

INTI INTERNATIONAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

**The effectiveness of promotional mixes in influencing local consumers to
adopt green purchasing behavior in Petaling District, Malaysia.**

FOR REFERENCE ONLY

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Abstract

Global environmental issues such as global warming are getting serious since thirty years ago which challenging the ways people live and increase the level of awareness of integrating environmental thoughts into their lifestyle. The new trend of marketing concept is now moving towards to Marketing 3.0 (values-driven era) which marketer is more focus on human spirit by contributing green activities to influence and promote green purchasing behaviors. However, there are some consumers still unaware about these issue especially Malaysian consumers. Research on the effectiveness of promotional mixes in influencing local consumers to adopt green purchasing behaviors is limited. Therefore, this study was conducted to examine which promotion methods have positive influence and which has strongest influence on local consumer's adoption of green purchasing behaviors and difference between demographic factors and adoption of green purchasing behaviors. A survey method using self-administered questionnaires was carried out to gather data from 390 respondents (family and friends) who have shopping behaviors in Petaling District. The result showed that sales promotion and public relation has positive influence on local consumer's adoption on green purchasing behaviors and only female respondents are more likely to adopt green purchasing behaviors. Discussion and recommendations are provided in the last chapter.

Key words: Green promotional mixes, green purchasing behaviors, demographic

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Chapter 1

Introduction

1.0 Chapter Summary

This chapter begins with the explanation on world environmental changes such as global warming. It then proceeds to the environmental changes in Asia and Malaysia that lead to government, companies and society to change their ways of life and the level of awareness of integrating environmental thoughts into their lifestyle such as green marketing that influence local consumers to adopt green purchasing behaviors. This is subsequently followed by a discussion of problem statement, limited study, research question, objectives as well as scope of the study and significance of the study.

1.1 Background

The interactions between human population dynamics and environment are highly correlated. Based on United Nations World Population Prospects, the future world population is forecasted to reach 9.2 billion people in 2050. The increasing of population will affect the environment and lead to ecological catastrophe if people do not consume them in an efficient ways (Alex and et al., 2009). This statement can be supported by Magali and Francis (2012) as they mentioned that the global environmental issues such as global warming are getting serious since thirty years ago.

According to Organization for Economic Co-operation and Development (OECD), global greenhouse gas emissions will increase 50% by year 2050 due to high energy demand because global economy in 2050 will be four times bigger than today's economy and the world will need to use around 80% more energy to make up the overall economy. From the OECD forecast report, this would lead to carbon dioxide emissions from energy expected to rise by 70% which will exceed the warming limit as the global temperature will be increased by three to six degrees Celsius by year 2100 (The New York Times, 2012). Besides, the issue of depletion of natural resources especially fresh water, cropland and forest due to overpopulation will be occurred. For instance, Population Action International (2012) projected that 4.1 billion people in the world will live under water-scarce condition and water-stressed

conditions by year 2050 (Figure 1.0); 7.3 billion people may live under pressure of cropland-scarce condition and cropland-stressed conditions (Figure 2.0) and the number of people living in forest-scarce countries will increase till 4.1 billion by 2050 (Figure 3.0).

This issue has been challenging the ways people live and increase the level of awareness of integrating environmental thoughts into their lifestyle such as adopting green purchasing behaviors (Nelson, 2012). In addition, the obligation for sustainable business practices by companies around the world will identify the overall result of consumer awareness towards lack of social inequities and environmental protection. However, to improve the awareness and human well-being of a large growing world population while ensuring sustainable use of limited resources is one of the greatest challenges that the society face today. Therefore, marketers are facing the challenges of providing and promoting sustainability products through inventions in order to balance the environmental protection, natural resource use and human well-being.

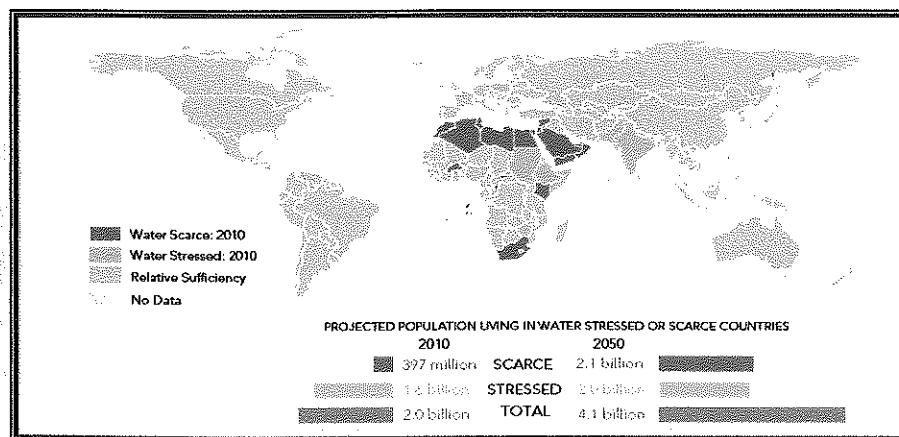


Figure 1.0 Current and Projected Populations and Water Availability
 Source: Population Action International, *Population and Natural Resource*

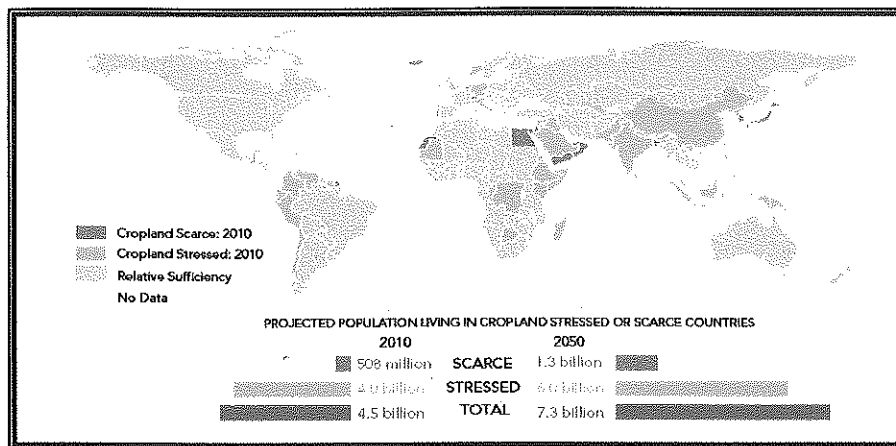


Figure 2.0 Current and Projected Populations and Cropland Availability
 Source: Population Action International, *Population and Natural Resource*

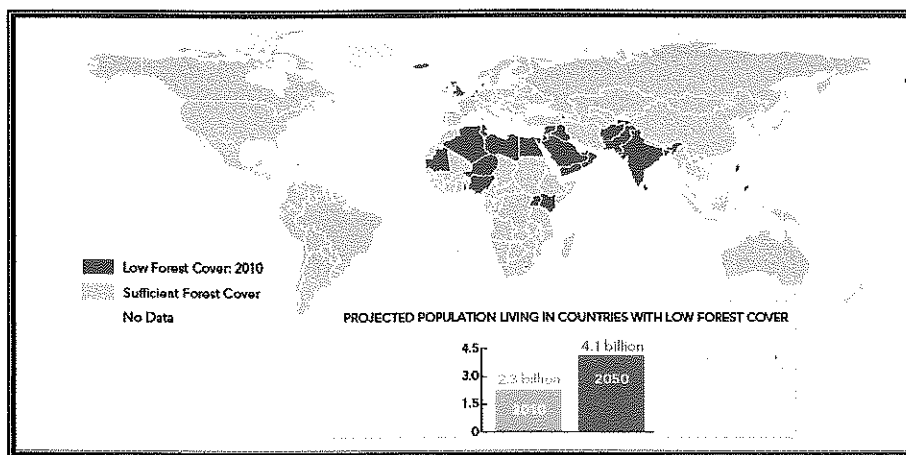


Figure 3.0 Current and Projected Populations and Forest Availability
 Source: Population Action International, *Population and Natural Resource*

1.1.1 Environmental issues in Western countries

The massive risen of environmental pollution makes the environmental aspect of Corporate Social Responsibility (CSR), a vital obligation to cover the environmental protection of the company's operations such as waste and emissions elimination; achieve maximization on the efficiency and productivity of its resources and minimize activities that have less impact to the environment as well as the society. CSR is the business practices that are based on compliance with legal requirements, ethical values and protection for people, communities and environment (Hohnen, 2007). In addition, CSR is based on the relationship among three aspects which are economic responsibility that includes all stakeholders who have direct relationship with a corporation in economic and financial; social responsibility which refers to the

relationship with society and communities who are living nearby the industrial plants and environmental responsibility refers to the future generation which to protect the environment in order to give them better life in the future (Tan, 2012).

This raising awareness of environmental issue and CSR makes government and companies started to concern on this issue. For instance, United Kingdom's government established Combined Code on Corporate Governance to require every publicly listed company to disclose their CSR activities in its annual report (Porter and Kramer, 2006). So, the ethical business practice is no longer a luxury but it is an essential requirement for many companies nowadays. For instance, company has to consider its company's operations, reduce waste and emissions, make best use of its resources available and minimize activities that might reduce the enjoyment of the country's resource by young generations especially Generation Z in the future. This ethical business practices are now known as green marketing.

Based on Magali and Francis (2012), Visu's study (2007) shown that there are 74% of American think that global warming is important whereas Grant's study (2007) shown that that are 52.9% think global warming is extremely important. In addition, there are more than 80% of European thought that they will prefer eco-friendly products because the product impact on environment is the important attribute when they decide to purchase a product (The Gallup Organization, 2009). This is because Western countries like London and Unites States governments have been actively promoting green products and environmental issues to improve the environment. For instance, many companies in Western countries already started to commit themselves to make their business operations more environmentally friendly which lead to consumers to become more aware of environmental and social aspects (Jacob and Jolly, 2012).

1.1.2 Environmental Issue in Asia

Furthermore, the force of "going green" is also expanding to the Asian region which environmental issues are warning the local governments and residences. For instance, China, India, Japan, Hong Kong and Malaysia are the important worldwide economic

Asian cities due to high economic potential. However, the environmental quality are lag far behind its Western countries such as Europe and America.

The Asian cities are suffering from air pollution, high temperature and high levels of garbage disposal (Lee, 2008) due to the economic development as well as insufficient use of natural resources. For instance, the increasing of economic development due to increasing of population may impact the amount of natural resources which lead to environmental issues. For instance, the availability of water, cropland and forest in Asia countries are projected to decrease (Figure 4.0) and Asian citizens may live in water, cropland and forest- scarcity and environmental issue conditions Population Action International (2012).

The environmental issues lead to government of Asian cities started to aware of the seriousness of the environmental impacts towards society as well as the business itself. For instance, Malaysia government implemented Malaysian Code On Corporate Governance (MCCG) on year 2001 to enforce public listed companies (PLCs) in Malaysia to meet the terms of hybrid approach such as they have to disclose ethical, social and environment risk in their official annual report. Bursa Malaysia will take action against those companies that failed to follow the laws of paragraph 15.26 of the Listing Requirements of Bursa Malaysia (Securities Commission, 2007). This law is one of the examples of Davis Iron Law Responsibility (1957) that enforce corporation to comply CSR. He emerged Iron Law of Responsibility and stated that:

If business has the power, then a just relationship demands that business also bear responsibility for its action in these areas. In the long run, those who do not use power in a manner which society considers responsible will tend to lose it.

Although this law is enforcement for PLCs, non-PLCs should also comply CSR activities together in order to address the environmental problems. The level of integrating CSR activities can be depends on the performance of the organization. The more success the corporate, the more CSR activities can be applied to the society and planet.

ASIA

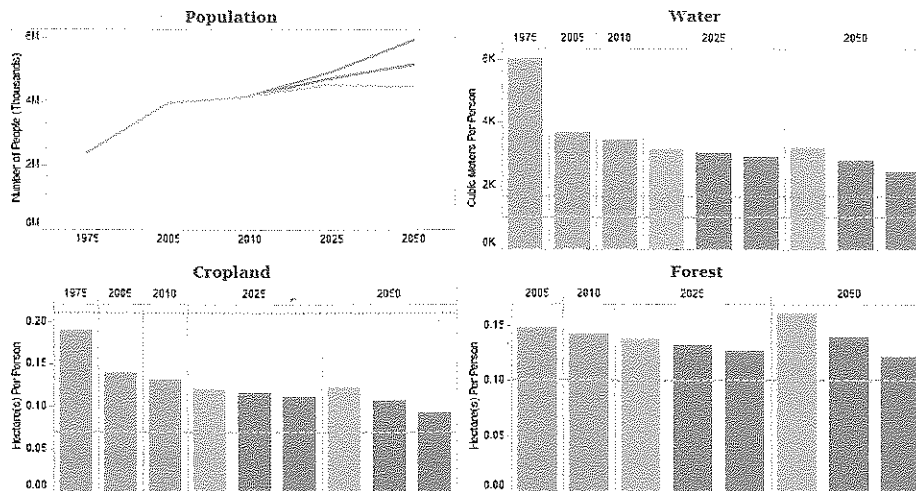


Figure 4.0 Current and Projected Populations and Water, Cropland, Forest
Source: Population Action International, *Population and Natural Resource*

However, most of the companies have been trying their best in complying green marketing activities, the level of awareness and level of green purchasing behaviors are still lag far behind compared to Western countries (Lee, 2008). This could be lack of green message delivered by companies to the society. Based on the research study by Helmi, Zayanah and Fauziah (2012), respondents think that the green messages delivered on green advertisements and campaigns that adhered by Malaysia government are less interesting and less attractive. They also argued that design and delivery of green messages must be creative and informative because consumers need more in-depth information on “how” to go “green” rather than “what” is “green” all about.

Green message is the message that contains environmental friendly information with environmental term’s usage. Green message must be aligned with the brand’s objective towards environmental and deliver it to society in order to influence them to adopt green purchasing behaviors (Wong, 2010). How capable a green brand is able to deliver the value as promised is depends on how effectively of the promotion methods used by the companies as well as the accuracy of segmentation targeted. Besides, green promotion refers to the efforts several parties such as government and organization made in promoting green concept and create public awareness of green living (Helmi, Zayanah and Fauziah, 2012).

Therefore, this study will examine which promotional methods (advertising, sales promotion, personal selling, direct marketing and public relation) have positive influence on adoption of local consumer's green purchasing behaviors and which influence is the strongest. Another study will be conducted on the demographic factors to examine whether there are any significance difference between demographic factors and green purchasing behaviors in Malaysia. The result will lead to better understanding on which promotional method has the high effectiveness to influence the correct target market towards green purchasing behaviors.

1.2 Problem Statement

The marketing concept is now moving towards to Marketing 3.0 (values-driven era) which marketer is more focus on human spirit. This is because consumers are affected by social, economic and environmental issues recently and consumers' needs and wants are not as simple as before. They are looking for human spirit fulfillment in the products and services they want to purchase and they are looking for companies that encounter their needs and wants for social, economic and environmental justice in order to have better live.

So, the hottest topic in the business society nowadays talks about the contribution in Corporate Social Responsibility (CSR). CSR programs which may able to achieve an effect of the traditional marketing respond and getting attention of the stockholder as well as the stakeholders. As mentioned, the level of awareness of social and environment responsible actions have been increasing in the globalization context. However, there are some consumers still unaware about this issue especially in Malaysia. So, it is essential for government and organizations to understand the importance of promoting green to the society through CSR activities.

Besides, According the ICOM Information and Communication and et al (2008), demographic factors such as gender, age and educational level seemed to impact green purchasing behaviors. There are difference between demographic factors and level of adoption of green purchasing behaviors (Caroline, Shristy, and Bonnie, 2012). So, adopting green purchasing behaviors are not balance in gender, age and educational level. Therefore, study has to be conducted to determine whether there is any significance of demographic factors on adopting green purchasing behaviors in

Malaysia. If there is a significance difference on this study, then marketers will play an important role to promote and influence the right target market to adopt green purchasing behavior. In addition, the act of marketers is the new marketing tool for gaining competitive advantages in order to be on top in the competitive environment. According to Silvia (2011), organizations might not establish sustainable marketing if they ignore CSR.

However, the consumer's positive attitudes towards environmental issues do not indicate that they would adopt actual environmental friendly purchasing behaviors (Laroche et al., 2002). Majority of consumers know about the serious environmental issue in Malaysia but they do not really purchase products based on the environmental concern and most of them would stick back to the original brand or products they have been using for many years and they would not trade off other product attributes to address the environmental issues (Yam, Tang and Chan, 1998).

Therefore, there is a need for marketers to promote and deliver green messages to influence consumers to adopt green purchasing behaviors. In order to promote the green purchasing behaviors, marketers have to understand which promotional methods has the positive influence and which influence is the strongest on green purchasing behaviors.

1.2.1 Limited Study

Research on how marketers promote and influence local consumer's adoption of green purchasing behaviors are limited although the idea was first coined many years back. Most of the recent researches have discussed the role of Corporate Social Responsibility and factors effecting consumer's green purchasing intension (Maimunah, et al., 2009). However, there are few researchers discussed only minor parts on promotional methods such as advertising method that could influence local consumer's adoption of green purchasing behaviors. For example: there are few researchers studied about the effectiveness of advertising that influence consumers to adopt green purchasing behaviors. Research from Subhabrata, Charles and Gulas (1995) resulted that green TV ads have greater affects on purchase intention and green print ads. Besides, Magali and Francis (2012) research resulted that green advertising creates awareness of products as well as its purchase intention.

Besides, there are many researchers studied demographic factors that influence green purchasing behaviors but the studied are mainly carried out in western countries. For instance, there is a study in America that conducted by ICOM Information and Communication (2008) results that woman, old people and higher level of education is more likely to adopt green purchasing behaviors. However, there is another study conducted by Caroline, Shristy, and Bonnie (2012) resulted that young people are willing to adopt green purchasing behaviors than old people.

Therefore, it is essential for marketers to understand which promotion methods that have the strong level of influence and which demographic factors have significance difference on consumer's adoption of green purchasing behaviors in Malaysia.

1.3 Research Questions

1. Which promotion methods have positive influence and which influence is the strongest on green purchasing behaviors?
2. Is there any significant difference between demographic factors and adoption of green purchasing behaviors?

1.4 Research Objectives

The primary objective of this study is to identify the influence methods of green purchasing behaviors in local market. Secondary objective was set to support the primary objective.

1. To examine which promotion methods have positive influence and which influence is the strongest on local consumer's adoption of green purchasing behaviors
2. To examine whether there is a significant difference between demographic factors and local consumer's adoption of green purchasing behaviors

1.5 Scope of Study

The research will focus on how marketers influence local consumers to adopt green purchasing behaviors. Quantitative research, convenience sampling will be conducted in Petaling District in Klang Valley that consisted of Petaling Jaya, Shah Alam and

Subang Jaya. Sample focus is students and working adults and unit of analysis of the study is those who have shopping behaviors because they have the purchasing power and able to discuss the influence methods of green purchasing behaviors.

1.6 Significance of Research

The result of this research will be important to three parties:

- The outcome of the research will be beneficial to academia to have better understanding on the importance of marketer's roles to influence local consumers to adopt green purchasing behaviors.
- The outcome will also enable government and non-government organization to administer a broader knowledge of promotion methods and create opportunity to for government to shape certain rules regarding to green products towards marketers and consumers.
- The result from the study will be useful for industry to imply better promotion strategies internally to influence local consumers to adopt green purchasing behaviors.

Chapter 2

Literature Review

2.0 Chapter Summary

This chapter will begin with the evolution of marketing that have been transforming from “Products to Customers to Human Spirit” which indicates that the new marketing trend now is to adopt green marketing in order to achieve competitive advantage and sustainability. It then proceeds to the definition and discussion of green marketing and green purchasing behaviors. In addition, theoretical framework and theory that are related to green marketing and green purchasing behaviors will be discussed. In the framework, only one component will be discussed which is marketing that consisted of promotional methods that must be integrated by marketers in order to influence consumers to adopt green purchasing behaviors. Then, each of the green promotional methods will be discussed followed by the demographic factors such as gender, age and educational levels that adopt the most in green purchasing behaviors. Lastly, proposed research framework was adopted.

2.1 Evolutions of Marketing

Kotler (2010) mentioned that the evolutions of marketing have been transforming from “Products to Customers to the Human Spirit” which indicated that marketers are now transformed from unethical to ethical marketing practice. The evolution of marketing started from Marketing 1.0 (product-centric era) which marketing is about selling products to target markets without considering consumer’s preferences. The main goal of in Marketing 1.0 was to standardize and achieve economies-of-scale by manufacturing large quantity of products to lower the production. This concept is not good as there are criticisms said that Marketing 1.0 is mere selling or even cheating because companies only sell factory’s output that are fairly basic to all who want to buy them and they do not really care about customer’s preferences as long as they achieve economies-of-scale in the production. Then, Marketing 1.0 is being transformed to Marketing 2.0 (consumer-centric era) which marketers have to identify the unlimited needs and wants in order to gain profit. This is because the information technology is getting advance and consumers are well informed, so they could easily make comparison on similar product available in the market. The product value is

now defined by the consumers, not the industry itself anymore. So, companies are trying to touch the consumer's mind and heart by providing wide range of product selections. However, profit is still the number one target for them in Marketing 2.0 because they do not really care about the social issues and environmental issues as long as they can develop products that meet consumer's needs and wants. Now, the marketing concept is moving towards to Marketing 3.0 (values-driven era) which marketer is more focus on consumer's mind, heart and human spirit due to environmental issues. For instance, society is concern on the environmental issues and will make consideration on the environmental issues when they decide to purchase a product. As mentioned, they will check whether the product they want to purchase has bigger effect on the environmental. So, marketer started to meet the consumer's preferences by adopting green marketing in order to help the society, planet as well as gain competitive advantage and sustainability of social, environment and economic development.

2.1 Green Marketing

The term "green marketing" had been discussed since the late 1980's and early 1990. The early definition of green marketing is the division of the overall marketing activity that examines the effects of the activity on the environmental (Henion and Kinnear, 1976). Another definition that defined by Polonsky (1994) is that green marketing is the activities that designed to satisfy customers' needs and wants with the minimal impacts on environment. Besides, American Marketing Association (AMA) defined green marketing as the products made must be environmentally safe; the designed products must minimize the negative effect on environment and the efforts of organization's marketing mixes such as product, price, place and promotion have to responsive to ecological concerns.

According to Kumar (2011), no matter how the human wants is unlimited or how natural resources are limited, green marketing has to be developed. For instance, green marketing mix elements have to be designed and developed to minimize the environmental impact. Green marketing mix refers to the 7P's elements such as product that provide healthy functions, price that has the exact value of the product, place as the availability of green products, promotion as the eco-friendly tool to create

awareness of the environmental issues, process that has less harmful to the environment and people who has the eco-thought in the consumption in order to achieve green marketing objectives (Chitara, 2007). In this study, only promotion in the marketing mix will be discussed because green promotion tools play an important role to deliver green message as well as influence them to adopt green purchasing behaviors.

However, consumers thought's on green marketing is very narrow, they think terms like recyclable, refillable or environmental friendly products are consider as green marketing. This is only part of the green marketing declaration. Actually, green marketing has a bigger concept which can be complied in industrial, service sectors and so on other than consumer goods. There are leisure industries such as resort that are trying to adopt green marketing in order to minimize the environmental impact. For instance, they promote themselves as "eco-tourist" and utilize nature materials to decorate their resorts (Ingram, Durst and Troumbus, 1991). Whereas, in industrial sector, manufacturers are trying to change the manufacture process, packaging process as well as changing the way they design or print advertising.

In addition, Lee (2008) and Polonsky and Michael (1994) mentioned that there are many international companies started to comply green marketing tactics in Asian markets because of the following reasons: the resource utilized and pollution in many Asian countries have increase local and global awareness towards the quality of environment in Asia; citizens in Asian countries are worrying about the environmental problems; governmental policies and marketing strategies in many Asian countries are being transformed to create sustainable developments including environmental protection.

This can be explained by few of the companies that develop green marketing strategies to create to save community and the planet. For instance, Unilever, one of the biggest Fast Moving Consumer Goods companies in the world works with Vietnam Women's Union to provide job opportunity for the poor women in rural areas and at the same time, Unilever increase its business value. For instance, they offer training and sponsor bicycles for poor women to sell their products such as mini daily-use products. The unemployment rate is reduced because around 300 women were recruited to sell Unilever products (Unilever, 2009). Another example is Digi

Telecommunication Company established Deep Green initiatives to address the challenge of climate change. For instance, DiGi has been advising and teaching their users to switch from paper-billing to e-billing via YouTube in order to save the trees. The numbers of trees saved are noted in DiGi official website once a subscriber switched to e-billing (Digi, 2010). Therefore, many companies in this era have been using green marketing for profit making, social responsibilities (Magali and Francis, 2012) as well as competitive advantage.

2.2 Theory and Theoretical Framework

Marketers must clearly understand and analyze the interrelationship between corporation and society because social impact of their CSR activities will lead to level of sustainability in the corporation's business. Michael Porter's looking Inside Out, Value Chain Theory explained this facts and it can be used as a framework to analyze competitive position and implement strategy in the business.

Porter (2006) designed this framework to analyze the corporate social responsibility issues in a strategic way which is to analyze the social impact of the value chain. Many companies have been using this framework to create customer value as well as to achieve sustainability marketing. There are nine components which classified into two classes which are primary activities and support activities in the approach as shown in (Figure 5.0). Primary activities consisted of product related activities which are inbound logistics, operations, services, and market-related activities are outbound logistics and marketing and sales whereas support activities are related to infrastructure, human resource management, technology development and procurement.

Companies carry out CSR activities based on these nine components, the more areas companies achieved, the more success it could be reached. However, in this study, only marketing (promotional tools) as highlighted in the diagram will be discussed because marketer need to analyze how well they could do with the promotional tools to achieve green marketing objectives. Marketing and Sales as highlighted in Figure 4.0 refers to advertising, product promotion and clear communication with customers in order to ensure that the products are sold to the right customer groups (Avijit, 2011). Promotion of eco-friendly products are developed from the below framework (marketing and sales in primary activity) in order to create awareness of green

alternatives as well as inform consumers how to protect environment by purchasing green products (Magali and Francis, 2012).

In order to implement CSR activities effectively, marketers have to study the confidence of consumers towards commercial promotional methods. For instance, companies could deliver the high degree of green activities through social events (public relation) in order to shape the responsibility marketing (Chen and Liu, 2006).

Moreover, creating shared value (CSV) is also important because it benefits for society as well as valuable to the business (Porter and Kramer, 2006). They mentioned:

CSR is not whether a cause is worthy but whether it presents an opportunity to create shared value—that is, a meaningful benefit for society that is also valuable to the business.

The most strategic CSR is that company apply social dimension that intersect with its business to its value proposition and making social impact integral to the overall strategy. Campher (2011) stated that most of the companies have been using similar concept of CSV long time ago but they didn't call it shared value, they called it as mutual responsibility. CSV is not new but it is the way how company strengthens the practice of CSR. For instance, companies used green promotional tools to influence consumers to purchase their green products in order to save the planet. In this case, companies could educate consumers about the importance of using green products to save the plant and at the same time, they earn the profit by pursuing consumers to purchase their green products. This would lead to the win-win situation that Porter and Kramer called it shared value. Therefore, marketers play an important role to promote by using the right promotional tools to influence local consumers to adopt green purchasing behaviors in order to achieve shared value.

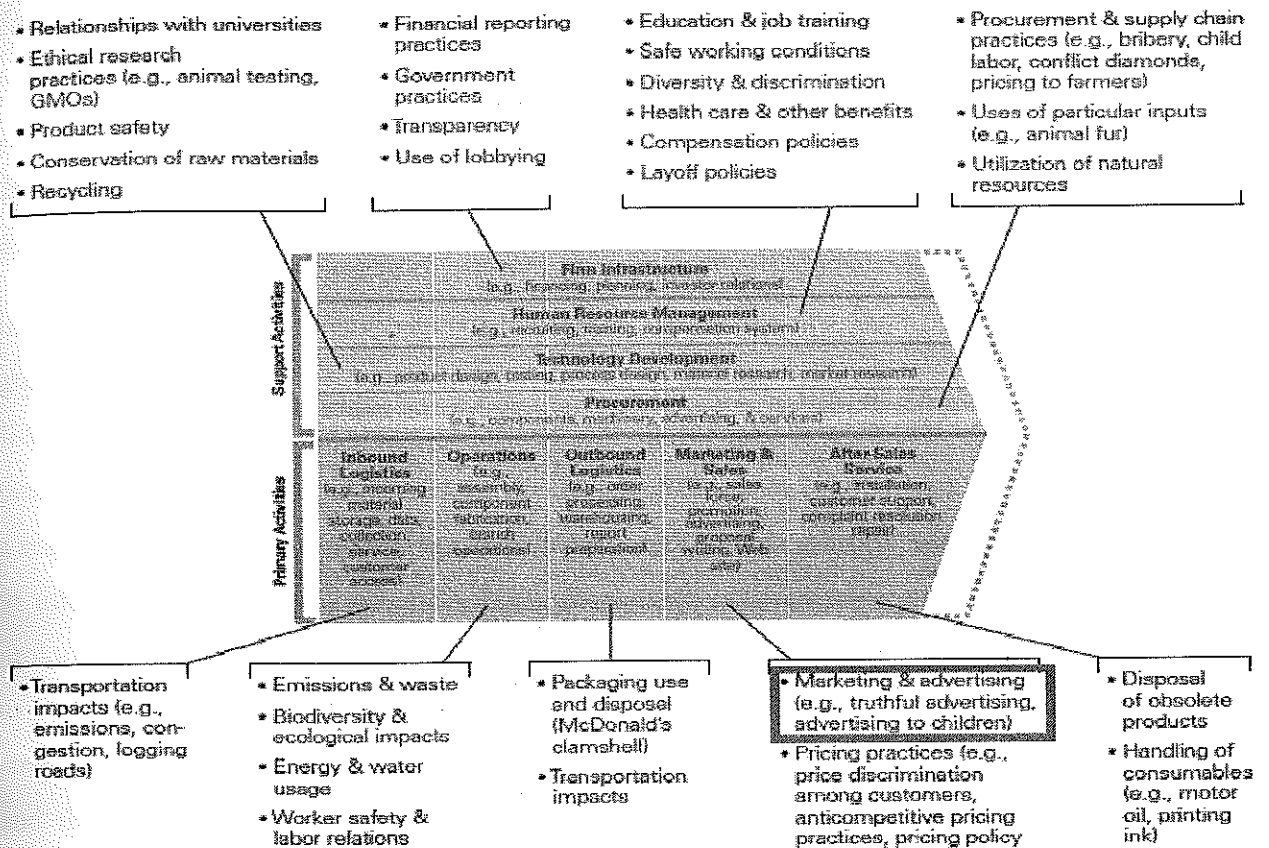


Figure 5.0: Looking Inside Out, Social Impact of the Value Chain
 Source: Michael E. Porter, *Competitive Advantage*

2.3 Promotional Mix

According to Kotler and Keller (2009), promotion consists of advertising, sales promotion, personal selling, direct selling and public relation. In this study, researcher will focus on these five methods because survey will be done to examine which promotional method have positive influence and which influence is the strongest on the adoption green purchasing behaviors of local consumers. A right promotional tool will provide the opportunity for the consumer to participate in the business's environmental responsibility (Aysel, 2012). As mentioned, most of the researchers studied only on green advertising relationship towards green purchasing behaviors. So, the other promotion mix will be discussed in general as there is limited study on the other promotion mix.

2.3.1 Advertising

Advertising defined as one of the promotion mix that used paid form of non-personal presentation on the idea of goods and services (Kotler and Keller, 2009). Green advertising is an ad that advertised a company's products or services that are

environmental friendly to reduce the environmental impacts. In addition, green advertising should consist of the promotion on green lifestyle and corporate image of social responsibility Helmi, Zayanah and Fauziah (2012). Green advertising could draw attention on the target consumers due to the emotional appearance which can transform from attention to action (Magali and Francis, 2012).

In general, there is a research shown that green consumers are more aware on the green advertising than non-green consumers (Ricky, 2000). According to Jacob and Jolly (2012), there is a growing movement among companies all over the world to present environmental advertisements. This is because advertising is determined to be a major factor influencing green marketing. The main goal of green advertisements is to inform consumers that the company is eco-centric and the advertisement would promote several selections of availability of products which are eco-friendly in order to influence consumer purchase behaviors on the green products. Baldwin (1993) stated that environmental advertisements have strong impact to create consumer value and the subsequent translation into purchase of products. For instance, marketers frequent use green television ads and print ads to promote green corporate image as well as the green products Subhabrata and et al (1995) because television displays actual and moving visuals which are attractive enough to deliver the green messages (Helmi, Zayanah and Fauziah, 2012).

In addition, there are 70% of the green ads influence consumers to adopt green purchasing behaviors (Magali and Francis, 2012) and another survey carried out by Wanninayake and Randiwela (2008) resulted that there are more than half of the respondents answered green advertising will influence them to adopt green purchasing behaviors. However, there is a study carried by Chase and Smith (1992) which stated that more than 50% of the respondents answered that they will not pay attention to such green messages in advertisements because they were not credible. Ginsberg and Bloom (2004) also mentioned that green advertising will not influence consumer purchasing behaviors towards green products.

From the above research, television and newspaper will be the main advertising tools in this research because they are the most effective advertising tools to influence consumers on adopting purchasing behaviors. According to Perception Media (2010), television and newspaper have the highest share (Table 1.0) and growing trends

(Table 2.0) in Malaysia. The population of Malaysian households that have a television set has increased up to 95% of all households with viewership reaching 98% adult population. Besides, newspaper also plays a significant role for many Malaysian consumers given its tactile and highly portable nature. The readership trends of daily newspaper have been increasing from 5.73 million in 1997 to 8.21 million in 2009.

Table 1.0 Adex Share by Media

Source: Perception Media, *NMR Adex Report 2003-2009*

Media	2003	2004	2005	2006	2007	2008	2009
Free Television	25.5	28.5	27.8	29.9	31.7	33.8	36.1
Pay Television	2.3	2.3	2.4	2.8	2.6	2.5	N/A
Radio	3.9	3.7	3.8	3.9	4.2	4.6	5.1
Newspaper	60.6	58.5	58.9	55.6	54.1	51.9	50.7
Magazines	4.1	3.6	3.4	3.2	2.9	2.4	3.7
Cinema	0.3	0.3	0.4	0.4	0.5	0.4	0.3
OOH	2.4	2.2	2.4	3.0	2.9	2.6	1.7
Retail Media	0.9	0.9	0.9	1.2	1.1	1.2	1.3
Internet	nil	nil	nil	nil	nil	0.6	0.6

Table 2.0 Adex Trends by Media

Source: Perception Media, *NMR Adex Report 2003-2009*

Media	2003	2004	2005	2006	2007	2008	2009
Free Television	993.3	1300.9	1310.6	1477.7	1798.4	2161.9	2446.3
Pay Television	89.8	105.4	111.4	110.4	125.8	159.0	N/A
Radio	152.5	168.8	178.5	193.3	241.1	291.5	361.8
Newspaper	2,366.8	2,612.7	2,777.7	2,741.1	3,065.2	3,320.8	3,407.3
Magazine	159.1	165.0	160.6	155.7	166.2	156.1	247.8
Cinema	12.5	13.9	17.8	19.5	26.3	27.4	22.5
OOH	95.5	101.7	114.7	149.9	165.7	169.8	112.3
Retail Media	33.6	32.8	39.1	48.8	57.8	73.9	85.8
Internet	nil	nil	nil	nil	nil	32.1	40.4

2.3.2 Sales Promotion

Many companies are using sales promotion nowadays as it is one of the promotional tools that receive higher attention by the consumers. Sales promotion activities provide extra value for the consumers in order to influence them to purchase the products or services (Craven and Piercy, 2009). Sales promotion can influence consumers intentions towards the brand especially discount promotion and purchase

rebate. This type of promotion is more preferred by consumers and it is the effective ways to influence consumers' purchase intention.

Ripon et al. (2012) study resulted that sales promotion is the most effective method to lead the consumer's mind to brand switching. Green sales promotion can be explained by the purchase rebate or discount. Price discount may change consumer's attitudes and intention regarding a particular brand (Teng and Tefa, 2009) because some of the consumers are not only price sensitive but also the companies' advertising efforts to rebate their consumers (Huang, Leng and Liang, 2012). For instance, consumers could get rebate or discount on items if they return back the water bottle or facial bottle for recycle purpose (Ripon et al, 2012). Another example will be the gift offered if consumer purchase green products, it would be more favorable and effective in increasing deal value and changing consumer's purchase intention (Chen et al., 1998). However, there are critics stated that price discount is a short-term strategy and it often have negative perception on consumer towards the product (Jones and Philip, 2003). Therefore, price discount and gift offered will be the tools of sales promotion in this research and determine whether sales promotion have positive influence on the adoption of green purchasing behaviors.

2.3.3 Personal Selling

Personal selling involves building the relationship between customers and company through communication for the purpose of making sales transaction. It is an interpersonal process whereby a seller tries to promote and communicate with consumers regarding to its product or services in order to satisfy a buyer's needs (Weitz, Castleberry and Tanner, 2004). Webster (1968) stated that a success sales transaction depends on how well both parties achieve a common understanding about mutual goal fulfillment through social interaction. So, sales person are highly trained today as sales strategies are important to attract consumers to purchase the goods or services.

In addition, sales person is now act as problem solvers who must armed with the knowledge of customer's needs and wants, knowledge of the products and services, in order to create value for customers as well as profit for the company (Kurtz and Boone, 2006). Besides, sales person also require understanding on the manufacturing process as well as the material used to produce the products. So, they have better

insights on the capabilities and limitations of the products that the companies sell (Smith and Hansen, 1996). Personal selling in green marketing is more emphasis on cosmetics and food because it consisted of complexity materials used. For instance, sales person should understand every ingredient used to manufacture the product. So, customer could have better understanding on the overall knowledge of the green products. Sales research has conducted a survey and stated that sales success depends on the influence strategies, personality traits and capabilities of the sales person (Michael, 2010).

Therefore, personal selling is an optimal form to promote green products as sales person need to explain the level of harmfulness to the environment as well as whether the products are animal tested or not (Marija, N.d). However, the main disadvantage of personal selling is the broadcasting of inconsistent messages because messages delivered by sales person about the products can be different from one other which may lead to customer confusion. Besides, customers would also percept that sales person are annoying as they are enforcing them to buy their company's products. Consequently, it may decrease the intention of purchase of the product (Dalibor, 2010). Therefore, personal selling will be examined to check whether it has positive influence on the adoption of green purchasing behaviors.

2.3.4 Direct Marketing

Direct marketing is one of the promotional tools that make direct contact with the end-users via media such as computer, telephone, mail and so forth. The effectiveness of direct marketing can be measured directly from the respondents (Cravens and Piercy, 2009). When comes to green marketing, direct mail no longer used by companies because print and direct mail industry is gaining a reputation for not going green. Most of the companies are now communicating with their consumers via email, web and social media as their direct marketing strategies (Amy, 2010). For instance, there are many websites such as Green Shopping, Green Living and so on are set to deliver green message to consumers in order to help consumers in the environmental commitments. By visiting the website, consumer could find the information on the environmental policy of a company as well.