

Table of Contents

Abstract	i
Acknowledgement	ii
Table of Content	iii
List of Tables	iv
List of Figures	v
List of Appendix	vii
Chapter I	1
1.1 Research Background	1
1.2 Research Problem	6
1.3 Research Question	7
1.4 Research Objectives	7
1.5 Research Scope	8
1.6 Research Contribution	8
1.7 Writing Structure	9
Chapter II	11
2.1 Green Marketing	11
2.2 Purchase Intention	13
2.3 Consumer belief and Environmental behavior	15
2.4 Understanding customers responsiveness toward green packaging and eco-labeling	17
2.5 The effect of green marketing on consumer purchase intention	19
2.6 The effect of green advertising on consumer purchasing patterns	20
2.7 Previous Research Overview Specialized in Green Marketing	22
2.8 Hypotheses Development	25
2.8.1. Customers beliefs and green purchase intentions.....	25
2.8.2. Green labeling and consumer purchasing patterns	26
2.8.3. Green branding and consumer purchase intentions.....	27
2.8.4. Green advertising and green purchase intention.....	27

2.9 Theoretical Framework	28
Chapter III	29
3.1 Research Variable and Operational Definition	29
3.1.1. Independent Variable.....	29
3.1.1.1. Customers Beliefs.....	29
3.1.1.2. Green Labeling	30
3.1.1.3. Green Branding.....	31
3.1.1.4. Green Advertising.....	32
3.1.2. Dependent Variable	33
3.1.2.1. Attitude	33
3.1.2.2. Subjective Norms	34
3.1.2.3. Perceived Behavior Control.....	34
3.2 Type and Source of Data	35
3.3 Sampling Design	36
3.3.1. Sampling Unit.....	36
3.3.2. Sample Size	36
3.3.3. Sampling Method	36
3.4 Data Collection Method	37
3.5 Research Instrument	38
3.6 Instrument Testing	39
3.6.1. Validity Test	39
3.6.2. Reliability Test	40
3.7 Data Analysis Method	41
3.7.1. Multiple Regression Analysis.....	41
3.7.2. Godness of Fit.....	41
3.7.3. Significance Level	42
3.7.4. Hypotheses Testing.....	42
3.7.5. Classical Assumption	42
3.7.5.1. Multicollinearity.....	42
3.7.5.2. Linearity Test	43
3.7.5.3. Normality Test	44

3.8 The Result of Pre - Test	44
3.8.1. Validity Test (N=50)	44
3.8.2. Reliability Test (N=50)	47
Chapter IV	48
4.1 Respondent Demographic Profile	48
4.1.1. Gender Age, and Educational Background	48
4.1.2. Marital Status, Occupation, and Monthly Income	50
4.2 Instruments Testing	51
4.2.1. Validity testing of Big Sample (N=150)	51
4.2.2. Reliability Testing for Big Sample (N=150).....	53
4.3 Descriptive Statistics	54
4.4 Test of Assumption.....	58
4.4.1. Multicollinearity	58
4.4.2. Linearity Test	58
4.4.3. Normality Test	59
4.4.4. Multiple Regression Analysis	61
4.5 Hypothesis Testing	64
4.5.1. Hypothesis 1 (H1)	64
4.5.2. Hypothesis 2 (H2)	64
4.5.3. Hypothesis 3 (H3)	65
4.5.4. Hypothesis 4 (H4)	65
4.6 Hypothesis Discussion.....	65
4.6.1. Customers Beliefs Influence Consumers Purchase Intentions).....	65
4.6.2. Green Labeling Influence Consumers Purchase Intention	66
4.6.3. Green Branding Influence Consumers Purchase Intention	67
4.6.4. Green Advertising Influence Consumers Purchase Intentions.....	68
Chapter V.....	70
5.1 Conclusion.....	70
5.2 Managerial Implication	72
5.3 Research Limitation.....	73
5.4 Future Research	73

References	74
Appendix	82