

TABLE OF CONTENTS

ACKNOWLEDGEMENT	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES.....	vii
CHAPTER 1: INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Problem.....	4
1.3 Research Questions.....	7
1.4 Research Objectives.....	8
1.5 Conceptual Framework.....	9
1.6 Significance and Contribution of the Study.....	11
1.7 Scope of the Study.....	13
1.8 Organization of the Study.....	14
CHAPTER 2: LITERATURE REVIEW.....	16
2.1 Concept of Green Marketing.....	16
2.2 Green Personal Care and Cosmetic Products.....	19
2.3 Theoretical Background.....	21
2.3.1 Consumer Values and Attitude.....	22
2.3.2 Attitude.....	25
2.3.3 Perceived behavioural control.....	26
2.3.4 Subjective Norm.....	27
2.3.5 Past Experiences.....	28

2.3.6 Brand Image Perception.....	29
2.3.7 Purchase Intention.....	32
2.4 Hypotheses Development.....	33
CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY.....	39
3.1 Defining green personal care and cosmetic products.....	39
3.2 Sample and Data Collection.....	40
3.3 Questionnaire Design.....	41
3.3.1 Item Measurements.....	42
3.4 Data Analysis Procedure.....	50
CHAPTER 4: RESEARCH FINDINGS.....	52
4.1 Pre-Analysis Data Screening.....	52
4.2 Reliability and Factor Analysis.....	52
4.3 Demographic Characteristics of Respondents.....	58
4.4 Comparison of Variable Means Scores with Different Demographic Characteristics.....	59
4.5 Testing of Hypotheses.....	63
4.6 Summary of Hypotheses Testing.....	71
CHAPTER 5: CONCLUSION AND RECOMMENDATIONS.....	72
5.1 Research Conclusions and Implications.....	72
BIBLIOGRAPHIES	79
APPENDICES	87
Appendix A: Normality Test for Research Variables.....	87
Appendix B: Questionnaire	93

LIST OF TABLES

Table 3.1	45
Table 4.1	53
Table 4.2	54
Table 4.3	54
Table 4.4	58
Table 4.5	62
Table 4.6	64
Table 4.61	64
Table 4.62.....	64
Table 4.63.....	68
Table 4.64.....	69
Table 4.65.....	70
Table 4.66	71

LIST OF FIGURES

Figure 1.1.....11

Figure 2.1.....22

Figure 2.2.....34