

# THE INFLUENCE OF PERCEIVED BEHAVIOUR CONTROL, SUBJECT NORMS AND ATTITUDE ON THE PURCHASE INTENTION OF THE CUSTOMERS

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***Abstract**--The aim related to the current literature is to examine the role of perceived behaviour control, subject norms and attitude on the purchase intension of the customers in Malaysia. Data were gathered from the customer relation manager of the companies and SPSS employed to test the hypotheses. The results show that positive nexus among the perceived behaviour control and purchase intension, subject norms and purchase intension and attitude and purchase intension.*

***Keywords:** intention to purchase, perceived behaviour control, attitude, environmental degradation,*

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## I. Introduction

Today's environmental degradation in Malaysia has drawn the attention of many housing developers, government, scientists, specialists and community towards sustainable environmental systems. Many alternative approaches have been made on developing sustainable green building system. Among these approaches, green building sustainability can be considered in relationship to green home property as a sector growing rapidly in many countries. The purpose of green home is to prevent non-equilibrium of natural environmental stability (Kraft, Rise, Sutton, & Røysamb, 2005). Thus, this research focuses on people's perception towards green home concept in Malaysia. The study will explore variables which consist of several factors that influence customer perception towards affordable green homes programs and services which affect the intention behaviour. The objectives of this research are to examine the customer's intentional behaviour towards affordable green home program offered in Malaysia (Hsu & Chiu, 2004; Nguyen et al., 2019; Nikhashemi et al., 2013; Pathiratne et al., 2018; Seneviratne et al., 2019; Tarofder et al., 2019).

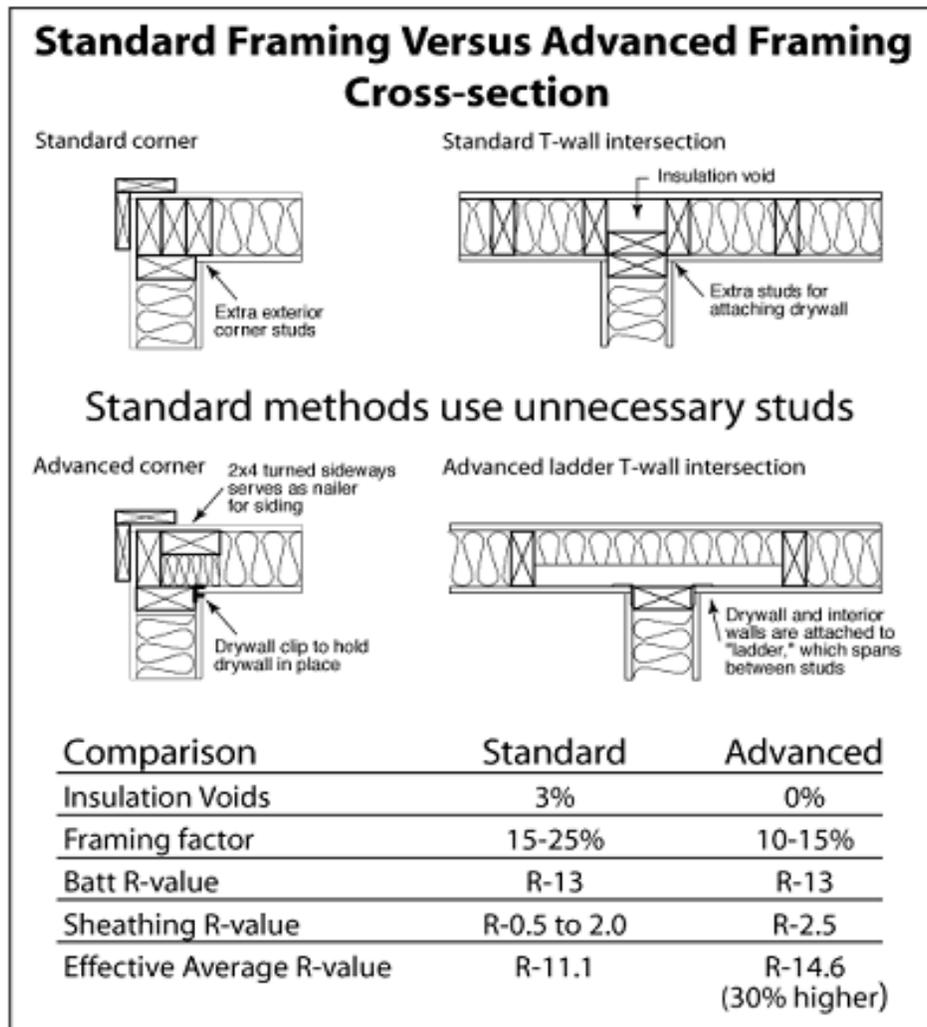
The existing of green property are constants of being developed to complement of current practice in maintaining greener construction. The green home are designed to reduce an overall impact that affects human health and the natural environment by practicing of:-

- 1) Minimizing of waste, pollution and environmental degradation
- 2) Maximizing in using resources and energy availability.
- 3) Simplify by protecting of people health by creating greener environment and increasing of employee's productivity

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Indoor environmental quality is a system approach to the design, engineering and construction of inner side of building. Advance framing is an approach on design engineering by using wood-framed structure that reduce lumber use, minimize wood usage and maximizes of structure thermal efficiency. This approach is a collection of technique that are most effective when implementing and many techniques can be adopted immediately. The benefits of using this approach are as bellow:



*Source: U.S. Department of Energy*

Figure 1: Advanced Framing on Cross Section

**Increase energy efficiency** – This plan of green home eliminating unnecessary wood framing based that increases of thermal efficiency factor in exterior frame by allowing of insulation in which the heat will be immediately removed by four times faster than normal insulation materials in which causing of thermal bridging (hot and cold spots). According to U.S. Department of Energy, this method has been proven to improve wall’s effective R-value (Heat resistance flow) up to 30% and save between 3% – 5% on cooling and heating costs. Thus, this concept is a smart framing in green home buildings (Yong, Ariffin, Nee, & Wahid, 2017).



Figure 2: Advancement Framing on In-Line

**In Line Framing** – Stacked framing using same floor joists, structural members, roof framing and studs are vertically aligned. The top plates cap and connect wall, exterior walls and bearing, transfer gravity loads from framing above to adjacent studs, facilitate connections of diaphragms and finish materials and collect wind and earthquake loads for distribution to shear panel. This provides better overall integrity on structure in which the gravity loads are based on in-line support material with wall and floor framing. The in-line framing also allows for single top plate and eliminating of at least 30 studs of lumber for a two storey of 2,000 square feet home (Ruiz-Mafe, Sanz-Blas, Hernandez-Ortega, & Brethouwer, 2013).

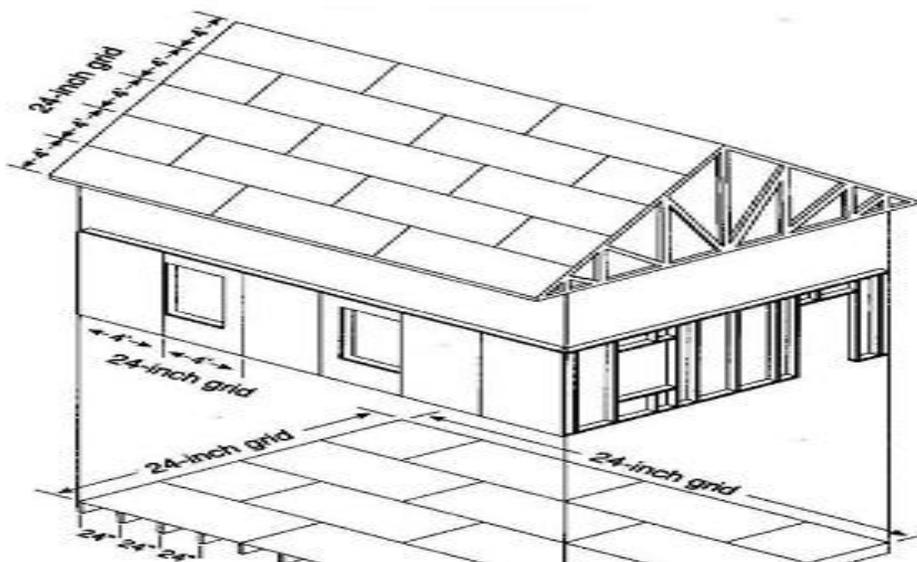


Figure 3: Advancement Framing on Modular Layout

**Modular Layout**- From figure 2 above, this design minimized the amount needed for purchasing of physical materials that associated with waste and labour for green home. This concept measure in economy by maximizing framing evaluation to guide framing crew; size, window and place door openings per the module; alter the overhang widths and roof pitch for two foot module concept (factor space for ridge vent if applicable); set the building dimension for the direction perpendicular

to the floor framing and roof to be divisible by two feet each and set the building dimension for the direction parallel to the roof and floor framing to be divisible by four feet each (Hansen, 2008).

Integrated design and use sustainable material and technologies will be able to levelling or lower the cost of initial costs in traditional buildings. Starting cost for traditional building is currently high in building material, administration cost and other cost associated with it. With a good planning and structure of sustainable sitting by eliminating unnecessary features, it is possible to offset the cost by lowering of operations cost and at the same time meet environmental goals. It involve with planning as a start-up point. Good planning especially in specific activities which is consider as prerequisite for accomplishing a specific goal but also broad interpretation on environmental impact regarding large and complicated plants (Hsu, Wang, & Wen, 2006).

Water is a basic thing needed by human and often called as the source of life. The elements inside of green home must maintain the water sources and protect the source of water to be able to be consumed later. The green home design course introduced methodology of rainwater harvesting, grey water system and living pools. According to New Straits Times (retrieved 1<sup>st</sup> February 2014), National budget reserve for green technology is allocated for RM2 billion for green technology projects under the Green Technology Scheme (GFTS). The GFTS is established to encourage green technology investment to most predictable industry that important driver to the economic growth of Malaysia. This strategy is to attempt in creating conducive environment in green technology based as instrument in introducing new type of economic by strengthening the relevant understanding of green technology among stakeholders as well as promoting foreign or local direct investments. Major characteristic are implementing apprenticeship, training and educational program in building of strategic partnership between government, industries and research institution. Furthermore in Putrajaya and Cyberjaya has been adopted Green Township. This township operates on the premise that increasing efficiency in using of all resources in order to reduce impacts on the environmental (Crespo & del Bosque, 2008).

The growth of Malaysian economy is expected to rise in 2015 and the Gross Domestic Production (GDP) will jump for another one percent. Prosperity in economic increases demand on tall building and governments are spending billions of ringgit every year to increase facilities especially in property. Today, governments are more concerned about the environment. The government will find another source of an alternative technology called as green building technology. As far as international concerns about sustaining the global resources and conservation of environment for the future generations, Malaysia is moving forward to embark on initiatives for sustainable development. The conventional construction has a vast impact to human health, natural environment and economy. Alternately, the green construction technology method is an alternative option that can be integrated through design, construction, deconstruction and renovation. Adopting green home technology will benefit both environmental performance and economic performance. However, this significant benefit can be obtained if a prospect buyer has positive perception and creates intention towards green home (King, Dennis, & Wright, 2008).

Modern and traditional building has rapidly tearing down trees with immediately demolished pieces of nature's cleaning and cooling system. Tearing down trees has mega effect to the ecology system and uprooting native grasses or wildflowers impact the lives of animals large and small. Destroying animal's habitat will make the larger problem of removing Mother Nature. Animals have to move out from their place and find another place to live and finally their own is destroyed. This can cause damage on ecology system and affect human cycle of life. Past studies defined customer's intention to purchase as a deeply held on intentional behaviour to perform such behaviour to purchase a preferred product or services. The importance

in strategic research in analysing customer's perception is paramount, however, it often lacking in emphasis by most researches. The lack of research in customers' perception in green homes concept has led to the narrow view of what constitutes successful in delivering of green home by Malaysian green home developer in which the services can be improved. The intention of this study is to develop propositions describing the actions needed in performing of attention in customer's intention by given a favourable framework and environment (Bashir, Bayat, Olutuase, & Abdul Latiff, 2019).

## II. Literature Review

A literature review is someone text written on critical knowledge that explained substantive findings with theoretical and methodological contribution on a particular field. In other word, literature review is statement that has been published by researchers and scholars on any topic accredited (Ming-Shen, Chih-Chung, Su-Chao, & Yung-Her, 2007). That can be defining as secondary sources in writing and it's establishing an abstract accomplishment. Thus, this chapter will review the discussion of previous green home concept scholar and provides as well as investigates the relationship of customer individual characteristic towards their perception in making intentional behaviour decision which is to leads to curtain level of satisfaction among them in order to choose whether to purchase or not to purchase. This research is underlying the Theory Planned of Behaviour and their variables which are attitude, perceived behaviour control and subjective norm. Plus addition of another three variables, this can explain the relationships which are trust, perceived usefulness and perceived price. Thus, the literature review and framework concept are developed in this chapter. The following sections describe about the conceptual framework for the whole of the study together formulation hypotheses (Hsu, Yen, Chiu, & Chang, 2006).

However, activities as adopting of green building technologies can be maximized the performance of environmental and economic. Implementation of green building methods can be integrated by mean of various stages, from design to renovation. According to "Construction Industry Development Board", over the last of 20 years, the industry consistently contributing 3 to 5 percent of Gross Domestic Production (GDP) which is significant role in the economic growth. Malaysia government in 1995, introduced "Malaysia's Vision 2020" defined national ambitions and future opportunities for long term strategies to achieve national goals. One of the ambition is to go ecological sustainable. This issues emphasis on sustainable development. Malaysian government was continues develop as top issues in Malaysian Eight plan (2001 to 2005) which priority to research and development as one of the strategy. There are few developing projects that are using sustainability construction have been develop such as Tanarimba in Janda Baik, Pahang. The above evidence indicates that the concept has begun consistently in Malaysia and yet green building is still infancy stage in this field.

This theory was developed by past studies in replacing of Theory of Reasoned Action introduced by Fishbein and Ajzen (1980). Under TPB assumption that behaviour is determined by ability of individual's in making intention and this attention is determined by attitude and subjective norm. Both of these elements are function of belief. It being cleared that increasing the positive in attitude, subjective norms and perceived behaviour control towards behaviour control the more increase of individual to perform intention to purchase. Thus TPB was fully utilized in marketing and psychological research because less research has been conducted in perceived on human behaviour and communication studies discipline. But still there are few studies investigated TPB concentrated about consumer demand on environmental friendly that created consumer's attitude. Past studies mentioned that other researchers identifies of attitude towards green products is concentrated to favourable. The TPB revealed that attitude is a predictor to behaviour and the UK market is only represent of only three (3) percent's of the market share. Due to that reason researcher have to utilize TPB to study various factor that possible increase in behaviour including health.

Extended to that theory, this research will add on other variables which are trust and perceive usefulness in extension to the theory. Thus, this study will explain the factors that influence intention to purchase among consumers (Karjaluoto, Lehto, Leppäniemi, & Jayawardhena, 2008). The two major constructs in TAM are “perceived usefulness and Perceived ease of use”. Perceived usefulness refers to person believes that when using of technology device will enhance their productivity, increase efficiency, updates news, increase knowledge and fast convey of information. The intentions to use an information system or in online internet or website in which these are jointly merged with attitude of individual towards internet usage and perceived usefulness. Behavioural intentions are influenced, whether direct or indirect. This study is important in particular for the researcher as well as the findings for both variables. Especially the user of an internet system need to perceive the useful of the system for their interest and benefit or they will not to use it regardless of how important it is because of difficulties in system usage (Han, Hsu, & Sheu, 2010).

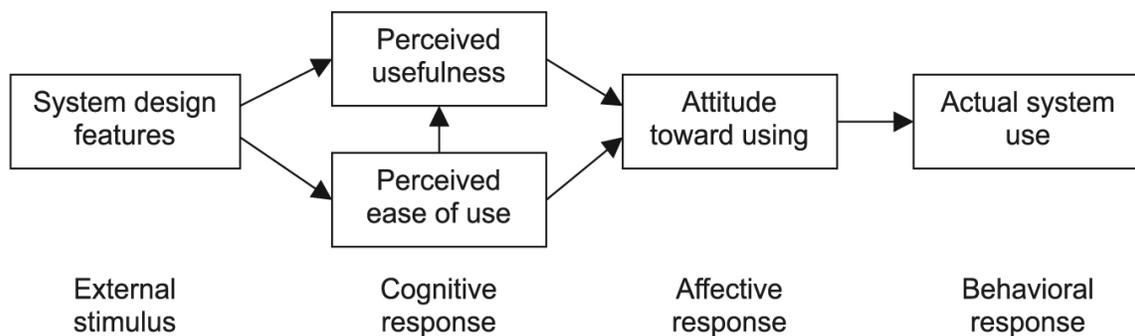


Figure 4: Technology Acceptance Model

Furthermore, the perceived ease of use is less importance because the difficulties in using system can create customer messy of user thinking to overcome the system usage and lead to customer bored to use it. Few studies have found that perceived usefulness was positively related to intention behaviour to use IS or internet system but not the perceived ease of use. However, some study showed that constructs; perceived usefulness and perceived ease of use are significant relationship to intention behaviour to use IS or internet system. Alternately, constructs of perceived usefulness and perceive ease of use are major and important determinant of individual intention to use an IS and internet system. Thus TAM is one of model in explaining of IS user behaviour. Moreover, Armitage and Corner (1999) identify in their research that intention is motivation for individual in perform and engage in certain behaviour. The intermediate construct in “Theory Reason Action (TRA) and Theory Planned Behaviour (TPB)” is intention and seem to be significant determinant and predictor of behaviour (Han & Kim, 2010).

Intentions are behavioural indicator that often being used as central for Theory Planned Behaviour in predicting level of behavioural and as well as to estimate demand potentiality for new products. Intention plays a role as estimation of the motivational factor that influences people behaviour with several models in psychological and food science. Intentions are often being used as indicator and evaluate in what condition people are willing to perform and in extent of how much they will look forward and effort in order to get certain particular product in order to perform such behaviour. Attitude construct are more general in measuring values or lifestyle, personality and preference or benefit. Past studies defines in his study that human behaviour is a function of salient information and belief is linking and relation to the behaviour. The main determinant in explaining the general attitude toward object is knows as salient beliefs. Past studies beliefs are “the subjective probability of a relation between the object of the belief and some object, value, concept or attribute”. Thus salient belief different with normative belief, behavioural belief and control belief as normative belief is underlying determinant in subjective norms,

behavioural belief is factor that influence of attitude towards of behavioural and control belief is only the foundation in providing perception over the behaviour control.

In green home study, customer's attitude in environmental awareness does have an impact to intention to purchase towards environmental products. This was consistent with past studies who found the individual who hold environment attitudes tend to performed in purchasing of more green products rather than those without environmental attitudes. Therefore, simple understanding is individual believe on hold of positive attitude towards environments are constructed and designed by environmentally responsible process that covers for entire lifecycle of a building, design, operation, construction, maintenance, demolition and sitting (Wu, Quyen, & Rivas, 2017). However, the green home may not reducing the overall impact on natural environment and human health only but able to enhance efficiency in using energy, water, reducing waste, decrease of pollution, maximizing of renewable resources and environmental degradation in ensuring of human's better quality life.

Figure 5 below explain that there are three components antecedent in attitude; cognitive (thoughts), cognitive component (behavioural) and effective component (feelings). Cognitive component is a major belief factor in dominate attitude and intentional behavioural as a cognitive component whereas attitude strength, evaluate property and informational base is only act as factor of attitude. Attitude strength is consistent stability in performing behaviour over the time, evaluative property define as positively or negatively the people react and feel towards particular object and informational base as the extent to which foundation belief of different informational available that they based on past studies (Gu, Lee, & Suh, 2009).

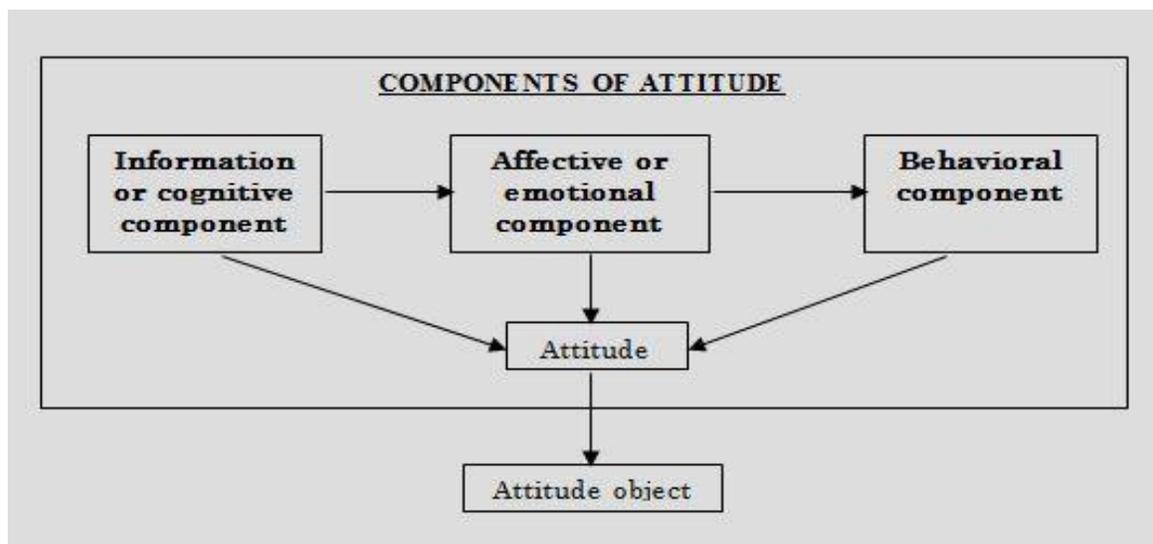


Figure 5: Component of Attitude

In their research finding that all determinants are explaining and motivating factor in describe further and better in attitude compare to traditional cognitive attitude structure practice before. Past studies have argued that ethical concern are influence factors of general choice. Nevertheless, culture and products availabilities are also recognize as dominant factor in products selection. In certain Europe countries, price and freshness are the major important factor in products selection (Hussain, Mosa, & Omran, 2017).

Subjective norm as "one's perception of whether people important to the individual think the behaviour should be performed." Customer's intention to inhabit might be influenced by individual's belief in social opinion and social referent's perception related to green homes. Past studies identifies of intentional behaviour are based on individual's desires and

individual's referents to perform accordance with these references. Thus, the intentional behaviour may depend of influence by social referents (Hussain, Musa, & Omran, 2018).

Perceived behavioural control is depending on deal with the absence or presence of requisite of opportunities and resources in which of control beliefs for performing of given behaviour. If individual believe internal control have little performing over control sense the behavioural owing to a lack requisite opportunities and resources in which lead to loose in intention to perform behaviour have favourable attitudes and social referents' support concerning of performance behaviour (Nawaz, Afzal, & Shehzadi, 2013). The relationship between perceived behavioural control and purchase intention is not completely depending to individual interest but internal requisite opportunities and resources to perform over such behaviour. This is final predictor according to TPB.

### III. Research Methodology

In research methodology there are two helpful methods being used which is qualitative and quantitative. Past studies find up that research and theory is a connection epistemological and ontological consideration in which qualitative and quantitative research that can be considered to two research strategy distinctive cluster. Thus, in this research testing the proposed hypothesis is adopted a suitable method in this research is quantitative research. Past studies identified that applying of quantitative research is quantification of analysis and collection of data that can be constructed as a research strategy. Based on the propositions derived from the literature review in Chapter 2, a conceptual framework is developed for explaining the perception of peoples in accepting of green home concept as illustrated in Figure 6. Below is a research framework:-

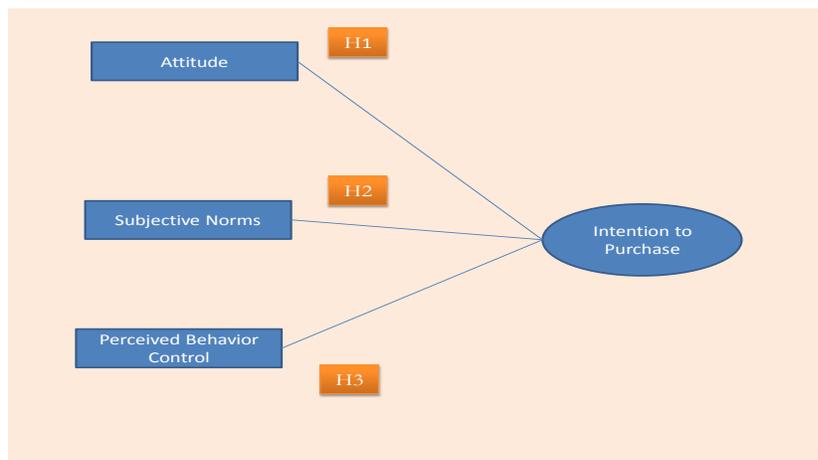


Figure 6: Theoretical Framework

Research framework is blueprint for conducting thesis or dissertation or project or research paper and conducted reputable model that specifies in details about procedures to explain on certain phenomenon and to answer the research question and to solve research problem. Dependant variables are measured to relate to dependent variables as dependent variables were the primary objective of the research. The goal of this research was simple just to understand and describe in order to predict or explain the viability of each variable. For this study the aiming is to understand, predict and identify the relationship between independent variables towards intention to purchase of green home.

Hypothesis 1: This section investigates the relationship between attitude and intention to purchase of green home. Attitude is identified by five related question.

H1: There are significant relationships between attitude and intention to purchase.

Hypothesis 2: This section investigates the relationship between subjective norms and intention to purchase. Subjective norm is identified by five related question.

H2: There are significant relationships between subjective norms and intention to purchase.

Hypothesis 3: This section investigates the relationship between perceived behaviour control and intention to purchase. Perceived behaviour control is identified by five related question.

H3: There are significant relationships between perceived behaviour control and intention to purchase.

The focus of this study is to determine the relationship between the customer perception towards medicine products between women for a company to introduce and developed a marketing strategies Therefore, based on this quantitative approach is selected as beneficial for the purpose of this study. The structure and design is important to be acknowledged when building of research design before starting of data collection and analysis. However, it is critical in developing of questionnaire design and sampling method when obtaining reliable information. The cross sectional survey will be applied in this study which aim to determining the level of frequency of particular attribute with at the point defining or particular population. In engaging with a research, a research must firstly engage in sampling. Without sampling no research can be conducted and developed. Data are sustainable through some type of sampling. The type, size, composition and the nature of sampling depends on the purpose of study, the population available, the research design and others. In this particular research, the target sample of this study will be approximately 200 respondents from random sampling in the area of Klang Valley.

Before the full scale of this research is carried out a pre-test questionnaires will be performed to ensure that there are no mistakes and design errors in the questionnaire. In fact the pre-test is also to ensure the questionnaires are fully reliable and understandable to the target samples. In fact, open possibilities to be corrected and improved from the beginning for any errors contained. After errors and improvements are amended, the improved questionnaires will be distributed in order to address the study objectives and plan. Based on past studies they mentioned that “The design of the questionnaire refers to the directions or instructions, the appearance and format of the questionnaire and, of course, the actual question”. Therefore, it is important for the questionnaires to be fully and thoroughly constructed and designed comprehensively.

$\beta$  is the slope of the regression line,  $y$  is intention to purchase (ITP),  $x_1$  is attitude (ATT),  $x_2$  is Perceived behaviour control (PBC),  $x_3$  is subjective norms (SN),  $x_4$  is Trust (TR),  $x_5$  is Perceived usefulness (PUS) and  $x_6$  is Perceived price (PP).

To see the regression equation by using of formula:

$$y = \alpha + \beta_1x_1 \text{ (ATT)} + \beta_2x_2 \text{ (PBC)} + \beta_3x_3 \text{ (SN)} + \beta_4x_4 \text{ (TR)} + \beta_5x_5 \text{ (PUS)} + \beta_6x_6 \text{ (PP)}.$$

Whereas:-

$\alpha + \beta_1x_i$  is define the predictable part of any  $y$  score for fixed value of  $x$ .  $y$  is considered the predicted score.

This equation the value of  $\alpha$  and  $\beta$  can be through of as values that maximize the explanatory power of predicted accuracy  $x$  in relation to  $y$ . Thus in maximizing explanatory power or predictive these values will minimize prediction error.

Consider observations where each observation was selected because of its specific  $X$  value, i.e. the values of predictor variable (independent)  $x_1, x_2, \dots, x_j$  were fixed by the investigator, whereas the  $Y$  – value for each observation was sample from population possible  $Y$  value (Dependent variable). To relate with literature review, there  $y = \alpha + \beta_1x_1 \text{ (ATT)} + \beta_2x_2 \text{ (PBC)} + \beta_3x_3 \text{ (SN)} + \beta_4x_4 \text{ (TR)} + \beta_5x_5 \text{ (PUS)} + \beta_6x_6 \text{ (PP)}$ , the partial regression slopes. These can also determine standardized partial regression slopes that are independent of the units in which the variables are measured in next chapter. Confidence intervals for the parameters can also be calculated using the  $t$ -distribution with  $n-p$  df. New  $y$ - values can be predicted from new values of any or all of the  $p$   $x$ - variables by substituting the new  $x$ -values into the regression equation and calculating the predicted  $y$ -value. Standard errors and predicting from values can be determined.

#### IV. Findings

Perceived Behaviour Control and it determined for five factors as PBC1, PBC2, PBC3, PBC4 and PBC5. The eigenvalues for this factor is 3.310 and the variance percentage of 66.190. The highest component loading is 0.728 for question of PBC5 and the lowest is 0.631 for components question of PBC2. The third factor is Subjective Norms is determined by five questions that are SN1, SN2, SN3, SN4 and SN5. The eigenvalues for this factor is 3.089 and variance percentage for 61.772. The highest score for this component is SN3 for 0.820 and lowest value is 0.716 for question of SN2. The final factor is Intention to Purchase is determined by four questions which are ITP1, ITP2, ITP3, ITP4 and ITP5. Question of ITP5 has the largest component loading for 0.880 and the lowest score loading component is question of ITP4 for 0.629. The eigenvalues for this factor is 2.686 and percentage variance for 53.715. Once all the factors have been determined using the eigenvalues and percentage of variance, the factor need to be examined for its validity and reliability.

Cronbach's alpha of Attitude is 0.734 which consists of five items, Perceived Behaviour Control variable score for 0.871 consists of five items, Subjective Norms variable for 0.836 consists of five items, Trust variable for 0.859 consists of five items, Perceived Usefulness variable for 0.832 consists of five items, Perceived Price for five items and Intention to Purchase for 0.848 consists of five items. The Cronbach's Alpha is above the acceptable reliability of 0.6 are accepted (A cut off is 0.6 is more appropriate and suitable. The table, column of "Corrected Item Total Correlation" also shows all the items are correlated well with the overall score from the scale, where all the values are above 0.3, which is encouraging (if the items has total correlation below 0.3, then that particular item does not correlate very well with the scale overall, hence, the items may have to be dropped). Since all variables results is above than 0.6 of cut of value for Cronbach's alpha and above than 0.3 for "Corrected Item Total Correlation", thus the items will be retained in the subsequent analysis. All items in questionnaires are valid, reliable and accepted.

Table 1: Correlation analysis

Correlations					
		Attitude	Perceived Behavior Control	Subjective Norms	Intention To Purchase
Intention to Purchase	Pearson Correlation	.477**	.422**	.282**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	170	170	170	170
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

**H1: There is significant relationship between attitude and intention to purchase.**

Table 1 above shows the results of Pearson Correlation test that has been conducted between dimensions attitude and intention to purchase. The results revealed that there is an existence of significant value between these two dimensions as the p value is smaller than significant value ( $p = 0.00$  which  $< 0.05$ ). In addition, there is moderate correlation between these two dimensions as correlation coefficient is at ( $r=0.477$ ). Therefore, **H1 is accepted.**

**H2: There is significant relationship between perceived behaviour control and intention to purchase.**

Table 1 above shows the results of Pearson Correlation test conducted between dimensions perceived behaviour control and intention to purchase. The results revealed that there is positive relationship between two dimensions as the p value is smaller than significant value, ( $p=0.000$  which is  $<0.05$ ) and there is moderate correlation within both variables. Thus, **H2 is accepted**.

The third hypothesis in this study is assessing the relationship between subjective norms and intention to purchase of green housing property. Below is the hypothesis statement:-

**H3: There is significant relationship between subjective norm and intention to purchase**

Table 1 shows the results of Pearson Correlation test conducted between subjective norm and intention to purchase. The results revealed that there is positive correlation between these two dimensions but the results of the p value is smaller than significant value, ( $p = 0.000$  which is  $< 0.05$ ) and **H3 is accepted**. There is low correlation between these two dimension as correlation coefficient is at ( $r=0.282$ ).

## V. Conclusion and Implications

Generally, the primary of objective of this study is to identify the main factors that influence the customer's perception towards green home concepts with new variables derived from the literature. This chapter will discuss on the conclusion and recommendation that based on the analysis investigation findings obtained from the questionnaires given to respondents as well as research questions and research objectives that define earlier in chapter one. Thus, this chapter focusing on summarizes the findings and discusses the results in detailed for entire of the study. Using these implications in the construction of a theoretical and analytical framework, the researcher attempted to investigate consumer's perception towards green home concepts and examine whether these attitudes vary in relation to the consumers personal characteristics such as the gender, age, race, religion, income and house ownership. By further observing the literature review, theoretical framework, research design methodology, and analysing the fact findings based on database given from the questionnaires, the conclusion can be obtained with other significant main contribution of this project paper will be identified. Significantly, the thesis project results outcome can be determine the significance impact based the fact finding or analysing in chapter 4. The research findings will indicate the level of perception based on the Theory of Planned Behaviour questions towards green home concepts. Subsequently, the theoretical and managerial implications, limitations and suggestions are discussed deliberately in the further research and study (Nawaz, Azam, & Bhatti, 2019).

Demographic study shows there are 122 males (consist of 71.8%) and 48 females (consist of 28.2%) respondents involved. Majority of respondents are males and this study represent from the said gender. Age of respondents, the highest score fall on 113 respondents (66.5%) for age below than 25 years old. Second highest is 37 respondents (21.8%) for peoples who are 31 to 45 years old. Third highest is 19 respondents (11.2%) on age 26 to 30 years old. Finally there is only 1 respondent (0.6%) on above 45 years old. Race of respondents majority of the respondents is Malay with score of 153 respondents (90%), Chinese stand for 6 respondents (3.5%), Indian is 10 respondents (5.9%) and others is 1 respondent (0.6%). Religion sector, majority was held by Islam by 154 respondents (90%), Buddhist by 4 respondents (2.4%), Hindu for 9 respondents (5.3%), Christian for 2 respondents (1.2%) and finally other by 1 respondent (0.6%). Income level is 81 respondents (47.6%) for income below RM3,000. 27 respondents (15.9%) is income between RM3,001 to RM5,000. 32 respondent (18.8%) who are in RM5,001 to RM7,000 income. 22 respondents (12.9%) is income between RM7,001 to RM10,000 and 8 respondents (4.7%) is from income above than RM10,000. In house ownership, majority of the respondents are staying with parent for 69 respondents (40.6%), rental by 52 respondents (30.6%), house owner for 43 respondents and other by 6 respondents (3.5%).

There are few keys factor the influence the customer in developing of intentional behaviour. Even there are many programs and initiatives to promote greater green practices and awareness domestically; there are stills more practical solution to be adopted among house builders. The government should look into programs in promoting of green home practice by create guideline, clear policies and frameworks. Significantly, the green requirement to be associated with housing developer project should become as mandatory by building legislation and law. In this study, the framework suggest that the government role in making of regulation should work together with monitoring the progress in which proportion of every regulation must suit to varies sector mature over the time. In beginning of green home adoption, voluntary basis could be suitable as not many attractiveness and aware of the importance green building market. In a study that focusing in China found that the majority of building sector players is laggards and not innovators (Geoff, 2009). In effective regulatory environment, the building sector regulation constituents has to have ownership in the promulgated standards and the involvement of the government are necessary in overcome the enforcement issues. This involves implementation of independent body with all stakeholder representative involved, analysing standard and regulations as well as formulating policies.

In order to answer the research objective, few research questions were developed.

**i) Hypothesis one: There is significant relationship between attitude and intention to purchase.**

Based on the research objective, the purpose of study is to examine the factor that affecting a consumer's behaviour towards lifelong education. Therefore, researcher had structured five hypotheses that predict the green house concept accessibility will significantly influence intentional behaviour among customers.

The government should provide of subsidies in green technologies and green products in order to lower down of green and sustainable home in which will directly reduce the price of green homes. When price is reasonable and this will provide green homes are most accessible. Furthermore, incentive should be given away for instant tax exemption for green home buyers are some support for green homes concepts. Today, Malaysia still burden with the green home concept because some developer have concern that going green is expensive. However, this would be eliminated if developer consider in attention for environmental and climatic factor by consideration of high performance, cooling and artificial lighting in green manner as possible. The developer should fine tuning passive design and basic design to reduce reliance on high technology products since eco friendly always do not require the high tech gadgetry in response to high green development costs.

**ii) Hypothesis two: There are significant relationship between perceived behaviour control and intention to purchase.**

Another hypothesis was developed to assess the relationship between perceived behaviour control towards intentional behaviour.

**H3 There is significant relationship between perceived behaviour control and intention to purchase.**

The finding indicate that there is significant differences in perceived behaviour control towards intentional behaviour which is value at ( $p=0.000$  which is  $<0.05$ ,  $r=0.422$ ). As probability error is less than 0.05 mean that this variable does influence the perceived behaviour control and intentional behaviour. This result is consistent with Mahon *et al.* (2006) who argued that if customers perceived high level of self confidence in evaluating certain product purchasing decision when the perceived behaviour control would be a major issue in making decision and influencing the intentional behaviour. Indeed, technology enhancement by introducing new technology of green homes has become popular and commercially successful with customers.

**iii) Hypothesis three: There is significant relationship between subjective norms and intention to purchase.**

The findings for subjective norms indicate that there is significant difference in customer intention to purchase between two sectors ( $r$  value = 0.282,  $P = 0.000$ ). As the probability error is less than 0.05 ( $p=0.000 < 0.05$ ). Significantly, this implies to the subjective norms which customers feel comfortable with the green homes concepts services via information. Result revealed that general level of customer intention on subjective norm towards green homes concepts was low correlation with the  $r$  value of 0.282. This indicates that many of green home developers have put increasing emphasis on information sources. The information sources must be transferred to technology based as technology needs to be developed by people capable of reaching understanding with those who retrieve information and those who manage the collections. As information sources make information available anywhere and just a click way using the internet. Information sources in marketing concept fact that retention is five times more important rather than attracting new customers companies are creating marketing principles and simple develop long term relationships with the most profitable customers. People rely on information sources as prime information while others are left un-exploited. Cutting across this multitude of information sources and equally varied web information needed, several studies on information seeking behaviour find that as important determinant for successful in making intentional behaviour. Research showed that subjective norms is third largest of beta value  $\beta=0.029$ ,  $p = 0.438$ . This results shows that there is exist in the element that influence of intention to purchase but it may not strong to force the subjective norms towards intention to purchase. This is because many customers are satisfied with products or services being offered, they feel more comfortable that create changes of people intention to purchase, loyalty and the power of word of mouth marketing. The customer satisfaction will lead to repeat purchases, loyal, customer retention and recommend to other to perform in intention.

The intention to purchase depends on perceived usefulness by customer through the green home availability and quality of particular green home. Study showed that greener technology will increase of perceived usefulness factor effect on customer satisfaction and intention to perform intentional behaviour. The company services towards the customer can be measured by the amount of online course material with well-organized and readable. However, another factor such as interaction with other customers has a significant effect on perceived usefulness in green home concepts. As a result they are more concerned about future environment. In addition, only trust is score  $p$  value less that 0.05 ( $p=0.00$ ) is significant predictors of intention to purchase. Others, such as attitude (0.125), perceive behaviour control (0.124), subjective norm (0.662), perceived usefulness (0.130) and perceived price (0.057) are not predictors of intention to purchase.

**Implications**

The research model developed in this study provides a framework for future research regarding consumer behaviour in green homes property. Thirdly, this study only covered area of Kuala Lumpur only. This research did not cover whole population of that area. Therefore the results cannot be expected to explain overall belief of Malaysian consumers toward green homes concepts. Results from this study shed some light on the changing lifestyle and preference in the population, which could change the green home construction landscape eventually. The practical implications of this study are discussed in the following areas of Marketing and Policy Maker initiative.

Another suggestion to green homes research is to study about future market development as green building has potential to develop and become a success in Malaysia. Implies in this view, the developers of green homes need to develop strategies to compete with their competitors especially in identifying market opportunities, developing and commercializing new products and services, allocating resources among marketing activities and designing an appropriate organizational structure to ensure the performance desired is achieved.

**VI. Future Research**

In this research, only six elements of independents variable and one dependent variable were investigated for that matter. The researcher feels that there are still other elements that can be added into the variables to improve future research. The sample size and physical coverage, to some extent, has influenced the quality of the research findings and its generalized ability.

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