Measuring Consumers' Understanding of Green Marketing Objective and Concept in Relation to Environmental Protection

By: Rosli, N [Rosli, Norhizan][1]; Abdullah, K [Abdullah, Kalthom][1]; Haque, AKMA [Haque, A. K. M. Ahasanul][1]

ADVANCED SCIENCE LETTERS
Volume: 24 Issue: 5 Pages: 3310-3316
DOI: 10.1166/asl.2018.13364
Published: MAY 2018
Document Type: Proceedings Paper
View Journal Impact

Conference
Conference: Annual International Conference on Social and Behavioural Sciences (ICSBS)
Location: Singapore, SINGAPORE
Date: AUG 14-16, 2017

Abstract
Green marketing has been an increasingly important element toward the practice of environmental protection. A term coined by marketing gurus, it is a structured topic, essentially offered in academic institutions. However, not every consumer attains a structured concept concerning the practice of green marketing during their academic years. While some may gain their knowledge academically, others may acquire it through daily interactions with family members, friends, colleagues, business associations, or through the mass or social media. It is believed that the meaning and purpose of green marketing did not reach the general public. The lack of understanding the objective and concept of green marketing among consumers clearly reflect the unfavourable behaviour and support towards environmental protection. Due to this limitation, the intent of this study is to investigate the level of consumers' understanding of green marketing objective and concepts through green marketing tools, as well as identify the common medium that contribute to their understanding. This study is also conducted to confirm the measurement items used to examine consumers' understanding of green marketing particularly its objective and concepts, and tools. Self-constructed survey questionnaire was distributed to consumers, and analysed using descriptive statistical and factor analysis. As expected, results indicated that consumers' understanding about protecting the environment is not driven by green marketing objective and concept, but rather from daily interactions with their family members and within the society they are in.

Keywords
Author Keywords: Green Marketing Objective and Concept; Environmental Protection

Author Information
Reprint Address: Rosli, N (reprint author)

Int Islamic Univ Malaysia, Kulliyah Econ & Management Sc, Kuala Lumpur 53100, Malaysia.

Addresses:
[1] Int Islamic Univ Malaysia, Kulliyah Econ & Management Sc, Kuala Lumpur 53100, Malaysia

Publisher
AMER SCIENTIFIC PUBLISHERS, 26650 THE OLD RD, STE 208, VALENCIA, CA 91381-0751 USA

Categories / Classification
Research Areas: Science & Technology - Other Topics
Web of Science Categories: Multidisciplinary Sciences
### Cited References: 28

Showing 28 of 28  
View All in Cited References page

| 1. | Title: [not available]  
By: Abdul Rashid, Nik Ramli Nik.  
*International Journal of Business and Management* Volume: 4  Pages: 135  Published: 2009 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Cited: 1</td>
<td></td>
</tr>
</tbody>
</table>

| 2. | **THE THEORY OF PLANNED BEHAVIOR**  
By: AJZEN, I  
*ORGANIZATIONAL BEHAVIOR AND HUMAN DECISION PROCESSES* Volume: 50  Issue: 2  Pages: 179-211  Published: DEC 1991 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Cited: 21,783</td>
<td></td>
</tr>
</tbody>
</table>

| 3. | The influence of environmental knowledge and concern on green purchase intention the role of attitude as mediating variable  
By: Aman, A. H. L.; Harun, A.; Hussein, Z.  
*British Journal of Arts and Social Science* Volume: 11  Issue: 12  Pages: 1953-1965  Published: 2020 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Cited: 13</td>
<td></td>
</tr>
</tbody>
</table>

| 4. | Title: [not available]  
By: Banerjee, B.; McKeage, K.  
*Associate of Consumer Research* Volume: 21  Pages: 150  Published: 1994 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Cited: 1</td>
<td></td>
</tr>
</tbody>
</table>

| 5. | **Green marketing: a study of consumers' attitude towards environment friendly products**  
By: Cherian, J.; Jacob, J.  
*Asian Social Science* Volume: 8  Issue: 12  Pages: 117-126  Published: 2012 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Cited: 47</td>
<td></td>
</tr>
</tbody>
</table>

| 6. | Title: [not available]  
*Journal of Business Research* Volume: 56  Pages: 472  Published: 2003 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>[Show additional data]</td>
<td></td>
</tr>
</tbody>
</table>

| 7. | Title: [not available]  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>[Show additional data]</td>
<td></td>
</tr>
</tbody>
</table>

| 8. | Title: [not available]  
By: George, D.; Mallery, P.  
*11.0 Update Pages: 231*  Published: 2003  
Publisher: Allyn and Bacon, Boston |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Cited: 1</td>
<td></td>
</tr>
</tbody>
</table>

| 9. | Title: [not available]  
By: Haytko, D. L.; Matulich, E.  
*Journal of Management and Marketing Research* Volume: 1  Pages: 8  Published: 1992 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Cited: 1</td>
<td></td>
</tr>
</tbody>
</table>

| 10. | **Plastics recycling: challenges and opportunities**  
By: Hopewell, Jefferson; Dvorak, Robert; Kesior, Edward  
*PHILOSOPHICAL TRANSACTIONS OF THE ROYAL SOCIETY B-BIOLOGICAL SCIENCES* Volume: 364  Issue: 1526  Pages: 2115-2126  Published: JUL 27 2009 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Cited: 396</td>
<td></td>
</tr>
</tbody>
</table>

| 11. | Title: [not available]  
By: Laroche, M.; Bergeron, J.; Barbaro-Forleo, G.  
*Journal of Consumer Marketing* Volume: 18  Pages: 516  Published: 2001 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Cited: 1</td>
<td></td>
</tr>
</tbody>
</table>

| 12. | Title: [not available]  
By: Lee, K.  
*Marketing Intelligence and Planning* Volume: 26  Pages: 577  Published: 2008 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Cited: 1</td>
<td></td>
</tr>
</tbody>
</table>

| 13. | Title: [not available]  
By: Mahesh, M. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Cited: 1</td>
<td></td>
</tr>
</tbody>
</table>