INFLUENCING FACTORS OF PURCHASING BEHAVIOUR AMONG
GENERATION Y ON GREEN PRODUCTS IN UNIVERSITIES AND
COLLEGES

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ABSTRACT

Nowadays the awareness of environmental friendly concept is still low; it is due to lack of understanding on green practices and green products. Recently, the awareness and conscious of the Generation Y about the environmental issues have increased. It has been translated into their purchasing behaviour. This paper aims to explore the relationship between factors that influence the purchasing behaviour of Generation Y on green products. This research focuses on exploring how green products experiences, social influences, sense of environmental responsibilities, and government policy can influence the purchasing behaviour of Generation Y on green products. About 300 questionnaires were distributed via online to Generation Y of undergraduate students within universities and colleges in Malaysia. The students are between 20 to 26 years old. Data from respondents has used to test the hypotheses and subsequently generate findings.

Key words: Generation Y, purchasing behaviour and green products

Introduction

The environmental pollution is getting serious day by day and the awareness on environmental friendly concept is still low. In most cases, the environment pollution is resulting from the human daily activities. However, recently people become more aware and conscious about environment and this awareness has been translated into their purchasing behaviour. Nowadays, demand of green products in the market has increased due to people have recognised of the importance of environmental protection which closely related to the human health. Green products can be recognised products that are designed and manufactured in ways that minimise negative impact on environment. A green product also can be defined as "a product that was manufactured using toxic-free ingredients and environmentally-friendly procedures. This production certified as such by a recognized organisation" (Carrigan, Marinova, Szmigin, Gurau, & Ranchhod, 2005). Normally, green products are produced from recyclable materials, biodegradable elements. These components could minimise the negative impact on environment.

Green practices are common in developed economies. However, this practice just started to become popular in developing economies like Malaysia. It is probably due to lack of understanding of green practices and green products. In a study by Grunet (1991) that looks the consumption-related activities found that private households have contributed 30 to 40 percent of current environmental degradation. The climate changes in the global environment have become environment issues that lead to critical social issues that increased day by day (Karna, Hansen, Juslin, & Seppala, 2002). By using and purchasing the green products can effectively be a good way in mitigating the problems of environmental pollution and develop green habits among the society. Therefore, a question arises on
whether green products experiences, sense of environmental responsibilities, social influence and government policy will influence the purchasing behaviour of current and future customer.

Purchasing behaviour can be defined as the consumer's attitudes, preferences, intentions, and decisions that influence them when they are purchasing a product or service. Meanwhile, the purchasing power of consumer can be defined as the actual behaviour of the consumers regular habits, their products knowledge and situational factors (Vermeir & Verbeke, 2004). Since green products are considered as a new concept in Asia, so is important to identify the purchasing behaviour of consumers on green products through this study.

Generally, Generation Y can be categorised as the generation that is easily influence by external factors such as the information from internet, the current trend and the general social norms. Previous studies show that the consumers will widely perceive that it is reputation and modern way of lifestyle and practice environmentally friendly concept in an environmentally friendly society (Grier & Deshpandé, 2001). Therefore, there is a high probability for the Generation Y to be influenced by factors such as green products experiences, sense of environmental responsibilities, social influence and government policy. These elements effectively affect their purchasing behaviour on green products because they tend to practice a modern way of lifestyle with the current trend which is environmentally friendly concept. The Generation Y are tending to practice green habit because they felt that they will be perceived as out-dated in the society if they do not behave so.

Literature Review

Researches propose different ways on defining the meaning of purchasing behaviour. Consumer behaviour has been defined as consumer reaction towards the marketing effort on the green products. The buying decisions are described in forms of supporting green marketing of green products, buying green products, adopting sustainable consumption practices and likely to spend more on green products (Schlegelmilch, Bohlen, & Diamantopoulos, 1996). Purchase decision of green consumers is found to be the central theme in the present state of research on green consumer behaviour.

The purchase decision of green consumers is influenced by two set of factors. One set of factors are intrinsic to the consumers such as realization of their environmental responsibilities, quest for gaining knowledge, self-interest and willingness to act for resource conservation and reduced impact on the environment. Another set of factors are extrinsic to the consumers which are related to, for example, social image of consumers and product characteristics (Kumar & Ghodeswar, 2015). The actual behaviour is a result of consumers’ regular habits, their product knowledge and the situational factors such as promotional campaign (Vermeir & Verbeke, 2004). In the context of understanding the green purchasing decision, consumer behaviour will be test with the factor that causing them to purchase or not purchase the green products.

Factor 1 - Green product experience

Consumer behaviour could be affected by many factors. One of the factors is product experience. Desmet and Hekkert (2007) suggest that experience can be regarded as a complex multi-dimensional model. It includes product attributes experience, emotional or psychological experience and the very subjective aesthetic experience when consumers are interacting with products. Product attributes experience mean the reason for the consumer to purchase the product or the core function of products. Besides, the emotional experience refers to daily emotion when using the product and it will
go through an unconscious or conscious evaluation of the product to form a cognitive. Then, the aesthetic experience explains by Desmet and Hekkert (2007) as an evaluation of users’ overall sensory model. In this study we only focus on the product attribute experience and emotional experience from the multi-dimensional model.

According to Desmet and Hekkert (2007), product attribute experience can be described as the experience of meaning brought by the product. Consumer is purchasing product for certain purpose. The product functionality and the value that received by consumer from using the products will be evaluated by the user and the process named experience. The experience is depending on both the user personality and the product characteristics. The price of product, quality of product, and accessibility of product usage will be considered as the factor which influence consumer purchasing behaviour on green products (Laroche, Bergeron, & Barbaro-Forleo, 2001). However, from a study of Chen and Chiu (2015), the quality of the green products is lower than another usual brand and the price might be higher. However, consumers are still willing to switch to eco-labelling product for the sake of environmental protection.

Another dimension is the emotional experience which divided into three dimensions in the model of product emotion. The emotion experience is including the desirability, praiseworthiness and appeal of the product (Desmet & Hekkert, 2007). In the case of green products emotional experience, the desirability to purchase green products will exists when the green product become a trend and it will help solve or change some problem of user. Praiseworthy means the value of money that bring by the green products to consumer and the environment. Furthermore, the appealing of the products refers to the physical appearance of the green products is attractive or have a modern design which might represent the identity of user (Hekkert, 2002). Experience is developing by many elements and the importance of knowledge which also influencing green purchase experience is discussed in the following paragraph.

Factor 2 - Social influence

The factors of social influences play an important role toward the Generation Y purchasing behaviour on green products. Generally, social influences occur when consumer's emotions, opinions, or behaviours have been affected by external factors such as conformity, socialization, peer pressure, obedience, leadership, persuasion, sales and marketing when their decided to purchase a product. Social influence theorists have suggested that people formed their opinions by sensing social cues, and social cues exert a greater effect when the uncertainty regarding an issue is high (Wong & Boh, 2010). Currently, green products have the potential to get a great effect from the consumers due to the social influences that move toward Go Green or environmental friendly concept.

The important social influences that affected Generation Y in purchasing green products are values and norm of green buying. The adopters and non-adopters of environmentally friendly innovations differed on norms, attitudes, novelty seeking behaviour, and perception about innovations (Jansson, 2011). For example, the consumers are more willing to adopt with eco-innovations if it was less complex, compatible, and easy to use. Besides, subjective norms or social norms highly influenced consumers’ willingness to purchase green products because social influences, environmental concern, self-image, and perceived environmental responsibility of consumers can have determined their green purchase behaviour (Lee, 2008). A consumer with high environmental concern and perceived that environmental responsibility as their own responsibility is more willing to purchase green products and easily influenced by the others who practicing green practices.
Moreover, subjective norms or social norms can be defined as a consumer’s belief that significant others influence whether a certain behaviour should be performed (Paek, Yu, & Bae, 2009). Besides, the past studies have proved people comply with subjective norms because they fear social pressure from major referents or because their referents provide them with guidance regarding an appropriate or beneficial behaviour in their society (Runyan, Foster, Park, & Ha, 2012). For example, the Generation Y may perceive social pressure to participate in environmental activities like green products purchases, to conform to the expectations of external referents. Nonetheless, the people who tend to purchase green products have the higher levels of subjective norms if compared with the people who did not (Runyan et al., 2012). Generally, the subjective norm of Generation Y is higher than others due to their education level and the accessibility of information through the social media. So, it can be concluded that the purchasing behaviour of Generation Y on green products can be influence by their values and norm.

Factor 3 - Sense of environmental responsibility

Nowadays, the issue of environment protection is aware by all ages of people. Based on the past research shows that environmental awareness is increasing in school with the introduction of environmental topics in a range of school syllabuses together with highlighted the environmental issues as cross-curricular subject (Charter, 1992). The young generation consumers are response to environmental problems. So, many parties are putting effort to raise the awareness or educate new generation about the environment issues since they are still young. Most of the children nowadays can understand the environmental issues that harm our earth and ecosystem (Strong, 1998). In the study of Strong (1998) shows about 33 percent of children was claimed to be very interested in environmental issues and 50 percent claimed to be slightly interested. According to Larner (2003), responsibility can be defined as a moral or social contract between parties which means it is part of negotiated social relationship. This responsibility and negotiated and assumption of responsibility is one of the ways in which an individuals is able to renew bonds with the collective. Williams (2008) has told that one of the characteristics social actors is possibly due to the sense of responsibility.

In the point of a study by Sartre and Elkaïm-Sartre (1946) responsibility which is about responding in the action, an activity within relation, commitment for one’s own and mutual, common, acting, caring about consequences which in by with moral norms. Responsibility is not the main act, but the respond to previous actions. According to Adam and Groves (2011) they describe three ways to understand the responsibility which has assume responsibility, holding someone responsibility and being responsibility.

According to previous studies, the factor of social influence also affecting the green purchasing intention. Runyan et al. (2012) have indicated that social influence as such as subjective norms which give the positive impact on the recycling intentions and the intentions to purchase sustainable and environmentally friendly product Chan and Lau (2002) and Vermeir and Verbeke (2006). However, in this case of studying green products purchase decision, the sense of responsibility is defined as the bond with the environment and concerning the impact of green products toward environment.

Factor 4 - Government policy

Government policy is one of the factors that play an important role in Generation Y purchasing behaviour on green products. Generally, government policies were set-up to influence nation towards certain goals. Government policies on green products are also seen as influence factor...
on citizens’ daily consumption pattern especially generation Y. There are several states in Malaysia that had been set to follow the rules and regulations regarding green products. For example, Penang state government introduced Go Green Concept since few years before (Zen, Ahamad, & Omar, 2013). People in Penang are withholder from using the plastic bag every day when shopping. Therefore, businesses need to follow this rule and regulations that had been set up by Penang State Government. Consumer need to bring their own plastic or box to fill in their belonging. There are some surcharge if consumer still asking for plastic bag when they are shopping. To avoid the added charge, some of the store already provides recycle or paper bag for their customers (Jalil, Mian, & Rahman, 2013). Since the people in Penang including generation Y was gradually familiar with the practice of not using plastic bag and as a result they had reduced the huge amount of plastic bag daily usage. As we know, plastic bag brings a bad influence on our environment (Jalil et al., 2013). In some scientific research proven that plastic bag cannot be destroyed easily in any ways including by recycle methods because it made from petroleum products (Clapp & Swanston, 2009). Plastic bags may also cause the problems of disproportionate environmental because of their physical and chemical characteristics (Clapp & Swanston, 2009). In addition, destroy the plastic bag will also bring the negative impact to our environment as well (Hopewell, Dvorak, & Kosior, 2009). As a result, government implementing green policies starting from changing consumers daily activities will change their consumption habits toward environment friendly products.

One of the factors that lead government policies to encourage generation Y green purchasing behaviour is health issue. Practically health is very important for us to take care in terms of our lifestyle, foods consuming and daily activities. Hence, green products are helping people to have their healthy life. Health defines by World Health Organization (WHO) is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity (Huber et al., 2011). Government really concerned about citizens health especially generation Y who are going to lead the country in future. So, government policy is one of the effective ways to increase the usage of green product among young generation.

Government policies which influence the whole nation’s green purchasing behaviour are aimed for clean environment. A healthy and clean environment will determine the sustainability of a nation. Besides, all the countries in the world are now very concern about environmental issues. Government policies which encourage green purchasing behaviour will make their people connect with global trend. Clean environment will lead to reduces pollution, protect ecosystem, prevents the extinction of endangered species and conserves resources, such as water, land and air (Paraskevopoulou, Achilias, & Paraskevopoulou, 2012). A clean environment ensures the protection of biodiversity and ecosystems upon which human life and all other life on Earth depends (Sojobi, Nwobodo, Aladeboy, & Pratico, 2016). The unclean environment will bring negative impact including diseases and even bring death.

Based on the previous studies, it can be summarised that government policies such as health factor, clean environment, discipline and education of green product can influence the Generation Y purchasing behaviour on green products. However, in this study, we aimed to test the influence of government policies on Generation Y green purchasing behaviour.

Methodology

This study focuses on determined the importance and the effectiveness of the factors that influenced the purchasing behaviour of Generation Y on green products. This research focuses on the
independent variables of green products experiences, sense of environmental responsibilities, social influences and government policy. The proposed conceptual framework is as Figure 1:

![Conceptual Framework](image)

**Figure 1: Conceptual Framework**

**Sources:** Adapted from Prashant Kumar (2015) and Rohit H Trivedi (2015)

**Research Hypotheses**

**Hypothesis 1:**

| $H_0$ | There is a negative relationship between green products experiences and purchasing behaviour of Generation Y on green products. |
| $H_1$ | There is a positive relationship between green products experiences and purchasing behaviour of Generation Y on green products. |

**Hypothesis 2:**

| $H_0$ | There is a negative relationship between social influences and purchasing behaviour of Generation Y on green products. |
| $H_1$ | There is a positive relationship between social influences and purchasing behaviour of Generation Y on green products. |

**Hypothesis 3:**

| $H_0$ | There is a negative relationship between sense of environmental responsibilities and purchasing behaviour of Generation Y on green products. |
| $H_1$ | There is a positive relationship between sense of environmental responsibilities and Purchasing behaviour of Generation Y on green products. |
Hypothesis 4:

<table>
<thead>
<tr>
<th>$H_0$</th>
<th>There is a negative relationship between government policy and purchasing behaviour of Generation Y on green products.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_1$</td>
<td>There is a positive relationship between government policy and purchasing behaviour of Generation Y on green products.</td>
</tr>
</tbody>
</table>

Research Design

The instrument had been used to complete the research was by distributing online questionnaire. In this sense, this research is quantitative. Questionnaire data has been gathered based on the survey conducted towards undergraduate university student in Malaysia. Meanwhile, journals and reading materials have been used as a guideline and reference to support this research. This research is meant to identify the factors that influence the purchasing behaviour among Generation Y undergraduate student in university. This basic research uses descriptive and correlation research design. The descriptive study design enables to answer the research question and meet the research objective. Furthermore, descriptive research design was adopted as the study has clear problem statements, specific hypotheses and detailed body of knowledge (Malhotra & Birks, 2007). The target population is Generation Y who are still study in Universities and colleges in Malaysia for their undergraduate studies. They are between 20 to 26 years old. There are around 100,000 student who still undergraduate that will join in this research. This population is chosen because age between 20 to 26 years old are in the age who are practice a healthy lifestyle and eager to try new things.

Research Instrument

The questionnaire was designed to collect require data that need in this research. The questionnaires consist two sections which is section A and B. For Section A was focus on collecting demographic data and the background of respondent such as gender, age, marital status, nationalities and income level. For Section B, it contains the questions that related to the independent variables and dependent variable which are green products experiences, social influence, and sense of environmental responsibilities, government policy, and purchasing behaviour on green product. The researchers applied nominal scale on Section A which allows the researcher to assign subjects to certain categories or groups. The researchers used an interval scale on Section B of the questionnaire. An interval scale is used when response to various items that measure a variable can be tapped on a six-point scale or also known as Likert-type scale (ranging from strongly disagree to strongly agree).

Findings

Researchers had analysed the result of the descriptive analysis on the respondent profile and the reliability test for the relationship between independent variable and dependent variable toward factors that influence purchasing behaviour of Generation Y on green products. In addition, Pearson Correlation is used to answer for all the proposed objectives. It showed the relationship between the independent variables which are green product experience, social influence, sense of environment responsibility and government policy with the dependent variable (purchasing behaviour on green products).
Reliability

The reliability of the construct is assessed by using Cronbach’s Alpha through SPSS that measure a set of items are closely related as a group. It is considered have the value exceeded the minimum value of 0.6. In the other words, Cronbach’s alpha is one of the ways to measure that strength of the consistency. Before carrying out the process of data collection, pilot test had been carried out to perform the reliability test.

Table 1: Reliability Statistic for Independent Variables and Dependent Variable

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach’s Alpha</th>
<th>Cronbach’s Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green product experience</td>
<td>.819</td>
<td>.823</td>
<td>8</td>
</tr>
<tr>
<td>Social influence</td>
<td>.712</td>
<td>.713</td>
<td>7</td>
</tr>
<tr>
<td>Sense of environment responsibility</td>
<td>.822</td>
<td>.835</td>
<td>8</td>
</tr>
<tr>
<td>Government policy</td>
<td>.866</td>
<td>.870</td>
<td>10</td>
</tr>
<tr>
<td>Green purchasing decision</td>
<td>.844</td>
<td>.844</td>
<td>5</td>
</tr>
</tbody>
</table>

Table 1 shows the results of basic reliability test analysis. Cronbach’s Alpha value for the first independent variable, green product experience is 0.819. It illustrated an excellent consistency. The second independent variable is social influence marked an excellent consistency with the Cronbach’s Alpha of 0.712. The third independent variable is sense of environment responsibility and its Cronbach’s Alpha value is 0.822, which implied a good consistency. The Cronbach’s Alpha for the last variable which is government policy was 0.866 which mean a good consistency. However, according to ASK Academic Skills at Brunei, if the items analysed are less than 10 items, the Cronbach’s Alpha output should be more than 0.5. Thus, the variable indicated a good consistency. While for the dependent variable, the output of Cronbach’s Alpha is 0.844 which suggested an acceptable consistency. Hence, the result of reliability test presented that this survey is reliable and could be continued or carried for the further analysis. This result also illustrated that the respondents were able to understand the questions and provide accurate answers.

Pearson Correlation

Generally, Pearson Correlation is used to identify the correlation between two variables, it helps in determining is there any relationship between the independent variables with the dependent variable of the study. Pearson Correlation analysis is used to answer the research objectives of this study. Table 2 shows the relationship of variables which will be discussed in detail in the following subsection.
Table 3: Correlation between green product experience and purchasing behaviour.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Correlation</th>
<th>N</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green product experience (IV 1)</td>
<td>Pearson Correlation Sig. (2-tailed)</td>
<td>300</td>
<td>.644**</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>Social influence (IV 2)</td>
<td>Pearson Correlation Sig. (2-tailed)</td>
<td>300</td>
<td>.675**</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>Sense of environmental responsibility (IV 3)</td>
<td>Pearson Correlation Sig. (2-tailed)</td>
<td>300</td>
<td>.633**</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>Government policy (IV 4)</td>
<td>Pearson Correlation Sig. (2-tailed)</td>
<td>300</td>
<td>.756**</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>.000</td>
</tr>
</tbody>
</table>

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

Factor 1 - Green product experience

Table 3 shows that green product experience (IV1) has a strong positive relationship with the purchasing behaviour (DV). This can be proved by the (0.644) have strong effects on the purchasing behaviour of Generation Y on green products. Table 12.0 indicates that p-value is 0.000 which is less than 0.01. There were significant correlation between green product experience and purchasing behaviour because (P<0.05). Besides, the strong relationship exists between green product experience and purchasing behaviour had satisfied hypothesis H₁ for the first hypothesis, therefore H₁ for the first hypothesis is supported and H₀ for the first hypothesis is rejected.

Factor 2 - Social influence

Table 4: Correlation between social influence and purchasing behaviour.
Table 4 shows that the social influence (IV2) has a strong positive relationship with the purchasing behaviour (DV). This can be proved by the (0.675) had a strong relationship on the purchasing behaviour of Generation Y on green products. Table 13.0 indicates that p-value is 0.000 which is less than 0.01. There was significant correlation between social influence and purchasing behaviour because (P<0.05). In addition, the strong relationship exists between social influence and purchasing behaviour had satisfied hypothesis H1 for the second hypothesis, therefore H1 for the second hypothesis is supported and H0 for the second hypothesis is rejected.

Factor 3 - Sense of environmental responsibility

Table 5: Correlation between sense of environmental responsibilities and purchasing behaviour.

Table 5 shows that sense of environmental responsibility (IV3) has a strong positive relationship with the purchasing behaviour (DV). This can be proved by the (0.633) had a strong relationship on the purchasing behaviour of Generation Y on green products. Table 14.0 indicates that p-value is 0.000 which is less than 0.01. There was significant correlation between sense of environmental responsibility and purchasing behaviour because (P<0.05). In addition, the strong relationship exists between sense of environmental responsibility and purchasing behaviour had satisfied hypothesis H1 for the third hypothesis, therefore H1 for the third hypothesis is accepted and H0 for the third hypothesis is rejected.
Factor 4 - Government policy

Table 6: Correlation between government policy and purchasing behaviour.

<table>
<thead>
<tr>
<th></th>
<th>Government policy (IV4)</th>
<th>Purchasing behaviour (DV)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government policy (IV4)</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>300</td>
</tr>
<tr>
<td>Purchasing behaviour (DV)</td>
<td>Pearson Correlation</td>
<td>.756**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>300</td>
</tr>
</tbody>
</table>

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

Table 6 shows that government policy (IV4) has the strongest positive relationship with the purchasing behaviour (DV). This can be proved by the (0.756) had a strong relationship on the purchasing behaviour of Generation Y on green products. Table 15.0 indicates that p-value is 0.000 which is less than 0.01. There was significant correlation between government policy and purchasing behaviour because (P<0.05). In addition, the strong relationship exists between government policy and purchasing behaviour had satisfied hypothesis H1 for the fourth hypothesis, therefore H1 for fourth hypothesis is accepted and H0 for the fourth hypothesis is rejected.

Discussion

This research focuses on explaining the factors that influence the purchasing behaviour of Generation Y on green products which is green products experiences, sense of environmental friendly, social influence and government policy that could potentially affect the purchasing behaviour of Generation Y on green products in this subsection, the research findings are discussed with emphasis on the variables in influencing the purchasing behaviour of Generation Y in university. Besides, the findings of the statistical test will be discussed in detail to prove the research objectives have been achieved. To identify the relationship of each determinant variables with the purchasing behaviour of Generation Y on green products, Pearson Correlation was performed to determine the most determinant variables that affected the purchasing behaviour of Generation Y on green products.

Firstly, this study suggests a positive relationship between green product experience and the purchasing behaviour of Generation Y on green product which shows 0.644 or 6.5 percent. Therefore, from the statistical analysis, hypothesis 1 H1 which stated positive relation between independent variable and dependent variable is proven. This study indicates that Generation Y purchasing decision on green product is significantly influence by the experience gained. From the literature review of previous study, green product experience is built by series of process which go through physical actions, perceptual and cognitive processes (e.g. perceiving, exploring, using, remembering, comparing and understanding) (Desmet & Hekkert, 2007). In this research, these elements are related the process to determine experience is tested by question related. The element tested are including product experience related to the share of information, accessible of green product, usage experience of green product and comparison between green product and other commercial product. So, the positive relationship had signified the role of the knowledge gained and the feeling or perspective after the usage of green product will determine Generation Y to purchase or not to purchase green product. Hence, to encourage Generation Y purchase green products, marketers need to increase the
accessibility of green products in market and improve the available information regarding green products.

Secondly, this study suggests social influence is positively related with the purchasing behaviour of Generation Y on green products. The strong significant positive relationship (0.675) or 67.5 percent implies that the strong influence on the purchasing behaviour of Generation Y on green products. Therefore, the significant relationship between the variables are proven the $H_1$ for the second hypothesis of the study, there is a positive relationship between green products experiences and purchasing behaviour of Generation Y on green products. The finding appears to support the previous study that indicated social influence theorists have suggested that people formed their opinions by sensing social cues, and social cues exert a greater effect when the uncertainty regarding an issue is high (Wong & Boh, 2010). Nowadays, Go Green or environmental friendly concept have get a great effect from the consumers due to the social influences that move toward this trend. When the consumers are curious about the issue, there will be a greater effect from them. Besides, the finding proved that the previous study that indicated consumers can develop and realize the importance of products when they interact with others and gather related information (Oliver & Lee, 2010). When consumers know more information about green products such as the advantages, functions or ingredients that used to produce green product, they will more willing to spent and purchase because they can gain benefit from the purchase and the use of green products. Therefore, it is believed that social influence will positively affect the purchasing behaviour of Generation Y on green products.

Thirdly, this study suggests that sense of environmental friendly is positively related with the purchasing behaviour of Generation Y on green products. The strong significant positive relationship (0.633) or 63.3 percent implies that the strong influence on the purchasing behaviour of Generation Y on green products. Therefore, the significant relationships between the variables are proven the $H_1$ of third hypothesis that there is positive relationship between the sense of environmental responsibility and purchasing behaviour of Generation Y on green products. The finding appears to support the previous study that indicated the responsibility is not the main act but the response to previous actions. According to Adam and Groves (2011), they describe three ways to understand the responsibility which has assume responsibility, holding someone responsibility and being responsibility. However, in this case of studying green products purchase decision, the sense of responsibility is defined as the bond with the environment and concerning the impact of green products towards environment. In addition, sense of environmental responsibility can give bigger influence for consumer to use the green products. Besides, when the consumers know about the benefit of green products towards environment and the price is not very expensive, they are more willing to buy the green products and use them.

Fourthly, this study suggests a positive relationship between government policy and the purchasing behaviour of Generation Y on green product which shows 0.756 or 75.6 percent. The factor of government policy is the most influential factors toward green product purchasing behaviour among Generation Y. So, for the statistical analysis, hypothesis forth $H_1$ is a positive relation between independent variable and dependent variable is proven. The finding of this study is existed to support the previous study as government policy is positively influence purchasing behaviour on green product.

When government put a new policy on preventing customers from using plastic bag in shopping, many businesses start to provide recycle or paper bag and as a result they had reduced the huge amount of plastic bag daily usage. It is because plastic bag just brings a bad impact to our
environment (Md. Abdul Jalil, 2013). In previous research also, it shows that plastic bag cannot be destroyed easily although by using recycle methods because it made from petroleum products and it will harm our earth (Swanston, 2009.). Government policy had influenced a lot to citizens as well as Generation Y on using green products in their daily life. Therefore, Generation Y starts to purchase green products by following the policy introduced by government to protect our nature. Government has a big role as the agent to protect the environment by ensuring people to put on their priority of using green product. Thus, government should be the role model starting to use green products and strictly implement the Go Green Program to improve Generation Y awareness toward the environmental issues.

Conclusion

Overall, university students have same view on the factors of purchasing behaviour on green products. We find that the factors that we have been test having a strong relationship with the student purchasing behaviour of green product. For university student, environmental responsibility, government policies, green product experience and social influences maybe the most highly used factor when buying green product. Environmental responsibilities had a strong relationship with purchasing behaviours, this is because student feel that they have an awareness on the safety of environment. Government policies also has most strong positive relationship on purchasing behaviour, student feel they need to follow government policies for a good benefit to environment. Green product experience has strong positive relationship on purchasing behaviour because product experience gives a feel on the product taste, if they are good, people tend to purchase it again and vice versa. Social influences also have strong positive relationship on purchasing behaviour because students feel that they need to follow the trend like others. So, further research is needed to understand the factors of purchasing behaviour of generation Y on green products.

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