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GREEN PRODUCTS PURCHASE INTENTION: A STUDY OF SIBU SARAWAK

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ABSTRACT

Of late, members of the public have become very concerned with both environmental issues and the role of the individual and their mindset towards keeping a healthy environment. The reason for this is because it has been identified that some of the main causes of environmental deterioration is due to the current rapid growth in technology and consumers' consumption. The objective of this research is to identify the significant driver of green products purchase intention among residents of Sibu. Using the Theory of Reasoned Action as the underpinning basis, the study utilized a survey approach, with self-administered questionnaires. A total of 384 usable questionnaires were used for the purpose of analysis. The purposive sampling technique was used to distribute adapted questionnaires amongst the designated sample size. The results revealed that attitudes towards green purchase, health consciousness, attitudes towards the environment, and social influence led to consumers' green products purchase intention.

Keywords: Attitudes Towards Environment; Attitudes Towards Green Product; Green Product; Health Conscious; Purchase Intention; Social Influence.

INTRODUCTION

Nowadays, many customers are concerned that environment and safety has reached at its extreme (Fraj-Andres, Martinez-Salinas, & Matute-Vallejo, 2009; Muhammad Rizwan, Muhammad Hassan, Rizwan Qaiser Danish, & Amina Riaz Ali, 2017). These environmental conscious customers are more aware and willing to transform their behaviours towards becoming more friendly with environment (Muhammad Rizwan et al., 2017) and showing positive attitude towards the environment comparing the less environment (Laskova, 2007). Similarly, Bang, Hadjimarcou, and Traichal (2000) designated that green customers are always more willing to pay more for renewable energy products (Yahya, Hashim, Ramly, & Siti Aishah Mohamad, 2012).

The Malaysian government has recently been involved in many green projects, such as intensive green program, green technology development, promoting green business, encouraging green consumerism, and others (Lizawati Aman, Amran Harun, & Zuhal Hussein, 2012). In order to be a green country, the Malaysian government has to recoup and improve on the existing environment rating. They have also shown serious commitment towards environmental conservation, preservation and also protection (Rahman, 2018). The Ministry of Energy, Green Technology and Water (KeTHA) was formed in 2009 to promote and encourage public utilization of green technology and the consumption of eco-friendly products (Kassaye, 2001). Millions of dollars have been saved from environmentally sustainable and responsible efforts such as packaging reduction, recycling, as well as fuel

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consumption trucks (Jamaliah Mohd Yusof, Gurmit Kaur Bariam Singh, & Rashidah Abdul Razak, 2013).

In Malaysia, the awareness of healthy environment, green concept and the emerging of organic foods are at the infant stage (Chiew, Khalid Ismail, & Nawawi Ishak, 2014). Besides, the understanding of consumer behaviour towards green products is still new and the study of attitude and behaviour towards green product is lacking (Lizawati Aman et al., 2012). Moreover, there has been little research carried out to examine green products purchase intention (Tanner & Kast, 2003; Lee, 2008). Further, green marketing in Malaysia is not successful because of the absence of the information on green purchase intention and behaviour among citizens (Chen & Chai, 2010). Acknowledging this limitation, this paper thus aimed to investigate the relationship between attitudes towards green products, attitude towards environment, social influence, and health consciousness and the influence they have on green products purchase intention in the context of Sarawak.

LITERATURE REVIEW

Green Product and Green Purchase Intention

Green products are defined as products that do not threaten the environment, deplore natural sources, and can be recycled or preserved (Muhammad Rizwan et al., 2017; Shamdasani, Ong, & Richmond, 1993). It also been described as products that benefit the environment and are free from chemical elements (Durif & Julien, 2009). In short, green products are those products that are environmentally superior and have low environmental impacts and can be recycled, reused, and reduced (3R).

Purchase intention can be defined as a favourable intention or cognitive behavior by consumers to purchase products (Sam & Tahir, 2010; Kwek, Lau, & Tan, 2010). Whitlark, Geurts, and Swenson (1993) also described purchase intention as when individuals, having evaluated a product or service, follow with actual purchase behaviour (Lin, Tzeng, Chin, & Chang, 2010). Green purchase intention is acknowledged as a determination to act in a certain way (Ramayah, Lee, & Mohamad, 2010) which is buying eco-friendly products (Lasuin & Ng, 2014). According to Han, Hsu, and Lee (2009), green purchase intention is defined as customer's likelihood to enjoy the green products (green hotel), create positive word-of-mouth, and their willingness to pay extra (Lizawati Aman et al., 2012). A cross-cultural research study by Chan and Lau (2002) discovered the influence of green purchasing intention on green purchasing behavior in the case of China and America. When an individual customer has strong intention towards a particular green product, they are more likely to transcend this intention to performance, which ends up in the actual purchase. This in return may affect customer decisions when buying green products. Therefore, for the purpose of this study, green purchase intention is referred to customer willingness to purchase green products.

Attitudes towards Green products

An individual person who forms an intention to participate in certain behaviour, and such intentions remain a behavioural tendency until the appropriate time and opportunity. In the context of green purchase, an individual consumer who supports environmental free and acceptable by green customers (Cheah & Phau, 2006; Ng, 2009). Based on TRA, the

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customer's positive attitude towards green products will be able to drive the customer's intention to purchase.

Consumer's attitude and assessment will construct consumer purchase intention and it has become the critical factor to determine the pattern of consumer behaviour (Fishbein, 1975). Recently, consumers around the world have become more environmentally conscious and this has led to a new green evolution, and action is now being taken to prevent further damage to the environment. It is critically important to know the concept of green consumers' purchasing behaviour and trends to ease the process of predicting why customers purchase green products.

Attitudes towards the Environment

Attitudes towards environmental issues are embedded in self-concept and the extent to which individuals consider themselves to be an integral part of the natural environment (Schultz, 2000). Milfont (2007) defined environmental attitude as the "psychological tendency that measures an individual's perceptions based on the macro- and/or micro environment (Tan, 2011). Nik Abdul Rashid (2009) defined environmental attitude as "a learned predisposition to respond in a consistently favourable manner with respect to the environment" (Ooi, Kwek, & Tan, 2012). Ajzen (1991) defined attitude as the ideals and bad evaluations of people's specific behaviours and because attitudes affect intentions, therefore, the more desirable the attitude is, the greater the will and intention to carry out a particular behaviour (Tarkiainen, 2009). A positive attitude towards the environment will encourage consumers to be "green-savvy", due to the fact that the green consumers treat green purchase as important responsibility towards the community (Syaidatina Akila Mohamad Azizan & Norazah Mohd Suki, 2013).

Consumer's self-participation in protecting the environment prevents them from participating in environmental activities (Wiener, 1990). Many people may have high ecological concerns, but they believe that protecting the environment is the primary responsibility of the government. According to Tanner (2003), consumers' positive attitudes towards environmental protection has effectively promoted the purchase of green food. If consumers are positive about environmental protection, and if they translate this attitude into actual purchases of environmentally friendly products, environmental degradation may be reduced. Therefore, environmental attitude and environmental concern are interchangeable (Dunlap & Jones, 2002).

Social influence

Social influence is ranked as the major determinant of customer green products purchase intention (Lee, 2008). It is in human nature that an individual's behaviour might change after listening to others (Ghouri & Haq, 2018). Social influence, generally, is defined as an individual's action that may or may not be performed from the referent perspective (Kalafatis, Pollard, East, & Tsogas, 1999). Wahid, Rahbar, and Tan (2012) itemised that "social influence is a proxy of subjective norms" (Lasuin & Ng, 2014). It is also referred to as the changes of an individual's thinking, feelings, and attitudes. which may influence the decision making of others (Rashotte, 2007 as cited in Ling, 2003). This is because an individual customer will be perceived as an expert in the belief (Ling, 2013). In literature, Joshi and Rahman (2015) implicated that social influence is interlinked with green purchase behaviour.

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For the purpose of the study, social influence is about the change of individual attitudes and behaviour via the influence of reference group.

Health Conscious

Health awareness is a description of life quality which involves public behaviour and consumer behaviour, and is closely related to health motivation (Kraft, 1993). As stated, health awareness assesses the willingness of consumers to take healthy actions (Becker, 1977). Health-conscious consumers are more likely to participate in healthy behaviours as well as have higher self-awareness towards health (Newsom, 2005), and are more concerned about health-related issues (Fagerli & Wandel, 2000). They also care about the desired state of well-being and maintain healthy lifestyles (Newsom, McFarland, Kaplan, Huguet, & Zani, 2005).

Health consciousness has been found to be useful in anticipating attitudes, intentions and purchases of green products, as organic product buyers realize that food intake affects their health; they appreciate healthy and natural foods, and are willing to change food to improve their health (Schifferstein, 2000). If an individual is willing to take healthy actions, it means that they are showing a positive attitude towards green products (Magnusson, 2003). An increasing demand for organic produce is related to consumer's perceived consequences of a human's environmentally friendly behaviour (Beharrel, 1991). Many consumers have a sense that organically grown food is safer, offer greater health benefits compared to traditional alternatives, and have a positive attitude toward organic products (Beharrel, 1991).

Underline Theory

The Theory of Reasoned Action (TRA) was developed in 1967 and further reaffirmed in 1970. It is a popular theory used to discuss the attitude-behaviour relationship. TRA was derived from the social psychology background and focuses on individual behaviours that lead to behavioural intentions (Roca, García, & De La Vega, 2009). Behaviour intention is defined as an evaluation of intention to perform a behaviour (Suh & Han, 2003). TRA defines behavioural intention as a person's attitude towards behaviour and subjective norms intended to form an individual's behaviour (Masrom, 2007). Individuals who have environmentally responsible behaviours are conscious and sensitive to the environment (Shamdasani et al., 1993). In other words, these green consumers have positive attitudes towards the environment. If an individual's behavioural intentions are favourable, his or her relationship with actual behaviour is strengthened (Choi, Kim, & Kim, 2000).

Similarly, Ajzen (1980) explained that TRA is used to assume a person's intentions with a function of certain beliefs whereby these beliefs can eventually influence a person's attitude towards the behaviour. In this study, intention is used to capture the motivational factors that influence an individual's green purchase behaviour (Ramayah et al., 2010). Generally, TRA analyzes the degree of influence that consumer beliefs and attitudes have towards behavior. Specifically, an individual's attitude towards performing a certain behaviour is related to his or her beliefs on the certain outcomes that will be produced after performing the behaviour. According to Kotchen and Reiling (2000), attitudes are important to drive behaviour intention which explains variations in the behaviours of individuals (Dagher, Itani, & Kassar, 2015). This has made TRA a reliable theory to explain green purchase behavioural intention.

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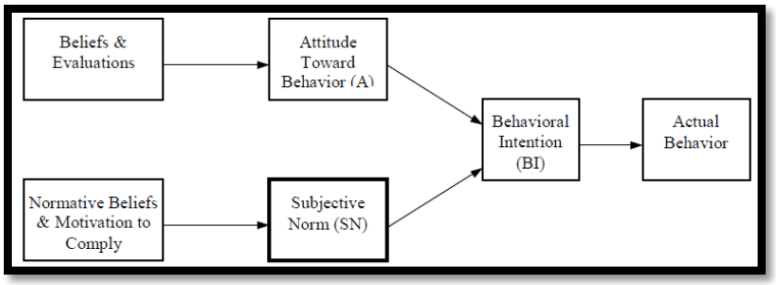
Attitude towards behavior is referred to as behavior performance, and it has either positive or negative perceptions. In this study, an individual's attitude towards a website is predicted by the degree of beliefs (Ajzen & Fishbein, 1980). Hence, a consumer's exhibited attitude and normative belief influences their behavioral intention. The process flow of TRA can be seen in Figure 1.

Figure 1: Theory of Reasoned Action



Source: Ajzen (1980)

Hypotheses Developments

Attitudes towards Green Products

As reviewed in social psychology, attitudes are vital elements to determine behavioral intent (Kotchen & Reiling, 2000). Attitude contributes to a sense of belief which is important in decision-making (Nam, Dong, & Lee, 2017) such as purchasing eco-friendly apparel (Zheng & Chi, 2015). Poor attitudes from consumers have failed to determine green purchase behavioral intention (Peattie, 2001). The study of Johe and Bhullar (2016) observed that consumers' attitude indirectly mediated the relationship between organic identity and purchase intention (Nam et al., 2017). Moreover, Irland (1993) summarized that consumers' purchase intention relies on their environmental attitudes (Maichum, Parichatnon, & Peng, 2016). To conclude, attitude has a clear role in making decisions towards a particular action. Based on the above discussion, the researcher has proposed the following propositions:

H1: Attitudes towards green product is positively related to green purchase intention.

Attitude towards the Environment

Attitude itself has been found as a significant predictor to green purchase intention (Follow & Jobber, 2000; Kim & Choi, 2005; Lee, 2008; Lee, Kim, Kim, & Choi, 2014; Sinnappan & Rahman, 2011; Wahid, Rahbar, & Shyan, 2011). According to Kilbourne and Pickett (2008), both environmental concern and self-image influence customers' green purchase intention (Ghouri & Haq, 2018). In fact, environmental concerns motivate customers to learn about the outcomes of environmental purchases (Newton, Tsarenko, Ferraro, & Sands, 2015). Consumers will start buying environmentally friendly products if they believe that the consequences of their consumption will have a significant impact on the environment (Follows, 2000). The study of Squires, Juric, and Cornwell (2001) shows that consumers who have a positive attitude towards the environment are more likely to buy organic products. From the existing study results, the researcher has concluded that attitude towards the

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environment positively impacts green purchase intention, and formulated the hypotheses as follows:

H2: Attitude towards the environment is positively related to green purchase intention.

Health Conscious

Health is a stronger predictor of attitudes toward green products and willingness to purchase compared to environmental motivation (Magnusson, 2003). Concerns about one's health and the environment are the two most common motivations for buying green products (Wandel, 1997). This is supported by the study of Salleh, Ali, Harun, Jalil, and Shaharudin (2010). They found that perceived value and health consciousness are the most vital predictors of green purchase intention among Malaysian consumers. Similarly, Azizan and Suki (2014) also found that health consciousness led to intention to choose green product. This is because these green consumers believe that the green products add value towards a healthy lifestyle and also to the environment. The study by Hutchins's (1997) found that approximately 93 percent of their studied samples indicated that they purchased organic products for health reasons and/or because they are more nutritious for children. Therefore, the research has made the following hypotheses:

H3: Health consciousness is positively related to green products purchase intention.

Social Influence

As noted in the literature, social influence has a high impact on consumer choice behaviour (Khan & Mohsin, 2017). It has been found to have a strong link with environmentally friendly behaviours and motivate people to buy green products (Josephine Pickett-Baker, 2008; Nguyen, Lobo, & Greenland, 2017). The empirical study of Nabsiah (2011) indicated that social impact was found to be the highest predictor of green purchasing behaviour of green volunteers in Penang. Similarly, the study of Ooi et al. (2012) revealed that social influence plays an imperative role towards green product purchase decision (Lasuin & Ng, 2014). Biswa and Roy (2015) also found that a strong social recognition from social groups contributes to consumption behaviour for green products. Unfortunately, the empirical study of Nigbur, Lyons, and Uzzell (2010) observed that social referents did not contribute to the intention to buy green products. Therefore, the following hypotheses is prepared for social influence:

H4: Social influence is positively related to green products purchase intention.

METHODOLOGY

The quantitative method was employed to examine the relationships between variables. The data was analysed using SPSS statistical software and SmartPLS (M3). The sample size of this study was 384 respondents, which fulfilled Roscoe's rule of thumb (1975), whereby the sample number ranging between 30 to 500 is sufficient as cited in Sekaran and Bougie (2013). The population of this research included those who purchase green products. Purposive sampling method was used to select respondents aged over 17 years old. This group of respondents have a minimum high school education level. According to Chan (2001), the green concept is very difficult to be understood by adolescents due to the complexity of thought (Maichum et al., 2016). Self-administered survey was used to obtain the primary data.

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The questionnaire distribution and collection process was carried out over a period of one month. The questionnaires were filled by the targeted respondents who had experience in buying green products. The questionnaire was written in English because these studied respondents were expected to be proficient in English. The questions were designed and presented into two parts. Part A described the predictors that affected green products purchase intention. All these predictor items were adapted from previous literature. Part B was made up of questions on the respondents' demographics. A five-point scale was used as the response format with assigned values ranging from "strongly disagree" to "strongly agree".

FINDINGS

Profile of Respondents

The researcher utilized descriptive statistics to obtain the general information of the respondents. A total of 384 respondents completed a self-administered questionnaire. Out of 384 respondents, males recorded 194 (50.5 %) and females stood at 190 (49.5%). Academically, the highest percentage were others (n= 152, 39.5%), followed by undergraduate holder (n=127, 33.1%), and Diploma holder (n=77, 20.1%). The lowest percentage was postgraduate holder (n=28, 7.3%). As for the respondents age, the majority were between 18 to 25 years old (n=134, 34.9%), 26.3 percent (n=101) of respondents were between 26 to 30 years old and 17.2 percent (n=66) of respondents were between 31 to 35 years old. The sample also consisted of 44 respondents (11.5%) from the 36-40 years old group and 24 respondents (6.3%) in the age group ranging from 41-45 years old. The last two age groups were 51 years old and above (n=8, 2.1%) and 46 to 50 years old (n=7, 1.8%). As for ethnic compositions, Chinese was the largest group of respondents in this study, represented by 242 samples (63.0%), Malays was 24.2 percent (n=93) followed by 11.5 percent of others (n=44). They comprised of Iban, Melanau, and Dayak. Next, the majority of respondents recorded a monthly income of below RM1000, while 27.3 percent (n=105) were within the range of RM2001 to RM3000, followed by 23.7 percent (n=91) who earned RM1001 to RM2000. In terms of employment, 29.7 percent respondents were categorized as students (n=114) and they were predominantly made up of university or college students. The second largest group was administrative, which recorded 57 respondents (14.8%) followed by 49 self-employed (12.8%).

Assessment of Measurement Model

To test the measurement model, convergent validity and discriminant validity have been tested. Convergent validity was obtained by Composite Reliability (CR) and Average Variance Extracted (AVE). CR is used to measure the degree to which items are free from random error and can provide consistent results. The value of composite reliability can vary between 0 and 1, with a value cut off point of 0.70 as recommended by Hair, Ringle, and Sarstedt (2013). AVE consists of the variance of its indicators captured by the construct relative to the overall amount of variance, including the amount of variance attributable to measurement error. An AVE value needs to be at least 0.5 in order to indicate sufficient convergent validity. However, when the square root of AVE exceeds the correlation, there is discriminant validity.

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As presented in Table 2, it is indicated that all CR fulfilled the recommended value (0.7) and Cronbach's alpha values exceeded the ideal value (0.7) as recommended by (Ramayah, Cheah, Chuah, Ting, & Memon 2018). The results listed in Table 2 showed that the AVE of each model construct exceeded the acceptable level of 0.50 and the item loadings range for each construct was 0.787 to 0.928, which exceeded the acceptable value of 0.50 as suggested by Hair et al. (2013). In conclusion, the model construction of this study achieves good convergent validity (Bagozzi & Yi, 1988) with the indication that all indicators have a higher load on the hypothesis factor (see Table 1). To establish discriminant validity, the square root of the AVE for a given construct is compared with the correlations between that construct and all other constructs (Voorhees, Brady, Calantone, & Ramirez 2016) (see Table 2). To summarize, the model constructs of the study achieved good convergent validity (Bagozzi & Yi, 1988), with the evidence of indicators load much more higher on the hypothesized factors than other factors (own loading is higher than the cross loadings (Chin, 2010).

As shown in Table 1, the cross-loading for all the items measured were loaded highly on its own construct rather than any other constructs. It can be inferred that the model's construct was good and sufficient. Table 3 highlighted the results of the measurement model, that all the proposed constructs of this research study are valid measures based on the parameter estimates and the statistical significance (Chow & Chan, 2008). Furthermore, we also tested the discrimant validity using HTMT Ratio. There are two criteria of HTMT ratio to follow which are that the HTMT value should not be greater than HTMT0.85 value of 0.85 (Kline, 2011) or HTMT0.90 value of 0.90 (Gold, Malhotra, & Segars, 2001). As presented in Table 5, all the values passed the HTMT criterion that discriminant validity has been established. This means that the measurment model was completely satisfactory with evident results of reliability, convergent validity, and discriminant validity. Additionally, the co-efficient of determination (R^2) was 0.868 for green products purchase intention, which explained 86.8 percent of the constuct.

Table 1: Loading and Cross Loading

	Attitudes towards Green Purchases	**Attitudes towards the Environment**	**Health Consciousness**	**Intention to purchase Green Product**	**Social Influence**
ATGP1	**0.920**	0.779	0.548	0.797	0.763
ATGP2	**0.921**	0.811	0.600	0.811	0.773
ATGP3	**0.864**	0.736	0.567	0.749	0.750
ATTE1	0.755	**0.842**	0.577	0.766	0.739
ATTE2	0.741	**0.872**	0.534	0.758	0.712
ATTE3	0.766	**0.876**	0.515	0.761	0.706
ATTE4	0.687	**0.831**	0.539	0.740	0.742
ATTE5	0.759	**0.868**	0.516	0.772	0.698
ATTE6	0.711	**0.849**	0.551	0.766	0.745
HC1	0.552	0.543	**0.828**	0.570	0.586
HC2	0.439	0.418	**0.787**	0.444	0.469
HC3	0.461	0.453	**0.797**	0.500	0.454
HC4	0.452	0.455	**0.787**	0.486	0.483
HC5	0.615	0.625	**0.832**	0.635	0.651
PI1	0.789	0.810	0.616	**0.909**	0.817

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PI2	0.797	0.832	0.603	**0.911**	0.797
PI3	0.812	0.794	0.601	**0.928**	0.827
PI4	0.778	0.800	0.594	**0.896**	0.790
SI1	0.741	0.745	0.585	0.756	**0.871**
SI2	0.656	0.673	0.576	0.705	**0.856**
SI3	0.671	0.641	0.554	0.704	**0.851**
SI4	0.740	0.752	0.596	0.783	**0.872**
SI5	0.782	0.799	0.591	0.838	**0.881**
SI6	0.792	0.770	0.564	0.815	**0.877**

Note: Bold values are loadings for items that are above the recommended value 0.5.

Table 2: Summary results of the Measurement Model

	Measurement Items	**Cronbach's Alpha**	**Factor Loading**	**Composite Reliability (CR)**	**Average Variance Extracted (AVE)**
Attitudes towards Green Purchases	ATGP1	0.885	0.920	0.929	0.814
	ATGP2		0.921		
	ATGP3		0.864		
Attitudes towards the Environment	ATTE1	0.927	0.842	0.943	0.734
	ATTE2		0.872		
	ATTE3		0.876		
	ATTE4		0.831		
	ATTE5		0.868		
	ATTE6		0.849		
Health Consciousness	HC1	0.866	0.828	0.903	0.650
	HC2		0.787		
	HC3		0.797		
	HC4		0.787		
	HC5		0.832		
Intention to purchase Green Product	PI1	0.932	0.909	0.951	0.830
	PI2		0.911		
	PI3		0.928		
	PI4		0.896		
Social Influence	SI1	0.935	0.871	0.948	0.753
	SI2		0.856		
	SI3		0.851		
	SI4		0.872		
	SI5		0.881		
	SI6		0.877		

Notes **: [a] Composite Reliability (CR) = (square of the summation of the factor loadings) / {(square of the summation of the factor loadings) + (square of the summation of the error variances)}**

[b] Average Variance Extracted (AVE) = (summation of the square of the factor loadings)/ {(summation of the square of the factor loadings) + (summation of the error variance)}

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Table 3: Summary Results of the Model Constructs

	Measurement Items	Factor Loading	Composite Reliability (CR)
Attitudes towards Green Purchases	ATGP1	0.920	86.729
	ATGP2	0.921	92.687
	ATGP3	0.864	48.138
Attitudes towards the Environment	ATTE1	0.842	36.274
	ATTE2	0.872	53.375
	ATTE3	0.876	46.347
	ATTE4	0.831	25.441
	ATTE5	0.868	51.977
	ATTE6	0.849	33.721
Health Consciousness	HC1	0.828	41.146
	HC2	0.787	34.080
	HC3	0.797	31.736
	HC4	0.787	27.920
	HC5	0.832	46.733
Intention to purchase Green Product	PI1	0.909	64.583
	PI2	0.911	73.594
	PI3	0.928	95.484
	PI4	0.896	51.725
Social Influence	SI1	0.871	51.448
	SI2	0.856	36.945
	SI3	0.851	51.468
	SI4	0.872	56.199
	SI5	0.881	56.609
	SI6	0.877	62.589

Note: Diagonals represent the square root of the average variance extracted while the other entries represent correlations.

Table 4: Fornell-Larcker Criterion for Discriminant Validity of Constructs

	Attitudes towards Green Purchases	Attitudes towards the Environment	Health Consciousness	Intention to purchase Green Product	Social Influence
Attitudes towards Green Purchases	**0.902**				
Attitudes towards the Environment	0.860	**0.857**			
Health Consciousness	0.634	0.629	**0.806**		
Intention to purchase Green Product	0.871	0.888	0.663	**0.911**	
Social Influence	0.845	0.845	0.666	0.887	**0.868**

Note: Diagonals represent the square root of the average variance extracted while the other entries represent the correlations

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Table 5: Discriminant Validity (HTMT ratio)

	Attitudes towards Green Purchases	Attitudes towards the Environment	Health Consciousness	Intention to purchase Green Product	Social Influence
Attitudes towards Green Purchases					
Attitudes towards the Environment	0.849				
Health Consciousness	0.713	0.690			
Intention to purchase Green Product	0.759	0.856	0.727		
Social Influence	0.799	0.904	0.728	0.746	

Assessment of Structural Model

Figure 2 and Table 6 displayed the summary of results of hypotheses in this research study. To test path analysis and the hypotheses, the researcher used the bootstrapping technique to determine the significant t-statistic. Bootstrapping is a statistical re-sampling method (Kline, 2005; Manly, 2001) that determines confidence intervals (Henseler, Ringle, & Sinkovics, 2009). The researcher used the bootstrapping approach with 500 samples, with 0 cases per sample to test the path coefficient (β) and proposed hypotheses. The findings showed that the attitudes towards green purchases was positively related to Intention to purchase Green Product (β = 0.233, t-value = 4.910); thus supporting H1. The results also gave a standardized Beta, 0.354 from attitudes towards the environment to intention to purchase green product with t-value = 6.248, standardized Beta, 0.058 from health consciousness to intention to purchase green product with t-value = 1.982 and standardized Beta, 0.353 from social influence to intention to purchase green product with t-value = 5.392. Thus, the findings implied that H1, H2, H3, and H4 were supported. The VIF values were in the range of 1.870 to 4.785 which is less than 10. Therefore, it is confirmed that no multicollinearity exists among the constructs (Bock, Zmud, Kim, & Lee, 2005). As recommended by Chin (1998), if a cross-validated redundancy reaches Q2 > 0 or the cut-off value of Q2 > 0.5, it implies that the model of study has predictive relevance, whereas, if Q2 < 0, then it means that there is a lack of predictive relevance (Barroso, Carrión, & Roldán, 2010).

The researcher now to accessed Q^2, based on the blindfolding method is PLS statistical analysis. Q^2 is a measure of how well-observed values are reconstructed by the model and its parameter estimates (Chin, 2010). For this research study, intention to choose green products are predicted by health consciousness, social influence, attitude towards the environment, and attitudes towards green products. This study obtained a highly predictive model. After calculating the Q^2, the researcher tested the overall fit of the path model by PLS path analysis modeling. GoF is a global fit measure defined as the geometric mean of average R square (Tenenhaus, Vinzi, Chatelin, & Lauro, 2005). The recommended value of *GoF small* = 0.1, *GoF medium* = 0.25, and *GoF large* = 0.36 (Akter, D'Ambra, & Ray, 2011). In this study, GoF value is 0.79 (R^2= 0.868 AVE = 0.830) for intention to purchase Green Product which exceeded the cut-off value, 0.36. Therefore, this confirms that the proposed PLS model in this study was sufficient.

$$GoF = \sqrt{\overline{AVE} \; x \; \overline{R^2}}$$

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Figure 2: Research Model with PLS Coefficient

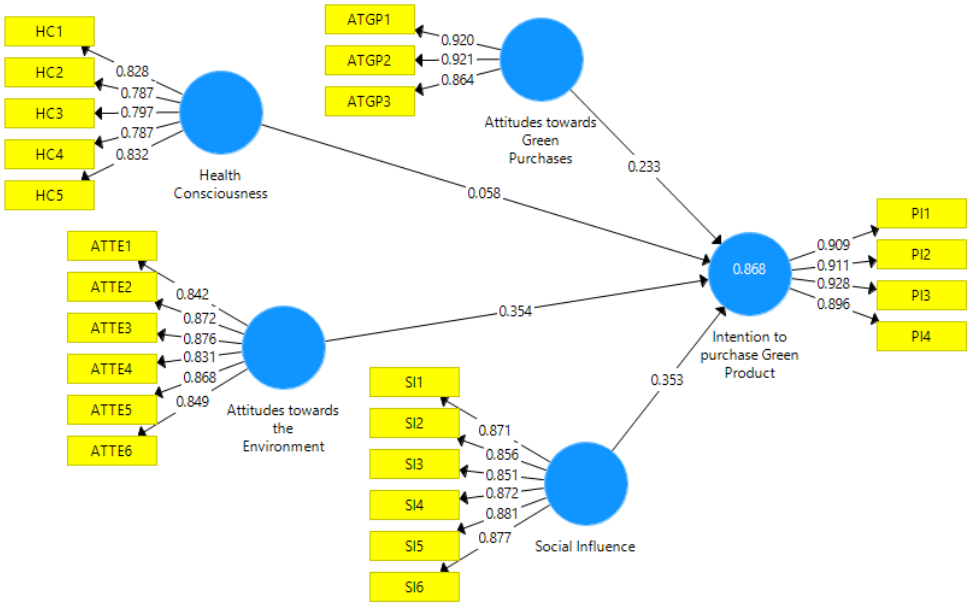

Table 6: Path coefficients and hypotheses testing between independent variables and intention to purchase green products

Hypothesis	Relationship	Coefficient	t-value	Decision
H1	Attitudes towards Green Purchases -> Intention to purchase Green Product	0.233	4.910	Supported
H2	Attitudes towards the Environment -> Intention to purchase Green Product	0.354	6.248	Supported
H3	Health Consciousness -> Intention to purchase Green Product	0.058	1.982	Supported
H4	Social Influence -> Intention to purchase Green Product	0.353	5.392	Supported

Note: t-value >2.58 (P<0.01), t-value >1.96 (p<0.05*)**

DISCUSSION

Through an extensive literature review, numerous factors affecting consumer green purchase behaviour were identified. This study investigated the factors that drive an individual's green product purchase intention. The findings discovered that attitude towards environment, attitude towards green products, health consciousness, and social influences were found to have positive impact on green product purchase intention. As stated, the element of attitude was a very important driver for customers to make their green purchasing decisions (Hartmann, 2006; Schlegelmilch, 1996). In fact, environmental attitude is a rational judgement driver towards environmental protection (Lee, 2009). This is perhaps because consumers' green buying intentions are associated with emotional interests, such as people may feel good and more comfortable when buying more green products. This attitude may derive from the macro environment factors, cultural, political, and ethnical factors (Leonidou, 2010). Besides, the findings of this study were in line with the study of Nor (2016). She found that health-conscious consumers are more likely to buy green products because it not

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only affects their health, but also the environment. In fact, several studies indicated that health awareness is a powerful driver of green products (Chen, 2010; Kim & Chung, 2011; Phau, 2007). Furthermore, social influence is a good determinant to explain the customers' intention to buy green products (Khan, 2012). In line with this, the study of Lee (2009) found that social influence was the most important predictor of purchasing behaviour among young consumers in Hong Kong. In fact, consumers will act and think the same as their reference group, regardless of whether the thoughts are positive or negative. It was found that consumers' true moral obligations or personal norms related to environmental welfare might enhance the attitude-behaviour relationship.

CONCLUSION

Malaysia is currently concentrating on environmental sustainability. Thus, it is important for the government to create customer awareness so that the citizens are aware of their responsibility. One initiative that the government can take is to perhaps organise activities such as a green buying advertising campaign. Besides, the findings of the study can help policy makers and marketing managers in formulating and implementing strategies to encourage customers' green purchasing habits. For marketers, they should participate more in corporate social responsibilities to promote green buying. Moreover, it is crucial for local authorities and local ministers to enrich an individual's knowledge of green purchasing intention. Additionally, the findings may contribute to the body of knowledge in the green product purchase intention in the context of Sarawak. It also provides a comprehensive view of existing literature as it is based on the outcomes of various studies which were previously undertaken. It is therefore concluded that green purchase behaviour creates a better environment for the people.

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