

The Influence of Environmental Concern, Environmental Attitude and Environmental Social Responsibility on Green Buying Behaviour: Milk Tea

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Abstract

Milk Tea industry show displayed a trend of rapid development in Malaysia start by 2005. The purpose of this research project is to examine the relationship between environmental concern, environmental attitude, environmental social responsibility and customers' green buying behaviour on Milk Tea. A total of 131 respondents were collected through a self-administered questionnaire and distributed through a convenient sampling method. Results of this study showed that environmental concern ($r=0.700$, $p \leq 0.01$.), environmental attitude ($r=0.458$, $P \leq 0.01$) and environmental social responsibility ($r=0.509$, $P \leq 0.01$) were positively correlated with behavioural intention among respondents. The findings assist marketers in enhancing the perceived value of the customer.

Keywords: *Buying behaviour, Milk Tea, Environmental concern, Environmental attitude, Environmental social responsibility*

Introduction

In 1985, scientist through a combination of ground-based and satellite measurements to find the cause of the global warming that also is the first time for the human found the ozone layer over Antarctica came to be known as the ozone hole (Earthobservatory.nasa.gov, 2018). The ozone hole increases warming throughout the global hemisphere. The ultraviolet ray could easily penetrate the surface of the earth because the ozone hole that causes a lot of animals are losing their sight due to excessive exposure to ultraviolet radiation over a long period (Earthobservatory.nasa.gov, 2001). Earth's human begins to realize the problem of global warming after found the ozone layer.

In Global Climate Report 2019, showed the average of global warming from 0.48°C in 1981, increasing to 0.95°C in 2019 (Ncdc.noaa.gov, 2020). But, activities for human were estimated to have caused nearly by 1.0°C of global warming above pre-industrial levels, with a likely range of 0.8°C to 1.2°C global warming is expected to reach 1.5°C in the next two or three century if it continues to increase at the current rate (Anna & Pidcock, 2018). The cause of global warming is human and business activities that include humans and factory to use of fossil fuels and oils, gas to satisfy the massive demand for society. The fossil fuel is heating that will lead to the release of large

amounts of carbon dioxide, which warms the world up further, and the frozen earth begins to melt because of global warming.

Some of the countries were formulated and implemented a severe activity to improve the green awareness of protecting our environment. Therefore, the United Nations specially designed the "United Nations Framework Convention on Climate Change (UNFCCC)," which is an international convention for each country to prevent global warming (Greene, 2000). UNFCCC is cooperated with 197 countries to develop and research the information and technology to respond to the problems and challenges of climate change. Therefore, each state was host green faith events in their own country to arouse the people's awareness of environmental protection. Malaysian non-government environmental organization cooperates with the Malaysia Government through environmental activities to remind people to actively respond to the environmental protection that increases people's environmental awareness. In the 20th century, some enterprises were started to develop and manufacture the green product to establish the corporate image because the attitude of green consumption has gradually penetrated the hearts of the consumer that further push ahead of the Green buying.

Malaysia's legislators and society are increasing emphasis on the importance of environmental issues. Ahmad and Judhi (2008) acknowledged the government's vigorous efforts and strategies in creating an environment for sustainable consumption and development. The government also have organized several activities and environmental campaigns in schools and communities that can improve environmental awareness on ecological issues (Mat et al., 2003). However, the Malaysian government needs to be more aggressive in promoting the public on environmental issues so that Malaysians become sustainable consumption users.

Literature Review

Green-Buying Behaviour

The green buying behaviour for the customer was still low due to the small number of environmentally friendly product acceptance, compared with the non-green counterparts' product. The Eco-awareness of Malaysians has a considerable margin of improvement that also is barriers of more ecologically oriented consumption and green buying behaviour (Nizam et al., 2011). Green buying behaviour refers to customer purchase of an environmentally friendly product that can be "recyclable" and "beneficial" to the environment that can be avoiding the product harm the environment and society (Akenji, 2014). Green Buying for customers have generally evaluated the customer's willingness or intention to purchase the green product that to benign for environmental sustainability. The conscious behaviour or sense for Green buying that will be impacted for the customer and their purchase decision for each product. Green Buying is a complex form of ethical decision-making that relates to the considered of socially responsible behaviour. The intention and socially responsible behaviour of the customer can be a motivating factor to choose green products that, to the minimum, the environmental pollution and public nuisances of the environments (Remayah et al., 2010). Green products use material safer to the environment, are recyclable and require less packaging that includes paper sucker, Stainless steel suction pipe, glass pipette, and reusable coffee cup (Chen & Chai, 2010).

Environmental Concern

The environmental concern is related to the effective evaluation and acknowledges customers when facing the environmental problem that direct or indirect the purchasing for the customer (Koenig-Lewis et al., 2014). Environmental concern is an essential key cognitive to predict customer's ecological friendly behaviour. Environmental concern also representative the individuals' consciousness for customers towards the environmental issue and the solution for the problem (Pathak & Prakash, 2017). The environmental concern will impact the attitude, intention, and purchasing behaviour for the customer based on the customer's value orientation of the environmental concern level that can be a more severe or lower concern. The people who have the higher value orientation of the environmental concern level means people have cared for environmental quality because the unhealthy environment poses a threat to people's health (Jaiswal & Kant, 2018). Therefore, people believe an unhealthy environment will be impact lives and health for the people. The environmental concern for the customer directly associates with positive or negative toward the green product.

Environmental Attitude

Environmental attitude is one of the social phenomena that has always been emphasized as one of the impacts of behavioural intention and actual behaviour in Green buying. Environmental attitude also called by "a learned predisposition to respond in a consistently favourable or unfavourable manner concerning a given object" (Stuart & Wesley, 2014). Moreover, the environmental attitude represents the feeling for the customer that can embrace the product joyfully or dislike and reject the product. The environmental attitude based on the general and specific terms concerning purchasing the decision for the product. The general attitude entails the general predisposition to engage in appropriate behaviour of a category of an attitude object. In contrast, a specific attitude is a strong predictor of a single behaviour on an attitude object (Booi-Chen Tan, 2011). The beliefs and feeling of the customer towards most like purchasing the green product and friendly product that can be one of the specific attitudes. Therefore, the customer has a more favourable attitude which will contribute most towards to purchase the green product when customer expected to a high degree of their involvement in the purchase decision (Yatish & Zillur, 2015).

Environmental Social Responsibility

The public plays essential roles in the environmental responsibility that address environmental problem and issue. These individuals hold the view that everyone in society has a moral responsibility to adopt environmentally responsible behaviours. An individual who is without the moral responsibility that has a direct impact on the own situation even turns into a global environment. The Environmental social responsibility for the human to determine the environmental problem and challenges based on the action and solution for the human (Zuraidah et al., 2012). For example, Malaysia, Singapore, and Brunei will be influenced by the haze problem year over year that relates the responsibility for Indonesia's people and government (Torgler et al., 2008). The air quality already achieves "unhealthy" that the number of patients and schools forced to cancel classes is increasing in Malaysia because Indonesia uses the jungle fires are often deliberately set to clear land for farming. The action and solution of Indonesia for clear land that relates Environmental social responsibility and global environmental issues. Therefore, Environmental social responsibility of the public is essential for the protection of the environment. The people who have a higher responsibility than most trend green buying to take the person's social responsibility for the environment.

Methodology

Sample

The research will be using quantitative research methods that include the surveys and questionnaires for collecting quantitative data. This research focuses more on surveys that are complete statistical analysis to display the result for the respondent. When looking into the sampling methodology, there are two criteria to determine as a qualified respondent. Firstly, a qualified respondent must be Malaysian. Secondly, the respondent must be Malaysians who currently aged above 18 years old. In terms of the sampling methodology, this study had used a convenience sampling methodology. The total number of respondents were calculated using an online sample size calculator- Raosoft software to compute the recommended sample size. The recommended sample from Raosoft software is 60 with the margin of error of 10% and the confidence level of 90 %. Due to the accuracy of this research, the actual number of the respondent was increased to 131.

Measures and Analysis

The way of data collected as primary research. It has been done through using quantitative data collection method, which is a survey, by distributing questionnaires to the selected samples. There are four parts consisted of the questionnaire to gather information related to personal information of the respondents and factor to influence the green buying behaviour on Milk Tea. A total of 12 statements with five-point ordinal scale to measure green buying behaviour (2 statements) and the selected variables environmental concern (3 statements), environmental attitude (3 statements), Environmental social responsibility (4 statements), that adapted from Zillur. R & Hossain (2018). The responses vary from strongly agree in one end to strongly disagree to another end with the scoring of one to five points. Before running the analysis, the score for each variable was sum up. Hence, the possible score for behavioural intention sum score and effort expectancy sum score were ranging from 3 to 15 points and the remaining selected variables were ranging from 4 to 20 points respectively. The higher the score shows that the higher level of agreement in the specific factor.

Data Analysis

The data collected was analysed using Statistical Package for Social Science for Windows (SPSS for Windows Version 13.0). Descriptive analysis used frequency and percentage to examine the profile of the respondents. Test of Pearson moment correlation, Independent sample T-test and Multiple linear regressions were used in this study.

Results and Findings

Profile of the Respondents

The socio-demographic backgrounds of respondents were shown in Table 1. The results showed that more than half of the respondents were female (66.4%) and about 33.6% of the respondents were male (refer to Table 1). Generally, the respondents fell in the age group of 18 to 29 years old (68.7%), 64.9% respondents from Sarawak and Sabah, Diploma and Bachelor level of education (63.4%), 63.4% were employed and income group of less than RM 3000 (77.9%).

Table 1: Respondents' Profile

Variable	Number (n)	Percentage (%)
Gender		
Female	87	66.4
Male	44	33.6
Age		
18-29	90	68.7
30-39	25	19.1
40-49	13	9.9
50 and above	3	2.3
National		
Malaysia (West Malaysia)	46	35.1
Malaysia (Sarawak & Sabah)	85	64.9
Education		
High School	40	30.5
Diploma/Bachelor /Degree	83	63.4
Master	7	5.3
Doctor of Philosophy	1	0.8
Occupation		
Employed	83	63.4
Unemployed	15	11.4
Student	33	25.2
Income		
Less than RM3000	102	77.9
RM3001-RM5999	18	13.7

More than RM6000	11	8.4
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Gender

In terms of gender, the female ($\bar{x} = 4.47$) has greater environmental concern than male. ($\bar{x} = 4.44$). Deng et al. (2006) and Snelgar (2006) found that females have more environmental values than males when purchasing the product (Deng et al., 2006). The female also has a good impact on environmental socially responsible ($\bar{x} = 4.38$) while the mean for the male is ($\bar{x} = 4.22$). The mean for green buying behaviour of respondents is lower than another variable that the mean of the female is ($\bar{x} = 2.88$) while the male is ($\bar{x} = 2.64$). Lee (2009) concluded that females rated significantly higher than males in green purchasing behaviour (Lee, 2009). Jervis and Merchant (1982) emphasize buying behaviour for female are more concerned toward their environment due to their biospheres' orientation which focuses on values that accentuate the importance of the environment.

Age group

In terms of age group, there has a larger gap for each level of groups that younger respondents have a greater environmental concern while the mean for the younger groups level (18-29 years old) is higher than other groups ($\bar{x} = 4.54$), but the real action for the green buying was not very active because the mean of the green buying not achieve more than four scores. The age will decrease the mean of the ages group, 30-39 gained ($\bar{x} = 2.78$), the means for 40-49 are ($\bar{x} = 2.42$). The respondents who above 50 have lower green buying and mean gained ($\bar{x} = 1.83$). Based on the previous research in Mariëlle (2010), the age group has an impact on green-buying which show that younger people make simpler product purchasing decisions compared to older people whose purchasing decisions are more complex because younger age group's people have more consider environmental factors when choosing a product (Mariëlle, 2010).

National

East Malaysia has a higher environmental attitude with West Malaysia, the mean separate gained ($\bar{x} = 3.85$), and ($\bar{x} = 3.61$). Samantha (2009) justified the reason for the value difference between urban and rural areas is rural areas people are more concerned with the environment direct use of their land through extracting natural resources that have a great attitude for protecting and use natural resources (Samantha, 2009).

Education

In terms of education, environmental concern and environmental attitude were more impactful toward the respondents were in Diploma, Bachelor and Degree level. The mean score was gained ($\bar{x} = 4.49$) of environmental concern and ($\bar{x} = 3.86$) in the environmental attitude. Christopher Gan (2008), the respondents with degree level that have a positive impact on the probability of consumers' green purchasing decisions because respondents have a positive attitude towards the environment.

Occupation

In terms of occupational, results showed that respondents who are students have a strong concern, attitude, and responsibility for green buying. Second, the respondents are employed that have a

narrow concern and social responsibility for Green buying because employed respondents have a stable income to support their green buying behaviour. In contrast, the unemployed respondents that have a lower concern and social responsibility for green buying. The unemployed respondents did not have a stable income and job that most are focused on the necessary elements of life.

Income

In terms of income level, results showed that respondents who income between RM3000-RM5999 that have a great impact on green buying. In contrast, the respondents whose income is above the RM6000 that a lower impact on green buying because the personal environmental concern and environmental socially responsible are lower. The respondents the income is below RM3000 have a narrow impact on the green buying on Milk Tea.

Correlations of Green Buying Behaviour, Selected Variables and Its Determinants

Before multiple linear regressions, correlation analyses were executed. Table 2 shows the results of correlation analysis. By referring to table 2, above has shown that there is a positive correlation relationship between environmental concern and green buying behaviour where $r = 0.700$, at the significant level $P \leq 0.01$. The same table has shown that there is a positive correlation relationship between environmental attitude and green buying behaviour, where $r = 0.458$, at the significant level $P \leq 0.01$.

Table 1: Correlation table of Green Buying with Selected Variable

		1	2	3	4
1	Environmental Concern	1			
2	Environmental Attitude	0.423**	1		
3	Environmental Social Responsibility	0.534**	0.414**	1	
4	Green Buying Behavior	0.700**	0.458**	0.509**	1

Table 2: Summary of Multiple Regression Analyses for Green-Buying Behavior

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

(Constant)	-3.647	0.545		-6.694	0.000
Environmental Concern	1.061	0.142	0.553	7.468	0.000
Environmental Attitude	0.190	0.080	0.163	2.373	0.19
Environmental Social Responsibility	0.230	0.116	0.146	1.981	0.05

From Table 3, the results of multiple linear regression showed that two significant predictors explained 54% of the variance in green buying behaviour. The final regression model produced by the enter method for green buying behaviour is:

$$\text{Green Buying Behaviour} - 3.647 = \text{Environmental Concern } 0.00 + \text{Environmental Social Responsibility } 0.05$$

Conclusion and Recommendations

The most prominent theoretical contribution of this current study is the advance on literature by the influence of environmental concern, environmental attitude, and environmental, social responsibility on green buying behaviour on Milk Tea. The finding has contributed to the knowledge of the influence of environmental concern, environmental attitude, and environmental, social responsibility among Kuala Lumpur and Sarawak. This study brings three significant dimensions of environmental concern, environmental attitude and environmental, social responsibility when green buying on Milk Tea. This study provides insights for the consumer who's in Kuala Lumpur and Sarawak to identify the target group, which is projected as the influence factors when they purchase the Milk Tea. By specifically analysing each dimension in green buying on Milk Tea, a more holistic picture of how to capture the nascent target group is gained.

Assess the respondents' perception of an aspect of green buying behaviour, it becomes relevant, especially when the reflection of environmental concern, environmental attitude, and environmental, social responsibility. This can be explained by Silva (2018) their inferences can be justified by the possibility of consumers who did not realize the importance of changing consumer behaviour and consumer are difficult to change their shopping routine that has previous experience, reinforcing that the attitude to have a low influence on the green buying behaviour on Milk Tea (Silva, 2018). Bagozzi (1981) in this study has shown that environmental awareness reflects the green buying behaviour and the consumer should transform the attitude-behaviour from the previous buying behaviour that to input the environmental element to start changes the past purchasing attitude to environmental attitude (Bagozzi, 1981).

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