environmental problems that affected by their consumption, due to this (Dagnoli,1991) stated that, those consumers are preferred green product and even rejected to buy certain product that harmful to the environment. However, are they willing to purchase for that product? Therefore, the further study is needed in order to discover the extend of the concerned and conscious consumers for willingness to purchase for multiple product lines.

1.2 Research Question.

The major problems to be addressed in this study is the inconclusive findings of previous studies as to what factors that have a effect on the purchasing pattern of Millennial consumers. Several factors such as green branding as have been suggested by

researchers as it's an external factor effects on attitudes but the lack of consensus among researchers alike suggesting further studies are necessary. The purposed of study aims to seek answers to the following question:

i.   Does the consumer's attitudes, behaviours, and values affect the consumer willingness to pay for the multiple green product lines?

ii. Which factor has the most influence on the consumer to pay for multiple green product lines?

1.3 Research Objectives.

The main objective of this study is to identify the factors affect the millennial consumer purchasing intention. Specifically, the study aim to:

i.   To examine the relationship between consumer attitudes, behaviours, and values and their willingness to pay for multiple green product lines.

ii. To analyse the influence of consumers attitudes, behaviours, and values on the consumer willingness to pay for multiple green product lines.

iii. To determine which factor has the most influence on the consumer willingness to pay or multiple green product lines.

1.4 Scope of Study.

The study is to determine the major factors confines to attitudes, behaviours, and values that could affect the purchasing pattern towards the multiple green product lines. The survey will be conducted among the UiTM Student Campus 1 Kota Samarahan, Sarawak.

1.5 Theoretical Framework.

Figure 1.1 below shows the conceptual framework that typifies the relationship between the attitudes, behaviours and values of millennial consumers. The independent variables consist of three elements, that is attitudes, behaviours, and values
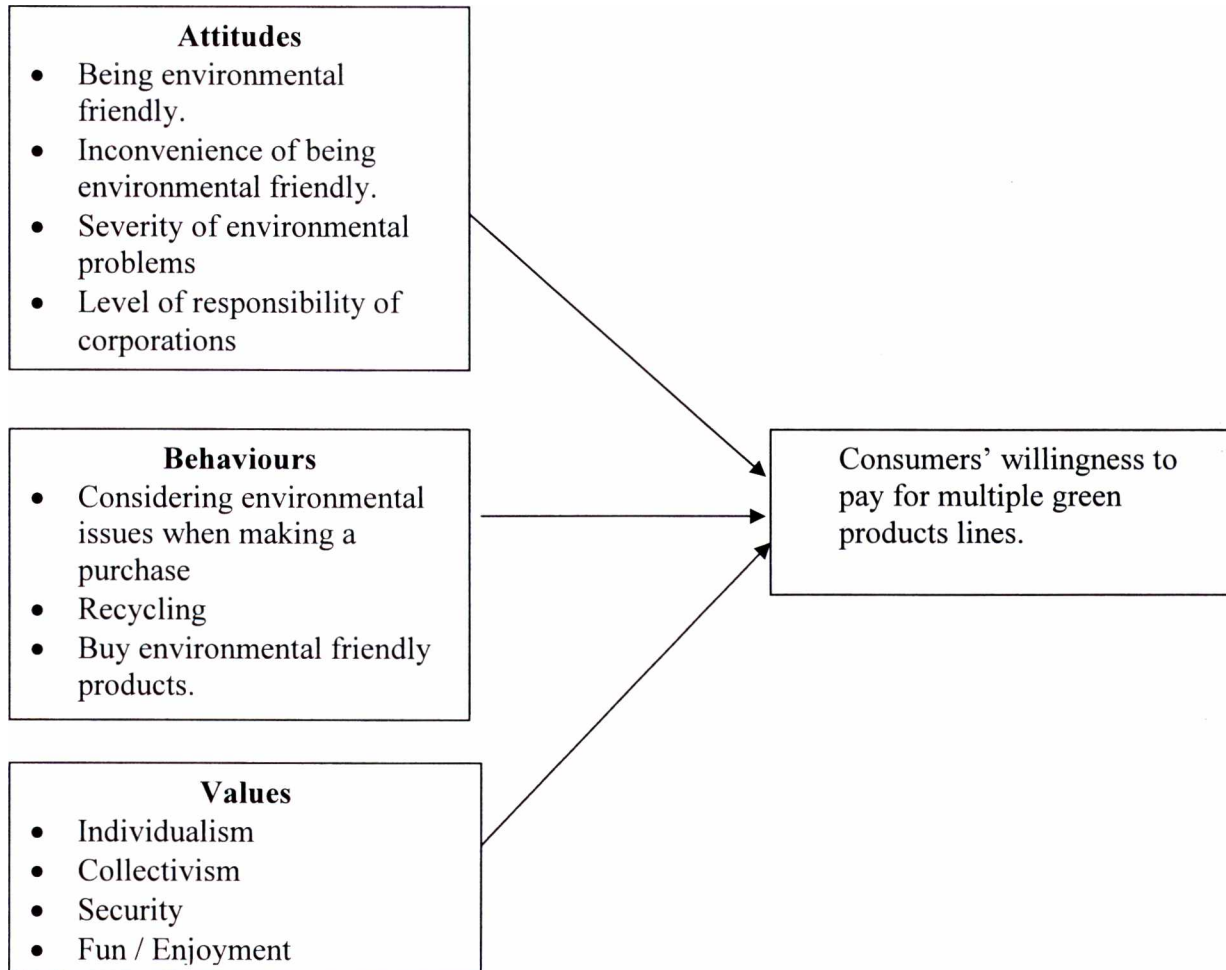
Figures 1.1 Theoretical Frameworks of Green Consumer Attitudes, Behaviour, Values and Their Willingness to Pay for Multiples Green Products Lines.
Sources: Based on the previous exploratory study done by Laroche et.al (2001) and past research Berkowitz and Lutterman (1968), Anderson and Cunninghan (1972), McCarty and Shrum (1994) and Suchard and Polonski (1991)

1.5.1 Operationalization of Research Constructs

The following construct the major research construct which itemize the dimension and their respective items as reflected by the framework above. The proposed dimension and items are the result of an in dept search of relevant internationalization literature.

Independent variables.

1.   Attitudes

      I.   Severity of environmental problems.

      II.   Important of being environmentally friendly.

      III.   Level of responsibility corporations.

      IV.   Inconvenience of being environmentally friendly.

2.   Behaviours

      I.   Considering environmental issues when making a purchase

      II.   Recycling

      III.   Buy environmental friendly products.

      IV.   Habitual household activity.

3.   Values

      I.   Individualism.

      II.   Collectivism.

      III.   Fun / Enjoyment.

Dependent Variables:

The positive consumer attitude, behaviours and values doesn't indicate that the consumer is willing to pay for the green product. According to the Roper (2002), majority of the consumers are concern about the environment, but the purchase intentions are not reflected by those environmental behaviours. In the survey done by Roper's, it shows that, only 15 per cent of consumers would be acceptable as purely green consumer when they make their purchase decision. This supported by study done by (Ha and Janda, 2012 ; Kilbourne &Pickett, 2008) mention that, there is a gap between consumers attitudes and their willingness to pay towards the green products. Their consumer willingness to pay for the multiple green product line will be measure on a five-point Liker-type scale whose anchors range from "very willing to pay" to "never willing to pay".

1.6 Hypothesis

Hypothesis 1

There is a significant relationship between consumer attitudes and their purchasing intention toward the multiple green product lines.

Hypothesis 2

There is a significant relationship between consumer behaviours and their purchasing intention toward the multiple green product lines.

Hypothesis 3

There is a significant relationship between consumer values and their purchasing intention toward the multiple green product lines.

Hypothesis 4

Their purchasing intention towards multiple green products is significantly explained by their attitudes, behaviours, and values.

1.7 Significance of the Study

This study will offer several priorities to the field of green marketing and development of the green products. The finding will contribute significantly to the green marketing firms by identifying the most factors that affect the consumer willingness to pay for the multiple green products. The result will provide the firm's top management for the firm to proceed with the green marketing activity. Others than that, the finding also can be as the firm effort for suggestion of the green strategies because green marketing strategies are affected by the consumers. Finally the study findings can be as a theory and knowledge for the further research regarding to this topic.

1.8 Limitation of the Study

Below are explanations of limitation that might be encountered during this research.

Time and cost constrain: There will be much time taken to do this research because of people may not give the full cooperation with us in filling the questionnaire. The more questionnaires being distributed the more will be taken to finish the study.

Respondent Behaviour: The respondent behaviour also plays important part in the limitations of the study when the respondent may not cooperate with us. We need to ensure that the respondents are willing to answer the questionnaire in order to get the accurate data. The unwillingness of the respondent to answer the questionnaires will lead to inaccurate data.

Lack of Experience and Knowledge: For the researcher who is conducting an individual research study for the first time would experience some difficulty to collect and analyze the data properly.

1.9 Definition of key terms

No	Key Term	Definition	Source
1	Green product	Green product is known as the product that will not pollute the earth or deplore natural resources, and can be recycled or conserved.	Shamdasami et.al (1993).
2	Green Consumer	Green consumers are consumers who aware of and interested in environmental issues.	Soonthonsmai,2007.
3	Green Marketing	Green marketing defined as the activities taken by firms that are concern about the environment or green problems by delivering the environmentally sound goods or services to create and consumers and society satisfaction.	Soonthonsmai, 2007.
4	Attitudes.	A mental and neural state of readiness, which exerts a directing, influence upon the individual's response to all objects and situations with which it is related.	Allport (1935)
5	Environmental	An individual's value judgement	Lee (2008) ; Laroche

		of environmental protections.	et al. (2001)
6	Consumer value	Desirable goals, varying in importance, which serve as guiding principles in people's lives.	Schwartz (1994)
7	Low – price sensitivity	Variation in a demand for a product is not more or does not vary much according to variation of the price.	Hansen and Sorensen (1993).
8	Millennials consumer	Generation that born throughout the 1980's and early 2000s.	Leslie Lu, Dora Bock (2013).

CHAPTER 2

LITERATURE REVIEW

2.0 Literature Review.

2.1 Introduction.

The objective of this chapter is to present a review of the existing factors that affect the millennial consumer purchasing pattern and the factors that not to adopting the green product lines that in order to show the relevance and significance of the research question in Chapter One.

Green marketing

Majority of the firm nowadays are very concern about the green marketing in their business practices. Green marketing is the marketing activity such as producing or promoting a product based on environmental friendly value as long as quality improvement. Even though the green marketing is concern with the environmental friendly element, Soonthonsmai (2007) stated that, green marketing still focusing on the creating the consumers and society satisfaction. Peattie & Crane, (2005) stated that dramatic growth in green marketing start in the beginning of 1990s. Moreover, Wong et. al, (1996) stated that, the green marketing start to entered when marketers started to facing a reaction. Moreover, according to the Strong, (1996) from the mid-1990s the consumer started to aware and concern towards the environment. However, the increasing of the green marketing has led to consumption concept called ethical consumerism (Uusitalo and Oksanen, 2004). Ethical consumerism are define as buying behaviour that reflect a concern with the problem that arise from unethical and unjust global trades, such as child labour, low-paid labour, animal testing and others unethical issues (Strong 1996) . For that reason, it is important for considering both green consumerism and ethical values since the consumer are consider as social values, ideals

and ideologies. (Uusitalo and Oksanen, 2004). Consumerism has brought a change to the evolution of marketing whereby the firm start to focus on sustainability marketing. According to Charter and Polonsky (1999), sustainability marketing defines as creating and retaining the bonding with customers, natural ecosystem, including social environment. Therefore, the firm or corporation entering the "flexible" mode where only the true intention firm can adopt the sustainable business development and creating or enhancing their product related with those sustainable element. In the case of facing these problems, most of the companies have focusing on the shift of consumer behaviour and their buying consumption where they start to increase the environmental needs of consumer (Borin & Lindsey – Mullikin, 2013). These has been proved through the development and innovation of hybrid car (Toyota Prius, Honda Crz), modification and adding of green element to existing product, recycling, reuse and other green practices activity.

Green Consumer Behaviours

Consumer is the important element for the firm to generate profit and their reaction is kept on changing and more focused towards to the green marketing practices. Therefore, according to the Soonthonsmai (2007), consumer who are conscious and concern towards the environmental issues are known as green consumer. Their behaviours are normally tend to boycotted either manufacturer or retailer and actively promote the conserve the ecosystem. Other finding stated by Othman (1992), the consumers accepted green products when their prime need for performance, quality, convenience and affordability were met, and when they know the benefits of green product could save the planet. Green consumerism is more related to youth culture for historical reason. According to the Autio et.al (2004), young people had an important role in create the green consumerism in the international context as well as, from the 1980s onwards, at the national level. Moreover, the green consumer is currently also

viewed as a rational and morally ideal theme. The study done by Suchard and Polonski (1991) stipulate that ecologically aware consumers will try to protect the nature in various ways. This included with recycling, reusing, and buying the material that made up from green product.

Gen Y and green product lines.

Despite the perception towards the multiple green products line is still lower especially in Big Emerging Market such as China, Malaysia, Indonesia and other South East Asia country the markets still indicate highly rapid growth. According to the Leslie Lu et.al. 2013, Millennials are generation that very care and concern about the environment. Therefore, they are very known Y-generation that have a positive attributes towards the green products and are willing to pay more for green marketing products and services. Therefore, what exactly is a "green products"? According to the Kelly et, al. (2014), environmentally product is defined as the product that has at least one positive contribution towards the natural ecosystem. In other words, these environmental products will attribute or impact something to the environment. Therefore, environmental attribute can be positive (i.e., the multiple product lines that has little to no negative impact on the environment and also known as environmental friendly) or negative attribute (i.e., the product line that bring harmful effect towards the environment).

Although there are general agreement on the good benefits of green marketing (product and services) but, there is still a need to focus on the branding and positioning of the multiple green product lines. Brand positioning are defined as the identity and value that contains internally in the particular multiples green product and that value must be actively communicate to the target audience (Aaker & Joachimsthaler, 2000). Therefore, creating the "green brand" in the target audience is vital for the differentiation of the brand from competition and as an active communication sound

attributes. This was confirmed by Coddington (1993) where the green positioning activity reacts as an important factor in the success of the green branding strategies. Moreover, others fundamental theory by Pickett et. al (1995) stated that, environmental attributes of the sustainable products will not be commercially success if their attributes does not effectively speak to the target audience. For that reason, green positioning strategy can be positioned by functional attributes or by emotional attributes (Aeker, 1996 ; Tomczak et al., 1997).

Consumer characteristics toward green product.

In the following subsection I will discuss briefly some of the most important characteristics that influence behaviours towards environmentally products.

Environmental Attitudes.

Consumer believe that the consumption of products with environmentally sound attributes (i.e green product) bring an extra benefits compare to the conventional method. In the study done by the Cohent (1973), it was stated that, the group of student that has been exposed to the environmental knowledge have slightly different in attitudes toward the environment. Environment attitude can be defined as individual value perception towards the environment protection (Lee, 2008). Study about the consumer attitudes suggest that most of individual act represent by their attitudes. Therefore the exact nature of the relationship is still established. Study by Arbuth et, al. (1973) showed that attitudes only give a small impact towards the purchase intention. Moreover, study done by Kanner & Tast (2003), the present of environmental attitudes does not guarantee lead to the pro – environment action. Moreover, even if people showed positive attitudes towards the green product, there is no agreement showing that they are really translate into actual purchase behaviour because green choice product are not available in every product lines. However another study done by Mainieri & Barnett (1997) support there is a positive result between green consumerism than does general

environmental concern. Additionally, there is a fundamental showed that a positive environmental attitude will lead or relate to their willingness to pay for the product. (Laroche Bergeron & Barbaro – Forleo (2001). Hence the following hypothesis:

H1: Environmental attitudes will positively affect green consumer willingness to pay.

Behaviours

Behaviours can be conscious or unconscious. There has been substantial research on consumer behaviours, decision process and influence upon it, in term of both brand/strore attributes and consumer characteristics. Environmentally responsible behaviour is receiving increasing attention throughout the world. Pro environmental behaviour relates to behaviour that seeks to diminish the negative impact of individual action on the natural ecology (Kollmuss & Agyeman, 2002). Consumer employ in conservation behaviour because they are essentially care about the ecosystem. Therefore, this was confirmed by Laroche et. al (2001) that green consumerism behaviour is vital factor in manipulates the consumer willingness to pay for multiple products and also he claim that customers who consider environmental issues when making a purchase are more likely to spend for green products. Stern (2000) claimed that, consumers whose concern towards the environment would be goal- oriented thus, people that behave environmental friendly will have intention to do s such as recycling. Recycling is processing of old materials into the new products, with the aim preventing the waste of potentially useful materials, reducing consumption of fresh raw materials and reducing energy usage. Recycling also proved that the best way to conserve the world which we live. Other than that, finding of study done by Tina et al 1997 stated that one of the environmentally conscious behaviours is environmental consumerism of considering environmental issues when making an purchase. Some example, such as household items, energy efficient product, biodegradable products and others that have

a positive impact to the ecosystems. However, according to Dobson (2007), the behaviour change towards the sustainable development that is driven by the environmental citizenship is more likely last than behaviour driven by financial incentives. Therefore, Sheth et, al. (1991) conclude that, for the unenvironmental consumers, the consumption values explain by their choice behaviours. Hence, the second hypothesis:

H2: Consumer behaviours will positively influence the green consumers willing to pay.

Consumer Values.

Consumers environmentally responsible are differing among individuals because of the differing situational factors. One of the factors that contributed towards this is the value in individual life. According to the Rokeach's (1973) value are defines as the beliefs that internally build in individual. However, Schwartz (1994) defined that value are desirable goals, which are serve as guiding principle in people lives. Therefore, values are very important element for forming people intrinsic motivation and believe. As mention by Fraj & Martinez (2006), values are considered as the principle of individuals to justify and differentiate conducts. Stern (2000) initiate that the value is primary factors that influencing pro environmental behaviours. However, there are study argued on this fundamental and reclaim that behaviour would happen when an individual's hold personal norms on a particular behaviours (Schwartz, 1997). Thus, individuals value are affected by individual self- interest or values that related to others welfare. (Eze & Ndubisi, 2013). Although value are not guarantee influence consumer to react environmentally, but their intrinsic value will influence them to react as pro environmental behaviour. Moreover, Pride et.al 2006 stated that value is considering as a customer's subjective assessment of benefits relative to costs in determining worth of a product. It is strongly believed that value collectivism found to be much connected to

the customers willingness to pay for multiple green products lines (Laroche et. al 2001).

Hence the following hypothesis:

H3: Consumer values will positively influence green consumers' willingness to pay.

Willingness to pay for multiple green product lines.

There are number researches paper has experimentally tested a consumer willingness to pay for green products. Willingness to pay (WTP) is defined as the price a buyer is willing to pay for a given quantity of a good or service. According to Viesten (2007), find out that there are range in 2-6 percent of consumer is willing to pay for ecological labelled products. Moreover, Laroche et al. (2001) found that 13.1 percent of respondent are willing to pay for a higher price of green products. A study conducted by Vlosky et al. (1999) analyzed the outcome between the environmental friendly consumer and their willingness to pay for multiple green product lines. In the study, it's stated that, the higher the level of environmental awareness the more they tend to pay for the multiples green products. However, the product quality also should be focused on in the contingency delivering the benefit to the green consumer and to matching the quality and higher prices. Therefore, despite for help to saving the environment, green products will benefited the firm as a key product for business to remain competitive advantage. However, the consumers buying decisions were always subjective by several sources such as family, relatives, salesperson and even a person they may not know who shared his experience. (Maram & Kongsompong, 2007). Moreover, the process from intention to actual behaviour is driven by products attributes. Researchers have found that, several factors including prices, and product quality, the company environmental reputation and the reliability of environmental advertising affect the purchasing intentions of green consumer. (D' souza et. al 2007, Cornwell 1991, Thogersen 2000). Besides that, other reason of purchase that product is because of the nature of

environmentally attribute, (Tang et.al 2004). Another finding by Diamantopoulos et. al (2003) suggested that, the characteristic of conventional products such as quality, price and brand name are still consider as the major factors when making the purchase decision. This supported with the study done by Davies & Knight, (2007) pointed that, customers needs evidence to ensure a company or product brand that deliver to them will give a positive impact on the environment. The study done by Hartman Group (2007) found that for many food product categories, the consumers were willing to pay 25-29 percent more for the organic characteristics products. Therefore, as can be seen, the willingness for the consumer to pay for the green products is inconclusive, it included the product-dependent attribute and also the consumer attitudes, behaviours and also values. Therefore, the following hypothesis:

H4: The consumer's willingness to pay for the green product is significantly affected by their attitudes, behaviours and values.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the research methodology that will be used in the study. This research is exploratory in nature. Research method is techniques and procedures use to obtain and analyzed data (Saunders, Philip and Adrian 2009). This chapter will contains the research design, target population, sampling frame, sample and sampling technique, data collection instruments, pilot test and data analysis techniques.

3.2 Research design

According to Shukla (2010), a research design is a framework or a blue print for conducting a research. By doing this, it will help the researcher in sticking to the plan and provides clear plan on how the process of research will be conduct. Hence, this study wills be conducted through distributing the questionnaire.

3.3 Sampling Design

3.3.1 Target population

The target population is the population to which researcher want to simplify the result of the study (Mugenda, 2003). The total population in this study target on the Bachelor student of University Technology MARA Campus Samarahan Sarawak. The total population of the study only focused on degree student at Campus 1 UiTM Kota Samarahan only which is 876 numbers of students. Ferber (1977) stated that using student sample is considered valid for exploratory studies. Moreover, students are representing the new generation of consumers and have been a growing population of consumers in Malaysia. Participants were voluntary and no remuneration was offered. The respondents consisted both sexes and of different races.

3.3.2 Respondent

Questionnaire will administered to 267 students from University Technology MARA Samarahan Sarawak to comprise the target populations. Researcher only distribute questionnaire to Bachelor student of University Technology MARA Samarahan (Campus 1) according to the degree programme that are selected respectively. 54 questionnaire will be distributes randomly according to the programme that has been selected.

3.3.3 Questionnaire development.

The questionnaire contains five sections which every section measure the variable and the items developed from the study done by Laroche et, al (2001). The questionnaires were administered class to class. Data collection done mostly on Friday morning when the respondent more likely at the class or when there are free time after the end of the class. Respondent willing to participate in the survey to be filled in their own convenience and questionnaire will be given to class representative before directly deliver to researchers.

Operationalization of Research Constructs

There are three dimensions of independent variables against dependent variables as outlined in this study conceptual framework show in Figure 1.1 (Chapter 1). Three of independent variables are attitudes, behaviours, and values in consumers. All measures were drawn from existing research done by (Laroche, 2001). Every multi item-item measures were examined to obtain the coefficient alphas which assess the reliability of each multi-item measure.

3.4 Data Collection Method and Instruments

For this study, the researcher had used various sources to collect all the necessary data that the researcher think related to this study. The main sources are primary data and secondary data. The data will be collected from the respondent by using structured questionnaire for the study and will be distributed to 267 respondents.

Primary Data

Primary data is the types of information gathered and obtain first hand by researcher in accordance to their variables of interest and the purpose of study for this study, a survey questionnaire were used to obtain the required information. By using questionnaire, this method is faster, cheaper and versatile as many business problems can be dealt with the personal information of respondents. The questionnaire was divided into five parts. Part A dealt with the personal information of respondent. Respondent ask to answer the question covering gender, age, semester, programme, an average obtain any study loan. The second part (Part B) measure green consumer attitudes. The Likert scale whether they agreed or disagreed with each statement. The third part (Part C) of the questionnaire measured behaviours of respondents towards the environment. This section contained five questions asking the respondent how often they engaged in particularly friendly and unfriendly behaviours. These behaviours were recycling, think about environmental issues during making a purchase and buying environmentally harming products. The answer was recorded using Likert Scale (never to always). The fourth part (Part D) measuring the green consumer values. The source of the item is adapted from Rokeach (1973) & (Laroche 2001). Respondent has to rate ten values in term of their importance to themselves as guiding principles in their individual lives. The answer was recorded using Likert Scale (very unimportant to important). The fifth part is measuring their willingness to pay. Respondent has to rate

three values in term of their willingness to spend more towards the green products. The answer was recorded using Likert Scale (very disagree to agree).

Secondary Data

The researcher also refers to the secondary data sources. Secondary data is very useful for the researcher to better define the problem of the study and for interpreting primary data more meaningful. Most of the secondary data were collected from the journal help the researcher to conduct this research and collect more extra information that related to the case study. To get all those information regarding green product and also millennial generation, the researchers has referred to the selected articles and marketing journal. This secondary data is very useful in order to provide the guidelines to develop the questionnaire.

3.5 Data Preparation and Analysis

For the purpose of data analysis and hypothesis testing, several statistical techniques and tools were utilized from Statistical Package for Social Science (SPSS) software for Windows, version 19.0. The analysis included:

i.   Reliability Analysis – to test the respective validity and reliability of the measures employed in this study.

ii. Descriptive statistics – to describe the characteristics of the respondents and the multi-items of the main constructs.

iii. Correlation Analysis – There are two reasons for this. One of the reasons is to check for the present of multicollinearity and other reasons is to explore the relationship between variable can be interpreted in terms of their correlation coefficient (r) based on the guidelines below:

   - 0.0 to 0.2:very weak, negative
   - 0.2 to 0.4:weak, low

- 0.4 to 0.7:moderate

- 0.7 to 0.9:strong,high marked

- 0.9 to 1.0:very strong, very high

iv.   Multiple regression analysis (MRA) – to test the effects of the variables contained in Millennial consumers attitude, behaviour, and values.

3.5.1 Validity and Reliability Analysis

One important step in data analysis is to understand the dimensionality of variables in the proposed model or the relationship in empirical research (Sekaran, 2000). In order to asses discriminated validity factor loading was obtained for each item in order to summarize the patterns of correlation among variables, in an attempt to reduce large number of variables to a smaller significant number. The factor loading reflect the strength of the relationship between the item and a particular construct of factor.

3.5.2 Descriptive Analysis

To present the response on the major variables under investigation, a descriptive statistic based on mean value and standard deviation for all variables of interest were obtained. Descriptive analysis is carried out to present the raw data into a form that is easy to understand and interpret.

3.5.3 Multiple Regression Analysis

The MRA is the statistical technique used to analyse the relationship between a single dependent (criterion) variable and several independent (predictor) variables (Hair, Anderson, Tatham & Black 1998). In order to test the hypothesis, MRA was

used to find how much the variance of willingness to pay for multiple green product lines that are explained by the three constructs of the main interest in this study, namely, consumers attitudes, behaviours, and values. For the underlying assumptions that are used to check the variable in the MRA, Hair et,al. (1998) suggested the following conditions:

i. Linearity: the phenomenon that measures the degree to which the change in the dependent variables is associated with the dependent variable. In this study, linearity is examined by looking at residual plots.

Before the regression results were considered valid, the degree of *multicollinearity* and its effect on the result were examined. The two- stage process that was used: firstly comparisons were made with the conclusion drawn from the variance inflation factors (VIF) and tolerance values. According to Hair et.al (1998), the condition indices and VIF should not exceeds the threshold values of (.30) and (.10) respectively. Secondly, by checking the cases falling in the outlier ranges of the distribution. For example, size of 80, a threshold of 3 standard deviations was used (Hair et,al 1998). Thus, all observation outside this range was deemed outliers and was dropped from regression.

Chapter 4

DATA ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter will describe and analyze the result of the questionnaires surveyed from the respondents. Statically Package for Society Science (SPSS) software was used to analyze the data that collected from 267 respondents. However, only 230 of questionnaires are considered valid. The statistic tests that covered in this chapter is descriptive analysis which included the respondents demographic and the general information of respondents, scale measurement through reliability test, and inferential analysis which analyzed through Pearson Correlation analysis and multiple regression analysis.

4.1 Descriptive Analysis

4.1.1 Respondents Demographic Profile.

In this survey, respondents' demographic had been asked in Section A which included respondents' programed, gender, age group, race and monthly allowance. Table 4.1 shows the collected data from respondents.

Table 4.1 Respondents Profile

Programme	Frequency	Percent	Valid Percent	Cumulative Percent
BBA (HONS) MARKETING	36	15.7	15.7	15.7
BCH. OF ACCOUNTANCY (HONS)	51	22.2	22.2	37.8
BSC.(HONS) PLANTATION TECHNOLOGY AND MANAGEMENT	44	19.1	19.1	57.0
BBA (HONS) FINANCE	51	22.2	22.2	79.1
BCH.IN OFFICE MANAGEMENT (HONS)	48	20.9	20.9	100.0
Total	230	100.0	100.0	

Race	Frequency	Percent	Valid Percent	Cumulative Percent
IBAN	57	24.8	24.8	24.8
MALAY	91	39.6	39.6	64.3
MELANAU	25	10.9	10.9	75.2
BIDAYUH	30	13.0	13.0	88.3
ORANG ULU	27	11.7	11.7	100.0
Total	230	100.0	100.0	

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
MALE	130	56.5	56.5	56.5
FEMALE	100	43.5	43.5	100.0
Total	230	100.0	100.0	

Age	Frequency	Percent	Valid Percent	Cumulative Percent
20-23	190	82.6	82.6	82.6
24-26	39	17.0	17.0	99.6
27-29	1	.4	.4	100.0
Total	230	100.0	100.0	

How much is your monthly allowance	Frequency	Percent	Valid Percent	Cumulative Percent

Below 1,000	217	94.3	94.3	94.3
1,000-1,999	8	3.5	3.5	97.8
2,000 and above	3	1.3	1.3	99.1
4.00	2	.9	.9	100.0
Total	230	100.0	100.0	

i) Respondent Gender
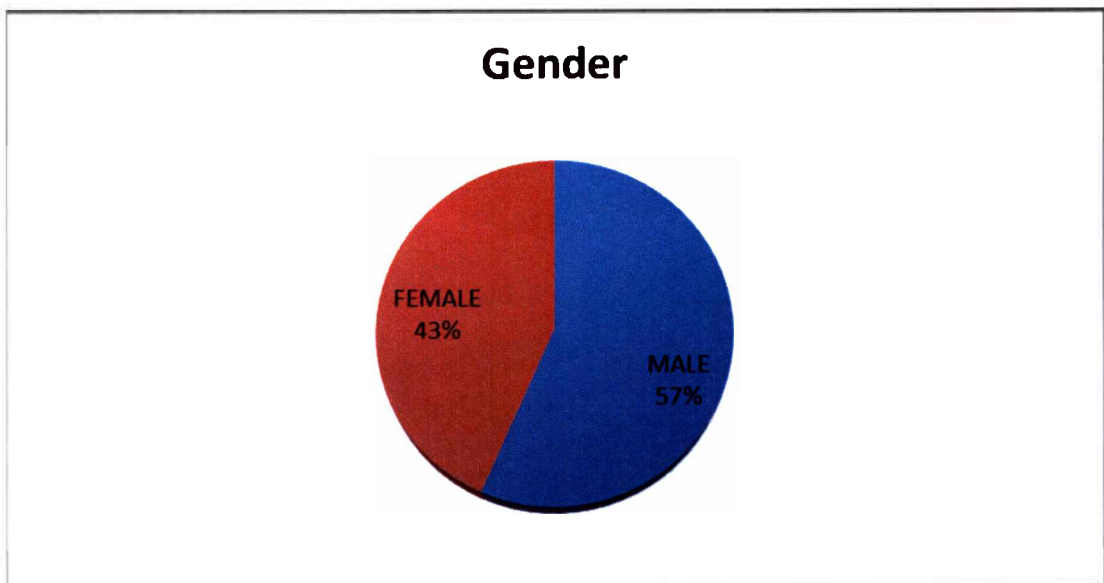
Figure 4.1 Respondent Gender
Source: Developed from the research.

Figure 4.1 show the gender distribution of the respondent who is participated in this survey. According to the result, majority of the respondent is male, which are 130 out of 230 respondents or 57% of total respondents. While for female respondents, there only 43% of the total respondents which equals to 100 respondents.

ii) Respondent Programme
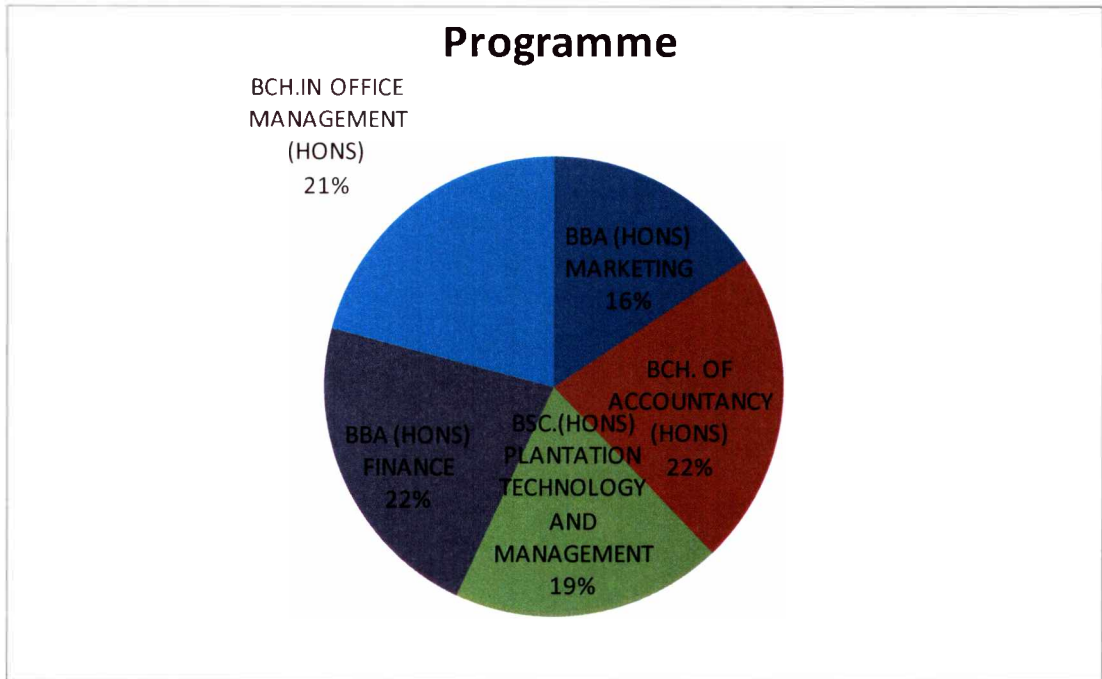
Figure 4.1.2 Respondent Programme
Source: Developed from the research.

Based on Figure 4.1.2, majority of respondents were from Bachelor of Accountancy and Bachelor of Business Administration (HONS) Finance representing 22% or 51 out of 230 respondents, followed by Bachelor in Office Management, Bachelor of Plantation Technology and Management, and Bachelor of Business Administration (HONS) Marketing which is 21%, 19% and 16% respectively.

iii) Respondent Age
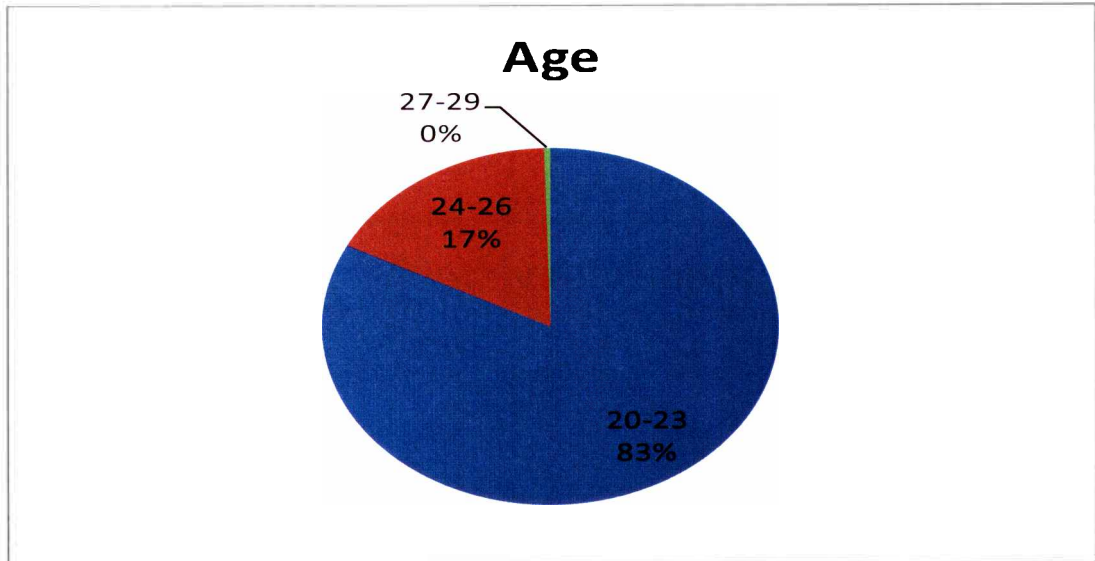
Figure 4.1.3 Respondents Age

Source: Developed from the research.

Based on the Figure 4.1.3, the majority of respondents were aged between 20-23 years old which representing 82.6%, followed by 17% of them who were aged between 24-26 years old and only 0.4% were aged 27-29 years old.

iv) Respondent Race
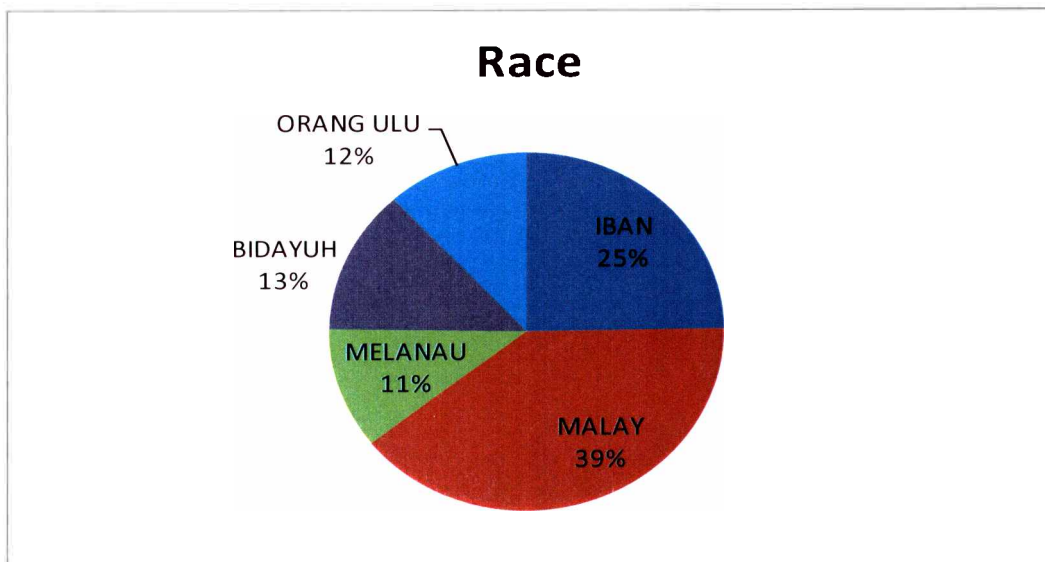
Figure 4.1.4Respondent Age
Source: Developed from the research.

As shown by Figure 4.1.4, 39% of respondents were Malay and the second largest ethnic is representing by Iban ethnic which is 25%. It continuous with 13% of

respondents who were Bidayuh , Orang Ulu group 12% and only 11% for Melanau group.

v) Respondent Monthly Allowance.
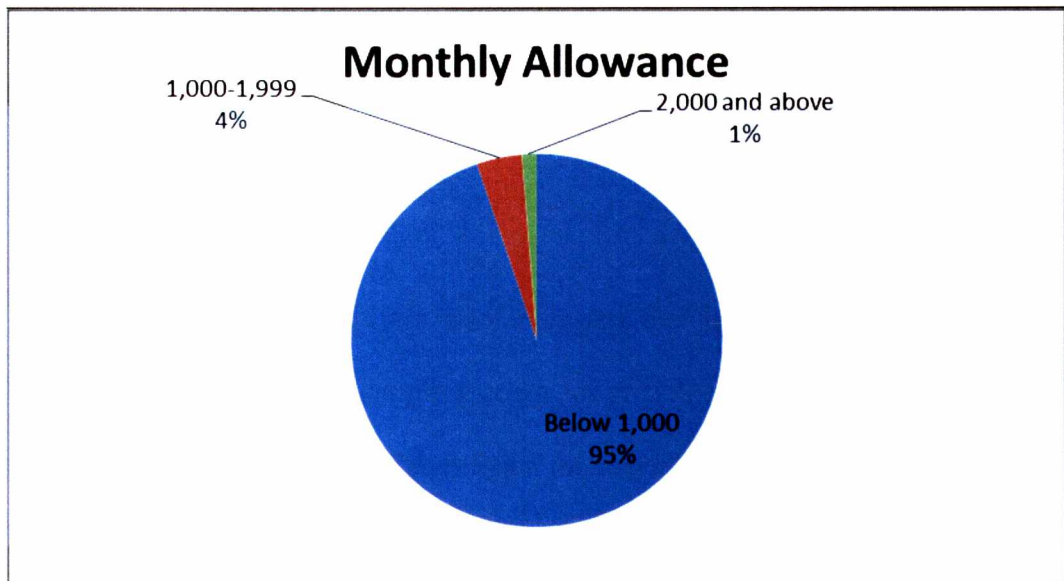
Figure 4.1.5

Source: Developed from the research.

From the Figure 4.1.5 above, 95% or 218 out of 230 respondents received their monthly allowance below RM1, 000 per month. Next, 4% or 9 out of 230 respondents received a monthly allowance of RM1, 000 – RM1, 999 while only 1% or 3 respondents received RM2, 000 and above.

4.2 Factor Analysis and Goodness Test.

Factor analysis was conducted on three main construct: Consumers attitudes, consumers' behaviors, and consumer values. The factor analysis results produced four component factors which were subsequently labeled as:

1. Consumers Values;
2. Consumers Attitudes;
3. Consumers Attitudes;
4. Consumers Behaviors.

The result of the factor analysis also indicated that the measure for Kaiser-Meyer-Olkin's (KMO) measure of sampling adequacy (MSA) was 0.915. These test indicated that there is adequate number of significant intercorrelation required of variable.

Table 4.2 shows that from the initial of 33 items contained in original question, 4 items were released due to: (1) high cross loading (less than 0.20 as commonly adopted), and low factor loading (0.60 for N=80) Hair et al., 1998. The loading factors for the four new components range from 0.60 to 0.85.

The reliability values (Cronbach's Alpha) which are the most common recommended measure of internal consistency and provide a good reliability estimate in most situations are:

- 0.896 for Component 1: Consumers Values (8 items)
- 0.901 for Component 2: Consumers Attitudes (Severity to Environmental Problems (5 items)
- 0.858 for Component 3: Consumers Attitudes (Being Environmental Friendly) (4 items)
- 0.788 for Component 4 : Consumers Behaviors (4 items)

Table 4.2 Factor Loading in the Rotated Component Matrix for Willingness to pay for multiple green product lines

Items	Factor 1 Consumer Values	Factor 2 Consumer Attitudes (Being Severity to Environmental Problems)	Factor 3 Consumer Attitudes (Being Environmental Friendly)	Factor 4 Consumer Behaviours
I refused to buy from companies accused of being poluter.	.617			
I always check that it is wrapped in paper or cardboard made for recycled material.	.618			
I tend to participate in the NGOs activity that preserves the environment.	.628			
I will support the green marketing practices as it will preserve the nature.	.623			
I feel trendy when I purchase the green product.	.713			
I just like green product or eco-products.	.761			
Green products give a good image for me.	.711			
If I do NOT purchase green product, people could judge me as irresponsible person.	.731			
I need to worry about ecology since the earth is a closed system.		.748		
I pay attention to campaign that concern with environment.		.637		
I pay attention to the pollution that we create and easily spread out even we live in such country.		.830		
I need to worry about conservation even though our county has much electricity.		.828		
Recycling will save land that would are used as dumpsites.		.801		
Keeping the separate piles of garbage for recycling is too much trouble.			.769	
Recycling is too much trouble.			.806	
Lazy to wash bottle and cans for recycling.			.833	
Trying to control pollution is much more trouble than its worth.			.818	

I always used/buy Styrofoam cups.				*.615*
I always used/buy "green" detergent.				*.698*
I always used/buy blue or green bag for recycling.				*.664*
I always buy plastic knife, forks or spoon.				*.780*

As suggested, the value of α range from 0 to 1. The closer the value to 1 the more reliability becomes better (Hair et al. 1998). If the value is low, Churchill (1979) suggests that there are either too few items or there is very little commonality among the items. Nunally (1967) suggested that the reliability of 0.50 to 0.60 is sufficient, although a coefficient of 0.7 or above is necessary (Hair et al. 1998). For this study, the suitable coefficient alpha is a minimum of 0.60.

Table 4.2.3 *Factor Loading in the Rotated Component Matrix for Millennials consumer profile.*

	Component				
	1	2	3	4	5
AT1	-.073	.046	.177	.292	.693
AT2	.118	*.748*	-.019	.152	.264
AT3	.417	*.637*	-.090	.217	.181
AT4	.263	*.830*	-.027	.186	.023
AT5	.323	*.828*	.076	.106	-.093
AT6	.343	*.801*	.050	.041	-.042
AT7	.174	-.021	*.769*	.135	-.050
AT8	.084	-.200	*.806*	.196	.155
AT9	.074	.111	*.833*	.145	.107
AT10	.067	.165	*.818*	.159	.021
BH1	.537	.338	.101	-.078	.492
BH2	*.617*	.158	-.041	.148	.414
BH3	*.618*	.170	.043	.285	.287
BH4	.577	.322	-.037	.310	.025
BH5	.291	.147	.232	*.615*	-.209
BH6	.199	.244	.200	*.698*	.156
BH7	.255	.149	.131	*.664*	.167
BH8	.107	-.013	.248	*.780*	.191
V1	.463	.520	.225	-.033	.151
V2	*.628*	.288	.037	.350	.114
V3	*.623*	.433	.131	.112	-.122
V4	*.713*	.251	.153	.147	-.049
V5	*.761*	.209	.242	.025	-.188
V6	*.711*	.346	.219	.099	-.087
V7	*.731*	.127	.045	.299	.064
Reliability	0.896	0.901	0.858	0.788	-

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.
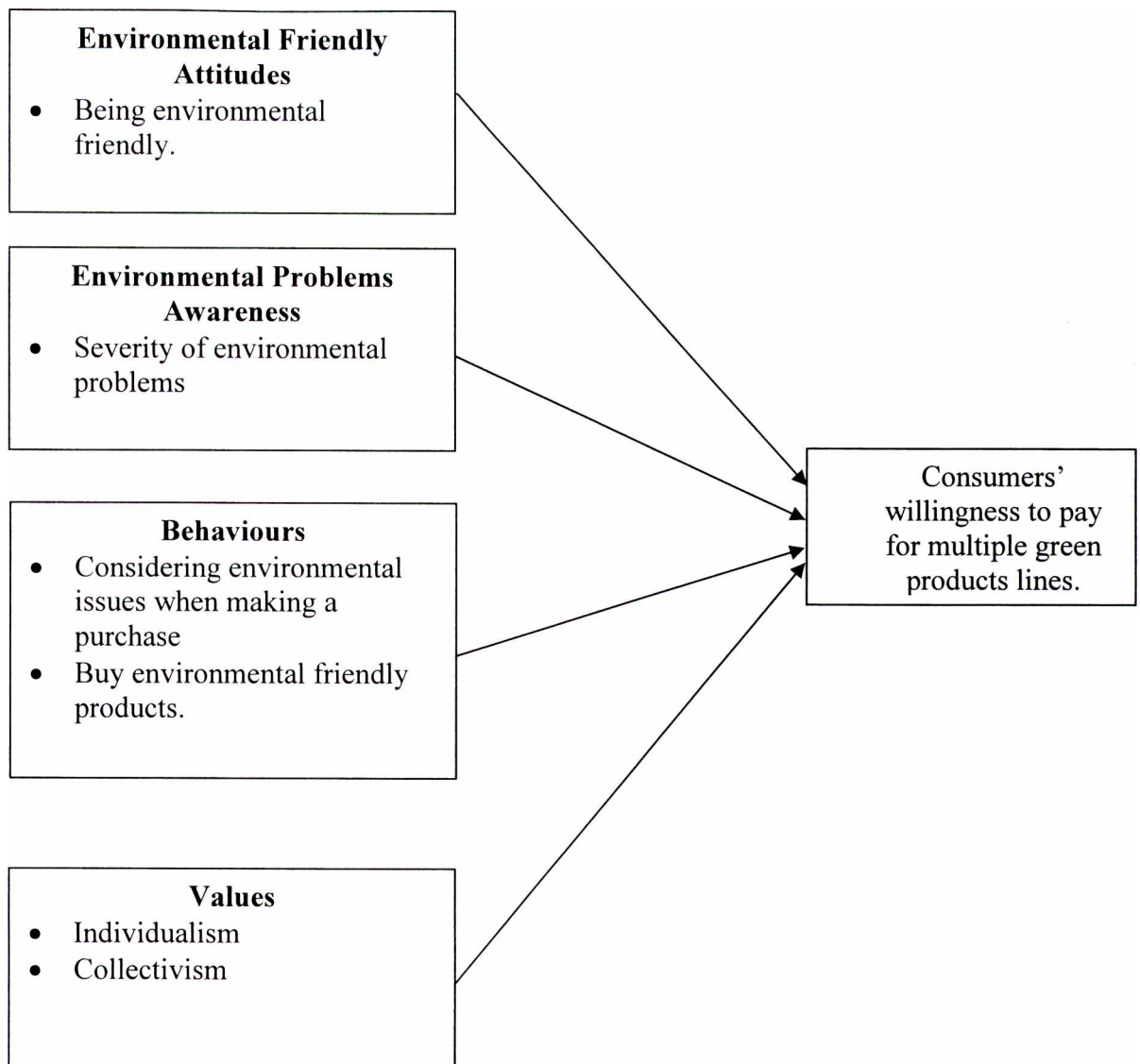
Figure 4.2.1 Revised of Theoretical Framework of Consumer Attitudes, Behaviours, Values and Willingness to Pay for Multiples Green Products Lines.

From the result of the factor analysis, a change was made accordingly towards the earlier conceptual framework. The new hypothesis were restated as follows:

Hypothesis 1

The consumers' attitudes (severity of environmental problems) are positively related to the willingness to pay for multiple green products lines.

Hypothesis 2

The consumers' attitudes (being environmentally friendly) are positively related to the willingness to pay for multiple green products lines.

Hypothesis 3

The consumers' values (individualism and collectivism) are positively related to the willingness to pay for multiple green products lines.

Hypothesis 4

The consumer's behaviours (considered environmental issues when making purchase and buying environmentally products.) are positively related to the willingness to pay for multiple green products lines.

4.2.2 Mean Analysis for Factors that Influence the Willingness to Pay for Multiple Green Products Lines.

This section presents analysis on the respondents' perspective both on personal factors that is their attitudes, behaviors, and values. The analyses are aimed at examining the degree of the designated variables, consumers' attitudes, behaviors, and values that affected their willingness to pay for multiple green products lines. The examination of the relationship are measured using the five-points Likert Scales ranges from "strongly disagree" to "strongly agree" , "strongly never" to "strongly always" and "very unimportant" to "very important" based on respondents perception in relation to their domestic competitors.

4.2.2.1 Millennials Consumers Attitudes 1 (Severity to environmental problems)

Table 4.2.2.1 shows the mean of response of ten items regarding Millennials Consumers Attitudes 1 (Severity to environmental problems) is 3.63. The respondents' opinions on these five items were positive which indicates that those Millennial consumers have fairly good attitudes towards the green marketing. It also indicates that

the relative importance of the questions, although Table 4.2.2.1 does not shows a big difference between the highest and lowest means of the ten items. The highest mean is 3.63, which is considering that consumer pay attention to the pollution that we create. It is obvious that most of respondents know that concerning to the environment is important in modern day. While, the lowest means is 3.32 by which respondent viewed that our country still have a lot of tree thus recycle are not needed. This showed that, few of them think they should worry about ecology since the earth is a closed system.

Table 4.2.2.1 Millennials Consumer Attitudes (Severity to Environment Problems)

Rank	Items	Mean	Std. Deviation
2	I need to worry about ecology since the earth is a closed system.	3.32	1.028
3	I pay attention to campaign that concern with environment.	3.39	.908
4	I pay attention to the pollution that we create and easily spread out even we live in such country.	3.63	.947
5	I need to worry about conservation even though our county has much electricity.	3.55	1.017
6	Recycling will save land that would are used as dumpsites.	3.56	1.034
	Average	3.49	

4.2.2.2 Millennials Consumers Attitudes 2 (Being environmental friendly)

Table 4.2.2.2 shows the mean of response of ten items regarding Millennials Consumers Attitudes (Being Environmental Friendly) is 2.75. The highest mean is 2.84, which is some of consumer think keeping the separates piles of garbage is too much trouble. While, the lowest means is 2.66 by which respondent viewed that recycle is much giving a trouble.

Table 4.2.2.2 Mean for Millennials Consumers Attitudes (Being Environmental Friendly)

Rank	Items	Mean	Std. Deviation
7	Keeping the separate piles of garbage for recycling is too much trouble.	2.84	1.004
8	Recycling is too much trouble.	2.66	.962
9	Lazy to wash bottle and cans for recycling.	2.75	.905
10	Trying to control pollution is much more trouble than its worth.	2.74	.984
	Average	2.75	

4.2.2.3 Millennials Consumer Behaviors.

The outcome of the millennial behaviours towards green products is show in Table 4.2.2.3 The average mean of the response on the eight questions is 3.0.There is no a big difference as indicates in Table 4.2.2.3, which shows that respondent viewed such items as moderately high. The highest means of consumers' behaviour is 3.00 which consumers prefer to used Styrofoam cups and used "green" detergent. Meanwhile, the lowest mean for the consumers behaviours 2.81 which indicates that the Millennials

consumer still practicing their habit to buy plastics knife, forks and spoon as those items are instantly pack and cheaper.

Tables 4.2.2.3 Millennial Consumers Behaviours

Rank	Items	Mean	Std. Deviation
5	I always used/buy Styrofoam cups.	3.00	.932
6	I always used/buy "green" detergent.	3.00	.932
7	I always used/buy blue or green bag for recycling.	3.05	.940
8	I always buy plastic knife, forks or spoon.	2.81	.973
	Average	3.00	

4.2.2.4 Millennial Consumer Values

The outcomes of consumers' values on how important they are as principle in your life are shown in Table 4.2.2.4. The average mean of the responses on seven items is 3.23. The result of consumers' values that has the highest mean of 3.30 which indicates that consumer are always care about the environment and support the green marketing practices as it will preserve the nature. While the lowest mean for consumers' values is 3.16 which indicates that consumers always check that it is wrapped in paper or cardboard made for recycled material.

Table 4.2.2.4 Millennial Consumer Values

Rank		Mean	Std. Deviation
1	I refused to buy from companies accused of being polluter.	3.19	.830
2	I always check that it is wrapped in paper or cardboard made for recycled material.	3.16	.864
2	I tend to participate in the NGOs activity that preserves the environment.	3.26	.868
3	I will support the green marketing practices as it will preserve the nature.	3.30	.887
4	I feel trendy when I purchase the green product.	3.26	.902
5	I just like green product or eco-products.	3.27	.884
6	Green products give a good image for me.	3.23	.887
7	If I do NOT purchase green product, people could judge me as irresponsible person.	3.21	.917
	Average	3.23	

4.3 Reliability of Measure.

Three factors that influence willingness to pay for multiple green products line

Table 4.3 Reliability of Measure

No	Factors That Influence to The Willingness to Pay	No of Items.	Cronbach's Alpha
1	Millennial Consumer Attitudes (EPA)	5	0.901
2	Millennial Consumer Behaviours	4	0.788
3	Millennial Consumer Values	8	0.896
4	Millennial Consumer Attitudes (EF)	4	0.858
	Overall reliability of variable.		0.860

Reliability of the measures was assessed by employing Cronbach Alpha. Cronbach Alpha allows us to measure the reliability of different variables. In the estimation, a coefficient greater than or equal to 0.7 is considered acceptable and a good indication of reliability (Nunally, 1978). Cronbach Alpha applied to the willingness to pay, e.g. consumer attitudes (Environmentals Problems Awareness, consumer behaviours, consumers values and consumers attitudes (Environmental Friendly) are (0.901), (0.788), (0.896) and 0.85 respectively. Result in table 4.3 showed that all the three variables are accepted. The overall Cronbach's alpha for all variable that influence the consumers' willingness to pay is 0.860. Therefore, there is acceptable degree of consistency among the responses against each item.

4.4 Correlation Analysis.

Table 4.4 Correlations coefficient between independent variable.

		Values	Attitudes	Attitudes2	Behaviours	Willingness
Values	Correlation Coefficient	1.000				
	Sig. (2-tailed)	.				
	N	230				
Attitudes	Correlation Coefficient	.591**	1.000			
	Sig. (2-tailed)	.000	.			
	N	230	230			
Attitudes2	Correlation Coefficient	.271**	.050	1.000		
	Sig. (2-tailed)	.000	.446	.		
	N	230	230	230		
Behaviours	Correlation Coefficient	.538**	.317**	.438**	1.000	
	Sig. (2-tailed)	.000	.000	.000	.	
	N	230	230	230	230	
Willingness	Correlation Coefficient	.515**	.416**	.061	.424**	1.000
	Sig. (2-tailed)	.000	.000	.354	.000	.
	N	230	230	230	230	230

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

A correlation analysis was conducted on all variables in this study. There are two reasons for this. First is to check for the presence of multicollienarity and second is to explore the relationship between variables and can be interpreted in terms of their correlation coefficient (r) based on guidelines below

- 0.0 to 0.2: very weak, negative

- 0.2 to 0.4: weak, low

- 0.4 to 0.7 moderate

- 0.7 to 0.9: strong, high marked

- 0.9 to 1.0: very strong, very high

The result from Table 4.4 shows that both independent variables have moderate relationship with the dependent variable which is the willingness to pay for multiples green product lines. Only the recycling attitudes have low relationship with the dependent variables. The independent variables consist of consumers' values, public environmental awareness attitude, personal environmental friendly attitudes and consumers behaviours.

4.5 Regression Analysis

The regression analysis conducted to analyse the influence of the independent variable and dependent variables and to determine which factors has the most influence on the consumers willing to pay for multiple green product lines.

The following hypothesis included:

Hypothesis 1

The consumers' attitudes (severity of environmental problems) are positively related to the willingness to pay for multiple green products lines.

Hypothesis 2

The consumers' attitudes (being environmentally friendly) are positively related to the willingness to pay for multiple green products lines.

Hypothesis 3

The consumers' values (individualism and collectivism) are positively related to the willingness to pay for multiple green products lines.

Hypothesis 4

The consumer's behaviours (considered environmental issues when making purchase and buying environmentally products) are positively related to the willingness to pay for multiple green products lines.

In order to test the hypothesis Regression Analysis is adopted to test the reliability between Independent Variable and Dependent Variable. Regression analysis is used to examine the effect of different independent variables on a single dependent variable. Table 4.5 shows the model summary for all independent variables. Capital R is the multiple correlation coefficients that tell us how strong the multiple independent variables are, which associated to the dependent variable. In Table 4.4 R is 0.61, which indicates that 61 percent of variations in independent variables are explained by

dependent variables, willingness to pay for multiple green products lines. Meanwhile R square is 0.57, indicating that both all the independent variables explain 57% of the variation in willingness to pay for multiple green products lines, a relatively strong indication.

Table 4.5 Model Summary for all independent variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig. F Change
1	.606[a]	.567	.493	.63920	.000

4.5.1 Overall Model of Factors That Influence Millennial Consumers to Pay for Multiple Green Products Lines.

The result of analysis found that cumulatively the independent variables explained approximately a large percentage which is 49% of the total variation in explaining willing to pay for green products. Overall model fit for simple regression equation was significant with the F statistic at the 0.01 level. As shows in the table 4.5.1 the result shows that hypothesis number three is supported, while other hypothesis was not substantiated. This means that in relation to other variables, consumers values factor be the most significant factor that explains the highest variation in sales growth. Therefore, the relationship between consumer values, behaviours and attitude on the willingness to pay for multiple green products are shown as:

H1: The consumer's values are positively related to the consumer's willingness to pay for multiple green products lines.

H2: The consumer's behaviours are positively related to the consumer's willingness to pay for multiple green products lines.

H1: The consumer's attitudes (severity to environment problems) are positively related to the consumer's willingness to pay for multiple green products lines.

H1: The consumer's attitudes (being environmental friendly) are inversely related to the consumer's willingness to pay for multiple green products lines.

Table 4.5.1 Regression result for all independent variables.

Independent Variables	Standardized Coefficients	Sig.
Consumers Values	.301	.000
Consumers Behaviours	.258	.000
Consumers Attitudes (Severity to environment Problems)	.215	.003
Consumers Attitudes (Being environmental friendly.)	-.157	.009

Therefore, consumer's values are very important element for forming people intrinsic motivation and believe. Values are considered as the principle of individuals to justify and differentiate conducts. Stern (2000) initiate that the value is primary factors that influencing pro environmental behaviours

4.6 Cross Tabulation Analysis

The following discussion presents analyses on the relationship of several respondents' characteristics with the dependent variable, the willingness to pay for multiple green products lines. It aims how the consumers' characteristics are related with their willingness to pay for multiples green products lines.

4.6.1 Programs and Willingness to Pay

	Willingness					Total
	strongly disagree	disagree	neutral	agree	strongly agree	
BBA (HONS) MARKETING	1	5	20	8	5	36
BCH. OF ACCOUNTANCY (HONS)	1	11	19	13	2	51
BSC.(HONS) PLANTATION TECHNOLOGY AND MANAGEMENT	1	7	22	12	7	44
BBA (HONS) FINANCE	3	12	19	17	0	51
BCH.IN OFFICE MANAGEMENT (HONS)	0	7	14	22	2	48
Total	6	42	94	72	16	230

As can be seen from Table 4.6.1 above, the Bachelor in Sciences (Hons) Plantation Technology and Management are strongly agree to pay more to accept the multiples green products lines followed by Bachelor in Administration (Hons) Marketing. Based on observation, the student from Bsc. (Hons) Plantation and Technology Management have a better sight of the important to preserve the ecosystem.

4.6.2 Race and Willingness to Pay

		Willingness					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Race	IBAN	2	9	26	15	5	57
	MALAY	1	15	36	35	4	91
	MELANAU	1	9	9	6	0	25
	BIDAYUH	1	4	13	8	4	30
	ORANG ULU	1	5	10	8	3	27
Total		6	42	94	72	16	230

Overall, the Table 4.6.2 shows that students from Iban ethnics made up the most number to view that they are strongly agreed to pay more for multiples green products lines, which are 5 out of 230 in numbers and followed by Malay and Bidayuh ethnics group.

4.6.3 Student Gender and Willingness to Pay.

		W3					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Gender	MALE	5	28	55	37	5	130
	FEMALE	1	14	39	35	11	100
Total		6	42	94	72	16	230

Based on Table 4.6.3 above, the statistics shows that female students strongly agree to pay more towards the multiple greens products. It shows that 11 out of 100 students have a strong intention and agree to pay more for multiple greens products lines.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter concludes on the research findings of the evaluation of relationship Millennials consumers' attitudes, behaviours, and values towards their willingness to pay for multiple greens products lines among students in UiTM Campus 1 Samarahan. The first section present the conclusion of all findings and the second part highlights several recommendation that can be used to contribute towards the green business marketing practices strategy.

5.2 Conclusion.

The main objectives of this study is to examine the relationships between consumers attitudes, behaviours, values and their willingness to pay for multiples green product lines. Specifically, the study aim to identify a profile consumer who likely to pay more for multiples green products in term of their university programs and also demographic factors.

Data was collected through questionnaire and distributed to about 267 students from selected programs in UiTM Samarahan Campus 1 only. However, only 230 questionnaires were returned and finally analyzed. The questionnaire were responded by mostly those who in age between 20 – 23 years old or who were born in the 90's. This finding concurs with Leslie Lu (2013) who found that Millennial are generation that very care and concern about the environment. Fifty seven percent of respondent who responded to the survey are from male students while forty three respondents are from female student. The respondents are from the bachelor programs in UiTM Samarahan Campus 1 only. Majority of the respondents were receiving their monthly allowance from their parents below RM1, 000 per month.

The finding was further analyzed to assess the factors that contributed to willingness to pay for multiples green product lines. The mean analysis for the first independent variable, the consumers' attitudes revealed interesting result. The average mean for all the ten items that used to measure the consumers attitudes towards environment were found relatively high, that is 3.63 and the items' mean ranges from 2.60 to 3.63 on a five-point Likert scale. The item with the highest mean (3.63) is the individual concern towards the spreading of environmental pollution problems even though we live in large country. Meanwhile, another independent variable consumer' behaviours has an average of 3.09 which is slightly low. Out of eight items, the consumers tend to used recycle bag when shopping and indicates of their pro-environmental behaviours. This finding suit with the study done by Surchard and Polonski (1991) ecological consumers try to protect the ecosystem in different ways (e.g recycling, checking that package are made up of recycled material and purchasing only green product). However, it is not clear how consumers' willingness to spend more on these multiple green products. The last independent variable, consumer's values on two important values as suggested by Triandis (1993) that is individualism and collectivism. The highest mean (3.30) is showed by individualism on how tend they participated in the environment program that is related to the preservation of nature.

The core objective of the study was to test hypothesis on the relationship between consumers' attitudes, behaviours and values towards their willingness to pay for green products by adopting both correlation and regression. As the data is nonparametric, spearman's correlation is used to analyses the relationship between independent variables and dependent variable and the result show that all three independent variables have a moderate relationship but positive association with willing to pay for multiple green products lines. By using linear regression analysis to assess the effect of all independent variables on the dependent variable, the result shows all the

independent variables explained approximately a relatively percentage with 49% of the total variation in explaining the consumer willingness to pay. The result further confirmed that the consumers' values have positive and significant relationship with the dependent variable. The model, hence signify that consumers values provides the largest factor in explaining the variation towards willingness to pay for multiple green products lines. As expected, the result shows that, collectivism and individualism were important principles guiding in their lives. These result was concurred by the study of McCarty and Shrum, 1994). These consumers care about their relationship with others, which converted into a certain concern for welfare and caring of others.

Moreover, the result supported by (Chong-Huey Tsen, Grace Phang, 2006) in their study suggested that consumer individualism and collectivism values was significant in influencing consumers' willingness to pay for green product followed by their behaviours, and also severity of environmental problems attitudes. Individualism represents how much a person focuses on his/her independent self and also cooperation, helpfulness and consideration of the others group relative and individual. It was found that, those consumers' values were positively related to attitudes about the importance of preserving the environment and concerning the environment problems. In a conclusion, the current study has somehow satisfied the proposed objective in that the consumer values', behaviours and attitudes influence the individual willingness to pay for multiple green product lines.

5.2 Recommendations

This study revealed that, both willing and unwilling consumer is preoccupied by the severity of ecological problems. Moreover, segment of consumers willing to spend more for green products is larger enough to warrant marketer's attention.

The impact of values:

Two important findings were obtained with regard to the relationship between values and consumer's willingness to pay for green products are their individualism and collectivism values. These consumers are care about their relationship with others, which convert into a certain relationship and concern for the welfare of others. Therefore, marketers may find it profitable to bring consumers to the realm of purchasing through packaging that stresses social welfare, security, and warm relations as virtues of green consumption.

The impact of behaviours:

Others important finding regarding this research is that consumer who care for environmental problems when purchasing green products are more likely to spend more for those products. Firm that does not follow environmental regulations take advantage of the green movement to increase sales are therefore exposed to consumer boycott. For example, Wal-Mart are criticized for putting a green label on a brand of paper towel made of chlorine bleached were critically boycott by green consumer. Therefore, with such kind situation it is a good for the green company to create sustainable competitive advantages.

Managerial implications:

Marketers may aims at this easily identified segment as their prime target. The Body Shop for example, produces and promotes its product line that is environmentally friendly to the environment. Therefore, more and more company should educated the consumer about why it is convenience to purchase green products that a safe and bring more than one positive attributes. Information card, windows display and other

communication tools can be used to promote those products. May be, the undecided consumers, could be persuaded to move to willing group.

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APPENDICES A

QUESTIONNAIRE

August 2014 (1)

Dear Respondent,

I am a Bachelor BBA (Hons) Marketing candidate from Universiti Teknologi MARA Sarawak, conducting research project entitiled A Study of Millennial Consumer Attitudes, Behaviours and Values That Affect Their Willingness to Pay For the Multiple Green Product Lines. I would be very grateful if you could spare your precious time to answer theis questionnaire as honestly as possible. All information that you provide will be kept strictly confidential.

Kindly contact Zamry Bunyau Anak Sadi (014-8854063) if you need any further explanation. Thank you.

SECTION A: PERSONAL INFORMATION (5)

Your personal information is important to assist in the processing of data analysis. Your cooperation is greatly appreciated. Please mark (/) in the appropriate box.

1.Programme.

BBA (Hons) Marketing ☐   BBA (Hons) Finance ☐

Bch. of Accountancy (Hons) ☐   Bch. In Office.Mgt (Hons) ☐

B.Sc (Hons) Plantation ☐
Technology and Management

2. Race

Iban ☐   Bidayuh ☐

Malay ☐   Orang Ulu ☐

Melanau ☐   Others (State)_____

3. Gender

Male ☐   Female ☐

4. Age (years old)

20 - 23 ☐   Above 30 ☐

24 - 26 ☐

27 - 29 □

5. How much is your monthly allowance (self), RM

Below 1,000 □   2,000 and above □

1,000 – 1,999 □

SECTION B: This section deals with Milliennials consumer attitudes.

b) Please state your degrree of agreement by circling the appropriate number to present your opinion on the following statements, where *1 = strongly disagree, 2 = disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree*

No.	Items	Please Circle the number
1	Our country has so many trees thus recycle are not needed.	1 2 3 4 5
2	I need to worry about ecology since the earth is a closed system.	1 2 3 4 5
3	I pay attention to campaign that concern with environment.	1 2 3 4 5
4	I pay attention to the pollution that we create and easily spread out even we live in such country.	1 2 3 4 5
5	I need to worry about conservation even though our county has much electricity.	1 2 3 4 5
6	Recycling will save land that would are used as dumpsites.	1 2 3 4 5
7	Keeping separate piles of garbage for recycling is too much trouble.	1 2 3 4 5
8	Recycling is too much trouble.	1 2 3 4 5
9	Lazy to wash bottle and cans for recycling.	1 2 3 4 5
10	Trying to control pollution is much more trouble than its worth.	1 2 3 4 5

SECTION C: This section deals with Millennial Consumer behaviours,

a) Plesae state your degree of engage by circling the appropriate number to present your opinion on the following statements, where *1 = strongly never, 2 = never, 3 = Neutral, 4 = Always, 5 = Strongly Always*(3)

No.	Items	Please circle the number				
1	I prefer to used recycle bag when shopping.	1	2	3	4	5
2	I refused to buy from companies accused of being poluter.	1	2	3	4	5
3	I always check that it is wrapped in paper or cardboard made of recycled material. (for the wrapped product).	1	2	3	4	5
4	I always alert with the label information of product that friendly towards the environment.	1	2	3	4	5
5	I always used/buy styrofoam cups.	1	2	3	4	5
6	I always used/buy "green" detergent.	1	2	3	4	5
7	I always used/buy blue or green bag for recycling.	1	2	3	4	5
8	I always buy platics knife, forks or spoon.	1	2	3	4	5

SECTION D: This section deals with Milllennials consumer values.

a) Please state your degree of value on how important they are as principle in your life by circling the appropriate number to present your opinion on the following statements, where *1 = very unimportant, 2 = unimportant, 3 = Neutral, 4 = important, 5 = very important.*

No.	Items	Please Circle the number
1	I always care about the environment.	1 2 3 4 5
2	I tend to participate in the NGOs activity that preserve the environment.	1 2 3 4 5
3	I will support the green marketing practices as it will preserve the nature.	1 2 3 4 5
4	I feel trendy when i purchase the green product.	1 2 3 4 5

5	I just like green product or eco-products.	1 2 3 4 5
6	Green product gives a good image for me.	1 2 3 4 5
7	If I do NOT purchase green product, people could judge me as a unresponsible person.	1 2 3 4 5

SECTION E: This section deals with the consumers willingness to pay more for multiple greeen product lines.

a) Please state your degree of agreement by circling the appropriate number to presen your opinion on the following statements, where *1 =never willing to pay, 2 =not willing to pay 3 = Neutral, 4 = willing to pay, 5 = very willing to pay*

No.	Items	Please Circle the number
1	It is acceptable to pay 10 percent more for groceries that are produced, processed and package in an environmentally friendly way.	1 2 3 4 5
2	I would accept paying 10 percent more taxes to pay for an environmental cleanup pogram.	1 2 3 4 5
3	I would be willing to spend an extra RM10 a week in order to buy friendly environmental products.	1 2 3 4 5

APPENDICES B - F

SPSS OUTPUT

APPENDIX B

FREQUENCY TABLES FOR RESPONDENT PROFILE.

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	IBAN	57	24.8	24.8	24.8
	MALAY	91	39.6	39.6	64.3
	MELANAU	25	10.9	10.9	75.2
	BIDAYUH	30	13.0	13.0	88.3
	ORANG ULU	27	11.7	11.7	100.0
	Total	230	100.0	100.0	

Gendre

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	130	56.5	56.5	56.5
	FEMALE	100	43.5	43.5	100.0
	Total	230	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-23	190	82.6	82.6	82.6
	24-26	39	17.0	17.0	99.6
	27-29	1	.4	.4	100.0
	Total	230	100.0	100.0	

How much is your monthly allowance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 1,000	217	94.3	94.3	94.3
	1,000-1,999	8	3.5	3.5	97.8
	2,000 and above	3	1.3	1.3	99.1
	4.00	2	.9	.9	100.0
	Total	230	100.0	100.0	

Programme

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BBA (HONS) MARKETING	36	15.7	15.7	15.7
	BCH. OF ACCOUNTANCY (HONS)	51	22.2	22.2	37.8
	BSC.(HONS) PLANTATION TECHNOLOGY AND MANAGEMENT	44	19.1	19.1	57.0
	BBA (HONS) FINANCE	51	22.2	22.2	79.1
	BCH.IN OFFICE MANAGEMENT (HONS)	48	20.9	20.9	100.0
	Total	230	100.0	100.0	

APPENDIX C

FACTOR ANALYSIS AND GOODNESS TEST.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.915
Bartlett's Test of Sphericity	Approx. Chi-Square	3352.496
	df	300
	Sig.	.000

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
AT1	-.073	.046	.177	.292	.693
AT2	.118	.748	-.019	.152	.264
AT3	.417	.637	-.090	.217	.181
AT4	.263	.830	-.027	.186	.023
AT5	.323	.828	.076	.106	-.093
AT6	.343	.801	.050	.041	-.042
AT7	.174	-.021	.769	.135	-.050
AT8	.084	-.200	.806	.196	.155
AT9	.074	.111	.833	.145	.107
AT10	.067	.165	.818	.159	.021
BH1	.537	.338	.101	-.078	.492
BH2	.617	.158	-.041	.148	.414
BH3	.618	.170	.043	.285	.287
BH4	.577	.322	-.037	.310	.025
BH5	.291	.147	.232	.615	-.209
BH6	.199	.244	.200	.698	.156
BH7	.255	.149	.131	.664	.167
BH8	.107	-.013	.248	.780	.191
V1	.463	.520	.225	-.033	.151
V2	.628	.288	.037	.350	.114
V3	.623	.433	.131	.112	-.122
V4	.713	.251	.153	.147	-.049
V5	.761	.209	.242	.025	-.188
V6	.711	.346	.219	.099	-.087
V7	.731	.127	.045	.299	.064

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Reliability Statistics (V)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.896	.895	8

Reliability Statistics (AT) BFA

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.901	.902	5

Reliability Statistics (BEF)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.858	.859	4

APPENDIX D

DESCRIPTIVE STATISTIC

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
BH2	230	1	5	734	3.19	.055	.830	.688
BH3	230	1	5	727	3.16	.057	.864	.747
V2	230	1	5	750	3.26	.057	.868	.753
V3	230	1	5	759	3.30	.059	.887	.787
V4	230	1	5	750	3.26	.059	.902	.814
V5	230	1	5	751	3.27	.058	.884	.781
V6	230	1	5	742	3.23	.058	.887	.787
V7	230	1	5	739	3.21	.060	.917	.841
Valid N (listwise)	230							

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
AT2	230	1	5	764	3.32	.068	1.028	1.058
AT3	230	1	5	780	3.39	.060	.908	.824
AT4	230	1	5	836	3.63	.062	.947	.897
AT5	230	1	5	816	3.55	.067	1.017	1.035
AT6	230	1	5	818	3.56	.068	1.034	1.069
Valid N (listwise)	230							

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
AT7	230	1	5	653	2.84	.066	1.004	1.009
AT8	230	1	5	611	2.66	.063	.962	.925
AT9	230	1	5	632	2.75	.060	.905	.818
AT10	230	1	5	631	2.74	.065	.984	.969
Valid N (listwise)	230							

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
BH5	230	1	5	689	3.00	.061	.932	.869
BH6	230	1	5	689	3.00	.061	.932	.869
BH7	230	1	5	701	3.05	.062	.940	.884
BH8	230	1	5	647	2.81	.064	.973	.947
Valid N (listwise)	230							

APPENDIX E

CORRELATION ANALYSIS

Correlations

			Values	Attitudes	Attitudes 2	Behaviors	Willingness
Spearman's rho	Values	Correlation Coefficient	1.000	.591**	.271**	.538**	.515**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	230	230	230	230	230
	Attitudes	Correlation Coefficient	.591**	1.000	.050	.317**	.416**
		Sig. (2-tailed)	.000	.	.446	.000	.000
		N	230	230	230	230	230
	Attitudes2	Correlation Coefficient	.271**	.050	1.000	.438**	.061
		Sig. (2-tailed)	.000	.446	.	.000	.354
		N	230	230	230	230	230
	Behaviors	Correlation Coefficient	.538**	.317**	.438**	1.000	.424**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	230	230	230	230	230
	Willingness	Correlation Coefficient	.515**	.416**	.061	.424**	1.000
		Sig. (2-tailed)	.000	.000	.354	.000	.
		N	230	230	230	230	230

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

Descriptive Statistics

	Mean	Std. Deviation	N
Values	3.2348	.66916	230
Attitudes	3.4904	.83619	230
Attitudes2	2.7467	.80747	230
Behaviors	2.9630	.73826	230
Willingness	3.2377	.79636	230

APPENDIX F

REGRESSION ANALYSIS

Descriptive Statistics

	Mean	Std. Deviation	N
Willingness	3.2377	.79636	230
Values	3.2348	.66916	230
Attitudes	3.4904	.83619	230
Attitudes2	2.7467	.80747	230
Behaviors	2.9630	.73826	230

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Behaviors, Attitudes, Attitudes2, Values[b]	.	Enter

a. Dependent Variable: Willingness

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.606[a]	.367	.356	.63920	.367	32.614	4	225	.000	1.697

a. Predictors: (Constant), Behaviors, Attitudes, Attitudes2, Values

b. Dependent Variable: Willingness

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	.966	.239		4.043	.000	.495	1.437		
Values	.358	.092	.301	3.885	.000	.176	.540	.469	2.131
Attitudes	.204	.067	.215	3.041	.003	.072	.337	.564	1.773
Attitudes2	-.155	.059	-.157	-2.619	.009	-.271	-.038	.782	1.279
Behaviors	.278	.073	.258	3.816	.000	.135	.422	.615	1.627

a. Dependent Variable: Willingness

CROSS TABULATION ANALYSIS

Programme * W Crosstabulation

Count

		Willingness					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Programme	BBA (HONS) MARKETING	1	5	20	8	5	36
	BCH. OF ACCOUNTANCY (HONS)	1	11	19	13	2	51
	BSC.(HONS) PLANTATION TECHNOLOGY AND MANAGEMENT	1	7	22	12	7	44
	BBA (HONS) FINANCE	3	12	19	17	0	51
	BCH.IN OFFICE MANAGEMENT (HONS)	0	7	14	22	5	48
Total		6	42	94	72	16	230

Gender * W Crosstabulation

Count

		Willingness					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Gendre	MALE	5	28	55	37	5	130
	FEMALE	1	14	39	35	11	100
Total		6	42	94	72	16	230

Count

		Willingness					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Race	IBAN	2	9	26	15	5	57
	MALAY	1	15	36	35	4	91
	MELANAU	1	9	9	6	0	25
	BIDAYUH	1	4	13	8	4	30
	ORANG ULU	1	5	10	8	3	27
Total		6	42	94	72	16	230

How much is your monthly allowance * W3 Crosstabulation

Count

		Willingness					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
How much is your monthly allowance	Below 1,000	6	40	90	69	14	219
	1,000-1,999	0	1	3	3	2	9
	2,000 and above	0	1	1	0	0	2
Total		6	42	94	72	16	230

Contact Persons

Dr. Gluma Saban
019 816 8060 & 082 677 632
gluma@sarawak.uitm.edu.my

Mr. Zamry Bunyau Anak Sadi
014 885 4063
zamrybunyau@gmail.com

Faculty of Business Management
University Technology of Mara
Campus Samarahan,
Jalan Meranek,
94300 Kota Samarahan.