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Role Perceived Price, Perceived Usefulness and Trust on the Customer's Purchase Intention

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ABSTRACT
The goal connected with the present literature is to inspect the impact of trust, perceived usefulness, and perceived price on the purchase intension of the customers in Malaysia. Data were collected from the customer relation manager of the companies and SPSS employed to test the hypotheses. The outcomes demonstrated that positive connection among the trust and purchase intension, perceived usefulness and purchase intension, and perceived price and purchase intension.

Keywords: perceived behavior control, subject norms, attitude, purchase intentions, customer.

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INTRODUCTION

Green home is defined as one design through architecture materials and fixture to have minimal impacts on the environment operates using sustainable resources. Green home fosters energy and space efficiency in healthy living and comfortable surrounding environment. The green home concept uses application from buildings material through insulation and lightings with lavishness in style as added feature to the community. Generally, conventional home constructions consume large quantity of water, wood, energy and others resources of our economic cycle. However, green home compared to normal building that uses electricity to provide light and air conditioner (Bashir, Bayat, Olutuase, & Abdul Latiff, 2019; Nguyen et al., 2019; Nikhashemi et al., 2013; Pathiratne et al., 2018; Seneviratne et al., 2019; Tarofder et al., 2019).

The usage of electricity and air conditioner inside the building will release emissions to environment. According to past studies, United States buildings alone are responsible for more carbon dioxide emissions than those of any other entire country in the world except China. Today, the design of green home has become a major international trend in the past decade. Building itself can consume around 70% of our electricity and produce almost 60% of our waste and at the same time uses 12% of water and generate 30% of all greenhouse gases (United States Green Building Council –USGBC, 2008). The concept of green home is to achieve zero energy cost and many companies adopted this concept in which to accomplish their mission as well as taking responsibility to build environment protection and sustainable society. The mission of the project is to use renewable energy by producing own energy and sending some of the energy back to the utility. During the sunny sunshine, the power will be stored as power source of the house for usage during night. Previously, the concern about conservation of environment was relatively small between the contraction developments, but with increasing awareness on protecting environment, due to depletion of non-renewal resources, global warming and destruction of Mother Nature, ecology and biodiversity impact, this issue has become vital concern and garnered attention by the construction practitioners worldwide (Crespo & del Bosque, 2008). Green building concept is becoming widely accepted and keeps on growing in entire world. Construction industries are major determinant in using green building technology and industry must inevitably change its conventional method of operating with additive regards of environmental impacts to a new mode of environmental concerns in their effort. Below is function of green home:-

1) Protect the environment.
- Saves trees by using smart wood. Conventional methods of building are damaging environment at large scale in erosion, reducing biodiversity, eliminating habitat, reducing air and water quality sources. The national Resources Defence Council (NRDC) found that efficient design and construction can reduce up to 30% wood usage.

2) Save money.
- Advance framing significantly save cost and money. The cost for every piece of unwanted lumber, move around and recycle or to send to landfill it needs three time the cost. The National Association of Homebuilders (NAHB) identifies that this technology techniques generate cost saving up to $1.20 per square foot or $2,400 for every 2,000 square foot.

3) Eliminates structural materials where non-structural materials are adequate.
- Traditional structure framing uses of more material and labour that may require structural rigidity that material and waste is common. This might require waste on construction that affect to environment.

4) Uses structural rated wood materials to their full approved capacities.
- Using of advancement framing must be following of constructing guard meet wall system R20 wall requirement code compliant.

5) Optimizes layout for efficient material use.

- As advanced framing implementing modest framing changes, this can maintain their use of recycle wood structural panel wall sheathing and plywood allowing greater flexibility in the number and location of door and window opening often without re-engineering due to efficiency in optimizing of space.

6) Considering energy efficiency when designing the structural system.

- This indoor environmental framing eliminate of unnecessary item by increasing thermal of the exterior envelope to allow more insulation. Heat will be moving out through wood which four times faster than normal insulation materials causing of thermal bridging (cold spots). Normal framing leave some insulation and makes air sealing difficulty.

Water is natural resource that needs to be preserved from unbalance activities by any means whatsoever. Maintaining our natural resources is not an easy task and needs contribution from all people around the globe. Due to that reason, many federal sites across the world have installed no water urinals and other water device that showing great success as counterpart from traditional ways. Sustainable landscaping technique has decreased the cost for lawn moving, fertilizer, water costs and irrigation which are sustainable storm water management system. According to U.S. Federal Energy Management Program (retrieved 2 February 2014), the storm water management system increases first costs by $3,000. Majority of houses in the world are constructed as normal buildings (Gu, Lee, & Suh, 2009). Natural building is a way of building with renewable, naturally occurring and locally available material as opposite to industrial or human made product. The material is readily available and easy to find with minimal cost. Using natural material can reduce toxin, energy efficient, inexpensive, easy to build and environmental friendly.

Another characteristic of sustainable sitting is regarding spatial planning in protection of important ecosystem or specific expression of the principle in prevention environmental damages. The lacking in spatial planning and procedures that determine as environmental impact. The researcher intentionally study and conduct an exercise on trade-off with trading the cost of optional feature against of the cost feature. This will allow designer to downsize plant and deduct work and the quality of electricity lighting by then there is no increase in the first costs of construction. LEED is a widely accepted rating that determines a building's green qualification. Energy modelling is an iterative that continually updated. The information that they get will allow building owners to be rapidly informed, cost effective in making decision and making the necessary energy savings. There is no one design that can fulfil the needs of every people in the world but at least can deliver some idea for developing green building. The design process is the way of communicating and translating the fundamental of green home based construction to the better quality of home (Han, Hsu, & Sheu, 2010).

The concept of green home in Malaysia is totally new. Malaysian government launched the Country's own of Green Building Index (GBI) in May 2009 and local developer who wanted to take this opportunity is just another way to go. Realizing of importance factor the need of own certification to fulfil local demand together with the "Association of Consulting Engineers Malaysia (ACEM) and Pertubuhan Arkitek Malaysia (PAM)" to helps building owner design and local developer to construct further develop green building in Malaysia. Although green home existed for quite some time before, but there still lacking of experienced and expert developers on green building even in western countries. Yet, this concept has started in Malaysia by the beginning of 2007 by development of the luxury green home at Taman Tun Dr Ismail (TTDI), Ampang in Selangor (Han & Kim, 2010). This shows that Malaysians have started to maintain the environment which is seriously involved in global warming phenomenon and polluted in many areas. Alternately, YTL Corporation has developed an environmental friendly in Maple of West Sentul with surrounded by greenery. The shrubs and trees surrounding green home acted as the natural shades to cool the house. This will allow for green home generating sunny sunlight to generate power solar energy. Although government has put in efforts to save the environment, modern construction has proven significant consequences for global energy use. Today, customers are smarter and they have vast options in choosing and selecting type of houses that they intend to buy. But there are some problems faced by Malaysian consumers such as follow:-

1) Quality of life becomes vital.
2) Limited of non renewable resources.
3) Pollution becomes more frequently.
4) Increasing in awareness of environmental conservation.
5) Change of life style to more environmental friendly.

Previous study has been done in qualitative way and this study will focus in quantitative research since it is addressing a business problem that concerns with theory and model of framework. As such, this study further investigates the understanding of the character of service quality by undertaking a quantitative analysis (Hansen, 2008). The study seeks to bridge the gap by providing insight into customer's point of view and the key factors of influence. Even though the study on green home has been done earlier; it is rarely highlighted in Malaysian communities in very specific manner. Thus, this study is to understand attitude, subjective norm, perceive behaviour control, trust and perceive usefulness of the customer on their intention to purchase of green home. The context or focus of the study is on factors that influence people to buy green building in Malaysia. This study will be conducted among people in Kuala Lumpur, Malaysia as this is due to its highly educated community, high income, knowledgeable and most developed city in Malaysia. The target population will be selected randomly through non probability sampling in Malaysia with centre of attention spot is on Klang Valley region (Hsu & Chiu, 2004).

While the green home trend in Malaysia has been encouraging these few years, the empirical studies on the contributions of relevancy of green home concept arrangement seem to be lacked off in which not many study is performed in this field. Thus, to enable green home developer to be successful and deliver a superior level of service quality that differentiates them from other competitors especially conventional home makers, it is necessary to understand what constitutes good service.

LITERATURE REVIEW

Today, the world population has been drastically increased and home building construction dramatically

rises in every part in the world including Malaysia. Without control, building construction has been destroying the world by eliminating of trees which provides flora and fauna in balancing the nature of life. Human activities are causing irreversible damage to the environment that directed to the impact in future life generations as resulted from environmental pressure from economic activity growth around the world (Hsu, Yen, Chiu, & Chang, 2006). Today, the world environment is getting worst with human activities that lead to pollution and global warming to the environment. Thus, every individual in this world should play a role in protecting the earth. The green technologies are useful in protecting our earth and change the environment. "The United Nations Environment Programme (UNEP)" announcement of two major issues in environmental problems which are global warming and water shortage. Past studies argued that all these issues will endanger for both earth and mankind. Home owner uses around 10 to 30 tons of yearly carbon dioxides which is major issues in global warming and this problem can be saved by applying of green technologies (Hsu, Wang, & Wen, 2006).

There is little specific research especially the study in examining of housing characteristic effect on housing structure that inhabiting intention to purchase of green home in Malaysian context has been done. In other words it sounds that the housing characteristics would lead to intentional behaviour in performing of given behaviour towards eco-friendly home or green homes. Although there are no literatures specifically in examined of the influence of housing structure as semi-detached or detached house owner are expected inhabiting intention to purchase of green homes, however recently the government of Malaysia has taken further step by requiring detached and semi-detached residential unit as compulsory developed of sustainable living feature system. Exclusive home community such as gated guarded housing community in which equipped with several advantages of fully efficient in term of infrastructure, property management and landscape complete amenities with daily activity requirement are reasonable believe by house owners in likely to own eco-friendly homes such as green homes (Hussain, Mosa, & Omran, 2017). The most prominent reason why they wanted guarded house are because of it carries of symbol of wealth, luxury and upper class services. Today, owning a house is not just for shelter but more on lifestyle that reflects to the privilege, prestige, character, self-image and personality. Due to that reason, performing of inhabiting eco-friendly homes could likely higher in which reflect their social status.

In order to view on the willingness of prospect homebuyers inhabits green home, focusing on underlying mechanism of intention to purchase of green home by adopting of Theory of Planned Behaviour (TPB) (Hussain, Musa, & Omran, 2018). TPB is a proven theory on modelling of excellent framework in identifying of intention predictors. The strength of intention has been demonstrated in previous studies as a surrogate measure for future behaviour. According to past studies, behavioural intentions are antecedent to immediate explain on behaviour in which could lead to specific outcome and therefore act as predictor of behaviour. Moreover, past studies identify of actual purchase and intentions to purchase are both positive related especially in durable goods. Thus, TPB is a best theory in explaining of intentions to inhabit green home especially in explaining of individual's preferences green home choice behaviour. Theory of Planned Behaviour (TPB) is a popular theory that many researchers based on. This theory is most frequently cited by many of researchers that investigate attitude behaviour relationship. TPB has successfully predicted and explained the human behaviour (Karjaluoto, Lehto, Leppäniemi, & Jayawardhena, 2008).

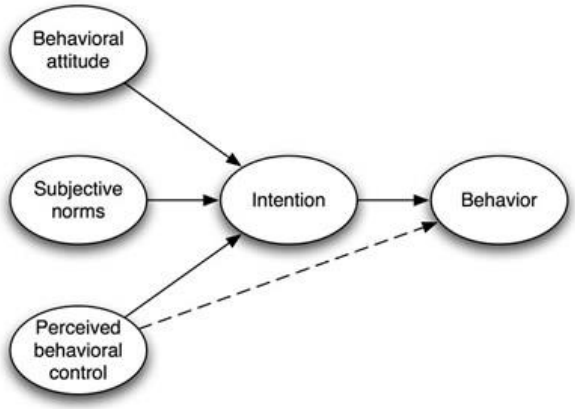

Figure 1: Theory of Planned Behaviour

This "Technology Acceptance Model (TAM)" is an adoption of TRA in which specifically modelling tailored for user acceptance of information system. Past studies proposed Technology Acceptance Model (TAM) for further investigates for predicting and explaining user acceptance of an information system (IS). This model provides some basis for tracing the impact on external factor such as attitudes, internal beliefs and intention compared to Theory of Planned Behaviour in which to study an internal factor of individual by eliminates the external factors. The Theory of Reasoned Action (TRA) is most popular and well known in explaining of people behaviour model for further predicting of individual behaviour. This theory asserts an individual in determined of intention behavioural to perform such behaviour and this behaviour will merge with attitudes and subjective norms in performing behaviour (King, Dennis, & Wright, 2008).

There are strong literature reviews on socio-demographic factor in determinants related to the propensity of owing a house. However, the empirical study conducted in explaining of socio-demographic relationship towards green home concept has not been done empirically. Thus, this paper endeavours to find the literature gap from the previous literature to access the effect of demographic factors towards intention to purchase have priority focusing in home owner preferences. Therefore, the home buyers' social-demographic factor to be counted as a part of companies consideration for predicting of home owner intention to purchase of eco-friendly homes or green homes. The assortment of socio demographical data to be determinant significantly associated to the house owner decision making such as age factor, gender factor, marital status factor, education and income level (Kraft, Rise, Sutton, & Røysamb, 2005). These determinants are life cycle concept components in which house owner rates have been risen. Married coupled have significantly positive relationship on the ownership rate as owner occupied housing often have less expensive and better quality rather than rented the house in which preference for ownership housing property is more prevalent among married coupled compare to singles individual. Alternately, the decline in the proportion of household ownership by women have the ownership rates and due to

that reason males are expected to influence the homeownership likelihood based on assumption that the males gender have significantly higher disposable income. Therefore, this study is important in explaining of the effect of socio demographic towards green home.

Basically, intention is merely identify as plan behaviour in the presence of opportunities and resources in performing the goal of behaviour. Previous researcher study are founded that the overall correlation between intention and behaviour was 0.53. It shown a significant relationship between intentional and behaviour measured by observation on food study past studies defined that intention have a significant relationship and effect on behavioural frequency (Ming-Shen, Chih-Chung, Su-Chao, & Yung-Her, 2007). Furthermore, the intermediate variable is behaviour of the individual's intention to perform or not that particular behaviour. In this stage intention is a mediator variable which can represent as independent variable towards behaviour. Perceived behaviour control can reflect the results of customers intention. In fact, perceived behaviour control has been directly influence customer's behaviour without any intervention of intention. This is an added variable which is important factor in influencing their intentions. Past studies, finding that trust has significant positive relationship over intention to purchase. A total of 473 respondents were involved in their online survey and 458 are data consider good and able to use. The results revealed that trust could interpret 25.2 percent of variance towards intention to purchase.

Past studies perceive usefulness may enhance of intention behaviour prediction by measure of role with environmental consumerism. Perceive usefulness refers to the salient aspects of an individual's perceive benefit concept towards performing of given behaviour. Moreover, past studies mentioned that individual perceive usefulness is term of the societal role that they benefit with. When such particular products or services fulfilled customers' needs, the choice reflects their self-usefulness. Based on the definition, perceived usefulness is a major determinant of usage behaviour and intention (Nawaz, Afzal, & Shehzadi, 2013). In green homes, this variable is related on how individual is considered in environmentally conscious customers. Those customers who are concerned with environmentally conscious are founded to have intentions than those who did not identify with this characteristic. The perceived usefulness can be used to identify perceptions, intentions and behaviour towards the green home concepts (Nawaz, Azam, & Bhatti, 2019).

These course factors are related to external course situations and managerial controls. They affect the internal customer intentions and feelings. More consent on the design of quality and flexibility of certain green home concept affect the customer's ability to adopt with green home concept and therefore creates customer satisfaction and intent to continue in green home. Past studies revealed in their study that perceived usefulness functionality and response factors directly affect. Whereas, perceived usefulness has been functionality, response and interactivity factors that motivated customer satisfaction and intent to continue further and finished their study in specific time period and their effect the internal student critical development of lifelong e-learning study.

Price can be determined as the value in monetary to be paid in exchange to the particular product trading with energy, time and effort. Past studies defines price as something to be or sacrificed in order to obtain a product. In general cost mean the total amount to be obtain in expense to getting the particular products or services. Both price and value are working together in translating peoples social cognitive in examine of consumer behaviour or in simple thing known as perceive value. In customer perception of performing of given behaviour is difficult especially in subjective availability and price of particular products or services. Past studies classified that perceived value are similar to attitude and as useful abstract in explaining of social cognitive in motivate consumer's examination. There are some researcher define in their research and measure accordingly the value as a relative variable to be value for money or price, whereas other has been separated dimension to be cost or price associated with quality and identified as perceive price. Furthermore, the lack of availability is often consider as a barrier to purchase of green homes and many studies have consistent demonstrate that the availability of green home in anytime and anywhere would boost individuals intention to purchase in future (Ruiz-Mafe, Sanz-Blas, Hernandez-Ortega, & Brethouwer, 2013).

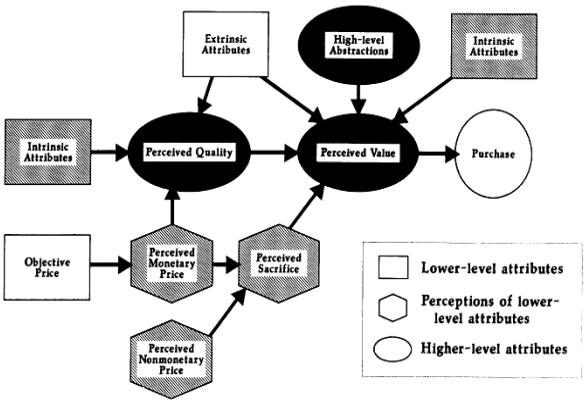

Figure 2: A mean-end Model relating price quality and value

Price is monetary as attribute to low level in multi-attribute models with actually price is a component of give in the model not as get component. Thus figure 2, underline the component of price including perceive non-monetary, objective price and sacrifice. Thus, objective monetary price is not the customer capture price encoded in their mind but many people remember and encode the price is truly cheap or expensive that under their understanding. But some people not even border and encode about the price at all. Past studies support distinction between perceive price and objectives; indicate that price awareness is differing among demographic background. Their finding found to be the greatest awareness level between consumer are female, married person and older. Past studies defines that attention to prices is more sensitive to pre-packed goods, services and durable goods but other factor such as lack of price confirmation, complexity and time processing may interface with price knowledge accuracy. Another factor contributing to gap between perceive price and actual is price dispersion whereby the tendency for same type of product stand at different price across the store to have a high price variance (Wu, Quyen, & Rivas, 2017).

Economists would analyse consumer behaviour customers as risk taker and same time accept price that

offer by the producer. Customers often access price information, decode it in depend to their own understanding from previous knowledge purchasing and experience; informal information from colleagues, friends or family members; formal communication by influences of advertising and sales promotion; at online or purchase of point resources. Thus the theories of consumer behaviour defines that right hand digit was influence of demand curve that represent of consumers' understanding acted differently and producer manipulating particular endings price as part their marketing strategies. Consumer behaviour theory suggests odd price supremacy and at the same time classifies it at image effect and level effects. Ending price in odd pricing strategy more common and well accepted as cheap price even in actual value does not any different with round number price. Past studies found that 64% of product price in United Kingdom was ended by 9 digit and, stuff in internet based using 9 digit ending price.

Image effects are anything that leads to buyer building perception about particular product, competition or store due to price of right digits. For example, customer may be manipulated by pricing strategy that create own imagination about the price of 99 right at the end digit as special offer. That involves in customer's depiction processes information (mentality processing) regarding the price of digits that actually did not relate to any behaviour at all. Over the time, buyers may know the actual firm intention in price setting and then lead to understanding the correlation in price ending, discounted products and quality (Yong, Ariffin, Nee, & Wahid, 2017).

METHODS

Generally in this chapter explains about the method and research being used. The study emphasized research methodology by employed survey approach to find customers' intention to purchase of green homes. This method was based on previous researches literature as well as scholar's opinions and views were also included in the emphasis of the research methodology, by which considered appropriate for the purpose of this research. The key topics of this chapter include the scientific approach, research design, sampling and sampling procedures, target population and sample size, conceptual framework, hypotheses development, research instruments, statistical method, pilot test, reliability test and descriptive analysis. All these factors are taken in concern to elaborate comprehensively and explain the important details of methodology and the core of this research. The conceptual framework for the entire research project is known as foundation of the research framework. The research model suggests that perception of green home concept based on six factors: attitude, subjective norms, perceived behaviour control, trust, perceived usefulness, perceived price and overall satisfaction. Socio-demographic characteristics includes: gender, age, race, religion, income and house ownership.

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 3. Below is a research framework:-

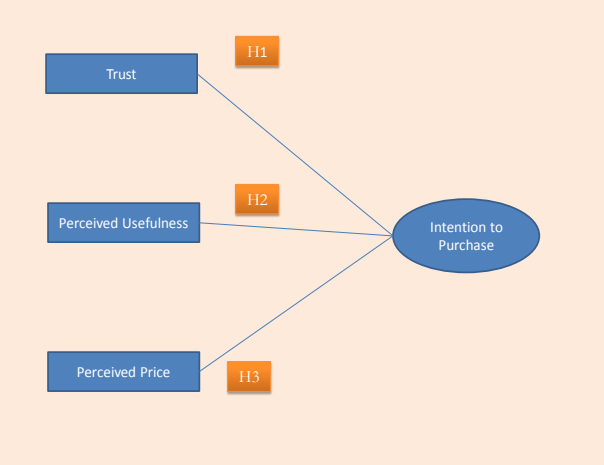

Figure 3: Theoretical Model

Hypothesis 1: This section investigates the relationship between trust and intention to purchase. Trust is identified by five related questions.

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

Hypothesis 2: This section investigates the relationship between perceived usefulness and intention to purchase. Perceived usefulness is identified by five related question.

H2: There are significant relationship between perceived usefulness and intention to purchase

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

H3: There are significant relationship between perceived price and intention to purchase.

Section A consists of the items that captured general information about the respondents such as gender, age, race, religion, and income and house ownership. This part of the questionnaire is designed by using nominal and ordinal scale. The questionnaire also provided double languages; English and "Bahasa Malaysia" because some of respondents uncomfortable and unable to answer in English. Age of the respondents was separated into four sections: 25 or younger, 26-30, 31-45 and older than 45. Race was separated into four categories: Malay, Chinese, Indian and others. Religious was categorized into five sections, Muslims, Buddhist, Hindu, Christian and Other. Income of respondents was rank by Income RM3,000 and below, RM3,001 to RM5,000, RM5,001 to RM7,000, RM7001 to RM10,000 and finally income above than RM10,000. House ownership sector of respondent is divided by four sections – house owner, rental, stay with parents and other.

Within this research, the target populations are customers that are situated in the Klang Valley as the focus of research. Klang Valley is considered as the fast moving and very active place in Malaysia with wider population and has the bigger capacity of people. Therefore, the questionnaire will be distributed among study sample that will be approximately 200 customers. Past studies mentioned that "the methods of statistics depend crucially on how data are gathered, and statistical inferences about a population are only as good as the sampling procedures". According to past studies, "A sample is a finite part of a statistical population whose properties are studied to gain information about the whole".

ANALYSIS

I. Findings

Gender of respondents. Overall, most of the respondents are male consist of 71.80% (122 respondents) while 28.2% (48 respondents) are female. In other word, male respondents are most dominant in this research and the views of results are mostly depending from the male point of view. This distribution is unequal for both genders with the different of 74 respondents. As at today era, male having purchasing power and most dominant in decision making in which in this study appear that the male achieved high frequency. 113 respondents (66.5%) are from the age 25 years old or younger. In addition 19 respondents (11.2%) are from age 26-30 years old group while 37 respondents (21.8%) are from 31-45 years old. In the other hand, the least respondents are from age 45 years old and above consist of 1 respondent (0.6%). Malays respondents represent for 153 people (90%), 6 respondents (3.5%) are from Chinese peoples, 10 respondents (5.9%) for Indian respondents and 1 respondent (0.6%) are other races. Level of religion of respondents. It's shown that 154 respondents (90.6%) are Islam. In other hand, 4 respondents or 2.4% are Buddhist. Another 9 respondents (5.3%) are Hindus, 2 respondents are Christian and 1 respondent (0.6%) is others. Income of respondents. From the table find that 81 respondents (47.6%) are from income RM3, 000 and below. 27 respondents (15.9%) are from RM3, 001 to RM5, 000. Earnings of RM5, 001 to RM7, 000 are recorded from 32 respondents (18.8%). Income of RM7, 001 to RM10, 000 are scored by 22 respondents (12.9%). Finally, is people's income RM10, 000 and above by 8 respondents (4.7%). House ownership of respondents in which there are 43 respondents (25.3%) are house owner, 52 respondents (30.6%) are rental the house, 69 respondents are staying with their parents and 6 respondents are other house ownership.

Table 1: Correlation Analysis.

Correlations					
		Trust	Perceived Usefulness	PerceivedPrice	Intention To Purchase
Intention to Purchase	Pearson Correlation	.623**	.569**	.390**	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).					

Subjective norm variable holding at (mean = 2.6412, sd = 0.85434) this indicate that when subjective norm is high will influence their intention to purchase green housing property. This element showed a relatively moderate rating. The mean scores recorded for this element was 3.64. The readings can be interpreted as moderate level of perception and a sign of acknowledgement by the respondents that this element highly contributed towards intention to purchase green housing property. Trust variable is holding at (mean = 3.3012, sd = 0.76189) referring to when the customers trust green housing property they will perform intention. Figure 4.3 shows mean for trust variable score at 3.30 which is among the highest and this finding indicate that in high level of rating. This revealed that respondents do trust in green housing property that leads to belief in green housing property.

Perceived usefulness towards intention to purchase green housing property also at high level at (mean = 3.6306, sd = 0.77871). The elements of perceived usefulness show relatively moderate rating. The mean scores recorded for these elements were between 3.63. The reading can be identified as moderate level that acknowledged by the respondents in contribute of belief.

Perceived price at mean of (3.8141, sd=0.76354) and intention to purchase green housing property variable perceived moderate value of mean (mean = 3.8141, sd = 0.76354). Therefore, most of the respondents have the perception to believe in Green housing property. The elements of knowledge show relatively high rating. The mean scores recorded for these elements were between 3.81. The reading can be identified as high level that acknowledge by the respondents in contribute of belief. This element of intention to purchase has high rating. The mean score for this element is 3.4153. This signifies a relatively high level of perception by the respondents on the relevancy of the elements in ensuring people intention to purchase towards green housing property. Hypothesis one is to study about relationship between trust and intention to purchase. Below is the hypothesis statement:-

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

The results of Pearson Correlation test that has been conducted between two dimensions, trust and intention to purchase. The results stated that there is significant value between these two dimensions as the p value smaller than significant value, (p=0.000 which < 0.05). Furthermore there is moderate high correlation between these two dimensions as correlation coefficient is at (0.623). Thus H1 is accepted.

Another hypothesis tends to study the relationship between perceived usefulness and intention to purchase. Below is the hypothesis:-

H2: There is significant relationship between perceived usefulness and Intention to purchase.

Tables 1 show the correlation analysis result of trust and intention to purchase. Since both variables are interval, Pearson Correlation test was conducted. There is a positive correlation between critical success factor of knowledge and intention to purchase with significant value of 0.000 which is <0.05 and there is moderate high correlation at 0.569. So H2 is accepted. Perceived usefulness and intention to purchase related with a high correlation.

Third hypothesis is intended to see the relationship between perceived price and Intention to purchase. Below is the hypothesis statement:-

H3: There is significant relationship between perceived price and intention to purchase.

Table 1 above shows the results of Pearson Correlation test that has been conducted between dimensions of perceived price 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 low correlation between these two dimensions as correlation coefficient is at (r=0.390). Therefore, H3 is accepted. As a conclusion from the hypothesis testing result, intention to purchase was influenced by all the independent variables.

CONCLUSIONS

The increasing demand for green home concepts has increased the interest in understanding the green awareness pattern in Malaysia as well as barriers to practice of environmental friendly. The purpose of this thesis was to gain an understanding and to identify the perception of people towards green home concepts as it became an important part of Malaysians environmental requirements. The important concern is about the level of awareness, perception and acceptance of green home concepts in Malaysia. The first question concerned with the influence of socio-demographics variables with respect to barriers in making decision to perform green home concepts. The socio-demographics variables were gender, age, race, religion, income and house ownership were analyse to view of demographic factor in influence the perception and acceptance.

The levene's test in t-test between gender score for p=0.000 at f=37.034 in which there is significant difference among both gender. Two genders within male and female, both of them has significant relationship. In other word, increase perception on gender will influence positively to intentional behaviour. This research revealed that both gender between male and female does different in intention to purchase of green house. However, research evidence suggests that the magnitude of the gender difference varies according to the type of behaviour that is evaluated (Fitzgerald et al., 1988). Therefore, an overall effect size computed across a broad range of behaviours may conceal importance on gender differences in intentional behaviour towards green house concepts. From the ANOVA test age group scored at (p=0.001 which is < 0.05, F=2.514) is significant. ANOVA for race group the result P = 0.557 and F=0.924 is not significant, religion shown result of (p=0.072 which is > 0.05, F=1.552) which is not significant, education group at (p=0.010 < 0.05, F=1.997) is significant and house ownership group at (p=0.479 which is > 0.05, F=0.989) is not significant influence on green home concepts among respondents.

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

This hypothesis is to study about relationship between customers trust toward intentional behaviour. Therefore this study was developed to predict of customers trust will significantly influence intentional behaviour.

ii) Hypothesis two: There is significant relationship between perceived usefulness and intention to purchase.

This hypothesis is to examine the relationship between perceive usefulness toward intentional behaviour. This is one of the most important and desired qualities between a brand and its customers Matzler et al (2006). There is positive correlation between critical success factors of perceived usefulness toward intentional behaviour with significant value of 0.000 which is below 0.05. The correlation stand for r=569 which is the second highest contribution of perceive usefulness towards intention. Thus, this shows that perceive usefulness was significantly influence intentional behaviour.

iii) Hypothesis three: There is significant relationship between perceived price and intention to purchase.

The final Hypothesis has significant value for score in significant level of below 0.05. Perceive price is an important factor in influence of people intention in purchase as beta for regression coefficient at (0.390) and significant at 0.00 which is predictor in intention to purchase. Basically, price and willingness to pay in purchasing of product involved in two dimension tradition. The first approach is using econometric tradition which involves price elasticity calculated based on purchase statistic, willingness to pay in term of customer response to different level of price (Lee & Hatcher, 2001). In this view, to analyse of how people react over the price changes in different market condition and how knowledge is take effect about the consumer response over it. For instance, on price level and the level of income which people may interpret differently and such people might act totally different by each other as high income level did not affect so much in price different. This approach is just to view on price and price reaction. Another tradition approach is to view consumer behaviour over the price, to explain how people react on it, to explain and to investigate consumer intention to purchase based on how consumer process information about price. The price perception and cost cue are signals of price position in certain place or area. Significantly, only few proportions may effect on how consumer perceive the cost on product may turn to or affect the perceived on price that may lead to intention to purchase.

Whether cost is prohibitive depends fundamentally on a person's income and socio-economic status. Price and income inequality influenced green home choices and daily practice. Low income groups find it difficult to achieve a balanced in getting green homes and larger number of members in a household as price factors that significantly caused barrier to purchase of greener home because of limitation in income. This group has greater tendency to purchase normal houses and in particular have low income that limit the purchasing power. In this research, the premium price introduced by green home developer lead to unmotivated and tendency for customer in concerning of conventional homes, low-income earners claimed that economic barriers impinge their ability to perform in purchasing decision, however, in this research the middle income earner has the highest concern, this inconsistency could be due the classification of earnings in the country. Nevertheless, access to more money does not automatically equate to a better quality of greenhouse but the range of choices which one can choose should increase. In this study, the middle income earner and above are those who could afford to have green homes. Past studies defined consumer's awareness at selection may carried out and in eight categories; the results have pointed out that majority of respondent are able to extract price recognise scale. Thus, price memory resulted in high awareness among the respondents. This indicates that price sensitivity among customer as they can capture the price differences between the products before making an intention to purchase.

To explain about Malaysian perception and acceptance towards green home concepts, the results from regression analysis explained on how the typically of the dependent variable changes when any one of the independent variables is varied. This technique of modelling in

examining the value of intention to purchase changes when one of independent variable (attitude, subjective norms, perceived behaviour control, trust, perceive usefulness and perceived price) were varied. Significantly, the changes of independent variable will effect of customer perception and acceptance in intention to purchase. However, this technique will examine on regression coefficient of determination (R2) which is state how much the total of study can be explained in people perception and acceptance in intention to purchase of green home concepts. Finally, multiple regression analysis is to find the impact of independent variable towards dependent variables.

The most influence factor towards intention to purchase is trust with highest beta for β=0.351 and p < 0.000. Trust is the most effective tools in influencing of people's intention in making intention to purchase.

Table 2: The Results of Multiple Regression Analysis.

Dependent Variable	Independent Variable	Direction of the relationship	Standardized Coefficients Beta	Significant P-value
	Trust	positive	.351	.000
	Perceived usefulness	Positive	.141	.130
	Perceived price	Positive	.134	.0057

The attitude variable with score of β=0.115, p=0.125. This antecedent carrying the positive value and the p value is more than 0.05. Basically, this is the sign of existence in attitude on customer in performing of positive attitude in performing of intention to purchase. Even internal attitude response in performing of green home purchasing

Implications

Past studies suggested that this type of study should be done in fast growing cities that linked to green homes in Malaysia. Thus, this study chooses biggest city as Kuala Lumpur as to represent the sample population in perception. Examples of the other cities have been linked are Kota Kinabalu, Tawau, Miri, Kuching, Kuala Lumpur, Kuala Terengganu, Penang, Johor Bahru, Putrajaya, Kajang to name a few. Based on this study, we know that people care about environment and are in favour of environmental friendly homes; hence the government and homes construction organization have the power to remove many of the barriers. In order to maximize the green home information's impact to consumers, the regulators should necessitate the information is provided at the point of purchase. This will facilitate consumers at the exact moment at which they make housing purchase decision, and is more likely to take into account the information availability to make their choice, without taking much of their time and initiative.

This research provides valuable insight for green home developer in the green building industry by indicating attitude as the most important dominants of creating belief and intention to purchase among the six predictors. The findings of the study suggest that creating a positive attitude towards intention in green building may be significantly consideration for developer to increase consumer's purchase intention in green homes. These give developers an insight to develop effective marketing strategies to satisfy that value of potential customers. Findings of this study will primarily beneficial to manufacturer, marketer and developer of green building as well as researchers. This research is deeply research an opportunity towards creating insight into consumer perception and finally building intention to purchase the product. Past studies stated that different marketing approaches or technique should be used to stimulate green homes products versus regular product usage. Thus, today's marketer should use creativity and new technique in terms of approach in green building technology to compete with conventional building in the market.

I. Limitation of Study

The research has a limitation and purely based on the data collected through field study questionnaire that was distributed in Kuala Lumpur and this study is only focusing in factors that influence people to purchase green home in Malaysia. There was no significant study conducted previously related to this aspect. Thus, this study will benefit marketers, developers, suppliers, stakeholders and researcher in predicting people behaviour towards intention to purchase green home and also encourages further study on the particular area. Significantly, in future, there are other researchers conducting the same study to improvise results and impact which eventually benefitted for future use. All data collected are used to assess the overall objective of the study and researcher has taken extra care to collect data as accurately as possible.

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