



**THE INFLUENCE OF GREEN PRODUCT
KNOWLEDGE ON GREEN PURCHASE
INTENTION: THE MEDIATING ROLE OF GREEN
TRUST, PERCEIVED CONSUMER
EFFECTIVENESS, AND ENVIRONMENTAL
VALUE (AN EMPIRICAL STUDY IN MALAYSIA)**

**2023
MASTER THESIS
BUSINESS ADMINISTRATION**

Ahmad Naqib AHMADI

**Thesis Advisor
Assist. Prof. Dr. Akram ALHAMAD**

**THE INFLUENCE OF GREEN PRODUCT KNOWLEDGE ON GREEN
PURCHASE INTENTION: THE MEDIATING ROLE OF GREEN TRUST,
PERCEIVED CONSUMER EFFECTIVENESS, AND ENVIRONMENTAL
VALUE (AN EMPIRICAL STUDY IN MALAYSIA)**

Ahmad Naqib AHMADI

Thesis Advisor

Assist.Prof.Dr. Akram ALHAMAD

T.C.

Karabuk University

Institute of Graduate Programs

Department of Business Administration

Prepared as

Master Thesis

KARABUK

Dec 2023

TABLE OF CONTENTS

TABLE OF CONTENTS	1
THESIS APPROVAL PAGE	5
DECLARATION	6
FOREWORD	7
ABSTRACT	8
ÖZ	9
ARCHIVE RECORD INFORMATION	10
ARŞİV KAYIT BİLGİLERİ	11
ABBREVIATIONS	12
1. CHAPTER ONE: INTRODUCTION	13
1.1. Background of The Study	13
1.1.1. Green Trust	14
1.1.2. Perceived Consumer Effectiveness	14
1.1.3. Environmental value	15
1.2. Problem Statement	15
1.3. Research Questions	17
1.4. Research Objectives	17
1.5. Significance Of The Study	18
1.5.1. Significance To Theory	18
1.5.1.1. A Conceptual Model for Analyzing Human Behavior	18
1.5.1.2. Subjective norms	18
1.5.1.3. Perceived Behavioral Control	19
1.5.1.4. Mediating roles	19
1.5.1.5. Significance to practice	19

1.6.	Research Scope	20
1.7.	Key Term Definitions.....	21
1.7.1.	Understanding of Green Products.....	21
1.7.2.	Green Purchase intention.....	22
1.7.3.	Perceived Consumer Effectiveness (PCE)	22
1.7.4.	Green Trust	22
1.7.5.	Environmental value.....	22
1.7.6.	What is a product?.....	23
1.7.7.	What is green?.....	23
1.8.	THESIS ORGANIZATION	23
2.	CHAPTER TWO: LITERATURE REVIEW	24
2.1.	Introduction:.....	25
2.2.	The History of Electric vehicles (EVs) and Hybrid Cars	25
2.3.	Green Consumer	26
2.4.	Green Product in Malaysia	28
2.5.	Green Product Knowledge	29
2.5.1.	Understanding and Awareness of the Environment.....	29
2.5.2.	Consumer Behavior and Knowledge.....	30
2.5.3.	Corporate Sustainability	30
2.5.4.	Advocacy and Education.....	30
2.6.	Green Purchase Intention.....	31
2.7.	Green Trust.....	34
2.8.	The Environmental Value	36
2.9.	Underpinning Theories	36
2.9.1.	The Planned Behavior Theory.....	36
2.10.	Hypothesis Formulation	37
2.10.1.	The Relationship Between Green Product Knowledge And Green Purchase Intention	37
2.10.2.	The Relationship Between Green Product Knowledge And Green Trust	39
2.10.3.	The Correlation Between Perceived Consumer Effectiveness And Green Product Knowledge	40
2.10.4.	The Relationship In The Vicinity Of Green Product Expertise And Environmental Value	40

2.10.5. Mediating Effects of Green Trust.....	41
2.10.6. Mediating Effects of Perceived Effectiveness by Consumers	41
2.10.7. Investigating the Mediating Roles of Environmental Value and Green Trust.....	42
2.11. Conceptual Framework	43
2.12. Summary	43
3. CHAPTER THREE: RESEARCH METHODOLOGY	44
3.1. Introduction	44
3.2. Research Design	44
3.3. Population and Sample Size	45
3.4. Population Size	45
3.5. Sample Size Determination	45
3.6. Sample Techniques.....	47
3.6.1. Simple Or Unrestricted Random Sampling	47
3.7. Components of the Analysis	49
3.8. Method Of Data Collection	49
3.9. Design of Questionnaires	50
3.10. Instrument Measurement.....	51
3.10.1. Green Product Knowledge	51
3.10.2. Green Purchase Intention	52
3.10.3. Green Trust	52
3.10.4. Perceived Consumer Effectiveness.....	53
3.10.5. Environmental Value.....	54
3.11. Data Analysis Technique	55
3.11.1. Reliability Analysis	55
3.11.2. Descriptive Statistics.....	56
3.11.3. Correlation Analysis	57
3.12. Mediation Analysis.....	58
4. CHAPTER FOUR: RESULTS AND FINDINGS	60
4.1. Introduction	60
4.2. Response Rate and Profile of the Demographics	60
4.2.1. Rate of Response	60
4.2.2. Respondents Demographic Characteristics.....	61

4.3. Reliability Analysis.....	63
4.4. Factor Analysis	64
4.5. Descriptive Finding	65
4.6. Pearson Correlation Analysis.....	71
4.7. Hypothesis Testing Result of Direct Relationship of Variables	72
4.8. Testing the Mediating Effect	75
4.9. Summary Of Findings.....	80
4.10. Conclusion.....	81
5. CHAPTER FIVE: CONCLUSION AND FINDINGS	82
5.1. Introduction	82
5.2. Recapitulation Of The Study.....	82
5.3. The Correlation Between Knowledge Of Green Products And The Intention To Purchase Green Products	83
5.4. Theoretical Contributions	83
5.5. Managerial Implications.....	84
5.6. Limitations	85
5.7. Recommendations For Further Research.....	86
5.8. Conclusion.....	87
REFERENCE.....	89
LIST OF TABLES	103
LIST OF FIGURES	105
LIST OF ATTACHMENTS	106
CURRICULUM VITAE.....	119

THESIS APPROVAL PAGE

I certify that in my opinion the thesis submitted by Ahmad Naqib AHMADI titled “THE INFLUENCE OF GREEN PRODUCT KNOWLEDGE ON GREEN PURCHASE INTENTION: THE MEDIATING ROLE OF GREEN TRUST, PERCEIVED CONSUMER EFFECTIVENESS, AND ENVIRONMENTAL VALUE (AN EMPIRICAL STUDY IN MALAYSIA)” is fully adequate in scope and in quality as a thesis for the degree of Master of Business Administration.

Assist.Prof.Dr. Akram ALHAMAD
Thesis Advisor, Department of Business Administration

This thesis is accepted by the examining committee with a unanimous vote in the Department of Department of Business Administration as a Master of Science.
01.12.2023

<u>Examining Committee Members (Institutions)</u>	<u>Signature</u>
Chairman : Assist.Prof.Dr. Akram ALHAMAD (KBU)
Member : Prof. Dr. Saim KAYADIBI (MU)
Member : Assist. Prof. Dr. Hasan TERZI (KBU)

The degree of Master of Science by the thesis submitted is approved by the Administrative Board of the Institute of Graduate Programs, Karabuk University.

Assoc. Prof. Dr. Zeynep ÖZCAN
Director of the Institute of Graduate Programs

DECLARATION

I declare that all the information in this thesis was gathered and given in a way that follows academic rules and ethical standards. I have also properly cited any sources that are not original to this work, as required by these rules and standards.

Without being bound by a particular time, I accept all moral and legal consequences of any detection contrary to the aforementioned statement.

Name Surname: Ahmad Naqib Ahmadi

Signature :

FOREWORD

The first and most important thing is that I'm thankful that Allah Almighty has given me the health, strength, and ability to finish school. I want to thank my family, especially my dad and mom, for always being there for me, helping me through hard times, and also helping me with my schoolwork. That being said, I want to thank my teacher, Dr. Akram ALHAMAD, from the bottom of my heart for giving me his time and attention. Getting more information was the most important thing that helped me finish my thesis. The study was only possible because he was generous and helped by giving advice and important suggestions.

ABSTRACT

This study explores the complex relationships between green product knowledge, green purchase intention, and important mediating elements, such as green trust, perceived consumer effectiveness, and environmental value, in light of the growing importance of sustainability in consumer decision-making. The study investigates how consumers' understanding of green products shapes their trust in environmentally friendly brands, influences perceptions of personal efficacy in promoting sustainability, and increases the importance attached to environmental values through a thorough analysis of the body of existing literature and empirical data. By using a comprehensive conceptual framework, the study not only shows how green product knowledge directly affects consumers' intentions to make green purchases, but it also elucidates the complex processes by which these mediating elements function.

The focus of this study is on the factors that affect consumers intention to buy environmentally friendly cars in Malaysia. It conceptualizes environmental value as a multi-dimensional construct, comprising environmental attitude, environmental knowledge, and environmental awareness. Furthermore, the study scrutinizes the relationship between green product knowledge and green purchase intention, particularly concerning green products like electric vehicles (EVs) and hybrid cars. Additionally, it examines the role of green trust in influencing purchase intention within the hybrid car industry. By adding mediating factors, the relationships between the variables that were already talked about and the study's results can be described more precisely.

Drawing from a sample of 390 respondents from Malaysian EV car consumers, the study supports seven out of seven hypotheses.

Keywords: Green Product knowledge, Green Purchase Intention, Green Trust, Green Consumer, Perceived Consumer Effectiveness, Environmental Value.

ÖZ

Bu çalışma, tüketici karar verme sürecinde sürdürülebilirliğin artan önemi ışığında, yeşil ürün bilgisi, yeşil satın alma niyeti ve yeşil güven, algılanan tüketici etkinliği ve çevresel değer gibi önemli aracı unsurlar arasındaki karmaşık ilişkileri araştırmaktadır. Çalışma, tüketicilerin yeşil ürün anlayışının, çevre dostu markalara olan güvenlerini nasıl şekillendirdiğini, sürdürülebilirliği teşvik etmede kişisel yeterlilik algılarını nasıl etkilediğini ve mevcut literatür ve ampirik verilerin kapsamlı bir analizi yoluyla çevresel değerlere verilen önemi nasıl artırdığını araştırıyor. Kapsamlı bir kavramsal çerçeve kullanan çalışma, yalnızca yeşil ürün bilgisinin tüketicilerin yeşil satın alma niyetlerini nasıl doğrudan etkilediğini göstermekle kalmıyor, aynı zamanda bu aracı unsurların işlediği karmaşık süreçleri de aydınlatıyor.

Bu araştırma özellikle Malezya otomotiv endüstrisindeki yeşil satın alma niyetinin belirleyicileri üzerine yoğunlaşmaktadır. Çevresel değeri, çevresel tutum, çevre bilgisi ve çevre bilincinden oluşan çok boyutlu bir yapı olarak kavramsallaştırmaktadır. Ayrıca çalışma, özellikle elektrikli araçlar (EV'ler) ve hibrit arabalar gibi yeşil ürünlerle ilgili olarak yeşil ürün bilgisi ile yeşil satın alma niyeti arasındaki ilişkiyi incelemektedir. Ek olarak, hibrit otomobil endüstrisinde satın alma niyetini etkilemede yeşil güvenin rolünü inceliyor. Aracı değişkenlerin dahil edilmesi, söz konusu değişkenler arasındaki ilişkilerin ve çalışmanın sonuçlarının daha net tanımlanmasını sağlar.

Malezyalı EV otomobil tüketicilerinden 390 katılımcıdan oluşan bir örneklemden alınan çalışma, yedi hipotezden yedisini destekliyor.

Anahtar Kelimeler: Yeşil Ürün Bilgisi, Yeşil Satın Alma Niyeti, Yeşil Güven, Yeşil Tüketici, Algılanan Tüketici Etkinliği, Çevresel Değer.

Anahtar Kelimeler : Yeşil Ürün Bilgisi, Yeşil Satın Alma Niyeti, Yeşil Güven, Yeşil Tüketici, Algılanan Tüketici Etkinliği, Çevresel Değer.

ARCHIVE RECORD INFORMATION

Name of the Thesis	The Influence of Green Product Knowledge On Green Purchase Intention: The Mediating Role of Green Trust, Perceived Consumer Effectiveness, And Environmental Value (An Empirical Study in Malaysia)
Author of the Thesis	Ahmad Naqib AHMADI
Advisor of the Thesis	Assist.Prof.Dr Akram ALHAMAD
Status of the Thesis	Master's Degree
Date of the Thesis	01/12/2023
Field of the Thesis	Department of Business Administration
Place of the Thesis	UNIKA/IGP
Total Page Number	119
Keywords	Green Product knowledge, Green Purchase Intention, Green Trust, Green Consumer, Perceived Consumer Effectiveness, Environmental Value.

ARŞİV KAYIT BİLGİLERİ

Tezin Adı	Yeşil Ürün Bilgisinin Yeşil Satın Alma Niyeti Üzerindeki Etkisi: Yeşil Güvenin, Algılanan Tüketici Etkinliğinin ve Çevresel Değerin Aracı Rolü (Malezya'da Ampirik Bir Çalışma)
Tezin Yazarı	Ahmad Naqib AHMADI
Tezin Danışmanı	Dr. Öğr. Üyesi .Akram ALHAMAD
Tezin Derecesi	Yuksek Lisans
Tezin Tarihi	01/12/2023
Tezin Alanı	İşletme Anabilim Dalı
Tezin Yeri	KBU/LEE
Tezin Sayfa Sayısı	119
Anahtar Kelimeler	Yeşil Ürün Bilgisi, Yeşil Satın Alma Niyeti, Yeşil Güven, Yeşil Tüketici, Algılanan Tüketici Etkinliği, Çevresel Değer.

ABBREVIATIONS

EVs : Electric Vehicles

IC : Internal Combustion

PCE : Perceived Consumer Effectiveness

TPB : Theory of Planned Behavior

NEP : New Environmental Paradigm

SPSS : Statistical Package for the Social Sciences

TRA : The Theory of Reasoned Action

IISD : International Institute for Sustainable Development

VAF : Variance Accounted For

1. CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

Recently, there have been a lot more global conversations about protecting natural resources and keeping the earth healthy. Because of how quickly climate change, resource loss, and environmental damage are happening, governments and businesses have had to rethink their policies and find better ways to protect the environment. Because of this, people are more aware of how their shopping habits affect the environment and are actively looking for ways to make purchases that are in line with their views about the environment. (Amin & Tarun, 2021)

Furthermore, a significant change in consumer behavior is the increasing inclination towards "green" or eco-friendly items. These items are specifically created and promoted to minimize their impact on the environment, typically by incorporating features like lower energy usage, limited waste output, the utilization of renewable resources, or sustainable production methods. Green products appeal to consumers who desire to improve the world and are prepared to alter their shopping habits. (Szabo and Webster, 2021)

However, the transportation business is responsible for about 60% of the world's oil use and 25% of its CO₂ emissions, which is a problem (Silitonga et al., 2012). Consequently, many governments worldwide implemented green car policies with the aim of manufacturing vehicles that have reduced emissions and are energy-efficient (Lim, Anthony, 2018). In 2017, green automobiles have become increasingly popular, with some governments announcing plans to gradually phase out internal combustion engines by 2040 (Lim, Anthony, 2018). This trend of embracing environmentally-friendly vehicles has also started to spread to Asian countries, including Malaysia. Nevertheless, the sales of green automobiles are significantly lower in comparison to the sales of cars powered by internal combustion engines (Rezvani et al., 2015). In Malaysia, a similar occurrence has place when just approximately 2% of the total annual automobile sales, which amounted to over 600,000 units, occurred (Thestar, 2013). In addition, the sales of green cars seem to be vulnerable to the economic slump (Oliver & Rosen, 2010) because green automobiles are often priced higher due to the innovative

technology they use, which are distinct from the internal combustion engines used in conventional cars. Furthermore, the future of Electric Vehicles (EVs) in Malaysia remains uncertain due to the challenge of attracting consumers, mostly due to the inadequate infrastructure development in the EV industry (Lewis, Paul, 2017) (Lim et al., 2019).

This study examines the intricate dynamics that regulate the correlation between customers' awareness of environmentally friendly items and their intention to buy such products. Gaining insight into this correlation is essential for businesses and politicians aiming to promote sustainable purchasing habits and cultivate environmental consciousness among customers. (Teoh, 2015).

Various factors are thought to influence the connection between awareness about green products and the intention to purchase them. Three of the most prominent factors in this situation are:

1.1.1. Green Trust

Trust plays a crucial role in the decision-making process of consumers. Within the realm of environmentally friendly products, consumers may find it necessary to possess a heightened sense of confidence in the product itself, its manufacturer, and the veracity of its environmental assertions. This is crucial in order to address any doubts or uncertainties that may arise when considering eco-conscious products.

1.1.2. Perceived Consumer Effectiveness

The perception of consumers regarding their personal capacity to influence positive change through their purchasing choices can have a substantial influence on their intention to purchase environmentally-friendly products. Environmentally conscious people are more likely to make choices that are good for the earth when they think that their choices can make a difference.

1.1.3. Environmental value

Is a significant element that influences consumers' decisions to purchase eco-friendly goods. These things happen because people's personal views and values about protecting the environment have a big impact on what they buy. Individuals who place a high priority on environmental values tend to actively seek and acquire green products, thereby aligning their consumption patterns with their ethical and moral beliefs. (Yue, B., Sheng, G., She, S., & Xu, J. 2020)

Furthermore, it is worth noting that there is a scarcity of comprehensive research that explores the intricate relationship between green product knowledge, green trust, perceived consumer effectiveness, and environmental value in relation to green purchase intention. Examining these relationships can yield valuable insights into how businesses can proficiently convey the environmental advantages of their products to consumers, as well as how policymakers can develop initiatives that promote sustainable consumption.

This study endeavors to address the existing research gap and make a valuable contribution to the expanding knowledge base on sustainable consumption. Additionally, it aims to offer practical implications for businesses and policymakers who are interested in fostering environmentally-friendly consumer choices. In essence, comprehending the mediating factors that impact green purchase intention can support the creation of more efficient strategies for encouraging environmentally conscious behavior among consumers, thereby promoting the global sustainability agenda.

1.2. Problem Statement

Malaysia is still adjusting to the concept of eco-friendly products. Approximately 80% of Malaysian consumers have indicated that they are willing to pay a premium price for environmentally friendly items, according to a market survey conducted by Lung (2010). Based on a research done by Nor Azila et al. (2012), it was found that only 30% of the respondents can be classified as green consumers. There is a lack of enthusiasm for green purchase behavior among consumers in Malaysia. Given that green products are relatively new in the market, it is more beneficial and recommended to focus on examining consumers' intentions rather than their actual behavior. This phenomenon

occurs due to the fact that intention is established prior to engaging in any behavior. Hence, in order to accurately forecast consumer behavior, it is imperative to comprehend the factors that influence individuals' opinions and intentions.

Value has been identified as a key predictor and has been instrumental in influencing consumers' decisions to buy environmentally friendly items, claim Chu and Lu (2007 and Wei, Qi and Li11, 2015). The purchase intention of consumers tends to increase when they perceive that the benefits of a product outweigh its cost (Dickson & Sawyer, 1990). The car sector has grown significantly, giving service providers a competitive edge over their competitors. The global demand spike that is aggravating this issue is causing more industrial facilities to be built, especially in the electric car sector. As a result, it is not surprising that various car industries are currently involved in intense competition to maintain consumer loyalty through the establishment of consumer trust and the adoption of PCE measures. Conversely, the latter choice has a significant danger of adverse effects on the automotive industry's long-term profitability, which is crucial. The firm's image and service quality have an impact on environmental value, trust-building, and raising awareness. These factors therefore have an impact on consumers' perceptions of a company's efficacy, trustworthiness, and comprehension. (Andreassen & Lindestad, 1998).

The study conducted by Anagnostopoulos (2018) reveals a discrepancy between the customer base in the electric vehicle (EV) and hybrid car industry and the level of green purchase intention. This suggests that despite the growth of the EV market, there is a lack of alignment between consumer demand and the desire to make environmentally friendly purchases. One potential explanation for this phenomenon could be an overestimation of the market demand for electric vehicles (EVs) and hybrid cars. This overestimation may have led to a significant increase in investments in companies manufacturing internal combustion (IC) engine cars, in order to meet the anticipated rise in pollution levels (Anton & Nucu, 2020).

The researcher's interest in the arguments has led to a detailed examination of the knowledge pattern surrounding green products and the subsequent alignment of the data with the hypothesis. Intense competition between similar-caliber electric vehicle firms and a decline in the number of customers who fell well short of the project's aim deterred consumers from making green purchases. (Mogaji & Danbury, 2017). New

customers have a plethora of options at their disposal, while existing customers are constantly eager to try out new offerings. (Chierici et al., 2018). Therefore, customer purchasing intention will be more influenced by environmental values than by the Theory of Reasoned Action (TRA) or the Theory of Planned Behavior (TPB). The theory of reasoned action (TRA) and the theory of planned behavior (TPB) have been the subject of extensive investigation.

This study aims to assess the relationship between consumers' perceived customer trust in hybrid and electric vehicles (EVs) and their understanding of green products, and how this affects their intention to purchase green. The aim of this research is to assess the possible impact of green product knowledge on the inclination to buy hybrid and electric cars.

1.3. Research Questions

- Is green purchase intention influenced by green product knowledge among consumers in Malaysia?
- Does Malaysian customers' intention to purchase environmentally friendly products depend on their level of green trust?
- Does perceived consumer effectiveness mediate the relationship between green product knowledge and green purchase intention in Malaysia?
- Does environmental value mediate the relationship between green product knowledge and green purchase intention among consumers in Malaysia?

1.4. Research Objectives

- To examine the green product knowledge influence green purchase intention among consumers in Malaysia.
- To investigate the green trust, mediate the relationship between green product knowledge and green purchase intention among Malaysian consumers.
- To investigate the perceived consumer effectiveness, mediate the relationship between green product knowledge and green purchase intention in Malaysia.
- To investigate the environmental value, mediate the relationship between green product knowledge and green purchase intention among consumers in Malaysia.

1.5. Significance of the Study

1.5.1. Significance to Theory

The Theory of Planned Behavior (TPB) is a widely recognized social psychological theory that aids researchers in comprehending and forecasting human behavior, specifically within the realm of decision-making and the development of intentions. The Theory of Planned Behavior (TPB) assumes a pivotal role in shaping and directing the research conducted in this paper.

The TPB holds significant relevance to this study due to its theoretical framework and conceptual underpinnings.

1.5.1.1. A Conceptual Model for Analyzing Human Behavior

The Theory of Planned action (TPB) provides a comprehensive framework for understanding the different aspects that influence an individual's intention to engage in a specific action, particularly the intention to make environmentally conscious purchases. As stated by Sheu, Han, and Hsu (2010). The findings of the Theory of Planned Behavior (TPB) indicate that three important variables—attitude, subjective norm, and perceived behavioral control—have an impact on intention. When assessing green purchasing intentions, these traits might be taken into account in relation to environmental sustainability. (A. Miles, 2012)

According to the Theory of Planned action (TPB), a person's attitude toward an action is a significant predictor of their intention to engage in that conduct. Within the scope of this study, it is highly probable that possessing knowledge about green products will have a positive impact on an individual's attitude towards making environmentally friendly purchases. It is crucial to comprehend the impact of this knowledge on attitudes in order to accurately forecast purchase intentions. (Yadav, R., and Pathak, G. S. 2017)

1.5.1.2. Subjective norms

are an essential component of the Theory of Planned Behavior (TPB). They refer to a person's impression of social pressure or societal standards linked with a specific

activity. In the context of ecologically conscious purchasing, green trust and perceived consumer effectiveness might influence subjective standards. These factors influence people's perceptions of society expectations and approval for environmentally responsible consumer behavior. (Pham, H. T., & Duong, C. D. 2022)

1.5.1.3. Perceived Behavioral Control

The degree to which an individual perceives the ease or difficulty of carrying out a specific conduct is a factor in the Theory of Planned conduct (TPB). This study investigates how an individual's perceived behavioral control may be impacted by environmental value, particularly as it relates to their confidence in their ability to make ecologically beneficial purchases. (Trivedi, R. H., Patel, J. D., & Acharya, N. 2018)

1.5.1.4. Mediating roles

In addition to examining the direct connections between these elements, the Theory of Planned Behavior (TPB) also looks into the possible mediating role of other variables. The purpose of this study is to investigate how perceived consumer effectiveness, environmental value, and green trust mediate the relationship between green product knowledge and green purchase intention. According to A. Miles (2012), the theoretical framework offered by TPB makes it easier to understand the function that these mediating variables perform.

To put it simply, the Theory of Planned Behavior is a key theoretical framework that helps analyze and understand the different aspects that influence consumers' intentions to make environmentally responsible choices. In the context of the study under discussion, this paradigm also looks at how green product knowledge, green trust, perceived customer effectiveness, and environmental value interact. This framework provides a methodical approach to investigating and evaluating consumer behavior in connection to sustainability.

1.5.1.5. Significance to practice

This study's application of the Theory of Planned Behavior (TPB) provides insightful information on the variables influencing customers' intentions to make environmentally friendly purchases. Businesses and legislators who are interested in

encouraging environmentally responsible consumer behavior will find great value in this material. (Yadav, R., & Pathak, G. S. 2016).

1.6. Research Scope

Customers are a significant source of profitability for companies in the 21st century, and it is worth acknowledging the significant role that the automotive industry plays in this context. The automotive industry significantly contributes to environmental pollution while also generating substantial economic value. Given that the matter pertains to consumers, the level of trust in environmentally-friendly practices significantly influences the intention to make green purchases.

The electric vehicle (EV) industry is recognized as one of the key sectors contributing significantly to the mitigation of global warming (Günther, H. O., Kannegiesser, M., & Autenrieb, N. 2015).

The existing body of literature indicates that there is a scarcity of scholarly research dedicated to exploring the various and distinct facets of the electric vehicle (EV) and hybrid car industries (Un-Noor, F., Padmanaban, S., Mihet-Popa, L., Mollah, M. N., & Hossain, E., 2017). This thesis advances academic knowledge by improving our grasp of the Theory of Planned Behavior (TPB). The Theory of Planned Behavior is being used in the current Malaysian study to examine people's intentions to purchase green products and their level of product knowledge. Additionally, it looks into how perceived consumer effectiveness, environmental value, and green trust mediate.

This study distinguishes itself from previous contributions through its incorporation of variables, comprehensive scope, and rigorous statistical analysis. In light of intense competition, it is recommended that operators of electric vehicles (EVs) and hybrid cars concentrate their marketing endeavors on specific segments and optimize their limited resources to enhance or sustain awareness among their distinct target segments. (Leverin & Liljander, 2006)

This study focused on green consumers, as individuals who prioritize specific factors when making product choices. These factors include their interest in contributing to environmental issues, their trust in environmentally-friendly options, and their desire to acquire knowledge and build trust in this area. According to Cohen et al., the

previously described components are important in shaping the desire to make green purchases (2006). The researcher's primary focus in this study is to examine the level of green purchase intention towards electric vehicles (EVs) and hybrid cars among producers in Malaysia.

1.7. Key Term Definitions

1.7.1. Understanding of Green Products

The degree of awareness about environmentally friendly items is frequently seen as a valid predictor of the desire to buy them. This presumption implies that consumers are more likely to make green purchasing decisions if they are knowledgeable about green items. Higher knowledge of green products is connected with more confident consumers who believe they understand the environmental protection features and effects of these products. Accurate information like this boosts consumer trust in eco-friendly products, which increases the chance that they will buy one. Customers are more likely to think that their own green shopping practices can improve the environment and reduce pollution if they become firmly convinced of the positive effects. (H. Wang et al., 2019).

1.7.2. Green Purchase Intention

According to Speer (2011), a green product is characterized as an item that minimizes pollution, conserves resources, and is capable of being recycled. These products are commonly referred to as ecological or environmentally friendly. They are designed to be recyclable and have less packaging and harmful substances than their conventional equivalents (Al-Gasawneh & Al-Adamat, 2020).

1.7.3. Perceived Consumer Effectiveness (PCE)

refers to the domain-specific conviction that a customer's activities could significantly influence the resolution of a problem. The concept of PCE is distinct from attitude, which refers to the evaluation of an issue. Environmental belief, or PCE for short, is the internal locus of control that a consumer possesses in the context of an environmental study, demonstrating their belief that their own actions can have a substantial impact on environmental protection. (Cleveland & Kalamas, 2012). The advancement of the economy is accompanied by a range of environmental challenges that have an impact on society. These challenges pose a threat to personal and social values, such as the health of families and communities, leading to the formation of certain beliefs.

1.7.4. Green Trust

Refers to consumers' propensity to buy and rely on green products and other environmentally friendly items based on their track record, reliability, efficacy, and functionality. (Y. S. Chen, 2010)

1.7.5. Environmental Value

Refers to the accepted and dependable viewpoints on issues like the Earth's carrying capacity for the human population and the relationship between development and the environment. The study was conducted by Wang et al. in 2013.

1.7.6. What is a product?

A product refers to a tangible or intangible item that is made available for purchase. A product can encompass both services and physical items. The information can exist in either physical or virtual/cyber form. Every product incurs production costs and is subsequently sold at a specific price. The pricing strategy is contingent upon various factors, including market conditions, product quality, marketing efforts, and the targeted customer segment. Every product possesses a finite lifespan, at which point it necessitates replacement, as well as a life cycle that ultimately requires reinvention. In the fast-moving consumer goods (FMCG) industry, it is common practice to undertake brand revamps, re-launches, or extensions in order to enhance its relevance within a specific market segment and adapt to current trends. These initiatives often involve minimal changes to the product itself. (EconomicTimes, 2023)

1.7.7. What is green?

According to the English dictionary, the term "green" refers to a hue that is identical to the color of grass. The utilization of grass and green plants in climate-related contexts is based on their role as oxygen producers. By reducing carbon dioxide levels, these plants contribute to the preservation of our planet, ensuring the continuity of life. Due to the emphasis on consumption patterns, the term "green" is predominantly employed as a designation for goods and consumption practices that exhibit low energy and CO2 intensity. In this context, energy and CO2 emissions are measured per unit of currency. (Alfredsson, 2004)

1.8. Thesis Organization

Chapter 1: Gives a brief overview, background information, and the research topic that the study aims to answer. The research questions, research objectives, significance of the investigation, study scope, and knowledge contribution are then included in the paragraph. The study's organization completes the chapter.

Chapter 2: This chapter analyzes the variables of the studies conducted by various scholars and researchers, as well as their respective findings. Furthermore, it includes the findings from their thorough investigation, as well as the definitions,

explanations, and arguments they offered. The researcher also presents theories on some of the characteristics that were used to gain understanding of the current challenge. Furthermore, the conceptual framework used in the research provides a structure for depicting both the conceptual model and the hypothesis that governs the model's evolution.

Chapter 3: The concept and planning methodology for the entire data gathering process are covered in this chapter. A thorough explanation of the research methods and techniques used to conduct the study is provided in this section. The researcher gave a thorough explanation of the sample composition that made up the study's participants as well as the sampling techniques utilized to choose the respondents. The researcher also gave a description of the tools they will be using and their methodology for collecting data.

Chapter 4: The concept and planning methodology for the entire data gathering process are covered in this chapter. A thorough explanation of the research methods and techniques used to conduct the study is provided in this section. The researcher gave a thorough explanation of the sample composition that made up the study's participants as well as the sampling techniques utilized to choose the respondents. The researcher also gave a description of the tools they will be using and their methodology for collecting data.

Chapter 5: It highlights the study analysis's conclusions and findings as well as any remarks or suggestions made by the author. The anticipated outcomes that will help you accomplish your research objective are listed in the first section of this chapter. Subsequently, the study focused on ideas and suggestions that could enhance financial services and stimulate more research.

2. CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction:

A comprehensive overview of the literature relevant to this investigation is given in this chapter. The chapter begins with an introduction, followed by a historical overview of electric vehicles (EVs) and hybrid cars. It then digs into the concepts of green consumption and green products, with precise definitions for both. The chapter also looks at the specific context of green products in Malaysia, as well as the significance of green product knowledge, green purchasing intention, green trust, perceived consumer effectiveness, and environmental value. Furthermore, it investigates the notion of planned behavior and develops hypotheses based on it. The chapter ends with a conceptual framework and a summary of the main themes covered.

2.2. The History of Electric Vehicles (EVs) and Hybrid Cars

The inaugural electric vehicle propelled by non-rechargeable batteries was constructed in 1834, predating the advancement of internal combustion engines (Anderson Curtis D. & Anderson Judy, 2010). Electric vehicles enjoyed significant popularity from 1890 to 1920, despite their exorbitant price. By 1912, electric vehicles (EVs) had reached their peak, constituting approximately 28% of the automobiles in circulation. The advancements in internal combustion engine technologies, combined with efficient mass production methods, have led to the availability of affordable lightweight automobiles. By 1920, the widespread accessibility of inexpensive petroleum, the introduction of electric starters, and the improved capacity to cover large distances propelled gasoline-powered automobiles to dominate the automobile market, ultimately resulting in the downfall of the electric vehicle business. The decline of electric vehicles (EVs) was ascribed to several issues, such as the requirement for extensive travel range, restricted motor power, and the widespread accessibility of inexpensive gasoline. During the 1970s, concerns regarding the escalating cost of gasoline following the oil shock of 1973, along with increasing apprehensions about global warming, led to a renewed focus on electric vehicles (EVs) (Chau Li, 2014). However, the historical account of electric vehicles is remarkably intriguing. The development of electric cars (EVs) began with the discovery of electricity and the invention of electromechanical energy conversion. However, EVs were eventually

surpassed in popularity by gasoline-powered vehicles. The individuals deviated from a prospective form of transportation that is more environmentally friendly due to the absence of facilitating technologies in the initial years. However, they are now reconsidering that possibility with the assistance of substantial technological advancements that have occurred over time. (Husain Iqbal, 2021)

2.3. Green Consumer

Green customers, according to Barbarossa & De Pelsmacker (2016), are people who practice a variety of pro-environmental habits (such as recycling and cutting back on home trash) primarily for environmental reasons. Additionally, green consumers are people who prioritize quality and affordability while making purchases, as well as businesses and goods that uphold environmental responsibility and conservation methods. (Akram Alhamad, 2023 & Martínez et al., 2020)

Business owners can analyze the market for environmental goods and services by knowing some of the common traits of "green consumers," even though they are not all the same. According to the International Institute for Sustainable Development (IISD), the common attitudes and beliefs of these consumers are as follows:

Devoted to leading eco-friendly lives - Wary of their own actions and effects on the environment

Searching for businesses that use green techniques; exaggerating how green they are; wanting environmental protection to be simple; tending to doubt businesses' environmental claims; and being ignorant of environmental concerns but willing to learn

The IISD provides the following broad generalizations about the characteristics of green consumers' demographics:

- Women are a big target demographic, with many young adults influenced by their little children. They frequently make purchases on behalf of males. The most environmentally conscientious buyers are wealthy, which presents good opportunity for high-end businesses. Consumers born before 1950 are the least ecologically conscientious. (Ryan, 2006)

Green Good: "A green product is one that, over the course of its whole life cycle, improves or decreases environmental harmful damage by the use of recycled (renewable, toxic-free, or biodegradable) materials in its design, attributes, manufacture, and/or strategy." Keep in mind that every code has a number of synonyms; for instance:

"Green: "ecological" or "environmental"

"Qualities, functions, concepts, and practices are examples of attributes."

"Utilization: "incorporates" Recycling: "biodegradable," "toxic-free," or "renewable"

"Resources include "materials," "energy," and "ingredients."

"Advantages: "optimizes," "promotes," or "contributes"

"Reduces: "eliminates," "minimizes," or "saves."

"Damage from toxins: "pollution"(Charles Julien, Fabien Durif, Caroline Boivin, et al., 2010)"

According to Speer (2011), a green product is one that uses few resources, produces very little pollution, and is recyclable. These products, which are recyclable and have fewer packaging and harmful components than their traditional counterparts, are referred to as ecological or environmentally friendly (Al-Gasawneh & Al-Adamat, 2020). Stated differently, they mitigate negative impacts on the ecosystem. In general, green products are thought to be less damaging to the environment. Organic teas, natural body care products, recyclable items, energy-efficient technology, and hybrid cars are examples of this type of product. (Adamat & others, 2020) A green product is one that is designed, manufactured, and used in such a way that it has minimal negative environmental impact and encourages sustainability. It's also known as an environmentally friendly or sustainable product (Iung, B., & Levrat, E., 2014 & Ahmed et al., 2019). Typically, the goals of these items are to minimize pollution, save resources, and lower their carbon footprint overall over the course of their whole lifecycle, from use and disposal to manufacture and distribution. Eco-friendly materials, energy-saving devices, and ethical production techniques are frequently used in green products to support sustainability and environmental preservation objectives. (Alhamad and colleagues, 2015)

2.4. Green Product in Malaysia

According to recent assessments, Malaysia, like many emerging countries in Asia, is currently confronting serious environmental challenges (Kong et al., 2014; Ogiemwonyi & Harun, 2020). Malaysia has recorded sustainable methods in recent studies, especially in the natural science domains. (Harizan & Haron, 2012), human-environmental science (Aman et al., 2012), and ecological behavior (Mohd Suki, 2013). Notwithstanding the increasing attention, Malaysian citizens continue to lack comprehension regarding the factors that influence ecological pathways (Harizan & Haron, 2012; Ogiemwonyi & Harun, 2020). Reintroducing and starting a campaign to support sustainable consumption and lifestyles is one way to lessen and manage environmental issues (Young et al., 2010). Remediating environmental issues and challenges is a conscientious consumer who demonstrates green behavior and is concerned about the environment (Ogiemwonyi & Harun, 2020). A 'green consumer' is an individual who demonstrates an understanding of their responsibility to safeguard the environment through conscientious purchasing of environmentally friendly products, including but not limited to energy-efficient household appliances, reusable goods, and organic food. These consumers exhibit a range of environmental behavior. These distinctions direct consumers through a variety of purchasing decision alternatives. Environmental concerns have emerged as significant factors influencing consumer preferences and policy development on a global scale (Alam et al., 2019; Abd Alia & ALhamad, 2022). Others are resistant to the notion of going green, whereas some consumers are adamant about it (Ogiemwonyi et al., 2019). In Malaysia, the dissemination of eco-friendly behaviors is seen as a vital component of ecological education. Malaysia is not ranked among the top-performing nations in the assessment of their performance on the Global Green Economy Index (GGEI) in relation to leadership, climate change, overall efficiency, and the environment. In terms of performance, neighboring nations such as Singapore are ranked first (Dual Citizen LLC, 2019). Malaysia, similar to numerous nations in Southeast Asia, is currently grappling with significant environmental predicaments. Without contemplating the social and environmental cost, a recent study reveals that Malaysia generates 38,000 tonnes of consumer environmental waste per day (Ogiemwonyi et al., 2019; Alalwani, ALhamad, & Eneizan, 2021). Consequently, it is critical to promote green products among environmentally conscious Malaysian consumers in an effort to mitigate this pollution

and contribute to the fight against global warming. In order for individuals to achieve sustainability in their consumption patterns, they must surmount these obstacles (Sreen et al., 2018). This is because, despite their recyclable nature that may lead to exorbitant prices, green products are made with the intention of having the least negative environmental impact possible throughout the course of their whole life cycle. Conversely, green products are less harmful to the environment and public health. According to Liobikienė et al. (2016), these products may reduce packaging, use recycled materials, or conserve energy. Consumers are more likely to buy ecologically friendly products when they exhibit a higher level of PBC in the face of such difficulties. Because of their high costs and tendency to be exclusive to the wealthy, consumers steer clear of green products. While Kautish et al. (2019) reported no significant outcomes among consumers in India, a prior study (Sreen et al., 2018) indicated notable results regarding purchase intention among consumers in an emerging nation. But in Malaysia, there hasn't been a thorough investigation of the connection between PBC and eco-aware behavior to determine whether or not customers can get past the behavioral control obstacle. (Ogiemwonyi & Harun, 2020; Akram M. Alhamad et al., 2023)

2.5. Green Product Knowledge

The subsequent factors impact the extent of environmentally conscious product awareness among consumers:

2.5.1. Understanding and Awareness of the Environment

Green product knowledge refers to the consciousness and comprehension of a community or an individual regarding the life cycle of products, as well as the environmental consequences associated with them. Environmental responsibility entails understanding the processes by which products are obtained, produced, utilized, and discarded. (Gungor, A., and S. M. Gupta, 1999)

2.5.2. Consumer Behavior and Knowledge

Green product knowledge pertains to the understanding and consciousness that consumers have regarding environmentally favorable or sustainable products, as perceived from their end. This understanding impacts their consumer behavior and motivates them to opt for goods that possess a reduced ecological impact. Salleh, H. S., N. Mat, A. Kassim, N. Mat, N. Mat, and C. Z. M. Jamil (Noor, N. A. M., & Kassim, A. Kassim, 2012).

2.5.3. Corporate Sustainability

Green product knowledge pertains to a corporation's comprehension of sustainable product development, encompassing design, materials, and manufacturing procedures. Environmental sustainability is the process of incorporating environmental factors into each phase of product development in an effort to reduce environmental damage (Baumann, H., Boons, F., & Bragd, A, 2002).

2.5.4. Advocacy and Education

Additionally, knowledge of green products can serve as an instrument for education and advocacy. It can be conceptualized by scholars as the process of acquiring and disseminating information regarding sustainable products and practices, with the aim of fostering conscientious consumer conduct and advancing environmental sustainability (H. Wang et al., 2019).

Understanding a certain issue is critical in the analysis of consumer purchasing behavior; hence, more research is needed in relevant fields. Research revealed that the best indicator of green buying behavior was knowledge. (Yeoh & Paladino, 2013; M Almosawi, 2014; Kianpour et al., 2014; Faraj & Alhamad, 2022). I concur that knowledge is a significant determinant in the evaluation of green product purchases. Joshi and Rahman (2016) found that, after environmental attitude, awareness of green issues is the second most accurate predictor of green purchasing behavior in a study including college students. This is due to the fact that consumers who possess greater environmental awareness are more attuned to eco-labels, which aid them in deciphering the information contained therein and consequently impact their buying choices (Gocer

& Sevil Oflac, 2017). Consistent with the findings of other scholars (Joshi & Rahman, 2016; Joshi & Rahman, 2017; K. Lee, 2010; Shahnaei, 2012; Wahid et al., 2011; Goh & Balaji, 2016; Kanchanapibul et al., 2014), this result indicates that consumers' green purchasing behavior will be influenced by their environmental knowledge. An additional research finding (Mohiuddin et al., 2018) highlighted the significance of environmental knowledge in fostering favorable attitudes toward green vehicles, which in turn influences the intention to purchase green vehicles. On the contrary, the research conducted by Wang and Hazen (2016), which was based on prospect theory, did not identify any statistically significant correlation between knowledge of cost, ecological knowledge, quality, and remanufactured products and purchase intention. In a similar vein, Rahbar and Wahid (2011) found that Malaysian consumers' environmentally conscious purchasing behavior was not influenced by their environmental knowledge. In addition to the incongruous results observed in prior research, the existing body of literature comprises a restricted number of theoretical frameworks that examine the influence of knowledge on consumer purchasing behavior regarding green products (Han & Stoel, 2016). Furthermore, considering the critical importance that consumers place on knowledge regarding environmentally friendly products, the present state of affairs indicates that consumers continue to lack pertinent information (Han & Stoel, 2016 & Ha-Brookshire & Norum, 2011).

2.6. Green Purchase Intention

Prolonged phases of economic expansion and technological progress not only support human survival but also generate a variety of ecological issues, such as global warming, air pollution, and climate change. The aforementioned obstacles have a discernible impact on the trajectory of sustainable economic growth, society, and the environment. It has also sparked the interest of all stakeholders in environmental issues. Over the last few decades, there has been a substantial and favorable expansion in the environmental protection activities, attitudes, and knowledge of consumers who are environmentally conscious. There is an increasing societal focus on the environment, which has a direct influence on the evolution of individual values and lifestyles. When consumers come to recognize the significance of the environment, they frequently also come to understand that their purchasing decisions can significantly influence the

ecological environment. A gradual upward trend in the consumption of environmentally friendly products was observed as consumers initiated modifications to their lifestyles and business practices (Kong et al., 2014 & Alhamad, Aljanabi, & Almaali, 2022). Purchase intentions are defined by Hasan and Mohammad (2013) as the process by which a consumer chooses to acquire a product by presuming that it will fulfill their requirements and complement their overall way of life. Therefore, the probability that an individual will choose an environmentally friendly product over a comparable conventional one is the definition of a green purchase intention (Rahim et al., 2016). A customer's green purchasing behavior is fundamentally comprised of green purchase intention. When a green product is alluring to consumers, they are more likely to intend to purchase it (Al-Adamat et al., 2020 & Alhamad et al., 2019).

Green products are specifically designed to save energy or resources while reducing or eliminating the usage of harmful substances, waste, and pollution (Ottman et al., 2006; Alhamad, 2019). In contrast to conventional items, they can be renewable, decomposable, recyclable, reusable, and/or reused with minimum environmental impact (Dangelico & Pontrandolfo, 2010). Green products not only reduce environmental harm, but they also improve consumer and society living standards (Zhuang, W., X. Luo, and M. U. Riaz, 2021).

Additionally, the market for ecological products has attracted the attention of businesses due to consumer demand. As the concept of sustainable development gains traction, the advancement of environmentally friendly products has emerged as a significant area of social and economic development, encompassing both businesses and consumers. Companies have begun to realize the significance of environmental concerns as a component of economic development. The implementation of green business practices contributes to the cost reduction of superfluous waste, the provision of a secure and healthy working environment for employees, and the guarantee of the enterprise's sustainable and efficient operation. As a result, business enterprises have undertaken initiatives to achieve a green economy and facilitate the synchronized progression of environmental preservation and economic growth. In order to meet the needs of consumers and increase their market presence, businesses have developed an extensive range of eco-friendly products (Dangelico & Pujari, 2010). The increasing demand for environmentally sustainable products among consumers, coupled with the urgent requirement to address environmental issues, is motivating businesses to explore novel

resolutions. Consequently, a multitude of corporations have initiated the adoption of environmentally sustainable production and marketing strategies with the aim of meeting consumer demands and ensuring enduring financial gains. (Dangelico & Vocalelli, 2017; Sana, 2020).

Current market development for green products is inadequate, notwithstanding the increasing consumer demand for environmentally sustainable products and the steadfast dedication of companies to establishing green markets. Approximately 30% of consumers attempted to incorporate environmental consciousness into their purchasing decisions, according to Young et al. (2010). Conversely, the rate at which green products are purchased continues to be abjectly low (Rex & Baumann, 2007). Changes in consumer purchasing behavior are crucial to the growth of the green product market; however, studying consumer behavior is challenging due to the numerous variables involved. The green purchasing intention of consumers is a significant indicator of their subsequent green behavior; therefore, businesses must develop effective marketing strategies to investigate the factors that influence this intention. (Muhammad Usman Riaz, Xiaoguang Luo, and Wencan Zhuang (2021)

Green purchase intention pertains to the inclination and dedication of an individual or entity to acquire environmentally favorable or sustainable products or services. (2021) Amin and Tarun are authors.

This intention signifies a deliberate endeavor to make decisions that mitigate environmental damage, preserve resources, and advocate for environmentally sustainable practices. Frequently, it encompasses factors such as the ecological footprint of the product, ethical procurement practices, and sustainable manufacturing techniques. (Al-Salaymeh & Hamraaia, ALhamad, & Al-Adamat, 2020; Al-Adamat et al., 2020).

2.7. Green Trust

Trust is the conviction that the other party is reliable and dependable, non-manipulative, and committed to its obligations. Trust is established upon the cornerstones of competence, benevolence, and honesty. Trust in marketing is often conceptualized in light of social psychology research, which posits that it is established upon the dependability and benevolence of the other party. Reliability, as opposed to benevolence, which concerns the pursuit of the greatest common interest and the welfare and objectives of both parties, pertains to the degree of trust and confidence that is placed in the speech, actions, and words of the other party. Consumer confidence increases in turn strengthens the integrity of the brand or organization by reducing anxiety and uncertainty. (CHEN Y. et al. 2015)

However, the concept of "green trust" pertains to the consumers' inclination to purchase and rely on environmentally sustainable products, such as green products, due to their past functionality, credibility, performance, and efficacy. (Chen Y. S., 2010) Particularly in the era of environmentally and socially responsible consumption, the level of green trust has the potential to impact the consumer decision-making process (Y. S. Chen, 2010). Green purchase intention, on the other hand, relates to consumers' willingness to purchase a specified number of environmentally friendly products or services (Netemeyer et al., 2005). Research indicates that consumer green purchase intention can be positively impacted by green trust, which in turn has the potential to influence customers' subsequent purchasing behavior. (Lu et al., 2007)

Customer trust is a critical element that has the potential to influence the purchasing behavior and long-term patterns of customers (J. Lee et al., 2011). Therefore, it can be argued that customer confidence in the offerings of a company can have a substantial influence on their purchasing intention and mindset, which subsequently governs their real-world conduct (Harris & Goode, 2010). Customer trust has been recognized by scholars as a significant determinant of purchase intent (Schlosser et al., 2006). Potential causes of consumer skepticism regarding ecological products include ambiguity and exaggeration to an extreme degree (Kalafatis et al., 1999). In his research, Chen (2010) introduced the concept of "green trust" and deduced that it possesses the capacity to impact the intentions and actions of consumers with regard to green purchasing. (Tarun & Amin, 2021)

Perceived consumer effectiveness (PCE) pertains to the convictions held by consumers regarding their own capability to tackle significant environmental and social issues (DAGHER, GRACE K., 2014 & Ellen et al., 1991). Prior research has demonstrated that it significantly impacts the promotion of socially responsible consumer conduct (Higuera Castillo et al., 2019; Nguyen et al., 2016). Cojuharenco et al. (2016) found that PCE had a favorable impact on environmentally conscious customer purchasing and recycling behavior. According to the study (Jaiswal and Kant, 2018), Strongly predictive of green purchase intent is PCE. A positive correlation exists between PCE and consumers' intention to purchase fair trade products. (Wang and Chen, 2019). Zhao et al. (2018) assert that PCE has a substantial impact on consumers' perceptions and intentions regarding carbon-labeled products. Be mindful of Dang et al. (2020). Perceived consumer efficacy pertains to the degree to which an individual patronizes sustainable development holds the belief that their conduct can effectively influence favorable results.

Perceived consumer effectiveness (PCE), as defined by (Currás-Pérez et al., 2018), is a characteristic of the consumer personality that pertains to the extent to which individuals hold the belief that their consumption behaviors can contribute to the resolution of societal issues or have a general impact (Berger & Corbin, 1992). In addition, Ellen et al. (1991) define perceived consumer effectiveness as a domain-specific conviction that individuals hold regarding the substantial contribution that their own endeavors can make to resolving a particular issue. Theoretically, perceived behavioral control (PBC) has been examined in the contexts of perceived control, learned helplessness, and locus of control (Rothbaum, Weisz, & Snyder, 1982). Perceived consumer effectiveness (PCE) is a broad word that refers to how confident a consumer is in their capacity to achieve desired results that are personally important to them. This particular personal quality has been given a key role in psychological theories of consumer behavior. The hypothesis that PCE influences consumer behavior is substantiated by the findings of numerous studies that establish a positive correlation between PCE and consumer contributions to sustainable development (Wall, 2021).

2.8. The Environmental Value

A value can be defined as an enduring conviction regarding the significance of objectives established by individuals, which exerts an impact on their cognitive system and directs their particular actions (Schwartz and Sagiv 1995). Consumer demand, consumption attitude, and consumption behavior are predominantly influenced by values (Homer and Kahle 1988). The propensity of individuals to demonstrate a variety of environment-related behaviors can be elucidated by their values (Baum and Gross 2017). Consequently, an individual's value system can significantly increase their propensity to engage in environmental protection measures (Stern and Dietz 1994).

According to the Cambridge English Dictionary, the environment comprises the land, air, and water in or upon which living organisms, including humans, animals, and vegetation, are situated.

The environmental significance:

Environmental value refers to enduring concepts concerning matters such as the Earth's carrying capacity for human population and the interplay between development and the environment. Environmental values, which are closely linked to green consumption, pertain to the positive or encouraging actions that are specifically designed to safeguard the environment and fulfill environmental responsibilities (McMillan et al., 2004; Li et al., 2021). Environmental value, as defined by McMillan et al. (2004), is also intricately linked to green consumption. It pertains to the positive or supportive behaviors that are specifically targeted at safeguarding the environment and fulfilling environmental responsibilities.

2.9. Underpinning Theories

2.9.1. The Planned Behavior Theory

The central tenet of planned behavior theory posits that an individual's behavioral intentions provide the most accurate means of forecasting and elucidating their actions. The theory operates under the following assumptions: (1) individuals generally exhibit rational behavior and methodically utilize available information when determining

whether to take action or refrain from taking action; (2) individuals' decisions are driven by conscious motives rather than unconscious motives; and (3) individuals contemplate the consequences of their actions prior to making a decision regarding whether to act or remain silent (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). Further applications of the theory can be observed in numerous fields, including consumer behavior (Ganesh & Barat, 2010), management development (McCarthy & Garavan, 2006), and e-commerce (Ganesh & Barat, 2010) (A. Miles, 2012). Hence, the present investigation utilized the theory of Planned Behavior, which, according to the information provided, significantly contributes to the study's solid theoretical foundation.

2.10. Hypothesis Formulation

2.10.1. The Relationship Between Green Product Knowledge And Green Purchase Intention

When considering the correlation between green purchasing intention and green product knowledge, it is important to bear in mind the following:

- **Environmental Awareness and Understanding:** Green product knowledge refers to the consciousness and comprehension of a community or an individual regarding the life cycle of products, as well as the environmental consequences associated with them. Environmental responsibility entails understanding the processes by which products are obtained, produced, utilized, and discarded. Consumer knowledge and behavior: Green product knowledge pertains to the understanding and consciousness that consumers hold regarding environmentally favorable or sustainable products. This understanding impacts their consumer behavior and motivates them to opt for goods that possess a reduced ecological impact. Regarding Salha, Junoh, and Alhamad (2019).
- **Corporate Sustainability:** Green product knowledge pertains to a corporation's comprehension of sustainable product development, encompassing design, materials, and manufacturing procedures. To minimize environmental damage, it entails the incorporation of environmental considerations throughout all phases of product development.

Green product knowledge may also be utilized as an instrument for educational and advocacy purposes. Academics may characterize it as the circulation and procurement of information pertaining to sustainable products and practices, with the aim of fostering conscientious consumer conduct and advancing environmental sustainability. (Wang et al., H., 2019)

The comprehension of a specific topic is vital to the study of consumer purchasing behavior; therefore, additional research is necessary in relevant fields. According to (M Almassawi, 2014 and Yeoh & Paladino, 2013), The most important predictor of green purchasing behavior is knowledge. I concur with the statement made by Kianpour et al. (2014) that knowledge is a significant determinant in the evaluation of green product purchases. In a study involving college students, Joshi and Rahman (2016) discovered that knowledge regarding green issues is the second most reliable predictor of green purchasing behavior, following environmental attitudes. This is due to the fact that consumers who possess greater environmental awareness are more attuned to eco-labels, which aid them in deciphering the information contained therein and consequently impact their buying choices (Gocer & Sevil Oflac, 2017). Consistent with the findings of other scholars (Joshi & Rahman, 2016; Joshi & Rahman, 2017; K. Lee, 2010; Shahnaei, 2012; Wahid et al., 2011 & Goh & Balaji, 2016 & Kanchanapibul et al., 2014), this result indicates that consumers' green purchasing behavior is influenced by their environmental knowledge. An additional research finding (Mohiuddin et al., 2018) highlighted the significance of environmental knowledge in fostering favorable attitudes toward green vehicles, which in turn influences the intention to purchase green vehicles. On the contrary, the research conducted by Wang and Hazen (2016), which was based on prospect theory, did not identify any statistically significant correlation between knowledge of cost, ecological knowledge, quality, and remanufactured products and purchase intention. In a similar vein, Rahbar and Wahid (2011) found that Malaysian consumers' environmentally conscious purchasing behavior was not influenced by their environmental knowledge. In the current body of literature, there is a scarcity of theoretical approaches that examine the influence of knowledge on purchasing behavior of green products, in addition to the inconsistent results observed in previous research (Han & Stoel, 2016 & Alhamad, 2023). Furthermore, considering the critical importance that consumers place on knowledge regarding environmentally friendly products, the present state of affairs indicates that consumers continue to lack

pertinent information (Han & Stoel, 2016 & Ha-Brookshire & Norum, 2011). Subsequently, the following hypothesis has been developed:

H1: Knowledge of green products influences green purchase intent positively.

2.10.2. The Relationship Between Green Product Knowledge And Green Trust

As stated in previous scholarly works, increased consumer trust reduces anxiety and uncertainty while also reinforcing the brand's or company's integrity (CHEN Y. et al. 2015). In contrast, "green trust" pertains to the inclination of consumers to purchase and depend on environmentally sustainable products, including green ones, on the grounds of their past performance, reliability, trustworthiness, and effectiveness. (Chen Y. S., 2010). Particularly in the era of environmentally and socially responsible consumption, the level of green trust has the potential to impact the consumer decision-making process (Y. S. Chen, 2010). Green purchase intention, on the other hand, measures how likely people are to buy a certain number of environmentally friendly goods or services (Netemeyer et al., 2005). Researchers have found that green trust can make people more likely to buy green products. This, in turn, may have an effect on what people actually buy (Lu et al. 2013). Building trust with customers is very important because it can affect what they buy and how they buy in the future (J. Lee et al., 2011). So, it's possible to say that a customer's trust in a company's products can have a big effect on their decision to buy and their attitude, which in turn affects how they act in real life (Harris & Goode, 2010). Researchers found that customer trust was a key factor in determining buying intention. (Schlosser et al., 2006). Customers' skepticism towards ecological products may be attributed to the presence of superfluous exaggeration and ambiguity (Kalafatis et al., 1999). Chen (2010) introduced the concept of "green trust" in his research and deduced that green trust has the potential to impact consumers' intentions and behaviors regarding green purchasing. Tarun and Amin (2021) Therefore, the subsequent hypothesis can be put forth in order to analyze this correlation. Hypothesis 2: Knowledge of green products positively influences Green Trust.

2.10.3. The Correlation Between Perceived Consumer Effectiveness And Green Product Knowledge

What makes up perceived consumer effectiveness (PCE) is how consumers think they can deal with big environmental and social problems (DAGHER, GRACE K., 2014; Ellen et al., 1991). Previous research has established that it plays a significant role in promoting socially responsible conduct among consumers (Higuera Castillo et al., 2019; Nguyen et al., 2016). An investigation conducted by Cojuharenco et al. (2016) revealed that PCE influences environmentally conscious consumer purchasing and recycling behavior in a positive way. According to research (Jaiswal and Kant, 2018), Strongly predictive of green purchasing intent is PCE. PCE is positively correlated with consumer propensity to purchase fair trade products, according to one study (Wang and Chen, 2019). Zhao et al. (2018) assert that PCE has a substantial impact on consumers' perceptions and intentions regarding carbon-labeled products. Consequently, in accordance with Dang et al. (2020), the following hypothesis is put forth to substantiate the importance of PCE in the current investigation:

H3: Familiarity with green products influences perceived consumer effectiveness in a positive way.

2.10.4. The Relationship In The Vicinity of Green Product Expertise And Environmental Value

Several studies have provided evidence that there is often a positive correlation between knowledge of green products and environmental values. Chen, F. Li, G. Yang, L. Zhang, X. Li, and G. Yang (2021) and Rusyani, E., Lavuri, and A. Gunardi (2021) support this claim. The precise and universally accepted definition of environmental attitude remains elusive in the field of social psychology, primarily due to the inherently ambiguous nature of human attitudes. Environmental consciousness is defined differently by various researchers. Some define it as the extent to which consumers exhibit concern for the environment, while others argue that it comprises environmental value and environmental beliefs. As a result, environmental value and environmental sensitivity will be utilized in lieu of environmental attitude in this paper. The term "environmental value" refers to concepts that remain relatively constant, such as the

carrying capacity of the planet's population and the correlation between development and the environment (P. Wang et al., 2013).

H4: Environmental value is positively impacted by green product knowledge.

2.10.5. Mediating Effects of Green Trust

The willingness of consumers to acquire green items is known as green purchase intention (Vermeir & Verbeke, W, 2008). Green trust refers to the inclination to depend on an organization or concept based on a conviction or anticipation that originates from that organization's reliability, compassion, and competence in regards to environmental sustainability (Chen, Y.-S. 2010). Prior research on green consumption indicates that consumers' green purchase intentions may be enhanced by green trust. In their investigation into the antecedent determinants of green behavior intention, Konuk et al. (2015) identified green trust as a favorable characteristic capable of exerting an impact on the intention to engage in green purchasing. Similarly, Chen and Chang (2012) established that the intention to make green purchases is significantly influenced by green trust. As a result, the subsequent hypothesis is proposed:

H5: The relationship between green product knowledge and green purchase intention is positively mediated by green trust.

2.10.6. Mediating Effects of Perceived Effectiveness by Consumers

Perceived consumer effectiveness is a pivotal factor in influencing green behavioral intention within the domain of green consumption (Vermeir & Verbeke, 2008). Put simply, perceived consumer efficacy is a crucial prerequisite for predicting consumers' green purchasing behavior. Previous research has demonstrated that the green purchasing intention of consumers can be positively impacted by their sense of efficacy (Kim, Y.; Choi, 2005). Perceived consumer efficacy encourages environmentally conscious behavior, such as green purchasing, according to Berger and Corbin (1992). Put simply, consumers are more likely to make green product purchases if they perceive that their green purchasing decisions contribute positively to the environment. As a result, the subsequent theory is posited:

H6. Perceived consumer effectiveness mediates the relationship between green product knowledge and green purchase intention in a positive manner.

2.10.7. Investigating the Mediating Roles of Environmental Value and Green Trust

The primary objective of this research is to examine the impact of perceived customer efficacy, green trust, environmental value, and perceived customer efficacy on the association between green product knowledge and green purchase intention. For example, consumers who have a high environmental value, trust the company's green claims, and believe in their own capacity to make a difference may be more inclined to purchase environmentally friendly products. (Wang, H., B. Ma, and R. Bai, 2019) Consumers of EVS and hybrid vehicles in Malaysia will be surveyed regarding their knowledge, trust, perceived effectiveness, environmental values, and purchase intentions as part of the study design. Statistical methods, including structural equation modeling and regression, can be utilized to evaluate the significance and magnitude of these associations. The results of this investigation may offer significant knowledge for marketers, policymakers, and researchers who are enthusiastic about advocating for environmentally conscious and sustainable consumption practices. Consequently, environmental value is considered a significant mediating variable:

H7: The relationship between green product knowledge and green purchase intention is positively mediated by environmental value.

2.11. Conceptual Framework

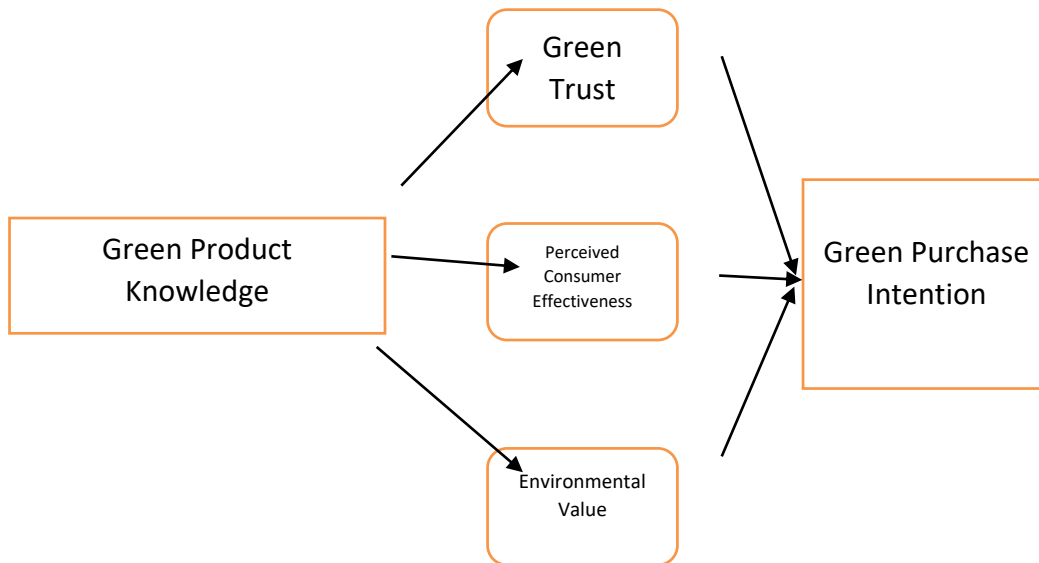


Figure 1: The figure above shows the conceptual framework

2.12. Summary

Prior studies that examined the same variables as the present one (green product knowledge, green purchase intention, green trust, perceived consumer efficacy, and environmental value) provided valuable insights that supported the investigation. There is a substantial body of academic literature devoted to the topic of green purchase intention, which includes a wide range of factors including perceived consumer efficacy, environmental value, and green trust. Both of these variables are consistently employed throughout the duration of this research. In addition, prior research on the environmental value, green trust, and PCE theories, as well as their influence on green purchase intention, is covered in this chapter. The subsequent chapter will provide an exposition of the research methodologies and theoretical framework, which will serve to illustrate the correlation between the variables.

3. CHAPTER THREE: RESEARCH METHODOLOGY

3.1. Introduction

The research on green buying intention were illustrated in the previous chapter, which included a literature review. More specifically, this study looks into the following variables: green trust, perceived customer effectiveness, green purchasing intention, and environmental value. The literature review provided guidance for the development of the study methods, theoretical framework, and hypotheses outlined in this chapter. Relationships between the variables, including mediating, dependent, and independent factors, are postulated by the hypotheses. Data collection through the survey was conducted in order to accomplish the study's objective. In addition, an overview of the research design, data sampling, data instrumentation, and testing of research objectives will be presented in this chapter.

3.2. Research Design

The research design functions as a framework or strategy for carrying out an investigation. The document outlines the necessary steps to acquire the pertinent data and information used in the development or resolution of research inquiries. The overview plan, at its most basic level, delineates the organization of the research. The present investigation utilizes a quantitative research methodology due to its suitability for the characteristics of the study. By establishing connections between discrete factors that can be condensed into numerical data and applied to the entire population, the quantitative approach incorporates an inquiry system (Finnerty et al., 2013). Quantitative research prioritizes the involvement of research participants and generates outcomes that are straightforward to gather, assess, and implement in relation to the investigated subject. In addition, conclusions that can be quantified rely on the author's capacity and arguments to substantiate the theory and results. It denotes a procedure that predominantly enhances knowledge by means of methodical empirical correlations. This field of study utilizes a theoretical framework and preliminary presumption to generate specific elements, hypotheses, and concerns via the implementation of observation, evaluation, and theory analysis (Creswell, 2017). In this investigation, surveys and descriptive measurements were applied. A data collection method utilizing a

questionnaire is to obtain responses from a representative subset of the research community.

3.3. Population and Sample Size

This subsection provides an account of the sample size determination and the estimated population size for the study. Furthermore, for the purpose of facilitating a more comprehensive understanding, the sample frame and sample approaches are emphasized.

3.4. Population Size

The term "population" denotes the complete set of significant individuals, events, or objects that the researcher intends to investigate (Sekaran & Bougie, 2016). A population, as defined by Cresswell (2012), is a group of individuals who possess comparable physical characteristics and other discernible attributes that an academic can examine. As a result, the population serves as the universal constituent from which a sample must be drawn, given that it comprises segments including organizations, households, and individuals to whom survey results must be extrapolated (Dillman, 2007, p. 42). Evaluating the extent to which consumers in Malaysia understand the beneficial attributes of chemical-free green products presents a formidable challenge, as they do not possess complete awareness of such intentions. Kuala Lumpur is the most populous and economically diverse city in terms of national origin, economic activity, and cultural diversity (Ng, J. H. Y., & Loke, A. Y., 2015). All Malaysians residing in Kuala Lumpur Malaysia who purchase environmentally friendly products comprise the population for this analysis. According to data presented in the World Population Review (2023), Kuala Lumpur's population is projected to amount to 8.7 million individuals.

3.5. Sample Size Determination

A subset of the total population that is accessible for collection during the sampling process constitutes the sample size. The term "it" denotes a subset or

subcollection of interest that is selected from the bigger population. Moreover, according to Sekaran and Bougies (2016), one of the principal rationales for employing the sampling technique is to gather data. As information collection from a sizable population is challenging, the determination of the sampling size is crucial in scientific inquiry. A larger sample size will ensure a more reliable and accurate result, while also mitigating the risks of fatigue and inaccuracy during the data collection process. Appropriate and sufficient sample size is required to assess demographic characteristics precisely and produce reliable study results (McMillan and Schumacher, 2014). As suggested by Sekaran and Bougies (2016), in order to obtain accurate results, a satisfactory estimation of the pertinent characteristics of the entire population can be achieved with a large and inclusive sample size. Consequently, the present investigation conforms to the foundational principle posited by Krijcie and Morgan. (1970). According to the World Population Review (2023), Kuala Lumpur's population is predicted to be 8.7 million. Consequently, the sample size for this study was determined to be 390 consumers of green products through the application of Krijcie and Morgan's (1970) sample determination method. In order to enhance the accuracy and dependability of the sample size, reduce sample size errors, and circumvent the frequent challenges associated with insufficient responses that arise during survey research (Malhotra, 2012), The present investigation utilizes Salkind's extensively implemented method for refining sample size (Barlett, Kotrlik, and Higgins, 2001). Salkind suggested augmenting the sample size by 40 to 50 percent in order to accommodate for potential omissions of questionnaires and challenging respondents. In total, a sample size of 585 was utilized for this study, which was increased by 50% as suggested by Salkind and implemented in Barlett, Kotrlik, and Higgins (2001), from the initial 390. The variable "y" denotes an undetermined increment of 50%, and the sample size is 390. Therefore, $y=50/(100) \times 390$ $y=0.5 \times 390$ $y=195$ The value of 195 in the equation corresponds to fifty percent of the 390-item total sample. Therefore, the sample size derived from the population under investigation in this research comprised 585 consumers of green products ($585 = 390 + 195$). This indicates that 585 survey instruments were selected at random to comprise the study's sample of green product consumers.

3.6. Sample Techniques

When elements of the population have a known, nonzero probability of being selected as subjects for the sample, probability sampling is applied. One can categorize the characteristics of probability sampling into two types: unrestricted (complex probability sampling) and restricted (simple random sampling). This investigation employed an unrestricted, basic random sample.

3.6.1. Simple or Unrestricted Random Sampling

An unrestricted probability sampling design, also known as simple random sampling, guarantees that every element in the population has a predetermined and equal chance of being selected as a subject. Assume that the population consists of one thousand elements and that a sample of 100 is required. Consider a scenario in which we were to place pieces of paper bearing the names of the elements into a hat and draw one hundred of those from the hat while our eyes were closed. We are aware that the probability of drawing the first piece is $1/1000$, the probability of drawing the second piece is $1/999$, and so forth. Put simply, we are aware that the likelihood of any individual element in the hat being selected is one in a million within the population. Furthermore, we know that the probability of selection is equal or identical for every element in the hat. It is common knowledge that computers are capable of producing random numbers, eliminating the need for the laborious procedure of selecting names from a container. (Sekaran & Bougie, 2019) Utilizing a sampling design in legal research entails both benefits and drawbacks: (1) This approach facilitates time and financial efficiency gains by relieving the researcher of the responsibility to analyze and test every hypothesis. Consequently, the research process was restricted to evaluating a restricted number of units or a small population. (2) Reliability: Since the researcher employed a sampling methodology to gather the data and conducted the analysis using said data, the aforementioned information should enable the researcher to derive dependable results. (3) Flexibility and adaptability: the census cannot comprehensively encompass all issues, particularly those that necessitate specific individual transactions; in this case, the sample represents the only accessible method of investigation. (4) Feasibility of implementation: When contrasting the administrative feasibility of sampling plans with sophisticated sampling plans, the organization tasked with conducting the population

census should consider the following categories of sampling: The following are examples of sample design techniques; simple random sampling consists of the following: This sampling method is occasionally denoted as probability sampling or random sampling. The selection process for a random sample ensures that every member of the population has an equal opportunity of being included. Random number generators include the method for selecting samples of the human population at random, containers containing drawings on lot-numbered scraps of paper from a random sample of individuals, tables of random numbers, and a roulette wheel. For instance, topics such as voting, changes in material circumstances, juvenile delinquency, and the distribution of social assistance are encompassed. Similarly, registration and tax listings are also included. To obtain random samples, one must select from a systematic list. The distribution of the numbers will be random, as opposed to occurring at regular intervals. This is due to the fact that the placement of the numbers in the table was executed without any discernible pattern. Consequently, the selection of the sample is entirely arbitrary. This procedure guarantees that every item has an equitable opportunity of being chosen as a candidate from an infinite population. In the case of an infinite population, each item is selected at random from the rest; the sample is determined by the same probability as the preceding choices; and consecutive selections are conducted arbitrarily; thus, they do not depend on one another. Some advantages of random sampling include the following: (1) Each element within a population possesses an independent and equivalent likelihood of being discovered. (2) This approach is utilized in conjunction with every other probability sampling strategy, including the random sampling method, and thus serves as the foundation for all random sample types. (3) When it comes to implementation plans, the basic random sampling strategy is the most user-friendly of any probability method. (4) It represents the most basic and direct form of random sampling methodology. (5) Random sampling does not require the researcher to know the precise demographic composition of the population prior to the event. As a result, it is the sampling technique that is most commonly employed. According to Jawale (2012), the methodologies utilizing critical multiples are the favored strategy for producing estimations of population parameters. This is because random samples are the least biased method and are susceptible to error; nevertheless, they comprise elements that accurately reflect the variations observed in the entire population. at chance Causal relationships can be established through the utilization of sampling, wherein participants

are assigned to the sample at random. Subsequently, the sample can be expanded to include the entire target population. The subsequent set of drawbacks pertains to random sampling:

The accounting system must be fully populated; assigning a distinct designation to every individual in the population is a time-consuming process.

A simple random sampling technique was employed in this investigation to furnish the researcher with a more comprehensive depiction of the population. A straightforward random sample is a subset of individuals (a sample) selected from a larger set (a population) at random and with an equal probability, according to the definition in statistics. A simple random sample is a method of sampling that is devoid of bias. Simple random sampling is a fundamental sampling technique that can be employed in conjunction with others of a more intricate nature.

3.7. Components of the Analysis

The expression "elements of analysis" denotes the constituents or entities that are being examined within a specific case study. Group, individual, and organizational elements of analysis are additionally classified as such in the marketing study (Creswell, 2012; Kumar, Abdul Talib, & Ramayah, 2013). The principal objective of this research endeavor is to examine the influence of perceived consumer effectiveness, environmental value, green product knowledge, and green trust on the green purchase intention of electric vehicle (EV) and hybrid automobile owners in Malaysia.

3.8. Method of Data Collection

The survey utilized a range of data collection techniques. For the purposes of statistical analysis, the primary data for this study were acquired from residents of Kuala Lumpur, Malaysia, via the administration of a questionnaire. The regions specified for the individuals in question are outlined in the World Population Review's statistics (2023). The researcher has utilized the population estimate of 8.7 million from the World Population Review (2023) as the basis for their study. The data collection methodology employed in this current investigation facilitated a thorough acquisition of information at a specific juncture. Furthermore, the researcher utilized quantitative measurement techniques to substantiate and facilitate the interpretation of the research findings. The

researcher utilized hand delivery to collect the completed questionnaires due to its expediency and time-saving nature, as well as its compatibility with the specific circumstances of Malaysia, which is expected to yield a substantial response rate. The significance of this questionnaire collection method lies in the empirical evidence indicating that utilizing postal orders to distribute questionnaires in Malaysia resulted in a sluggish and incomplete rate of return (Asika, 1991; Ringim, 2012), with response rates ranging from 3 to 4 percent. Despite the higher cost of self-administration of questionnaires in comparison to postal surveys, the researcher has opted for this approach due to its notable advantages. These encompass the capability to efficiently gather all completed questionnaires within a limited timeframe, solicit additional clarification from respondents concerning items that necessitate it, and motivate respondents to engage in the survey through the provision of candid opinions. (Sekaran & Bougie, 2016).

3.9. Design of Questionnaires

The questionnaire design phase is an essential component of any research undertaking, as it allows the researcher to determine the target number of participants and reduces the likelihood of measurement errors by arranging inquiries in a logical fashion that is easily understood by the respondents. A questionnaire comprises a pre-established series of inquiries that are specifically crafted to obtain data on desired variables from a subset of individuals, denoted as the "respondent." The inquiries have the potential to be dichotomous, closed-ended, or open-ended. Because closed-ended constructs limit respondents to the set of provided alternative answers when assessing their objective and subjective feelings regarding the conduct of the relationship between green product knowledge, green purchase intention of green products, and green trust, the questions for this study are closed-ended. In order to accomplish this in an effective manner, the researcher has initiated the process of standardizing questions appropriately by utilizing a meticulously designed, anonymous, and self-administered survey. As stated by Hair et al. (2016), this endeavor is critical due to the fact that obtaining dependable statistical analysis of the results is contingent upon the anticipated responses.

3.10. Instrument Measurement

As stated by Creswell (2012), the term "operational" refers to a researcher's delineation of the specific methods by which they intend to define and quantify all variables that are unique to the study. In a study, measurement serves to transform the properties and characteristics of empirical events into a form that can be assessed. The procedure utilized to symbolically delineate the elements of actuality within the analytical realm of research is measurement. Measuring thus involves the numerical assignment of experimental events in accordance with specific regulations. The present investigation utilizes and modifies the measurement methodology established in pertinent prior research (Churchill, 1999). Therefore, the research model comprises the following constructs and variable definitions: environmental value, perceived consumer effectiveness, green product knowledge, green purchase intention, and green trust. Subsequent to Table 3.2, the five-point Likert scale that will be employed in the research is illustrated.

Table 1: Illustrates the five liker.

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree/ nor Disagree	Agree	Strongly Agree

3.10.1. Green Product Knowledge

This study centers on the comprehension and consciousness surrounding environmentally sustainable products. Green product knowledge pertains to the extent to which an individual or community is cognizant and literate concerning products, encompassing both their long-term and ecological ramifications. It involves understanding the entire life cycle of items, including their sourcing, manufacturing, usage, and disposal, with a focus on environmental responsibility. In previous research, it has been identified that relying just on one method has its drawbacks. Consequently, this thesis aims to assess the collective understanding of green products by employing three specific criteria (as outlined in Table 3.2).

Table 2: Measurement Items for Green product knowledge

Items	Source
I am familiar with this kind of green products.	
When buying green products, I read the specific information on the label	P. Wang et al., (2013) and H. Wang et al., (2019)
I believe in testing and identifying green products that are implemented by certification organizations	

3.10.2. Green Purchase Intention

Green buying intention is to the inclination and dedication of an individual or organization to get products or services that are ecologically sound or sustainable. This purpose demonstrates a deliberate endeavor to select options that reduce damage to the environment, preserve resources, and promote sustainable activities. It frequently entails factors like as the ecological footprint of the product, ethical procurement, and sustainable manufacturing techniques. The reference is from the study conducted by Al-Adamat et al. in 2020.

Table 3: Measurement Items for green purchase intention.

Items	Source
Green purchase brings us more benefits than non-green purchase (GPA1)	
Buying green energy-saving products will make me happy (GPA2)	(K. Chen & Deng, 2016)
Buying a product, I will consider how it will affect the environment (GPA3)	
I am willing to spend a little more money to buy green products (GPA4)	

3.10.3. Green Trust

Trust can be defined as the conviction that an individual is reliable and trustworthy, incapable of deceit, and committed to fulfilling their commitments (Luhmann, N. Trust and Power; Wiley: Hoboken, NJ, USA, 1979). The foundation of trust is composed of integrity, benevolence, and expertise. In marketing, trust is

commonly defined in terms of social psychology research, which asserts that confidence is established via the dependability and benevolence of the other party. The degree to which one can rely on the veracity and consistency of one's speech, words, and actions is referred to as its reliability. Goodwill, on the other hand, entails a real concern for both parties' goals and well-being, as well as the pursuit of their common interests (Lin, L.-Y., Wang, J.-F., and Huang, L.-M. 2011). As consumer confidence develops, feelings of anxiety and uncertainty reduce, therefore enhancing the brand or company's integrity. (Y. Chen, 2015).

Table 4: Measurement items for green trust

Items	Source
You believe that this product's environmental image is generally reliable.	(Y. S. Chen & Chang, 2013)
You think that this product's environmental functionality is generally dependable.	
Overall, you believe that this product's environmental claims are trustworthy.	
This product's environmental performance meets your expectations.	
This product keeps promises for environmental improvement.	

3.10.4. Perceived Consumer Effectiveness

Consumers' perceptions of their own capacity to effect positive change regarding significant environmental and social concerns constitute perceived consumer effectiveness (PCE) (Dagher and Itani, 2014 & Ellen et al., 1991). Previous research has established that it plays a significant role in promoting socially responsible conduct among consumers (Higuera Castillo et al., 2019 & Nguyen et al., 2016). An investigation conducted by Cojuharenco et al. (2016) revealed that PCE influences environmentally conscious consumer purchasing and recycling behavior in a positive way. Jaiswal and Kant (2018) found that PCE is a strong predictor of green buying intent. PCE is positively associated with consumer intent to buy fair trade products (Wang and Chen, 2019). According to Zhao et al. (2018), PCE is a major predictor of customers' perceptions and behavioral intentions toward carbon-labeled items. Based on previous studies, the role of PCE in the relationship between retailer CSR and CCB is

equivocal. As a result, this study looks into the role of PCE as a mediator between retailer CSR and CCB. (Dang et al. (2020).

Table 5: Measurement items for Perceived Consumer Effectiveness

Items	Source
Each person’s behavior can have a positive effect on society by signing petition in support of promoting the environment.	(Kim & Choi, 2005)
I feel capable of helping solve the environment problems.	
There is not much that I can do about the environment (R).	
I feel I can help solve natural resource problem by conserving water and energy.	
I can protect the environment by buying products that are friendly to the environment.	

3.10.5. Environmental Value

Because human attitudes are naturally ambiguous, social psychology has yet to produce a precise and commonly accepted definition of environmental attitude. Some studies define it as the degree to which consumers exhibit concern for the environment, whereas others contend that it encompasses both environmental value and environmental perspectives. Consequently, in this paper, environmental value and environmental sensitivity shall be employed as substitutes for environmental attitude. Environmental value refers to enduring concepts concerning matters such as the Earth's carrying capacity for human population and the interplay between development and the environment. The modified New Environmental Paradigm (NEP) will be utilized to calculate the environmental value in this paper. Individuals who achieve higher NEP scores are more inclined to participate in pro-environmental activities, according to recent research (Hong and Xiao, 2007 & P. Wang et al., 2013).

Table 6: Measurement items for environmental value

Items	Source
We are approaching the limit of the number of people the Earth can support	(P. Wang et al., 2013)
The Earth is like a spaceship with very limited room and resources	
The presence of resource shortage and environmental pollution has threatened the health and survival of humans	
Rapid development will not always lead to the environmental damage	
While it is normal to develop by sacrificing some environment, we should improve the living standard before considering environmental protection	
Depending on the technological progress, we can solve all the environmental problems	
Plants and animals have as much right as humans to exist	
Despite our special abilities, humans are still subject to the way of nature	
The balance of nature is very delicate and easily upset	
Humans have the right to modify the natural environment to suit their needs.	
Humans were meant to rule over the rest of nature.	
If things continue on their present course, the environment of our future generations is severe	

3.11. Data Analysis Technique

Verification, purification, examination, transformation, and modeling of data are all components of data analysis, which are performed to unearth crucial insights, facilitate decision-making, and produce conclusions. SPSS version 26 will be utilized to analyze the data for this research endeavor. Certain SPSS 26 items are appropriate for texting responses in this study, including those used for reliability and correlation evaluations.

3.11.1. Reliability Analysis

The initial stage of the test validation procedure is reliability analysis (Wells & Wollack, 2003). The utilization of reliability analysis involves the examination of the internal consistency of the measurement items. More precisely, this is accomplished through the computation of Cronbach's alpha reliability coefficients pertaining to the

newly established item evaluation and testing dimensions. A statistic that examines the internal questionnaire items is referred to as Cronbach's alpha (Cronbach, 1951). A value in the vicinity of 1.00 on the Cronbach's Alpha scale signifies a high degree of consistency (Wells & Wollack, 2003). Standardized assessments that carry significant consequences necessitate internal consistency coefficients of minimum 0.90, while those that carry less severe consequences mandate coefficients of 0.80 or 0.85 (Wells & Wollack, 2003). The reliability coefficient should not fall below 0.70, as suggested by Lehman (2005) and Wells & Wollack (2003). According to the findings of Sekaran and Bougie (2010), an analysis of reliability below 0.60 is deemed insufficient, while a value of 0.80 is considered satisfactory. A synopsis of the obtained reliability coefficients for the items is presented in Table 3.7.

Table 7: Summery of reliability coefficient

Reliability coefficient	Remarks
Less than 0.60	Poor
0.70	Acceptable
0.80	Good
0.90 and more	Excellence

Sources: (Sekaran & Bougie, 2010)

3.11.2. Descriptive Statistics

Analyses of descriptive statistics comprise the mean, frequency, percentage, and standard deviation, which reveal the general perceptions of respondents regarding each questionnaire category (Robert Cavana, Delahaye, & Sekaran, 2001). Descriptive statistics are chosen because they can provide a precise picture of a scenario, group, organization, or individual's traits, such as knowledge, behavior, opinions, abilities, and beliefs. The present investigation was conducted in alignment with the prevailing body of research, which entails the gathering of data to examine a hypothesis. As previously stated, descriptive statistics include the computation of measures such as mean, median, and standard deviation using interval data (Wen, 2006). In order to ascertain the degree of variability and central tendency in the data distribution, the mean score and standard

deviation are employed. The mean scores for the variables were interpreted using a Likert scale consisting of five points for the measurement items. Mean scores fell into three distinct categories: low, moderate, and high. Mean scores falling within the range of 1-2.99 were categorized as low, while mean scores spanning from 3.00 to 4.99 were designated moderate, and mean scores ranging from 5.00 to 7.00 were deemed high (Lopes, 2012).

Table 8: Summery of Descriptive Analysis

Mean score	interpretation
1.00 – 1.99	Low
2.00 – 3.49	Moderate
3.50 – 5.00	High

Source: (Lopes, 2012)

3.11.3. Correlation Analysis

Analyses of descriptive statistics comprise the mean, frequency, percentage, and standard deviation, which reveal the general perceptions of respondents regarding each questionnaire category (Robert Cavana, Delahaye, & Sekaran, 2001). Because descriptive statistics can offer an accurate depiction of the characteristics of a given situation, group, organization, or individual, including but not limited to knowledge, behavior, opinions, abilities, and beliefs, they are preferred. The present inquiry was conducted in adherence to the established corpus of knowledge, which entails gathering empirical evidence to examine a hypothesis. Descriptive statistics, as mentioned earlier, involve the calculation of interval data measures including the mean, median, and standard deviation (Wen, 2006). In order to ascertain the degree of variability and central tendency in the data distribution, the mean score and standard deviation are employed. Data distribution variability and central tendency are determined by the mean score and standard deviation. The variables' mean score interpretation employed a 5-point Likert scale for measurement items. Low, moderate, and high mean scores existed. Mean scores of 1-2.99 were low, 3.00–4.99 were intermediate, and 5.00–7.00 were high. (Lopes, 2012).

3.12. Mediation Analysis

In order to ascertain the degree of variability and central tendency in the data distribution, the mean score and standard deviation are employed. The mean scores for the variables were interpreted using a Likert scale consisting of five points for the measurement items. Mean scores fell into three distinct categories: low, moderate, and high. Mean scores falling within the range of 1-2.99 were categorized as low, while mean scores spanning from 3.00 to 4.99 were designated moderate, and mean scores ranging from 5.00 to 7.00 were deemed high (Fiske, Kenny, and Taylor, 1982). As a result, intervention analysis is a technique for generating data from an examination study when signs of the intervening operation are accessible.

MacKinnon, Rose, Chassin, Presson, and Sherman (2000) identify three notable approaches to factual intercession examination: (a) causal steps; (b) difference in coefficients; and (c) product of coefficients. The following strategies employ data derived from the three regression equations provided:

$$Y=i1+cX+e1, 1$$

$$Y=i2+c'X+bM+e2, 2$$

$$M=i3+aX+e3, 3$$

The variables being looked at are $i1$, $i2$, and $i3$. Y is the outcome variable, X is the predictor variable, and M is the mediator. c is the coefficient that connects the exogenous and endogenous parts; c' is the coefficient that changes the independent variable for the mediator; b is the coefficient that changes the mediator for the independent variable; and a is the coefficient that changes the independent variable for the mediator. A line shows the answers to equations 2 and 3. As a side note, the next part of this review will talk about how to change the intervening method to take into account how X and M interact in Equation 2, along with linear and nonlinear effects.

Such as those The most widely applied method for evaluating intervention may be the causal steps approach described in Baron and Kenny's (1986) seminal work and Bolger's (1998) 1998. Securing intervention according to the Baron and Kenny method entails four distinct stages. In Equation 1, a critical relationship between the exogenous and endogenous variables is initially necessary. Furthermore, Equation 3 requires a strong correlation between the independent variable and the putative mediating variable.

Furthermore, in Equation 2, when both the independent and mediating variables predict the dependent variable, the mediating variable must be able to be fundamentally identified as the dependent variable. Furthermore, the absolute value of the coefficient connecting the independent and dependent variables in the regression model must be greater than the coefficient between the independent and dependent variables in a model in which both the independent and mediating variables predict the dependent variable. The causal steps approach to intervention surveys should be used in practice while evaluating interventions. This approach has some limitations, as illustrated in the following example.

4. CHAPTER FOUR: RESULTS AND FINDINGS

4.1. Introduction

Three sections constitute the present chapter. A summary of the respondents' demographic characteristics is provided in the first section. The subsequent section provides an analysis of the measuring instruments employed in the research, with particular emphasis on the Cronbach's Alpha Reliability Test. In the third and final section, the analysis of the study hypothesis is reviewed.

4.2. Response Rate and Profile of the Demographics

Both the response rate and the participants' demographic features are critical in determining the implications of the research findings. Consequently, the response rate and respondent profiles (demographic characteristics) are presented and examined in this section.

4.2.1. Rate of Response

The current analysis focused on Malaysian consumers' intentions to make green purchases. After two months of online data collection and questionnaire distribution via email in Malaysia, a total of 390 questionnaires were gathered from 500 disseminated surveys, with 116 remaining unreturned or incomplete.

Table 9: Summary of questionnaires distributed.

Malaysia	Total	Present (%)
Distributed questionnaires	500	100
Usable questionnaires	390	78
Unreturned/incomplete questionnaires	110	22

4.2.2. Respondents Demographic Characteristics

Table 10 shows the respondents' demographic profiles, which include gender, age, income, knowledge, purchasing, and consumption.

Table 10: Frequency and percentage of demographic information

		Frequency	Percent
Gender	Male	245	62.8
	Female	145	37.2
	Total	390	100.0
Age	18-30	146	37.4
	31-40	130	33.35
	41-50	82	21.05
	Above 50	32	8.2
	Total	390	100.0
Income (RM)	Less than 500	100	25.64
	501-1000	144	36.92
	1000-1500	35	9
	1501-2000	41	10.5
	20001-2500	28	7.18
	2501-2999	31	7.94
	Above 3000	11	2.82
	Total	390	100.0
My knowledge of Green Product are	Poor	34	8.71
	Satisfy	178	45.65
	Good	52	13.34
	Excellent	126	32.3
	Total	390	100.0
	Never	35	9

My Purchase of Green Products are	Rarely	49	12.54
	Monthly	136	34.88
	Frequently	170	43.58
	Total	390	100.0

In a comprehensive survey of 390 respondents, a series of graph 4.1 reveal key insights into the demographics and behaviors related to the consumption of green products. The gender distribution shows a predominance of male participants, accounting for 62.8%, compared to 37.2% female. Age-wise, the majority of respondents fall into younger age brackets, with 37.4% between 18-30 years and 33.35% in the 31-40 years range, followed by a smaller representation of older age groups. When it comes to income, the largest segment earns between RM 501-1000, indicative of a lower to middle-income demographic. The respondents exhibit a moderate to high level of knowledge about green products, with 45.65% rating their knowledge as 'Satisfy' and 32.3% as 'Excellent'. Regarding the purchase frequency of green products, a significant 43.58% purchase them frequently, and 34.88% do so monthly. Finally, in terms of types of green products consumed, 'Power Saving Machines' and 'Organic Food' emerge as the most popular choices, at 34.88% and 26.92% respectively, highlighting a strong inclination towards energy-efficient and organic products. This data collectively provides a nuanced understanding of the current landscape of green product consumption, reflecting trends and preferences among a diverse group of consumers.

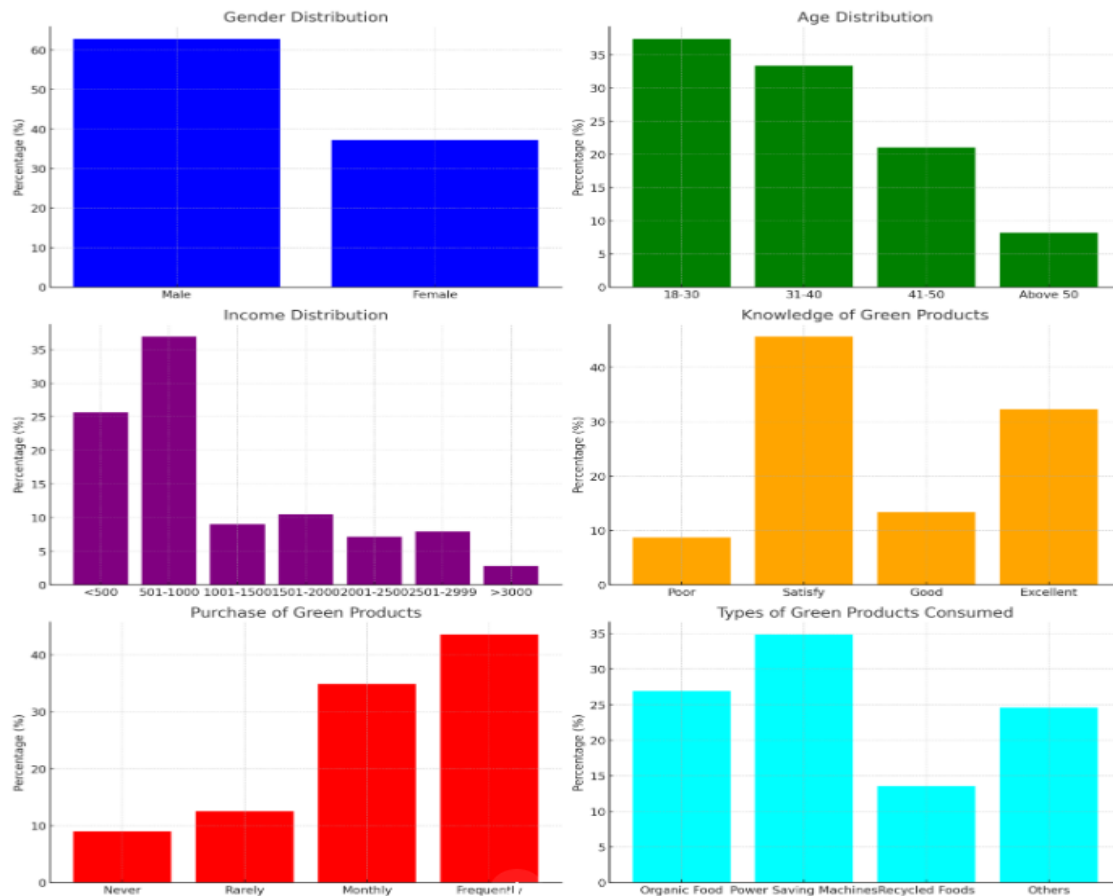


Figure 2: A series of key insights into the demographics

4.3. Reliability Analysis

Sekaran (2010) explains that reliability tests are employed to assess the constancy and consistency of variables. The principal test instrument utilized in these evaluations is Cronbach's alpha. A Cronbach's alpha value approaching 1.00 signifies enhanced data dependability; values below 0.70 are deemed unsatisfactory, whereas values exceeding 0.80 are regarded as favorable (Sekaran, 2010).

Table 11: The stability of the instrument Cronbach's alpha for the variables in Malaysia

No.	Variables	No. of items	Cronbach's alpha
1	Green Product Knowledge	3	0.894
2	Green Trust	5	0.918
3	Environmental Value	11	0.893
4	Perceived Consumer Effectiveness	5	0.950
5	Green Purchase Intention	4	0.901

Table 4.3 presents the results of the reliability analysis conducted on the variables obtained from the Malaysian data. Evidently, the Cronbach's alpha coefficient for the variable "Green Product Knowledge" is 0.894, as indicated by the data in the table. This value suggests that the respondents' understanding of green products is remarkably consistent. "Green Trust" receives a marginally higher score of 0.918, indicating that participants' confidence in green products is consistent. The construct "Environmental Value," which has a coefficient of 0.893, indicates that participants share a comparable degree of consensus regarding the importance they attribute to the environment. The variable "Perceived Consumer Effectiveness" received the maximum score of 0.950, signifying that participants hold a steadfast conviction that their consumer decisions possess the capacity to significantly influence the environment. In conclusion, the variable "Green Purchase Intention" possesses a coefficient of 0.901, which signifies that the respondents hold a firm and consistent intention to acquire green products. In relation to green products and practices, the participants exhibited high levels of knowledge, trust, value, perceived efficacy, and intention, which collectively indicate a unified and robust pro-environmental stance.

4.4. Factor Analysis

The "Bartlett" (KMO) test indicates that the "Olkn" scale value is 0.754, which is greater than the critical value of 0.5, as shown in the table below. The investigation evaluates the suitability of the sample size and the increasing dependability of the factors generated via factor analysis by calculating the "Bartlett" test's probability value (P-value), which must be 0.00 or lower than 0.05. This suggests that there is no correlation

between the matrix unit and the correlation matrix, indicating that there is a relationship between certain variables in the matrix. Consequently, an exhaustive examination of the data can be executed. The "Kaiser-Mir UConn" table that follows is employed to evaluate the adequacy of the sample and perform a "Bartlett" test on the data.

Table 12: Kmo and bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.754
Bartlett's Test of Sphericity	Approx. Chi-Square	834.617
	Sig.	.000

4.5. Descriptive Finding

Based on the descriptive analysis findings, a summary of respondents' impressions of variables was obtained to confirm their validity and reliability. More precisely, descriptive analyses were performed on the full measurement constructs of green product knowledge, green trust, environmental value, perceived consumer effectiveness, and green buy intention, with the results shown in Tables 13, 14, 15, 16, and 17. Scores less than 1.99 were regarded low, and scores greater than 3.50 were rated high. Values that fell between (2.00 to 3.49) were termed moderate or neutral. (Lopes, 2012).

Table 13: Results for green product knowledge

Items	Min	Max	Mean	Std. Deviation
I am familiar with this kind of green products.	1.00	5.00	3.4077	1.46087
When buying green products, I read the specific information on the label	1.00	5.00	3.2692	1.37619
I believe in testing and identifying green products that are implemented by certification organizations.	1.00	5.00	3.3077	1.41155

As illustrated in Table 13 In terms of the first item, which assesses familiarity with environmentally friendly products, the average score of 3.4077, accompanied by a standard deviation of 1.46087, indicates that participants have a moderate level of knowledge about green products, albeit with significant variation in their responses. The second question, which examines comprehensive information on green product labels, has a somewhat lower mean score (3.2692) and a standard deviation of 1.37619. These results show a moderate level of interaction with product labels and, once again, significant heterogeneity among individuals. The average score for the third category, confidence in certifying organizations for environmentally friendly items, is 3.3077. The standard deviation for this question is 1.41155, indicating that the level of confidence in these certifications is moderate, commensurate with the variability seen in the responses to the other items. In general, the data show that, while respondents have a modest level of knowledge, concern about labels, and faith in certifications, there is significant variance in how people perceive and interact with these features of environmentally friendly products.

Table 14: Results for green trust

Items	Min	Max	Mean	Std. Deviation
You believe that this product's environmental image is generally reliable.	1.00	5.00	3.1692	1.06695
You think that this product's environmental functionality is generally dependable.	1.00	5.00	3.2769	1.07087
Overall, you believe that this product's environmental claims are trustworthy.	1.00	5.00	3.1974	1.02889
This product's environmental performance meets your expectations.	1.00	5.00	3.3462	1.01944
This product keeps promises for environmental improvement.	1.00	5.00	3.3026	1.09486

This table 14 presents all items show moderate mean scores, ranging from 3.1692 to 3.3462, indicating a general but not strong belief in the product's environmental attributes. The standard deviations, which are relatively close across all items (ranging from 1.01944 to 1.09486), suggest a moderate level of variability in responses, indicating that while there is a tendency towards believing in the product's environmental claims, opinions are not uniform among respondents. Specifically, the highest confidence is in the product's environmental performance meeting expectations (mean = 3.3462), while the lowest is in the general reliability of the product's environmental image (mean = 3.1692). Overall, these results suggest that consumers hold moderately positive views about the environmental aspects of the product, but there is noticeable variation in the level of trust and belief in these claims.

Table 15: Results for environmental value

Items	Min	Max	Mean	Std. Deviation
We are approaching the limit of the number of people the Earth can support	1.00	5.00	3.4179	1.39856
The Earth is like a spaceship with very limited room and resources	1.00	5.00	3.4846	1.40638
The presence of resource shortage and environmental pollution has threatened the health and survival of humans	1.00	5.00	3.4590	1.41680
Rapid development will not always lead to the environmental damage	1.00	5.00	3.1462	1.32861
While it is normal to develop by sacrificing some environment, we should improve the living standard before considering environmental protection	1.00	5.00	3.4641	1.35385
Depending on the technological progress, we can solve all the environmental problems	1.00	5.00	3.1462	1.34973
Plants and animals have as much right as humans to exist	1.00	5.00	3.2179	1.40003
Despite our special abilities, humans are still subject to the way of nature The balance of nature is very delicate and easily upset	1.00	5.00	3.1000	1.11901
Humans have the right to modify the natural environment to suit their needs.	1.00	5.00	3.3154	1.03189
Humans were meant to rule over the rest of nature.	1.00	5.00	3.2949	1.13043
If things continue on their present course, the environment of our future generations is severe	1.00	5.00	3.0359	1.11487

Table 15 the overall trend shows moderate agreement with statements concerning environmental limits and human impact. For instance, the belief that Earth is nearing its capacity to support human life has a mean score of 3.4179, and the view of Earth as a limited-resource spaceship is slightly higher at 3.4846, both indicating moderate concern about Earth's carrying capacity and resource limitations. The perception of resource shortage and environmental pollution as threats to human health has a similar mean (3.4590), reinforcing a moderate level of concern about environmental degradation. However, there's a more ambivalent stance on the

relationship between development and environmental damage, and the ability of technology to solve environmental problems, both scoring around 3.15, reflecting neither strong agreement nor disagreement. The scores also suggest a moderate acknowledgment of the rights of plants and animals and the delicate balance of nature, paired with a slightly higher but still moderate belief in human rights to modify the environment for their needs. The least agreement is observed in the statement regarding the severity of future environmental conditions if current trends continue (mean = 3.0359), indicating a somewhat lower sense of urgency or concern about long-term environmental sustainability. These results suggest a nuanced view among respondents, acknowledging environmental limits and issues while also maintaining a belief in human agency and development, reflecting the complex interplay of environmental concern and human-centered perspectives in environmental discourse.

Table 16: Results for consumer effectiveness

Items	Min	Maxi	Mean	Std. Deviation
Each person’s behaviour can have a positive effect on society by signing petition in support of promoting the environment.	1.00	5.00	3.1641	1.13605
I feel capable of helping solve the environment problems.	1.00	5.00	3.2769	1.04413
There is not much that I can do about the environment.	1.00	5.00	3.2103	1.17628
I feel I can help solve natural resource problem by conserving water and energy.	1.00	5.00	3.1487	1.08506
I can protect the environment by buying products that are friendly to the environment.	1.00	5.00	3.2538	1.11529

Table 16, the mean scores for all items hover around the midpoint, suggesting moderate agreement with the notion that individual actions can positively affect the environment. Specifically, the belief that one's behavior, such as signing petitions, can have a positive societal impact scores a mean of 3.1641, indicating a moderate belief in the efficacy of collective actions for environmental promotion. Similarly, respondents

feel moderately capable of contributing to solving environmental problems (mean = 3.2769) and believe to some extent in their ability to help solve natural resource issues through conservation (mean = 3.1487). The item "There is not much that I can do about the environment" also reflects a moderate level of agreement (mean = 3.2103), suggesting some degree of skepticism or perceived limitations in individual efficacy. Lastly, purchasing environmentally friendly products is seen as a viable way to protect the environment, with a mean of 3.2538. The standard deviations for all items are relatively close, around 1.1, indicating a moderate level of variability in responses. Overall, the data suggests that respondents generally believe in the positive impact of individual actions on the environment, albeit with some reservations about the extent of their efficacy.

Table 17: Results for green purchase intention

Items	Min	Max	Mean	Std. Deviation
Green purchase brings us more benefits than non-green purchase	1.00	5.00	3.1205	1.15878
Buying green energy-saving products will make me happy	1.00	5.00	3.2282	1.05632
Buying a product, I will consider how it will affect the environment	1.00	5.00	3.3279	1.10320
I am willing to spend a little more money to buy green products	1.00	5.00	3.2272	1.02743

The data is presented in Table 17. The mean values for perceived benefits and personal contentment associated with purchasing green products indicate a moderate level of agreement. The mean score for the belief that green purchases provide more advantages than non-green ones is 3.1205. This indicates a moderate degree of consensus that green products are beneficial, although there is considerable dispersion in this regard, as evidenced by the standard deviation of 1.15878. The notion that purchasing green, energy-efficient products promotes individual satisfaction receives a marginally higher mean score of 3.2282, indicating a moderately favorable affective reaction towards these types of purchases. The level of agreement regarding the impact of environmental factors on purchasing decisions is marginally higher (mean = 3.3279),

suggesting that environmental considerations significantly influence consumer preferences. Lastly, the mean score for the willingness to invest more in environmentally friendly products is 3.2272, which is moderate, suggesting that consumers are reasonably prepared to allocate additional funds towards such products. In general, the aforementioned responses indicate a favorable yet circumspect stance regarding environmentally conscious buying. They underscore a consciousness of and propensity to incorporate environmental factors into consumer conduct, albeit with minor discrepancies in terms of level of dedication and perceived advantages.

4.6. Pearson Correlation Analysis

The linear bivariate relationship between Green Purchase Intention, the dependent variable, and the independent variables Green Product Knowledge, Green Trust, Environmental Value, and Perceived Consumer Effectiveness was determined via Pearson correlation analysis. Malaysia's analysis results are presented in Table 4. The primary objective of the correlation analysis was to ascertain the degree of association that exists between each independent and dependent variable.

Table 18: Pearson's correlation analysis of variables in malaysia

*Correlation is significant at the 0.01 level, **Correlation is significant at the 0.05 level

Green Product Knowledge	1				
Green Trust	.698**	1			
Environmental Value	.728**	.740**	1		
Perceived Consumer Effectiveness	.750**	.790**	.704**	1	
Green Purchase Intention	.619**	.674**	.699**	.781**	1

According to the methodology utilized in this research, the R-values of 0.10, 0.13, and 0.50, as suggested by Green et al. (1997), correspond to weak, moderate, and robust relationships, respectively. In accordance with this general principle, all the

correlation coefficients presented in the table pertaining to Malaysia are both positive and statistically significant. Specifically, there were positive and statistically significant associations observed between Green Product Knowledge (an independent variable), Green Trust, Environmental Value, Perceived Consumer Effectiveness, and the mediating variable, as well as Green Purchase Intention (a dependent variable). The results indicate that all of the independent variables exhibited a positive correlation of at least 0.01. Specifically, the correlation between trust and convenience was the strongest ($r=0.82$, $p<0.01$), while the correlation between emotion and convenience was the weakest ($r=0.05$, $p<0.01$). The correlation coefficients among five distinct constructs pertaining to green products are presented in Table 4.11. The coefficients exhibit a range of 0.790 to 0.619, indicating that the positive correlations between these constructs are moderate to strong. It is worth mentioning that Green Product Knowledge exhibits substantial positive correlations with every other construct, with the strongest correlation (0.750) being with Perceived Consumer Effectiveness. This suggests that consumers' trust in and confidence in green products are strongly correlated with their level of knowledge regarding these products. Strong correlations are also observed between Green Trust and Environmental Value, particularly with one another (0.740), suggesting that trust in environmentally friendly products and environmental appreciation are intricately linked. Additionally, Green Purchase Intention is significantly correlated with Perceived Consumer Effectiveness (0.781), indicating that consumers are more likely to purchase green products if they have a greater belief in their capacity to positively influence the environment. In summary, the findings of this study underscore a unified system of convictions and attitudes in which the reciprocal influence of knowledge, trust, value perception, and perceived efficacy results in a heightened inclination to buy environmentally friendly products.

4.7. Hypothesis Testing Result of Direct Relationship of Variables

Three statistical measures—the significance of correlation coefficients (R), the coefficient of determination (R^2), and multiple regressions—were employed to assess the assumptions of the proposed model.

The range of correlations under study was +1 to -1. As to Brace et al. (2000), r values ranging from 0 to 0.2 signify weak correlation, 0.3 to 0.6 indicate moderate

connection, and 0.7 to 1 indicate considerable correlation. The percentage of the other variable's variation that can be predicted is determined using the coefficient of determination (R^2). It evaluates the capacity to forecast using a specific model or graph. Lastly, the degree to which each set of independent predictor factors effects the dependent criteria variable is quantified by multiple regressions (beta). Multiple regression analysis is a useful tool for testing models and hypotheses on the relationship between a certain set of factors and behavior. In general, multiple regression analyzes the link between one variable and a set of factors, while the correlation coefficient (R^2) quantifies the association between two variables. The degree of linearity between the variables is shown by the coefficient R^2 . The significance of the correlation coefficients with respect to R was ascertained in the current investigation using Pearson Correlation Coefficients computed for variable pairs. The linear regression analysis method is used to get the beta coefficient. The findings of the preliminary testing of the major hypotheses are shown in Table 4.12.

H1: Green product knowledge has a positive effect on green purchase intention.

H2: Green product knowledge has a positive effect on Green Trust.

H3: Green product knowledge has a positive effect on Perceived Consumer Effectiveness.

H4: Green product knowledge has a positive effect on Environmental Value.

Table 19: The results of the application of the regression between variables

Variables	B	T	Sig.	R	R2	F	Sig.
Green product knowledge	.155	3.223	.001	.745a	.555	59.292	.000b
a. Dependent Variable: green purchase intention							
Variables	B	T	Sig.	R	R2	F	Sig.
Green product knowledge	.800	23.237	.001	.852a	.727	212.537	.000b
a. Dependent Variable: Green Trust							
Variables	B	T	Sig.	R	R2	F	Sig.
Green product knowledge	.100	5.420	.001	.841a	.708	209.219	.000b
a. Dependent Variable: Perceived Consumer Effectiveness							
Variables	B	T	Sig.	R	R2	F	Sig.
Green product knowledge	.511	10.224	.001	.789a	.623	217.923	.000b
a. Dependent Variable: Environmental Value							

As shown in Table 19, the regression analysis between green product knowledge and green purchase intention is as follows: 0.155 is the unstandardized coefficient (B). This finding indicates that there is a 0.155-unit increase in green purchase intention for each unit increase in green product knowledge. The T-value is 3.223. This value is substantially high, suggesting that there is a statistically significant relationship between knowledge of green products and the intention to purchase them. (Sig.) Significance: 0.001. The obtained value of less than 0.05 provides confirmation that the relationship is statistically significant. 0.745% is the correlation coefficient (R). This indicates that knowledge of green products is significantly correlated with the intention to purchase green products. 0.555 is the R2 (Coefficient of Determination). This indicates that knowledgeable consumers regarding green products account for 55.5% of the variance in green purchase intention. The F-Value is 59.292. This value is substantial, indicating the model's overall significance. F-Significance equal to zero. This further validates the significance of the model. B: 0.800 for Green Product Knowledge and Green Trust. A significantly greater effect size than the preceding model, suggesting that a unit increase in green product knowledge is associated with a considerable rise in green trust. R = 0.852; R2 = 0.727. The observed values indicate a heightened degree of positive

correlation and explanatory capability in comparison to the preceding model. $B: 0.100$ for Green Product Knowledge and Perceived Consumer Effectiveness. Although the effect magnitude is smaller, it remains statistically significant. R is 0.841, while R^2 is 0.708. Comparable explanatory power and high correlation to the preceding models. Environmental Value and Green Product Knowledge: $B: 0.511$. Indicates that increased knowledge of green products results in a substantial increase in environmental value. $R = 0.789$; $R^2 = 0.623$. There exists a robust positive correlation and explanatory capability.

In brief, the findings of this study demonstrate a robust and statistically significant positive correlation between environmental product knowledge and a range of attitudes and behaviors pertaining to the environment, including perceived consumer effectiveness, environmental value, green purchase intention, and green trust. A greater understanding of green products correlates with more favorable environmental attitudes and conduct. The models exhibit a considerable degree of predictive capability, as evidenced by the high R^2 values.

4.8. Testing the Mediating Effect

There are four possible mediating effects in the constructed study model between the independent and dependent variables. The following hypothesis summarizes the proposition: Hypothesis 2: The relationship between knowledge of green products and intentions to buy them is positively affected by perceived customer effectiveness, green trust, and environmental value. Perceived Consumer Effectiveness, Green Trust, and Environmental Value were the subjects of mediating effects tests, the outcomes of which are shown in the figure below.

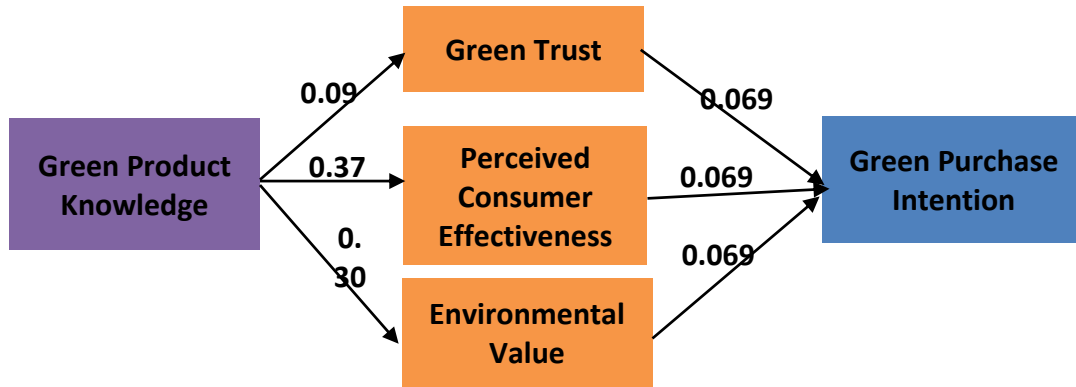


Figure 3: Green trust, environmental value, perceived consumer effectiveness and green purchase intention.

To assess how much of the DV's variance is explained directly by IV and how much is explained indirectly through the mediator. Value of Variance Accounting (VAF) will be utilized to assess the strength of this mediation. $VAF = (Pa \cdot Pb) / (Pa \cdot Pb + Pc^2)$.

Where: Pa Path from IV to MV

Pb Path from MV to DV

Pc² Indirect Path from IV to DV

A VAF score of less than 20% indicates that there is no mediating link. A value ranging "between" 20% and 80% is classified as partial mediation, whereas a value greater than 80% is considered full mediation (Hair Jr, Hult, Ringle, & Sarstedt, 2016). Table (4.19) displays VAF for all variables in models:

Table 20: VAF mediator calculator

Variables		Std. Beta Path a	Std. Beta Path b	Indirect effect	VAF	Result
IV	Mediation					
	Green Trust	0.09	0.069	0.064	0.49	Partial Mediation
green product knowledge	Environmental Value	0.37	0.069	0.373	0.41	Partial Mediation
	Perceived Consumer Effectiveness	0.30	0.069	0.312	0.41	Partial Mediation
Dependent Variable: green purchase intention						

Table 20 displays the results of a mediation analysis. Through the use of three intermediaries, this study sought to determine how Green Product Knowledge indirectly affects Green Purchase Intention: Perceived Consumer Effectiveness, Green Trust, and Environmental Value. The analysis consists of Standardized Beta Paths (a and b), the indirect effect, and the Variance Accounted For (VAF) for each mediator, which are utilized to draw conclusions regarding the mediation type. The partial mediation effect of Green Product Knowledge is mediated by all three mediators. In particular, the indirect effect is diminished by Green Trust (Std. Beta Path a = 0.09, Path b = 0.069, Indirect effect = 0.064, VAF = 0.49), indicating that although Green Trust acts as a substantial mediator, additional factors also contribute. The mediation between knowledge and purchase intention is significantly mediated by perceived consumer effectiveness and environmental value (Std. Beta Path a = 0.37, Path b = 0.069, Indirect effect = 0.373, VAF = 0.41; Path a = 0.30, Path b = 0.069, Indirect effect = 0.312, VAF = 0.41); however, additional variables continue to contribute to the overall effect. Green Purchase Intention may be positively influenced by increased Green Product Knowledge, primarily by fostering a greater sense of trust in green products, an increased appreciation for the environment, and a perception of personal efficacy in environmental conservation, according to the findings.

The statistical data are presented in tables 4.14, 4.15, and 4.16. The study's findings supported the hypothesis that Green Trust, Environmental Value, and Perceived Consumer Effectiveness served as mediators between Green Product Knowledge and

green purchase intention. The hypothesis is confirmed using the results of the hierarchical multiple regression analysis, which are shown in the following tables.

Table 21: Regression (variables entered/ removed)

Model	Variables Entered	Variables Removed	Method
1	Green Product Knowledge		Enter

a. All requested variables entered.

b. Dependent Variable: Green Trust, Environmental Value, Perceived Consumer Effectiveness

Table 22: Model summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.773a	.598	.594		.34381
2	.790b	.624	.619		.33294

Predictors: (Constant), Green Product Knowledge

Predictors: (Constant), Green Product Knowledge, Green Trust, Environmental Value, Perceived Consumer Effectiveness

Table 21 presents a synopsis of two regression models that evaluated the influence of different predictors on a dependent variable, which is presumed to be associated with attitudes or behaviors towards green products. Model 1, comprising solely Green Product Knowledge as a predictor, exhibits a robust positive correlation between the dependent variable and Green Product Knowledge, as evidenced by the R (correlation coefficient) of 0.773. With a R Square value of 0.598, Green Product Knowledge explains approximately 59.8% of the variance in the dependent variable. Despite this, the Adjusted R Square of 0.594 indicates a robust model fit despite accounting for the influence of the number of predictors. Model 2 incorporates supplementary predictors, namely Perceived Consumer Effectiveness, Green Trust, and Environmental Value. This results in an increase in R to 0.790 and R Square to 0.624, indicating that the inclusion of these supplementary variables strengthens the model's explanatory capability. Specifically, they account for 62.4% of the variance observed in

the dependent variable. Likewise, the adjusted R-squared value of 0.619 validates this enhanced fit. The enhanced accuracy of predictions in Model 2 is further corroborated by the reduction in the Standard Error of the Estimate from 0.34381 in Model 1 to 0.33294 in Model 2. Based on this analysis, it can be inferred that although Green Product Knowledge does serve as a noteworthy predictor of the dependent variable, a more comprehensive and accurate understanding of the determinants that impact attitudes or behaviors towards green products can be obtained by incorporating additional variables such as Green Trust, Environmental Value, and Perceived Consumer Effectiveness.

Table 23: Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	66.543	4		140.734	
	Residual	44.683	379	16.636		.000a
	Total	111.226	385	.119		
2	Regression	69.543	5			
	Residual	41.790	378	13.887	12.280	.000b
	Total	111.226	385	.112		

Predictors: (Constant), Green Product Knowledge

Predictors: (Constant), Green Product Knowledge, Green Trust, Environmental Value, Perceived Consumer Effectiveness

Dependent Variable: Green Purchase Intention

Table 4. 15 presents the results of two hierarchical regression models predicting Green Purchase Intention. In Model 1, with Green Product Knowledge as the sole predictor, the regression explains a significant proportion of variance (Sum of Squares = 66.543) with a significant F statistic (140.734), indicating that Green Product Knowledge is a strong predictor of Green Purchase Intention ($p < .001$). The residual sum of squares (44.683) indicates the unexplained variance after accounting for Green Product Knowledge. Model 2 adds additional predictors—Green Trust, Environmental Value, and Perceived Consumer Effectiveness—which slightly increase the explained

variance (Sum of Squares = 69.543) and maintain a significant F statistic (125.279), but with a smaller mean square, reflecting the contribution of these variables to explaining Green Purchase Intention ($p < .001$). The reduction in residual sum of squares to 41.790 suggests that these additional factors offer incremental explanatory power beyond Green Product Knowledge alone. Both models significantly predict Green Purchase Intention, but the inclusion of trust, value, and perceived effectiveness alongside product knowledge provides a more comprehensive understanding of the factors that influence green purchasing behaviors.

4.9. Summary of Findings

The table below highlights the study findings based on the results of the multiple regression analysis.

Table 24: Summary of hypotheses

The Hypotheses	Result
H1 Green product knowledge has a positive effect on green purchase intention.	Supported
H2 Green product knowledge has a positive effect on Green Trust.	Supported
H3 Green product knowledge has a positive effect on Perceived Consumer Effectiveness.	Supported
H4 Green product knowledge has a positive effect on Environmental Value.	Supported
H5 Green Trust positively mediates the relationship between Green product knowledge and green purchase intention.	Supported
H6 Perceived Consumer Effectiveness positively mediates the relationship between Green product knowledge and green purchase intention.	Supported
H7 Environmental Value positively mediates the relationship between Green product knowledge and green purchase intention.	Supported

In conclusion, all of the study hypotheses are supported, indicating the validity of the proposed model.

4.10. Conclusion

In this chapter, we looked at the hypotheses that were presented in Chapter 3. Relevant studies, such as descriptive analysis, reliability and validity, and a frequency table, were carried out using SPSS. The hypothesized model is also shown in this chapter; it was used to test the association between green buy intention, green product knowledge, green trust, environmental value, perceived consumer effectiveness, and goodness-of-fit indices. Aside from confirming the mediating impact, all of the proposed hypotheses were also verified.

5. CHAPTER FIVE: CONCLUSION AND FINDINGS

5.1. Introduction

We covered the results of all the hypothesis tests in Chapter 2 in the last chapter. In this section, the obtained data is analyzed to reach the goals of the thesis, which are in line with the four research questions stated in the introduction. Drawing on prior research in the field, the article elucidates the gathered data in relation to the substantiating theories. In addition, the chapter summarizes the limitations, contributions, and suggestions for further study.

5.2. Recapitulation of The Study

The primary goal of this study is to determine how well-informed environmentally concerned consumers in Malaysia's capital city of Kuala Lumpur are. There are four main types of sub-objectives that will be necessary to complete the main aim. Specifically, we want to learn how green product awareness influences Malaysian consumers' intentions to buy environmentally friendly products. Secondly, we want to see how green trust acts as a go-between for Malaysian consumers' green product awareness and their green buy intent. 3. Look at how perceived consumer efficacy mediates the connection between green product awareness and intention to buy in Malaysia. 4. To investigate the environmental value, mediate the relationship between Malaysian consumers' green purchase intention and knowledge of green products. This research employed a survey methodology to select the sample, utilizing probable sampling technology. Data was acquired from consumers of electric vehicles (EVs) and hybrid cars via a questionnaire. As a result, 390 of the 500 questionnaires distributed in Malay and English were recovered. Consistency and dependability of the ultimate virtual model have been validated. Due to the verification of hypotheses, the H1 results were confirmed. This suggests that consumers have positive attitudes toward environmentally friendly products, which influences their trust in EV automakers. It supported the results as well. The results obtained further supported H2 by verifying the relationship between green trust and green product knowledge. Moving on to Hypothesis 3, the findings were favorable and statistically significant, indicating that Perceived

Consumer Effectiveness has a positive influence on green trust. The results obtained also provided support for the second proposed hypothesis, H4, which confirmed the impact of knowledge about green products on the intention to purchase green products. The H5, H6, and H7 are similarly substantiated by a high credibility score.

5.3. The Correlation Between Knowledge of Green Products And The Intention To Purchase Green Products

The first hypothesis put forward the idea that knowing about environmentally friendly products will lead to a more environmentally conscious purchase. The results showed that green trust significantly affected green buy intention, which ran counter to the previous hypothesis's prediction of a positive association between the two. Similar to the first two variables, the third one in the hypothesis was supposed to have a positive and statistically significant link with awareness of green products: perceived consumer efficacy. It was proposed that there is a positive and ethical association between green product knowledge and the ultimate variable, environmental value. The most important factors influencing consumers' understanding of environmentally friendly products among those who buy electric and hybrid vehicles are, as shown above, environmental value, perceived consumer efficacy, green purchasing intention, and green trust.

5.4. Theoretical Contributions

Subjective standards, attitudes, and perceived behavioral control all play a role in shaping an individual's intention to engage in a given behavior, according to the Theory of Planned Behavior. This hypothesis has been very helpful in understanding eco-friendly shopping practices. However, there is still a lack of understanding regarding the complex processes that govern the correlation between product greenness awareness and the desire to buy environmentally friendly goods. Environmental value, perceived consumer efficacy, and green trust are three crucial mediators that this theoretical contribution suggests combining to overcome this difference. One possible interpretation of green trust's function is as a go-between for consumers' green product knowledge and their green buying intent. The premise is that consumers will be more likely to make eco-friendly purchases when they have more knowledge about green

products and have faith in the environmental promises made by these products. As a second mediator, perceived consumer effectiveness is proposed; it signifies how individuals perceive their own ability to affect change via their consumption decisions. Our proposition is that when consumers get a better grasp of green products, their sense of their own efficacy in promoting environmental sustainability will improve, influencing their willingness to buy green products. The third mediator in our proposed model is environmental value, which signifies the significance that individuals attribute to environmental factors when making decisions. Our contention is that individuals' environmental value orientation becomes more pronounced as their understanding of green products expands, which in turn influences their intention to select eco-friendly alternatives.

This theoretical contribution not only enhances our comprehension of the intricate correlation between knowledge of green products and intention to purchase them, but also offers marketers, policymakers, and educators practical insights that can be utilized to encourage sustainable consumption practices. Through an analysis of the interplay between perceived consumer effectiveness, environmental value, green trust, and perceived consumer effectiveness, this model provides an all-encompassing structure for developing focused interventions that seek to cultivate a more sustainable marketplace.

5.5. Managerial Implications

It is advisable for electric vehicle (EV) manufacturers and their personnel to concentrate on the critical components identified in the study, which have been demonstrated to enhance knowledge regarding green products in light of this research. To increase consumer awareness of green products, marketing managers must instead concentrate on variables including green purchase intent, green trust, perceived consumer efficacy, and environmental value. They ought to be well-informed regarding the demands and anticipations of their clientele with regard to the aforementioned aspects. The disparity between the caliber of their campaigns and the way in which consumers perceive their brand and their expectations can be closed by managers and staff. Additionally, in order to increase knowledge of green products, it is critical to boost consumer confidence.

The potential major ramifications of the study's findings could vary depending on the managerial perspective that is considered. The primary discovery is that for precise measurement of human behavior regarding green purchase intention, it is critical to focus on individuals' trust, as this variable significantly influenced the aforementioned variable. Maintaining promotional marketing and other customer connection methods utilized by the EV car industry is crucial, as they increase consumer awareness of green products and industry credibility. Furthermore, it emphasizes the criticality of establishing and maintaining connections with consumers through initiatives that cultivate green purchase intention among electric vehicle purchasers in Kuala Lumpur, Malaysia, as stated in the correspondence. Enhancing green purchase intention can be achieved through the utilization of the study variables. Additionally, they ought to bear in mind that in order to maximize the environmental value, perceived consumer efficacy, and green trust benefits, high-quality interactions are required. Failure to do so will impede their ability to establish and maintain positive relationships with their clientele. The results of this research indicate that consumers who possess a greater understanding of environmentally friendly products are more likely to exhibit a greater level of trust in green products and engage in green purchasing behavior. Additionally, it demonstrates that consumers who place greater trust in purchasing green products are more concerned with environmental impact (Chen & Chang, 2012). This finding further substantiates the proposition that marketing managers ought to allocate greater attention to campaigns that effectively enhance public awareness regarding environmentally friendly products (Lefebvre, R. C., 2013).

5.6. Limitations

The strength of a research endeavor is directly proportional to its capacity to acknowledge and address its limitations. As discussed in the preceding section, this thesis has made contributions to the field of marketing literature. However, it is crucial to acknowledge the limitations of these contributions in order for them to be considered truly effective. Similar to other investigations, this thesis's findings possess limitations that must be acknowledged when interpreting the results and discussing potential avenues for future research. Discussion of the limitations will ensue in the subsequent paragraphs. To begin with, this thesis employed a restricted sample size that was

restricted to a period of two months. Therefore, the result may be significant for buyers in this period. In addition, this study only covers the variables that are explicitly included in the research model, which include perceived consumer effectiveness, environmental value, green product knowledge, green purchase intention, and green trust. The findings regarding the main factors influencing the performance of the electric vehicle (EV) industry may not be generalizable to other green sectors as a result of the study's narrow focus on the opinions of EV and hybrid car buyers in Kuala Lumpur, Malaysia. Also, there are a lot of factors to consider, therefore it could be impossible to summarize green trust, green purchase intention, perceived consumer efficacy, environmental value, and their possible implications in just one study.

5.7. Recommendations for Further Research

The study's scope has to be expanded by additional empirical examination due to the constraints indicated before. Extending and supplementing the current research approach could enhance the study's findings while also addressing its limitations. With the goal of examining their impact on trust in green products and awareness thereof, the study criteria are applied to varied sectors, including construction, outdoor marketing, and drinks.

By employing an innovative methodology in subsequent inquiries, it is feasible to attain a more profound understanding of the structures of the thesis. As an illustration, future investigations might examine the role of trust across diverse service contexts in order to ascertain the generalizability of the results to additional high-end service providers. Furthermore, findings may vary when viewed through the perspectives of various cultural groups.

Hence, it is imperative that forthcoming investigations incorporate cross-cultural research in order to ascertain whether distinct clientele exhibit consistent behavior worldwide, or if customer characteristics vary due to cultural heritage. Furthermore, apart from the aforementioned recommendations, it could be advantageous to examine the distinctions among various financial institutions. Although the research model illustrates the efficacy of a relationship marketing program, there are numerous other facets that could be explored in subsequent investigations. For instance, the scope of this research was limited to the electric vehicle (EV) and hybrid vehicle (HV) sectors within

Malaysia. Prospective investigations could encompass the EV and HV sectors of other nations and compare the resulting analyses.

As previously stated, one of the study's weaknesses is the questionnaire's use of closed-ended questions. To address this, future research may incorporate open-ended questions that encourage respondents to offer their thoughts and recommendations, thereby enhancing the study's findings. In addition, participants are encouraged to provide suggestions in the final section of the survey to ensure that questionnaires used in future studies are of the utmost quality. Furthermore, while the model adequately accounts for the variance in green product knowledge and green purchase intention, it is possible that additional determinant variables, such as the 5 C's of marketing, which have been illustrated in prior research (Bong Ko, S., & Jin, B., 2017), could be incorporated to offer a more comprehensive elucidation of the variables. In summary, it is advisable that forthcoming investigations incorporate both direct and indirect effects among the variables under consideration so as to examine the moderating effect of these interactions. Subsequent investigations may explore the mediating function of the 5Cs of marketing in the relationship between consumer value and green product knowledge-purchasing intention, as well as the moderating effect of trust on knowledge. This would facilitate a more comprehensive understanding of the interconnections between the variables. (Huang, Bai, Zhang, and S. Gong , 2019),

5.8. Conclusion

In conclusion, the accuracy of the hypotheses put forth in this study has been established. The study provided evidence that an individual's intention to purchase green products is positively impacted by their knowledge of green products. This implies that consumers considering electric vehicles (EVs) who possess a firm conviction regarding green products are more environmentally aware, which in turn affects their level of trust in the aforementioned EVs and hybrid automobiles. The positive correlation identified between consumer trust, perceived consumer efficacy, environmental value, and green purchase intention was validated by the study's findings. The correlation was limited to consumers residing in the city of Kuala Lumpur, Malaysia, and EVs and hybrid vehicles. Consistent with prior research, the results indicate that green product knowledge positively influences green purchase intention among EV car purchasers. This thesis

makes a significant scholarly contribution to the domain of relationship marketing through the introduction of a model that empirically examines the perspectives of customers in Kuala Lumpur, Malaysia, concerning their interactions with electric vehicles (EVs) and hybrid vehicles (HYVs). Through the incorporation of an assessment of green purchase intention and green trust into a unified framework, the research model offers an all-encompassing investigation into the interplay between electric vehicle (EV) and hybrid automobile manufacturers and service providers. Although there may be other potential combinations, this compilation solely consists of those that have been empirically proven to generate effective relationship marketing programs. Familiarity with green products is a significant factor in promoting green purchase intentions and green trust with regard to electric vehicles (EVs) and hybrid vehicles (HYVs), according to the findings of this study. Prior studies have established that significant associations exist between green trust and the intention to make green purchases. However, the primary objective of this inquiry is to fill a void in the field of marketing knowledge by providing support for previous findings regarding electric vehicle (EV) and hybrid automobile manufacturers that are active in the Kuala Lumpur municipality of Malaysia. This study proposes that marketing managers in the electric vehicle (EV) and hybrid car industries should direct their attention towards the correlation between green trust and environmental value in order to augment their comprehension of green products.

This study ultimately provides a significant scholarly contribution to the domain of green marketing through its investigation into the viewpoints of environmentally knowledgeable Kuala Lumpur consumers who are owners of electric vehicles (EVs) and hybrid automobiles manufactured in Malaysia. Environmental value, perceived consumer efficacy, green trust, and perceived consumer effectiveness are the focal points of the study.

REFERENCE

- A.Miles, J. (2012). Management and Organization Theory.
- Abd Alia, Z. N., & ALhamad, A. M. (2022). Behavior Financial Theory and Analysis of Investor Behavior in the Capital Markets in Lebanon. *Journal of Management and Economic Studies*, 4(2), 82-90.
- Abd Alia, Z. N., & ALhamad, A. M. (2022). Behavior Financial Theory and Analysis of Investor Behavior in the Capital Markets in Lebanon. *Journal of Management and Economic Studies*, 4(2), 82-90.
- Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: Prentice Hall.
- Akram Alhamad., Essia Ries Ahmed., Mustafa Akyurek., and Salem Baadhem, (2023). Green Marketing and Attitude Affect the Consumer Buying Behavior of Green Product in Turkey, *Indikator*, 7(2), 1-16.
- Akram Alhamad., Essia Ries Ahmed., Mustafa Akyurek., and Salem Baadhem, (2023). Green Marketing and Attitude Affect the Consumer Buying Behavior of Green Product in Turkey, *Indikator*, 7(2), 1-16.
- Akram M. Alhamad, et. al. (2023). "Influence of Consumer Environmental Responsibility on Green Consumption Intention Iniraqi Universities: The Role of Purchase Convenience and Availability of Green Products." *International Journal of Engineering and Science*, vol. 13, no. 7, pp. 41-49.
- Akram M. Alhamad, et. al. (2023). "Influence of Consumer Environmental Responsibility on Green Consumption Intention Iniraqi Universities: The Role of Purchase Convenience and Availability of Green Products." *International Journal of Engineering and Science*, vol. 13, no. 7, pp. 41-49.
- Al-Adamat, A., Al-Gasawneh, J., & Al-Adamat, O. (2020). The impact of moral intelligence on green purchase intention. *Management Science Letters*, 10(9), 2063–2070. <https://doi.org/10.5267/j.msl.2020.2.005>

- Alalwani, M. H. J., ALhamad, A. M., & Eneizan, B. (2021). A Framework for Investigating the Effect of Unlimited Improvement on Quality of Education. *International Journal of Academic Management Science Research*, 5 (8), pp. 21-26.
- Alalwani, M. H. J., ALhamad, A. M., & Eneizan, B. (2021). A Framework for Investigating the Effect of Unlimited Improvement on Quality of Education. *International Journal of Academic Management Science Research*, 5 (8), pp. 21-26.
- Alfredsson, E. C. (2004). “Green” consumption—no solution for climate change. *Energy*, 29(4), 513-524.
- Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, 10(8), 1701–1708. <https://doi.org/10.5267/j.msl.2020.1.010>
- Alhamad, A. M. (2019). *The Relationship Between Green Marketing Strategies and Consumers' Purchasing Intention of Green Products in Malaysia: Moderating Effect of Self-identity* (Doctoral dissertation, School of Business Innovation and Technopreneurship, Universiti Malaysia Perlis).
- Alhamad, A. M. (2019). *The Relationship Between Green Marketing Strategies and Consumers' Purchasing Intention of Green Products in Malaysia: Moderating Effect of Self-identity* (Doctoral dissertation, School of Business Innovation and Technopreneurship, Universiti Malaysia Perlis).
- Alhamad, A. M., Akyürek, M., Mohamed, S. A., & Baadhem, A. M. S. (2023). Do the Relationship between Green Marketing Strategies, Green Perceived Value, and Green Trust Enhance Green Purchase Intentions: A conceptual Study. *International Journal of Scientific and Management Research*, 6(7),pp. 176-203.
- Alhamad, A. M., Akyürek, M., Mohamed, S. A., & Baadhem, A. M. S. (2023). Do the Relationship between Green Marketing Strategies, Green Perceived Value, and Green Trust Enhance Green Purchase Intentions: A conceptual Study. *International Journal of Scientific and Management Research*, 6(7),pp. 176-203.

- Alhamad, A. M., Aljanabi, B. R. H., & Almaali, A. A. H. (2022). The Relationship between Organizational Justice, Organizational Trust, and Organizational Citizenship Behavior: A Case Study of the Employees of the Karabuk University. *Sumerianz Journal of Business Management and Marketing*, Vol. 5, No. 1, pp. 1-7.
- Alhamad, A. M., Aljanabi, B. R. H., & Almaali, A. A. H. (2022). The Relationship between Organizational Justice, Organizational Trust, and Organizational Citizenship Behavior: A Case Study of the Employees of the Karabuk University. *Sumerianz Journal of Business Management and Marketing*, Vol. 5, No. 1, pp. 1-7.
- Alhamad, A. M., Junoh, M. Z. B. H. M., & Salha, T. (2019). Green Products and Intention of Consumers: Overview Point. *Global Islamic Economics Magazine*, 80 (1), pp. 24-35.
- Alhamad, A. M., Junoh, M. Z. B. H. M., & Salha, T. (2019). Green Products and Intention of Consumers: Overview Point. *Global Islamic Economics Magazine*, 80 (1), pp. 24-35.
- Alhamad, A. M., Junoh, M. Z. B. M., & Eneizan, B. (2019). Green marketing strategies: Theoretical approach. *American journal of economics and business management*, 2(2), 77-94.
- Alhamad, A. M., Junoh, M. Z. B. M., & Eneizan, B. (2019). Green marketing strategies: Theoretical approach. *American journal of economics and business management*, 2(2), 77-94.
- Alhamad, A. M., Osman, A., Manaf, A. H. B. A., Abdullah, M. S., & AlShatnawi, H. A. M. (2015). The impact of cross-cultural leadership on management performance in international organizations: A malaysian perspective. *Asian journal of social sciences & humanities*, 4(3), 110-119.
- Alhamad, A. M., Osman, A., Manaf, A. H. B. A., Abdullah, M. S., & AlShatnawi, H. A. M. (2015). The impact of cross-cultural leadership on management performance in international organizations: A malaysian perspective. *Asian journal of social sciences & humanities*, 4(3), 110-119.

- Alhamad, A., Ahmed, E. R., Akyürek, M., & Baadhem, A. M. S. (2023). The Impact Of Environmental Awareness And Attitude On Green Purchase Intention: An Empirical Study Of Turkish Consumers Of Green Product. *Malatya Turgut Özal Üniversitesi İşletme Ve Yönetim Bilimleri Dergisi*, 4(1), 22-36.
- Alhamad, A., Ahmed, E. R., Akyürek, M., & Baadhem, A. M. S. (2023). The Impact Of Environmental Awareness And Attitude On Green Purchase Intention: An Empirical Study Of Turkish Consumers Of Green Product. *Malatya Turgut Özal Üniversitesi İşletme Ve Yönetim Bilimleri Dergisi*, 4(1), 22-36.
- Almossawi, M. (2014). Promoting green purchase behavior to the youth (Case of Bahrain)
- Amin, S., & Tarun, M. T. (2021). Effect of consumption values on customers' green purchase intention: a mediating role of green trust. *Social Responsibility Journal*, 17(8), 1320–1336. <https://doi.org/10.1108/SRJ-05-2020-0191>
- Barbarossa, C., & De Pelsmacker, P. (2016). Positive and Negative Antecedents of Purchasing Eco-friendly Products: A Comparison Between Green and Non-green Consumers. *Journal of Business Ethics*, 134(2), 229–247. <https://doi.org/10.1007/s10551-014-2425-z>
- Bong Ko, S., & Jin, B. (2017). Predictors of purchase intention toward green apparel products: A cross-cultural investigation in the USA and China. *Journal of Fashion Marketing and Management: An International Journal*, 21(1), 70-87.
- Chau, K. T., & Li, W. (2014). Overview of electric machines for electric and hybrid vehicles. *International Journal of Vehicle Design*, 64(1), 46–71. <https://doi.org/10.1504/IJVD.2014.057775>
- Chen, K., & Deng, T. (2016). Research on the green purchase intentions from the perspective of Product knowledge. *Sustainability (Switzerland)*, 8(9). <https://doi.org/10.3390/su8090943>
- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>

- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502-520.
- Chen, Y. S., & Chang, C. H. (2013). Towards green trust: The influences of green perceived quality, green perceived risk, and green satisfaction. *Management Decision*, 51(1), 63–82. <https://doi.org/10.1108/00251741311291319>
- Chen, Y., Lin, C., & Weng, C. (2015). The Influence of Environmental Friendliness on Green Trust: The Mediation Effects of Green Satisfaction and Green Perceived Quality. 1, 10135–10152. <https://doi.org/10.3390/su70810135>
- Currás-Pérez, R., Dolz-Dolz, C., Miquel-Romero, M. J., & Sánchez-García, I. (2018). How social, environmental, and economic CSR affects consumer-perceived value: Does perceived consumer effectiveness make a difference? *Corporate Social Responsibility and Environmental Management*, 25(5), 733–747. <https://doi.org/10.1002/csr.1490>
- DAGHER, GRACE K., O. I. (2014). Factors influencing green purchasing behaviour: Empirical evidence from the Lebanese consumers. *Journal of Consumer Behaviour*, 50(October), 35–50. <https://doi.org/10.1002/cb.1482>
- Dang, V. T., Nguyen, N., & Pervan, S. (2020). Journal of Retailing and Consumer Services Retailer corporate social responsibility and consumer citizenship behavior: The mediating roles of perceived consumer effectiveness and consumer trust. *Journal of Retailing and Consumer Services*, 55(February), 102082. <https://doi.org/10.1016/j.jretconser.2020.102082>
- Dangelico, R. M., & Pontrandolfo, P. (2010). From green product definitions and classifications to the Green Option Matrix. *Journal of Cleaner Production*, 18(16–17), 1608–1628. <https://doi.org/10.1016/j.jclepro.2010.07.007>
- Dangelico, R. M., & Pujari, D. (2010). Mainstreaming green product innovation: Why and how companies integrate environmental sustainability. *Journal of Business Ethics*, 95(3), 471–486. <https://doi.org/10.1007/s10551-010-0434-0>
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature.

Journal of Cleaner Production, 165, 1263–1279.
<https://doi.org/10.1016/j.jclepro.2017.07.184>

Economic Times, 2023, <https://economictimes.indiatimes.com/definition/product>

Electric and a history hybrid car, 2nd edition, 2010, Curtis D. Anderson and Judy Anderson

electric and hybrid vehicles design fundamentals, 3rd edition, 2021, Iqbal Husain

Ellen, P. S., Wiener, J. L., & Cobb-Walgren, C. (1991). The Role of Perceived Consumer Effectiveness in Motivating Environmentally Conscious Behaviors. *Journal of Public Policy & Marketing*, 10(2), 102–117.
<https://doi.org/10.1177/074391569101000206>

Fabien Durif Caroline Boivin Charles Julien, A., Durif, F., Boivin, C., & Julien, C. (2010). “In Search of a Green Product Definition” NUMBER OF REFERENCES 0 NUMBER OF FIGURES 0 NUMBER OF TABLES 0. *Innovative Marketing*, 6(1).

Faraj, N. A. F., & Alhamad, A. M. (2022). The Effect of Online Classes on Students Performance During the Outbreak of the COVID-19 Virus “A Case Study at The University of Halabja in Northern Iraq”. *Journal of Management and Education (JOMAE)*, 1(3), 18-35.

Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.

Ganesh, G., & Barat, S. (2010). A theory-of-planned-behavior perspective on B2C e-commerce. *Review of Business Research*, 10(3), 92–99

Göçer, A., & Sevil Oflaç, B. (2017). Understanding young consumers’ tendencies regarding eco-labelled products. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 80–97. <https://doi.org/10.1108/APJML-03-2016-0036>

Goh, S. K., & Balaji, M. S. (2016). Linking green skepticism to green purchase behavior. *Journal of Cleaner Production*, 131, 629–638.
<https://doi.org/10.1016/j.jclepro.2016.04.122>

- Günther, H. O., Kannegiesser, M., & Autenrieb, N. (2015). The role of electric vehicles for supply chain sustainability in the automotive industry. *Journal of Cleaner Production*, 90, 220-233.
- Ha-Brookshire, J. E., & Norum, P. S. (2011). Willingness to pay for socially responsible products: Case of cotton apparel. *Journal of Consumer Marketing*, 28(5), 344–353. <https://doi.org/10.1108/07363761111149992>
- Hamraaia, M. H. Y., ALhamad, A. M., Eneizan, B., & Al-salaymeh, M. (2021). Utilizing Big Data Illustrative Case in Public Services. *International Journal of Academic Information Systems Research (IJASIR)* , 5 (10), pp. 8-16.
- Han, H., Hsu, L. T. J., & Sheu, C. (2010). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism management*, 31(3), 325-334.
- Han, T. I., & Stoel, L. (2016). The effect of social norms and product knowledge on purchase of organic cotton and fair-trade apparel. *Journal of Global Fashion Marketing*, 7(2), 89–102. <https://doi.org/10.1080/20932685.2015.1131434>
- Harris, L. C., & Goode, M. M. H. (2010). Online servicescapes, trust, and purchase intentions. *Journal of Services Marketing*, 24(3), 230–243. <https://doi.org/10.1108/08876041011040631>
- https://books.google.com.tr/books?hl=en&lr=&id=suMSEAAAQBAJ&oi=fnd&pg=PP1&dq=the+history+of+evs+and+hybrid+cars+&ots=39iOCxM12z&sig=qFZCEMLHSxPa5iE4EPkN2hJTCow&redir_esc=y#v=onepage&q=the%20history%20of%20evs%20and%20hybrid%20cars&f=false
- Huang, L., Bai, L., Zhang, X., & Gong, S. (2019). Re-understanding the antecedents of functional foods purchase: Mediating effect of purchase attitude and moderating effect of food neophobia. *Food Quality and Preference*, 73, 266-275.
- Iung, B., & Levrat, E. (2014). Advanced maintenance services for promoting sustainability. *Procedia CIRP*, 22, 15-22.
- Joshi, Y., & Rahman, Z. (2016). Predictors of young consumer's green purchase behaviour. *Management of Environmental Quality: An International Journal*, 27(4), 452–472. <https://doi.org/10.1108/MEQ-05-2015-0091>

- Joshi, Y., & Rahman, Z. (2017). Investigating the determinants of consumers' sustainable purchase behaviour. *Sustainable Production and Consumption*, 10(February), 110–120. <https://doi.org/10.1016/j.spc.2017.02.002>
- Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green marketing and Ajzen's theory of planned behaviour: A cross-market examination. *Journal of Consumer Marketing*, 16(5), 441–460. <https://doi.org/10.1108/07363769910289550>
- Kanchanapibul, M., Lacka, E., Wang, X., & Chan, H. K. (2014). An empirical investigation of green purchase behaviour among the young generation. *Journal of Cleaner Production*, 66, 528–536. <https://doi.org/10.1016/j.jclepro.2013.10.062>
- Kianpour, K., Anvari, R., Jusoh, A., & Othman, M. F. (2014). Important motivators for buying green products. *Intangible Capital*, 10(5), 873–896. <https://doi.org/10.3926/ic.470>
- Kim, Y., & Choi, S. M. (2005). Disgusting? No, Just Different! Understanding Consumer Skepticism Towards Sustainable Food Innovations. *Labovitz School of Business and Economics*, 32(1), 568–575. <http://www.jstor.org/stable/10.1086/429607>
- Kong, W., Harun, A., Sulong, R. S., & Lily, J. (2014). International Journal of Asian Social Science THE INFLUENCE OF CONSUMERS ' PERCEPTION OF GREEN PRODUCTS Amran Harun Rini Suryati Sulong Contribution / Originality. *International Journal of Asian Social Science*, 4(8), 924–939. <https://archive.aessweb.com/index.php/5007/article/view/2688/4078>
- Lee, J., Park, D. H., & Han, I. (2011). The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls: An advertising perspective. *Internet Research*, 21(2), 187–206. <https://doi.org/10.1108/10662241111123766>
- Lee, K. (2010). The green purchase behavior of hong kong young consumers: The role of peer influence, local environmental involvement, and concrete environmental knowledge. *Journal of International Consumer Marketing*, 23(1), 21–44. <https://doi.org/10.1080/08961530.2011.524575>

- Lefebvre, R. C. (2013). *Social marketing and social change: Strategies and tools for improving health, well-being, and the environment*. John Wiley & Sons.
- Lewis, Paul, 2017 <https://www.usnews.com/opinion/economic-intelligence/articles/2017-07-18/3-reasons-electric-vehicles-arent-enough-to-save-the-environment>
- Li, G., Yang, L., Zhang, B., Li, X., & Chen, F. (2021). How do environmental values impact green product purchase intention? The moderating role of green trust. *Environmental Science and Pollution Research*, 28(33), 46020–46034. <https://doi.org/10.1007/s11356-021-13946-y>
- Li, G., Yang, L., Zhang, B., Li, X., & Chen, F. (2021). How do environmental values impact green product purchase intention? The moderating role of green trust. *Environmental Science and Pollution Research*, 28, 46020-46034
- Lim, Anthony, 2018 <https://paultan.org/2018/01/18/malaysian-automotive-industry-outlook-for-2018-growth-expected-on-all-fronts-eevs-to-climb-to-60/>
- Lim, Y. J., Perumal, S., & Ahmad, N. (2019). The Antecedents of Green Car Purchase Intention among Malaysian Consumers. *European Journal of Business and Management Research*, 4(2). <https://doi.org/10.24018/ejbmr.2019.4.2.27>
- Lin, L.-Y.; Wang, J.-F.; Huang, L.-M. The Impacts of Service Quality, Promotion Strategy, Perceived Value and Customer Trust on Customer Satisfaction: An Example of the Taxpayers of Taipei Country Tax Bureau. *Mark. Rev./Xing Xiao Ping Lun* 2011, 8, 433–452.
- Liu, X., Vedlitz, A., & Shi, L. (2014). Examining the determinants of public environmental concern: Evidence from national public surveys. *Environmental Science and Policy*, 39, 77–94.
- Lu, L. Y. Y., Wu, C. H., & Kuo, T. C. (2007). Environmental principles applicable to green supplier evaluation by using multi-objective decision analysis. *International Journal of Production Research*, 45(18–19), 4317–4331. <https://doi.org/10.1080/00207540701472694>
- Mark Cleveland, Maria Kalamas, M. L. (2012). “It’s not Easy Being Green”: Exploring Green Creeds, Green Deeds, and Internal Environmental Locus of Control. *Psychology & Marketing*, 30(6), 461–469. <https://doi.org/10.1002/mar>

- Martínez, M. P., Cremasco, C. P., Gabriel Filho, L. R. A., Braga Junior, S. S., Bednaski, A. V., Quevedo-Silva, F., Correa, C. M., da Silva, D., & Moura-Leite Padgett, R. C. (2020). Fuzzy inference system to study the behavior of the green consumer facing the perception of greenwashing. *Journal of Cleaner Production*, 242. <https://doi.org/10.1016/j.jclepro.2019.03.060>
- McCarthy, A., & Garavan, T. (2006, Fall). Postfeedback development perceptions: Applying the theory of planned behavior. *Human Resource Development Quarterly*, 17, 245–267.
- Mohiuddin, M., Al Mamun, A., Syed, F. A., Masud, M. M., & Su, Z. (2018). Environmental knowledge, awareness, and business school students' intentions to purchase green vehicles in emerging countries. *Sustainability (Switzerland)*, 10(5). <https://doi.org/10.3390/su10051534>
- Netemeyer, R. G., Maxham, J. G., & Pullig, C. (2005). Conflicts in the Work–Family Interface: Links to Job Stress, Customer Service Employee Performance, and Customer Purchase Intent. *Journal of Marketing*, 69(2), 130-143. <https://doi.org/10.1509/jmkg.69.2.130.60758>
- Ogiemwonyi, O., & Harun, A. Bin. (2020). Consumption of Green Product as a Means of Expressing Green Behaviour in an Emerging Economy: With the Case Study of Malaysia. *Environment and Urbanization ASIA*, 11(2), 297–312. <https://doi.org/10.1177/0975425320938538>
- Oliver, J., & Rosen, D. (2010). Applying the environmental propensity framework: A segmented approach to hybrid electric vehicle marketing strategies. *Journal of Marketing Theory and Practice*, 18(4), 377–393. <https://doi.org/10.2753/MTP1069-6679180405>
- Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment*, 48(5), 22–36. <https://doi.org/10.3200/ENVT.48.5.22-36>
- Rahbar, E., & Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business Strategy Series*, 12(2), 73–83. <https://doi.org/10.1108/17515631111114877>

- Rex, E., & Baumann, H. (2007). Beyond ecolabels: what green marketing can learn from conventional marketing. *Journal of Cleaner Production*, 15(6), 567–576. <https://doi.org/10.1016/j.jclepro.2006.05.013>
- Rezvani, Z., Jansson, J., & Bodin, J. (2015). Advances in consumer electric vehicle adoption research: A review and research agenda. *Transportation Research Part D: Transport and Environment*, 34, 122–136. <https://doi.org/10.1016/j.trd.2014.10.010>
- Rusyani, E., Lavuri, R., & Gunardi, A. (2021). Purchasing eco-sustainable products: Interrelationship between environmental knowledge, environmental concern, green attitude, and perceived behavior. *Sustainability*, 13(9), 4601.
- Ryan, B. B. (2006). Green Consumers: A Growing Market for Many Local Businesses. *Let's Talk Business*, 123.
- Sana, S. S. (2020). Price competition between green and non green products under corporate social responsible firm. *Journal of Retailing and Consumer Services*, 55(February), 102118. <https://doi.org/10.1016/j.jretconser.2020.102118>
- Schlosser, A. E., White, T. B., & Lloyd, S. M. (2006). Converting web site visitors into buyers: How web site investment increases consumer trusting beliefs and online purchase intentions. *Journal of Marketing*, 70(2), 133–148. <https://doi.org/10.1509/jmkg.70.2.133>
- Shahnaei, S. (2012). The Impact of Individual Differences on Green Purchasing of Malaysian Consumers. *International Journal of Business and Social Science*, 3(16), 132–140.
- Silitonga, A. S., Atabani, A. E., & Mahlia, T. M. I. (2012). Review on fuel economy standard and label for vehicle in selected ASEAN countries. *Renewable and Sustainable Energy Reviews*, 16(3), 1683–1695. <https://doi.org/10.1016/j.rser.2011.12.006>
- Strapko, N., Hempel, L., MacIlroy, K., & Smith, K. (2016). Gender differences in environmental concern: Reevaluating gender socialization. *Society and Natural Resources*, 29, 1–17.

- Szabo, S., & Webster, J. (2021). Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions. *Journal of Business Ethics*, 171(4), 719–739. <https://doi.org/10.1007/s10551-020-04461-0>
- Teoh, C. W. (2015). Consumption values , consumers attitude , brand preference and intention to purchase hybrid car. 1–202.
- Thestar, 2013, <https://www.thestar.com.my/news/nation/2013/12/29/drive-on-hybrid-cars-may-falter-industry-players-want-tax-exemption-extended/>
- Thieme, J., Royne, M. B., Jha, S., Levy, M., & McEntee, W. B. (2015). Factors affecting the relationship between environmental concern and behaviors. *Marketing Intelligence and Planning*, 33, 675–690.
- Trivedi, R. H., Patel, J. D., & Acharya, N. (2018). Causality analysis of media influence on environmental attitude, intention and behaviors leading to green purchasing. *Journal of cleaner production*, 196, 11-22.
- Un-Noor, F., Padmanaban, S., Mihet-Popa, L., Mollah, M. N., & Hossain, E. (2017). A comprehensive study of key electric vehicle (EV) components, technologies, challenges, impacts, and future direction of development. *Energies*, 10(8), 1217.
- Vermeir, I.; Verbeke, W. Sustainable food consumption among young adults in Belgium: Theory of planned behavior and the role of confidence and values. *Ecol. Econ.* 2008, 64, 542–553.
- Vu, D. M., Ha, N. T., Ngo, T. V. N., Pham, H. T., & Duong, C. D. (2022). Environmental corporate social responsibility initiatives and green purchase intention: an application of the extended theory of planned behavior. *Social Responsibility Journal*, 18(8), 1627-1645.
- Wahid, N. A., Rahbar, E., Shyan, T. S., & Ramayah, T. (2011). Relationship between environmental volunteers' demographic characteristics and their green purchase behaviour: Evidence from Penang (Malaysia). *International Journal of Global Environmental Issues*, 11(3–4), 299–309. <https://doi.org/10.1504/IJGENVI.2011.044554>
- Wall, T. (2021). Responsible consumption and production. <https://doi.org/10.18356/9789213618851c016>

- Wang, H., Ma, B., & Bai, R. (2019). How Does Green Product Knowledge Effectively Promote Green Purchase Intention? *Sustainability*, 11(4), 1193. <https://doi.org/10.3390/su11041193>
- Wang, H., Ma, B., & Bai, R. (2019). How does green product knowledge effectively promote green purchase intention? *Sustainability*, 11(4), 1193.
- Wang, P., Liu, Q., & Qi, Y. (2013). Factors influencing sustainable consumption behaviors: A survey of the rural residents in China. *Journal of Cleaner Production*, 63, 152–165. <https://doi.org/10.1016/j.jclepro.2013.05.007>
- Wang, Y. J., Hong, S., & Wei, J. (2010). A broadened model of goal-directed behavior: Incorporating the conative force into consumer research. *Review of Business Research*, 10, 142–150.
- Wang, Y., & Hazen, B. T. (2016). Consumer product knowledge and intention to purchase remanufactured products. *International Journal of Production Economics*, 181, 460–469. <https://doi.org/10.1016/j.ijpe.2015.08.031>
- Wencan Zhuang, X. L. & M. U. R. (2021). The definition of environmental attitude is confusing. Some researchers.pdf. *Frontiers in Psychology*. [10.3389/fpsyg.2021.644020](https://doi.org/10.3389/fpsyg.2021.644020)
- Xiao, C., & Dunlap, R. E. (2007). Validating a comprehensive model of environmental concern cross nationally: A US Canadian comparison. *Social Science Quarterly*, 88, 471–493.
- Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732-739.
- Yadav, R., & Pathak, G. S. (2017). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the theory of planned behavior. *Ecological economics*, 134, 114-122.
- Yeoh, M., & Paladino, A. (2013). Prestige and environmental behaviors: Does branding matter? *Journal of Brand Management*, 20(4), 333–349. <https://doi.org/10.1057/bm.2012.27>

- Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2010). Sustainable consumption: Green consumer behaviour when purchasing products. *Sustainable Development*, 18(1), 20–31. <https://doi.org/10.1002/sd.394>
- Yue, B., Sheng, G., She, S., & Xu, J. (2020). Impact of consumer environmental responsibility on green consumption behavior in China: The role of environmental concern and price sensitivity. *Sustainability*, 12(5), 2074.
- Zhang, P., Yan, F., & Du, C. (2015). A comprehensive analysis of energy management strategies for hybrid electric vehicles based on bibliometrics. *Renewable and Sustainable Energy Reviews*, 48, 88-104.
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the factors influencing green purchase intention: A meta-analysis approach. *Frontiers in Psychology*, 12, 644020.

LIST OF TABLES

Table 1: Illustrates the five liker.	51
Table 2: Measurement Items for Green product knowledge	52
Table 3: Measurement Items for green purchase intention.....	52
Table 4: Measurement items for green trust	53
Table 5: Measurement items for Perceived Consumer Effectiveness	54
Table 6: Measurement items for environmental value	55
Table 7: Summery of reliability coefficient.....	56
Table 8: Summery of Descriptive Analysis	57
Table 9: Summary of questionnaires distributed.	60
Table 10: Frequency and percentage of demographic information	61
Table 11: The stability of the instrument Cronbach's alpha for the variables in Malaysia.....	64
Table 12: Kmo and bartlett's test	65
Table 13: Results for green product knowledge	66
Table 14: Results for green trust.....	67
Table 15: Results for environmental value	68
Table 16: Results for consumer effectiveness	69
Table 17: Results for green purchase intention.....	70
Table 18: Pearson’s correlation analysis of variables in malaysia	71
Table 19: The results of the application of the regression between variables	74
Table 20: VAF mediator calculator	77
Table 21: Regression (variables entered/ removed).....	78
Table 22: Model summary	78
Table 23: Anova.....	79

Table 24: Summary of hypotheses..... 80

LIST OF FIGURES

Figure 1: The figure above shows the conceptual framework.....	43
Figure 2: A series of key insights into the demographics.....	63
Figure 3: Green trust, environmental value, perceived consumer effectiveness and green purchase intention.	76

LIST OF ATTACHMENTS

Attachments 1 :

Dear Respondents,

You are invited to participate in this survey about The Impact of Green Product knowledge on Green purchase intention. This research is the fulfilment of completing my Master of Business Administration from Karabuk University, I would appreciate it if you could spare some time and think about completing the survey. I hope that you would co-operate in completing the questionnaire to the best of your ability. This questionnaire consists of three parts/sections. Part one consists of questions about your demographic profile; continue with part two about Green Product Knowledge, and the third part about dimensions (Green Trust, Perceived Consumer Effectiveness, Environmental Value and Green Purchase Intention). All information provided in this survey will no means reflect the identity of the participants. It will be kept strictly confidential and will be used merely for academic purposes.

SECTION A: Demographic

Gender

Male	Female

Age

18 - 30	31 - 40	41 -50	Above 50

Marital
Status

Single	Married	Divorce	Widowed
---------------	----------------	----------------	----------------

--	--	--	--

What is your total personal income range per month? (USD).

0 TO 500	500 TO 1000	1000 TO 1500	1500 TO 2000	2000 TO 2500	2500 TO 2999	Above 3000

My knowledge of Green Product are

Poor	Satisfy	Good	Excellent

My Purchase of Green Products are

Never	Rarely	Monthly	Frequently

What are Green Product You consuming?

Organic food	Power Saving machines	Recycled products	Others

SECTION B: GREEN PRODUCT KNOWLEDGE

No.	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am familiar with this kind of green products.					
2	When buying green products, I read the specific information on the label					
3	I believe in testing and identifying green products that are implemented by certification organizations.					

SECTION C: GREEN TRUST

1	You believe that this product's environmental image is generally reliable.					
2	You think that this product's environmental functionality is generally dependable.					
3	Overall, you believe that this product's environmental claims are trustworthy.					
4	This product's environmental performance meets your expectations.					
5	This product keeps promises for environmental improvement.					

SECTION D: GREEN PURCHASE INTENTION

1	Green purchase brings us more benefits than non-green purchase					
2	Buying green energy-saving products will make me happy					
3	Buying a product, I will consider how it will affect the environment					
4	I am willing to spend a little more money to buy green products					

SECTION E: ENVIRONMENTAL VALUE

1	We are approaching the limit of the number of people the Earth can support					
2	The Earth is like a spaceship with very limited room and resources					
3	The presence of resource shortage and environmental pollution has threatened the health and survival of humans					
4	Rapid development will not always lead to					

	the environmental damage					
5	While it is normal to develop by sacrificing some environment, we should improve the living standard before considering environmental protection					
6	Depending on the technological progress, we can solve all the environmental problems					
7	Plants and animals have as much right as humans to exist					
8	Despite our special abilities, humans are still subject to the way of nature The balance of nature is very delicate and easily upset					
9	Humans have the right to modify the natural environment to suit their needs.					
10	Humans were meant to rule over the rest of nature.					
11	If things continue on their present course, the environment of our future generations is severe					

SECTION F: PERCEIVED CONSUMER EFFECTIVENESS						
1	Each person's behaviour can have a positive effect on society by signing petition in support of promoting the environment.					
2	I feel capable of helping solve the environment problems.					
3	There is not much that I can do about the environment.					
4	I feel I can help solve natural resource problem by conserving water and energy.					
5	I can protect the environment by buying products that are friendly to the environment.					

Sevgili Cevaplayıcılar,

YEŞİL ÜRÜN BİLGİSİNİN YEŞİL SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİSİ: YEŞİL GÜVEN, ALGILANAN TÜKETİCİ ETKİNLİĞİ VE ÇEVRESEL DEĞERİNİN ARACI ROLÜ (MALAYSIA DENEYSEL BİR ÇALIŞMA) konulu bu ankete katılmaya davetlisiniz. Bu araştırma, Karabük Üniversitesi İşletme Yüksek Lisansımı tamamlamamın bir sonucudur, biraz zaman ayırıp anketi doldurmayı düşünürseniz çok sevinirim. Umarım anketi doldururken

elinizden gelen en iyi şekilde işbirliği yaparsınız. Bu anket üçüncü kısımlardan/bölmelerden oluşmaktadır. Birinci bölüm, demografik profilinizle ilgili sorulardan oluşuyor; ikinci bölüm Yeşil Ürün Bilgisi, üçüncü bölüm Yeşil Güven, dördüncü bölüm Algılanan Tüketici Etkinliği, beşinci bölüm Çevresel Değer ve altıncı bölüm Yeşil Satın Alma Niyeti ile devam ediyor. Bu ankette verilen tüm bilgiler hiçbir şekilde katılımcıların kimliğini yansıtmayacaktır. Kesinlikle gizli tutulacak ve sadece akademik amaçlar için kullanılacaktır.

Teşekkürler

AHMAD NAQİB AHMADİ

Lisansüstü Eğitim Enstitüsü/ Yüksek Lisans - İşletme

BÖLÜM A: Demografik

Cinsiyet

Erkek	kadın

Yaş

18 - 30	31 - 40	41 -50	Above 50

Medeni hal

Bekar	Evli	Boşanma k	Boşanma k

Aylık toplam kişisel gelir aralığınız nedir? (AMERİKAN DOLARI).

0 TO 500	500 TO 1000	1000 TO 1500	1500 TO 2000	2000 TO 2500	2500 TO 2999	Above ve 3000

--	--	--	--	--	--	--

Yeşil Ürün
hakkındaki
bilgilerim

Yoksul	Tatmin etmek	İyi	Harika

Yeşil Ürünler
Satın Alma
İşlemlerim

Asla	Nadiren	Aylık	Sıklıkla

Hangi Yeşil Ürünü
Tüketiyorsunuz?

Organi k yiyecek	Güç Tasarrufl u makinelere	Geri dönüştürülmü ş ürünler	Diğerler i

BÖLÜM B: YEŞİL ÜRÜN BİLGİSİ

N o.	İfadeler	Kesinlikle katılmıyor um	Katılmıyor um	Kararsız ım	Katılıyor um	Kesinlikl e Katılıyor um
1	Bu tür yeşil ürünlere aşinayım					
2	Üniversite mezunları üniversiteyi başkalarına tavsiye ediyor					
3	tarafından uygulanan yeşil ürünleri test etmeye ve tanımlamaya inanıyorum.					

BÖLÜM C: YEŞİL GÜVEN

1	Bu ürünün çevresel imajının genel olarak güvenilir olduğuna inanıyorsunuz .					
2	Bu ürünün çevresel işlevselliğinin genel olarak güvenilir.					
3	Genel olarak, bu ürünün çevreyle ilgili iddialarının güvenilir olduğuna					

	inaniyorsunuz .					
4	Bu ürünün çevresel performansı beklentilerinizi karşılar.					
5	Bu ürün çevresel iyileştirme vaatlerini yerine getirmektedir.					
BÖLÜM D: YEŞİL SATIN ALMA NİYETİ						
1	Yeşil satın alma, bize yeşil olmayan satın almaya göre daha fazla fayda sağlıyor.					
2	Yeşil enerji tasarrufu sağlayan ürünler satın almak beni mutlu edecek.					
3	Bir ürün satın alırken çevreyi nasıl etkileyeceğini düşünürüm.					
4	Yeşil ürünler satın almak için biraz daha fazla para harcamaya razıyım.					

BÖLÜM E: ÇEVRESEL DEĞER

1	Dünyanın destekleyebileceği insan sayısının sınırına yaklaşıyoruz					
2	Dünya, çok sınırlı odası ve kaynakları olan bir uzay gemisi gibidir.					
3	Kaynak kıtlığı ve çevre kirliliğinin varlığı, insanların sağlığını ve hayatta kalmasını tehdit ediyor					
4	Hızlı gelişme her zaman çevresel hasara yol açmayacaktır.					
5	Çevreden ödün vererek gelişmek normal olsa da, çevre korumayı düşünmeden önce yaşam standardı					
6	Teknolojik ilerlemeye bağlı olarak, tüm çevre					

	sorunlarını çözebiliriz.					
7	Bitkiler ve hayvanlar da insanlar kadar var olma hakkına sahiptir.					
8	Özel yeteneklerimi ze rağmen, insanlar hala doğanın yoluna tabidir.					
9	Doğanın dengesi çok hassastır ve kolayca bozulabilir.					
10	İnsanlar, doğal çevreyi ihtiyaçlarına göre değiştirme hakkına sahiptir.					
11	İnsanlar doğanın geri kalanına hükmetmek için yaratıldı.					
BÖLÜM F : ALGILANAN TÜKETİCİ ETKİNLİĞİ						
1	Her bir kişinin davranışı, çevreyi teşvik etmek için dilekçe imzalayarak toplum üzerinde					

	olumlu bir etkiye sahip olabilir.					
2	Çevre sorunlarını çözmeye yardımcı olabileceğimi hissediyorum.					
3	Çevre konusunda yapabileceğim pek bir şey yok.					
4	Suyu ve enerjiyi koruyarak doğal kaynak sorununu çözmeye yardımcı olabileceğimi hissediyorum.					
5	Çevreye dost ürünler satın alarak çevreyi koruyabilirim.					

CURRICULUM VITAE

Ahmad Naqib AHMADI is an ambitious business researcher with five years of marketing experience. He did his Bachelor's and Master's Degree in business administration. Furthermore, he has been an educator for more than 10 years voluntarily. He is skilled in writing, English teaching, Islamic studies teaching, and, personal growth coaching. He speaks four languages, Persian, Pashto, English, and, Turkish and he has a basic understanding of Arabic. He is entertained by football, chess, reading, and watching documentaries.