Global Business and Management Research: An International Journal
Vol. 13, No. 4s (2021)

Consumer Perception towards the Transformation to Green Furniture in Malaysia

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Abstract
Purpose: This article aims to comprehend Malaysian customers' attitudes towards the shift in trend from conventional to green furniture. A systematic framework will be used to analyse and identify factors that influence consumers' perceptions of green furniture.
Design/methodology/approach: This study applies the theoretical framework with extended factors to fit the area of study. 310 self-administered online questionnaire responses were collected and employed. Respondents selected were Malaysian having independent purchasing power with convenience sampling method.
Findings: The results show that environmental concern and health consciousness are associated with good attitudes, subjective norms, and perceived behavioural control, and value perception is associated with positive attitudes. Purchase intention is positively related to attitude, subjective norm, perceived behavioural control, and value perception. Hence, the study has shown that the intention to purchase is among the best predictors of green product purchasing behaviour.
Research limitations/implications: To correctly reflect population behaviour, a demographically balanced sample is required. Additional quantitative and measurable items such as price range could be included to create greater insight.
Practical implications: Green furniture's environmental and health benefits may improve attitudes, subjective norms, perceived behavioural control, and purchase intention. When purchasing intention is high, consumers will be more likely to turn purchase intention into behaviour.
Originality/value: This paper is taken from the perspective of green products and furniture. Research has acknowledged and concluded that environmental and health aspects had a higher influence than value factors, demonstrating the value and originality of the present paper.
Paper type: Research paper

Keywords: Consumer behaviour, Green furniture, Theory of planned behaviour

Introduction

Malaysia's furniture business has consistently ranked among the top 10 world exporters of furniture since 1998. The trade performance of wooden furniture in year 2020 reached RM12,570.66 Mil., where export accounts for more than 80% of the overall trade of wooden furniture, mainly exported to the United States (Malaysian Timber Industry Board, 2020). In recent years, societies have been increasingly concerned with environmental protection, health issues, and green initiatives. Companies have introduced green furniture that is non-hazard and

environmentally friendly to address the issues and concerns of consumers. The Malaysia Furniture Industry Council (MFIC) has identified the main criteria used to define green furniture: materials from sustainable sources, which is from forest areas certified by sustainable forest management (SFM); minimal waste production; and compliance with health and safety standards (FDM Asia, 2015). The ultimate motive of MFIC having such criteria on green furniture is to reduce the carbon footprint on the environment. For instance, the extensive high release of volatile organic compounds (VOC), such as formaldehyde, will bring substantial harm to human health (Yan et al., 2018). Consumers are being compelled to work from home due to the COVID-19 pandemic, which is driving the demand for home offices. However, existing furniture in the market is usually produced with materials that contain formaldehyde that will influence directly or indirectly the health of the users. The United States Environmental Protection Agency (EPA) restrict exposure to formaldehyde emissions from wood goods, through mandatory laboratory testing using third-party certification procedure to identify the standards of wood products (EPA, 2016) before it can be labelled and distributed locally or even exported. The example of formaldehyde emission standard for wood-based panels is E0 (less than 0.5 mg/L) and Grade E1 (0.5mg-1.5mg/L). This will ensure the quality of the furniture supplied in the market. Green furniture that complies with the wood standard is relatively preferable due to its nature of sustainability to the environment, the reduced logging and protecting human health from the perspective of air quality. Particularly, air quality is essential while consumers are increasingly spending longer time at home due to the global pandemic.

The benefits associated with involvement in green initiatives encouraged more stakeholders to participate in this niche market. Companies who comply with green manufacturing will receive awards such as the Malaysia Timber Certification Council (MTCC) Sustainable Award (Malaysian Timber Certification Council, 2020)and the Programme for the Endorsement of Forest Certification (PEFC-certification). The government also provides Income Tax Exemption (ITE) as part of the National Green Technology Policy (NGTP), which recognises green technology as a driver to improve the national economy and promote sustainable development, with emphasis on energy, building, transportation, and waste management (MIDA, 2020).

From an interview with a local green furniture distributor, Malaysia still does not have government regulations or policies to control timber standards. Hence, conventional furniture manufacturers, distributors, or sellers may simply claim themselves as green traders. Even though they might be awarded as a green company, the furniture manufactured might still not achieve the green standard set in other countries. Nevertheless, the furniture industry is moving from manufacturing conventional furniture towards green and sustainable furniture due to society's increasing demand and trend.

The objective of this paper is to investigate the Malaysian consumers' buying intentions and behaviour towards green furniture by examining the relationships between the extended attributes added to the Theory of Planned Behaviour (environmental concern, health conscious, value perception) and the existing attributes in the Theory of Planned Behaviour towards consumers' purchase intention and behaviour. We will also investigate the differences in customer perceptions of green furniture purchases across demographic groups.

Literature Review

Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) as shown in Figure 1 is widely applied as a predictor of individual behavioural intentions. The model was developed by Azjen (1991), which is designed to improve the prediction ability of the theory of reasoned action (TRA). The extent

to which an individual has a positive or negative judgment or appraisal of the behaviour in issue is referred to as Attitude (A). Subjective Norms (SN) are the perceived societal pressures to do or hold back from performing a behaviour. Perceived Behavioural Control (PBC) is the perceived ease or complexity of carrying out the behaviour and previous experience with barriers and hurdles (Ajzen, 1991). The Theory of Planned Behaviour model is applied to anticipate and change behaviour, especially behaviour associated with technology use. Additional constructs may impair the accuracy of predicting the intention of behaviour. However, it can be extended when the assumption of sufficiency is fulfilled (Ajzen, 2020).

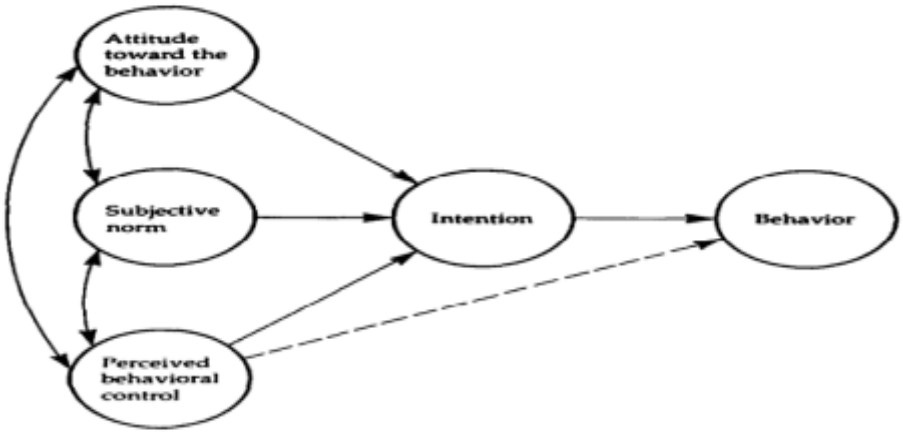

Figure 1: Theory of Planned Behaviour (TPB) (Ajzen, 1991)

Hypotheses Development

Figure 2 illustrates our proposed adoption model, which serves as the basis for our study. The model focuses on factors that influence customer purchasing intentions for green furniture by adding environmental concern, health consciousness, and value perception based on the literature of TPB to identify the degree of influence on green furniture purchasing intention in this study.

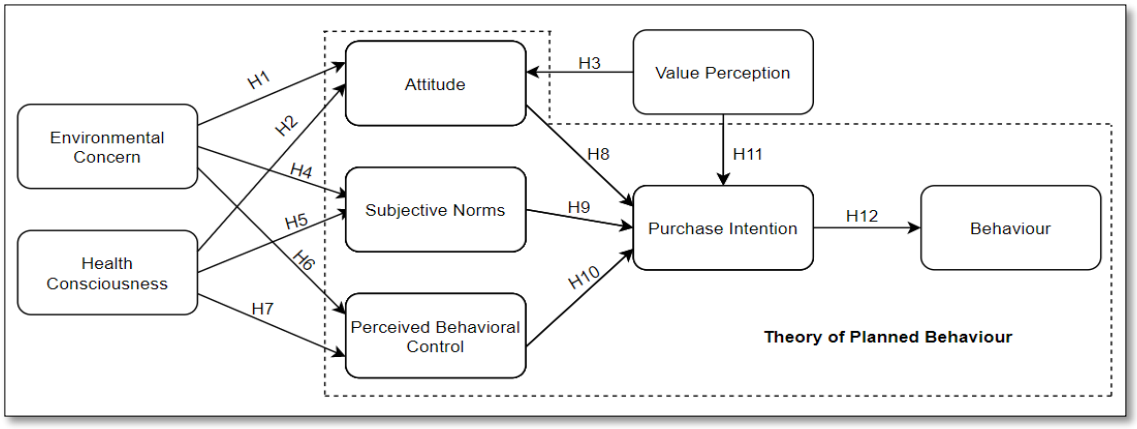

Figure 2: Theoretical Framework

Environmental Concern

Individual or consumer care about the environment is referred to as environmental concern (EC) (Jiménez Sánchez & Lafuente, 2010). Paul et al. (2016) discovered that environmental concern is significant and promising for attitude, and it is also the top predictor of green purchasing behaviour (Lee, 2008). Consumers concerned about the environment are more

likely to spend money on green items, such as a green hotel (Chen & Tung, 2014) and be more supportive of purchasing organic food (Ahmed et al., 2021). Studies suggest that environmental consciousness does not directly influence purchase intention, but it indirectly affects perceived behavioural control (Xu et al., 2020; Amit Kumar, 2021). Environmental concern may be impacted by exposure to environmental education or campaigns, which then influences their desire to purchase green furniture; this demonstrates that environmental concern and subjective norms have a beneficial relationship (Amit Kumar, 2021). In this study, we want to investigate the link between environmental concern and the three major components of the theory of planned behaviour (attitude, subjective norms, and perceived behavioural control) in the context of green furniture in Malaysia. This leads to the following hypotheses:

H1: Environmental concern will have positive effect on attitude
H4: Environmental concern will have positive effect on subjective norms
H6: Environmental concern will have positive effect on perceived behavioural control

Health Consciousness

Health consciousness (HC) refers to one's overall health attitude, composed of three components: self-health awareness, personal responsibility, and health motivation (Hong, 2009). Researchers believe that individuals' physical health conscious has a substantial positive impact on customers' willingness to purchase green furniture (Xu et al., 2020). For instance, a person concerned about their health will purchase organic food or other green products (Ogiemwonyi et al., 2020) by reducing the risks of taking products or food that negatively impact their health. It is categorised as the perceived behavioural control of consumers. Health awareness directly or substantially impacts green products when consumers have a positive attitude or beliefs towards green products (Amit Kumar, 2021). However, studies also found that health consciousness or health knowledge does not explain attitudes (Tarkiainen & Sundqvist, 2005) towards organic bread and wheat. The celebrity endorsers or users' comments and reviews of the vegan diet may influence social media users, thus increasing viewers' health consciousness (Phua et al., 2019). We want to validate the relationship of health consciousness with attitudes, subjective norms, and perceived behavioural control through the above literature. This leads to the hypotheses below:

H2: Health conscious will have positive effect on attitude
H5: Health conscious will have positive effect on subjective norms
H7: Health conscious will have positive effect on perceived behavioural control

Attitude

The extent to which an individual has a positive or negative judgement or appraisal of the behaviour in issue is called Attitude (A) (Ajzen, 1991). Studies revealed that attitude has a considerable effect (Ogiemwonyi et al., 2020; Lim & An, 2021) and most influential to intentions (Aboelmaged, 2021; Ahmmadi et al., 2021;), remarkably, improves pro-environmental behaviour (Nguyen et al., 2017), which is related to our current study on green furniture. Consumers are often easier to accept the green furniture concept when they have a positive attitude; later, it will influence the purchase intention. Some studies experimented that attitude does not significantly influence purchase intention of green furniture (Xu et al., 2020) and green products (Choi & Johnson, 2019). Studies also demonstrate that attitude may influence intention indirectly by subjective norms (Tarkiainen & Sundqvist, 2005) or perceived behavioural control (Maloney et al., 2014). Therefore, we would like to validate further the relationship between attitude and purchase intention in the context of green furniture in Malaysia. This leads to the hypothesis:

H8: Attitude will have positive effect on purchase intention.

Subjective Norms

Subjective Norms (SN) are the perceived societal pressures to do or refrain from performing a behaviour (Ajzen, 1991). Subjective norms proved to directly influence purchase behavioural intention (Lim & An, 2021; Maloney et al., 2014; Tao et al., 2021), even though they are having a lesser influence than attitude (Han et al., 2010). However, subjective norms might not influence the purchase behavioural intention in the case of organic food (Tarkiainen & Sundqvist, 2005) and e-waste recycling (Aboelmaged, 2021). Even though the insignificant relationship between subjective norms and behavioural intention existed in the literature, study suggested the potential existence of subjective norm-to-attitude relationship (Yeh et al., 2021). In this research, we would like to determine if subjective norms will impact the purchase intention of green furniture. The outcome of this hypothesis may assist the management or user in the decision-making of marketing strategy, the effectiveness of the marketing campaign, or to strategise product marketing promotions. This leads to the hypothesis:

H9: Subjective norms will have positive effect on purchase intention

Perceived Behavioural Control

Perceived Behavioural Control (PBC) is described as the perceived ease or complexity of carrying out the behaviour, as well as previous experience with barriers (Ajzen, 1991). Perceived behavioural control is positively related to customers' purchase intention (Xu et al., 2020), having significant impact on purchasing intention of well-being food by Korean consumers (Lim & An, 2021) and in the case of adopting eco-friendly smart home services (Zhang & Liu, 2021). Most of the literature explains that perceived behavioural control substantially influencing the intention. However, according to Maloney et al. (2014), perceived behavioural control implicitly impacts intention through attitude. Therefore, we would like to validate further the relationship between perceived behavioural control and purchase intention in the context of green furniture in Malaysia. This leads to the hypothesis:

H10: Perceived behavioural control will have positive effect on purchase intention.

Value Perception

The customer perceives and assesses product offerings, attribute performances, and consequences of usage in achieving the customer's goals and purposes (Woodruff, 1997). Researchers found that consumers tend to take a negative attitude towards the new product (Lemmerer & Menrad, 2017). Researchers have proven that the increase in value perception may increase the purchase intention of consumers (Biswas & Roy, 2015). For instance, in the case of sustainable products, product penetration can be increased by increasing the accessibility of products by developing a proper distribution channel (Carvalho et al., 2015). However, the study discovered that value perception influences purchase intention indirectly through customers' cognition, and it is one of the direct variables influencing consumers' willingness to buy (Yuan & Xiao, 2021). The following hypotheses were tested in this study:

H3: Value perception will have positive effect on attitude
H11: Value perception will have positive effect on purchase intention

Purchase Intention

Purchase Intention refers to the probability that a consumer will purchase a specific product or service from a company in the future (Maxham & Netemeyer, 2002). Researchers prove that purchase intention reliably predicts behaviour (Tarkiainen & Sundqvist, 2005). The study on green purchasing inconsistencies on Ecuadorian millennials, on the other hand, discovered that purchase intention does not always lead to actual purchase due to limitations to obtaining the items (Carrión Bósquez & Arias-Bolzmann, 2021). Intentions in TPB are derived from the original theory of reasoned action and capture motivating variables that impact behaviour. When customers have a higher intention to do an action (Ajzen, 1991), such as purchasing green furniture in this study, they will acquire green furniture in the future. As a result, the following hypothesis emerged:

H12: Purchase intention will have positive effect on behaviour

Methods

This study investigates the Malaysian consumers' attitudes on green furniture and their propensity to purchase and use it. Self-administered questionnaires were designed and set up as Google Forms that consist of two parts: first, the demographic information, followed by 30 questions constructed from the perspective of extended Theory of Planned Behaviour. The demographic variables are classified and measured using nominal scale. In the second part, 30 questions were evaluated using interval scale. Respondents were instructed to read statements and provide feedback by choosing the level of agreement with a 5-point Likert scale, 1 being 'strongly disagree', and 5 being 'strongly agree'. The items in the questionnaire were adapted from several literature, as shown in Table 1 below:

Table 1 : Questionnaire Source and Validity

Construct	Items	Cronbach	Author
Environmental Concern	4	> 0.78	Paul et al. (2016); Lee (2008)
Health Conscious	3	> 0.81	Tarkiainen and Sundqvist (2005)
Attitude	5	> 0.88	Paul et al. (2016); Lim and An (2021)
Subjective Norms	3	0.863	Lim and An (2021)
Perceived Behavioural Control	4	> 0.80	Paul et al. (2016); Han et al. (2010)
Value Perception	5	> 0.80	Biswas and Roy (2015)
Purchase Intention	3	> 0.90	Han et al. (2010); Paul et al. (2016)
Behaviour	3	> 0.80	Amit Kumar (2021)

The questionnaire data were recorded and analysed using automated SPSS (Statistical Package for Social Science) software version 26. The information was summarised using descriptive and inferential statistics. A reliability test was utilised to assess whether precise and explicit findings could be obtained from measurement taken on the variables.

Population Sample

The "10-times" rule states that the minimum number of responses should be ten-to-one concerning the number of observed indicators (Kline, 2015). Due to pandemic constraints, convenience sampling approach was adopted by distributing the questionnaires over social media platforms. There are 316 total respondents gathered, which fulfilled the "10-times" rule as suggested by Kline. Six duplicated records have been deleted from the dataset. There are

238 female respondents (76.77%) and 72 male respondents (23.23%) based on the study of 310 respondents. The internal consistency of the data has been assessed using the Cronbach alpha test after the data was collected.

Data Analysis Procedure

This study looks at Malaysian customers' attitudes on green furniture and their propensity to purchase and use it. Cronbach's alpha coefficient was used to assess internal consistency, while Harmon's one-factor test was used to assess common method bias. Regression analysis is applied to determine the level of significance between dependent and independent variables. Furthermore, an independent sample *t*-test and one-way ANAOVA analysis are applied to evaluate the statistical significant difference between various demographic groups. Analyses were being carried out using SPSS version 26.

Findings

Demography

Table 2 shows the demographics statistics of the study. There are 316 total respondents gathered, six duplicated records where respondents filled out the survey twice were removed.

Table 2 : Profile of Respondents

Variable	Categories	Frequency	%
Gender	Male	72	23.2
	Female	238	76.8
Marital Status	Single	208	67.1
	Married	96	31.0
	Divorced	6	1.9
Age	17 to 25 years old	103	33.2
	26 to 30 years old	78	25.2
	31 to 40 years old	19	6.1
	41 to 50 years old	22	7.1
	51 to 60 years old	35	11.3
	60 years old & above	53	17.1
Living Status	Own Premise	221	71.3
	Room / House Rental	89	28.7
Income Level	Below 2,500	101	32.6
	Between RM 2,501 to RM 3,650	67	21.6
	Between RM 3,651 to RM 4,800	49	15.8
	Between RM 4,801 to RM 7,880	55	17.7
	Between RM 7,881 to RM 10,960	26	8.4
	More than RM 10,961	12	3.9
Education Level	High school graduates	37	11.9
	Post-graduates	34	11.0
	Pre-University/Diploma graduates	43	13.9
	Professional Qualification	7	2.3
	Undergraduates	189	61.0

Summary of Table 2 indicated a gender bias in the data. However, more studies will be carried out to ascertain the statistical inference on gender.

Reliability Testing

Table 3 shows the output of the reliability testing for the variables involved in the research. The Cronbach's Alpha value showed reliability or internal consistency of the variables. Referring to Taber's Qualitative descriptors on the Cronbach's alpha value, all the variables in this research scored high (ranging from 0.73 to 0.95) after deleting one of the items in perceived behavioural control due to low Cronbach alpha value that is indicating potential internal inconsistency. Removing one of the items in perceived behavioural control had improved the value from 0.329 to 0.726, which is improving and eliminating the internal inconsistency of the variable.

Table 3 : Reliability Coefficients for Variables Tested

Variables	Number of items	Number of deleted item(s)	Cronbach's Alpha
Environmental Concern	4	-	0.891
Health Conscious	3	-	0.916
Attitude	5	-	0.952
Subjective Norms	3	-	0.862
Perceived Behavioural Control	3	1	0.726
Purchase intention	3	-	0.920
Value Perception	5	-	0.881
Behaviour	3	-	0.836

Descriptive Analysis

Table 4 shows the descriptive statistics of the variables. All variables were measured on a five-point Likert scale, one (1) strongly disagree, and five (5) strongly agree.

Table 4: Overall Descriptive Statistics for the Tested Variables

Variables	Mean	Std. Deviation
Environmental Concern	4.0855	0.7337
Health Conscious	4.1280	0.7895
Attitude	3.9561	0.8296
Subjective Norms	3.5785	0.7796
Perceived Behavioural Control	3.6559	0.7255
Purchase Intention	3.8559	0.8156
Value Perception	3.9490	0.6912
Behaviour	3.3849	0.7866

Note: All items used a 5-point Likert scale with (1=Strongly disagree and 5=Strongly agree)

Common Method Bias - Harman's One-Factor Test

Refer to Table 5, the total variance extracted by one factor is 48.931%, which is within the threshold of 50%. As a result, there is no common method bias in the data used for the study.

Table 5 : Harman's One-Factor Test Result for Items Involved in The Model

Total Variance Explained		
Extraction Sums of Squared Loadings		
Total	% of Variance	Cumulative %
14.190	48.931	48.931

Extraction Method: Principal Component Analysis

Hypothesis Testing

Correlation Analysis

Table 6 summarises the results of Person product-moment correlation (PPMC) that is used to evaluate the statistical evidence among variables and the correlations within and between sets of variables.

Table 6: Pearson's Correlation Coefficients of the Tested Variables

	1	2	3	4	5	6	7	8
1. Environmental Concern	1							
2. Health Conscious	.630**	1						
3. Attitude	.614**	.648**	1					
4. Subjective Norms	.505**	.415**	.599**	1				
5. Perceived Behavioural Control	.569**	.550**	.671**	.635**	1			
6. Purchase Intention	.618**	.549**	.649**	.648**	.716**	1		
7. Value Perception	.523**	.449**	.572**	.551**	.532**	.546**	1	
8. Behaviour	.520**	.459**	.540**	.535**	.595**	.563**	.435**	1

**. Correlation is significant at the 0.01 level (1-tailed).

Multiple Linear Regression

Multiple linear regression is being used in this research to understand the relationship between the dependent variable and the independent variables. Table 7 and Figure 3 shows the summary of multiple regression results of consumer perception towards green furniture. All the hypotheses were accepted at a significant level of 0.05, with assumptions fulfilled. All variables are significant and positively related to one another. Results show that health consciousness is the best predictor for attitude, environmental concern is the best predictor for subjective norms and perceived behavioural control. Purchase intentions are highly influenced by perceived behavioural control, followed by attitude and subjective norms. Results also showed that the purchase intention highly determines the behaviour of a consumer in purchasing green furniture. When purchase intention is high, the consumer will be more likely to turn their intention into a behaviour to continue to purchase green furniture in future purchases. Among the three variables added to the literature of TPB, environmental concern and health consciousness are more significant to directly or indirectly influence purchasing intention or behaviour than value perception.

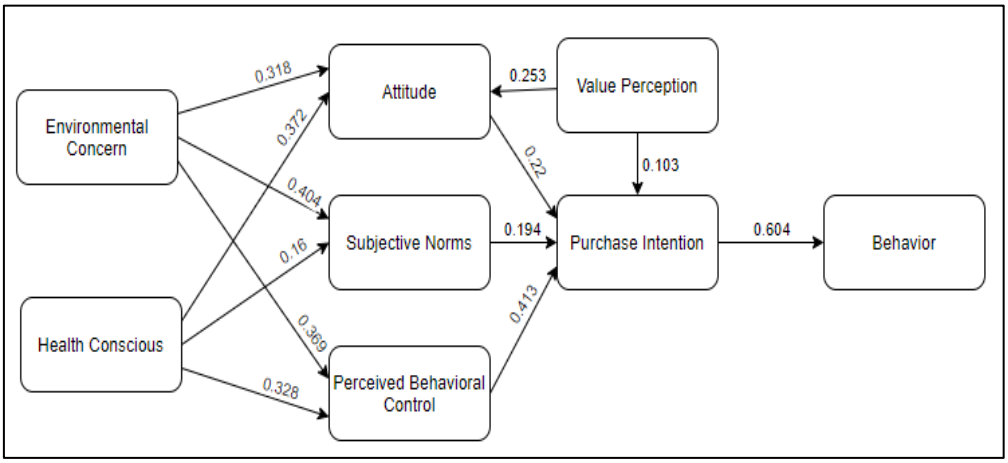

Figure 3 : Summary of Result - Multiple Linear Regression

Table 7: Summary of Result - Multiple Linear Regression

Multiple Regression	Hypo.	Description	Path	*p*-value	Standardised β value	*t*-value	Results
MR1	H1	Environmental Concern will have positive effect on Attitude.	EC →A	0.0000	0.3180	6.51	Accepted
	H2	Health conscious will have positive effect on Attitude.	HC→A	0.0000	0.3720	7.934	Accepted
	H3	Value Perception will have positive effect on Attitude.	VP→A	0.0000	0.2530	5.97	Accepted
MR2	H4	Environmental Concern will have positive effect on Subjective Norms.	EC→SN	0.0000	0.4040	6.447	Accepted
	H5	Health Conscious will have positive effect on Subjective Norms.	HC→SN	0.0110	0.1600	2.559	Accepted
MR3	H6	Environmental Concern will have positive effect on Perceived Behavioural Control.	EC→PBC	0.0000	0.3690	6.448	Accepted
	H7	Health Conscious will have positive effect on Perceived Behavioural Control.	HC→PBC	0.0000	0.3280	5.733	Accepted
MR4	H8	Attitude will have positive effect on Purchase Intention.	A→PI	0.0000	0.2200	4.292	Accepted
	H9	Attitude will have positive effect on Purchase Intention.	SN→PI	0.0000	0.1940	3.962	Accepted
	H10	Perceived Behavioural Control will have positive effect on Purchase Intention.	PBC→PI	0.0000	0.4130	8.027	Accepted
	H11	Value Perception will have positive effect on Purchase Intention.	VP→PI	0.0240	0.1030	2.271	Accepted
MR5	H12	Purchase Intention will have positive effect on Behaviour	PI→B	0.0000	0.6040	13.232	Accepted

Independent Sample T-Test

An independent sample *t*-test is being carried out to compares the means of the two independent groups to figure out the statistical evidence that the population's mean is significantly different. It enables the comparison of means between two independent groups, with a paired *t*-test for a paired data. In this research, we would like to evaluate the difference in the consumers' behaviour, which includes environmental concern (EC), health conscious (HC), attitude(A), subjective norms (SN), perceived behavioural control (PBC), value perception (VP), purchase intention (PI), and behaviour (B) between different demographics variables, which is gender and living status. We have set up the null hypothesis (H_0) as μ1 - μ2 = 0 and the alternative hypothesis (H_1) as μ1 - μ2 ≠ 0.

Based on Levene's test result in Table 7, the *p*-values of all variables are higher than 0.05, except for behaviour of living status. Therefore, null hypothesis is accepted, and there is no statistically significant difference between female and male respondents for all variables. This result shows that the overall analysis and result will not be influence by the gender bias on the responses collected.

However, there is statistically significant difference in the behaviour of respondents living in own premise as compared with those rent room. Thus, we need to reject the null hypothesis and accept the alternate hypothesis (μ1 - μ2 ≠ 0) that there is a statistically significant difference in behaviour ($t308 = 2.346$, $p<0.05$) between those who live in their premises and those living in room or house rented. The average mean score on behaviour for those living in their premises is 23% (0.23001) higher than those living in rooms or houses rented.

Table 8 : Summary of Independent Sample T-Test: Gender and Living status

Variables	Gender (Female, Male)				Living Status (Own Premise, Room or House Rental)			
	Levene's Test (Sig)	Equal Variances	Sig(2-tailed)	Statistically Significant Different	Levene's Test (Sig)	Equal Variances	Sig(2-tailed)	Statistically Significant Different
EC	0.89	Assumed	0.76	No	0.803	Assumed	0.109	No
HC	0.623	Assumed	0.94	No	0.837	Assumed	0.422	No
A	0.273	Assumed	0.22	No	0.573	Assumed	0.706	No
SN	0.556	Assumed	0.69	No	0.71	Assumed	0.977	No
PBC	0.215	Assumed	0.98	No	0.636	Assumed	0.629	No
PI	0.628	Assumed	0.91	No	0.79	Assumed	0.817	No
VP	0.441	Assumed	0.32	No	0.866	Assumed	0.391	No
B	0.653	Assumed	0.43	No	0.721	Assumed	0.02	Yes

One- Way ANOVA

One-way analysis of variance (ANOVA) is applied to determine statistical significant differences between means of different groups based on age, marital status, income level, education level. This method is applied as categories of the groups are more than two. ANOVA is applied for feature selection. In this research, we would like to evaluate the difference in the consumers' behaviour, which includes environmental concern, health conscious , attitude, subjective norms, perceived behavioural control, value perception, purchase intention, and behaviour between different demographics variables, which is age, marital status, income level, education level.

One-way ANOVA test was being carried out to evaluate statistical significant differences on tested variables. The hypothesis was being set up where null hypothesis (H_0) is μ_1s= μ_2= μ_3= μ_4=…. μ_k and alternate hypothesis (H_A) is not all μ_j are equal. At significant level α=0.05, if *F* test-statistics is larger than *F*-critical value, we will reject the null hypothesis as not all population means are equal. When the null hypothesis is rejected, at least one pair of populations have different means. Therefore, a Tukey-Kramer test needs to be carried out to evaluate if equal means are being rejected or not. Referring to Tukey HSD result, if the *p*-value (Sig.) is larger than 0.05, thus equal means are not rejected.

Age

From the ANOVA result shown in Table 14, there is a statistically significant difference on Subjective Norms (F (5,304) = 3.92, p = 0.002), Perceived Behavioural Control (F (5,304) = 2.49, i= 0.032), and Value Perception (F (5,304) =4.19, p = 0.001) between groups as determined by one-way ANOVA. A Tukey post hoc test revealed that the subjective norms were statistically significantly lower at 51 to 60 years old (3.3714 ± 0.87362, p = 0.028) and 60 years old & above (3.3396 ± 0.84350, p =0.002) compared to 17 to 25 years old (3.8285 ± 0.73188). Besides, value perception was statistically significantly lower at 51 to 60 years old (3.6914 ± 0.946, p = 0.017) and 60 years old & above (3.7019 ± 0.68794, p = 0.004) compared to 17 to 25 years old (4.1184 ± 0.59040). Moreover, perceived behavioural control is statistically significantly higher at 17 to 25 years old (3.8479 ± 0.66466, p = 0.039) than 26 to

30 years old (3.5299 ± 0.59443). There is no statistically significant difference between the remaining age group and on other variables not mentioned.

Education Level

There is a statistically significant difference on Attitude (F (4,305) =2.583, p = 0.037), Perceived Behavioural Control (F (4,305) =2.716, p = 0.030), Value Perception (F (4,305) =4.025, p = 0.003), and Purchase Intention (F (4,305) =2.498, p = 0.043), between groups was determined by one-way ANOVA. A Tukey post hoc test revealed that the attitude was statistically significantly lower at high school graduates (3.5730 ± 1.05742, p = 0.040) than postgraduates (4.1235 ± 0.66972). High school graduates are significantly lower in Perceived Behavioural Control (3.3514 ± 0.86047, p = 0.030) and Purchase Intention (3.4955 ± 0.99574, p = 0.028) as compared to pre-university or diploma graduates in Perceived Behavioural Control (3.8217 ± 0.771) and Purchase Intention (4.0310 ± 0.79620). Besides, value perception was statistically significantly higher in Postgraduates (4.1118 ± 0.60940, p = 0.021) and undergraduates (4.0190 ± 0.68359, p = 0.021) compared to high school graduates (3.6216 ± 0.85086). There is no statistically significant difference between different education level and on other variables not mentioned.

Income

From the ANOVA Result, as shown in Table 9, all the variables have a p-value more than the chosen significance level at 0.05. Besides, the F test-statics of the mentioned variables is smaller than the F-critical value. Therefore, null hypothesis of (H_0): μ_1s= μ_2= μ_3= μ_4=…. μ_k will be accepted. No further analysis is needed, and we can conclude there is no influence based on different income levels to variables tested.

Marital Status

There was a statistically significant difference on Subjective Norms (F (2,307) =3.631, p = 0.028), and Value Perception (F (2,307) =7.816, p = 0.000), between groups, was determined by one-way ANOVA. A Tukey post hoc test revealed that the subjective norms were statistically significantly lower for married respondents (3.4201 ± 0.85189, p = 0.033) than single respondents (3.6603 ± 0.74136). Besides, value perception was statistically significantly higher in single respondents (4.0529 ± 0.64042, p = 0.000) than married respondents (3.7229 ± 0.74966). There was no statistically significant difference between different marital status and on other variables not mentioned.

Conclusion

In conclusion, the extended theory of planned behaviour can significantly explain consumers' purchase intention and willingness to purchase green furniture. Environmental concerns and health consciousness positively affect attitude, subjective norms, and perceived behavioural control. Health consciousness is the top predictor influencing attitude, while environmental concern is the top predictor that positively influences subjective norms. Besides, value perception has a more substantial influence on attitude, as compared to purchase intention. Therefore, marketers may consider improvising consumers' attitudes towards green furniture by first increasing health and environmental awareness rather than providing massive promotions or added value to the furniture. From the literature perspective, the decision to purchase green furniture is still from consumers even though consumers are price sensitive. Perceived behavioural control have the most effect on purchase intention as compared to subjective norms and attitude.

Table 9 : Summary of One-Way ANOVA Analysis

	Age				Education Level				Income Level				Marital Status			
Variables	**ANOVA**		$F_{0.05}$ $df_1 = 5$, $df_2 = 304$	**Result**	**ANOVA**		$F_{0.05}$ $df_1 = 4$, $df_2 = 305$	**Result**	**ANOVA**		$F_{0.05}$ $df_1 = 5$, $df_2 = 304$	**Result**	**ANOVA**		$F_{0.05}$ $df_1 = 2$, $df_2 = 307$	**Result**
	Sig	***F***			**Sig**	***F***			**Sig**	***F***			**Sig**	***F***		
Behaviour	0.01	3.079	2.24	Reject H_0	0.107	1.921	2.40	Accept H_0	0.960	0.206	2.24	Accept H_0	0.083	2.511	3.03	Accept H_0
Environmental Concern	0.076	2.015	2.24	Accept H_0	0.568	0.736	2.40	Accept H_0	0.693	0.609	2.24	Accept H_0	0.695	0.364	3.03	Accept H_0
Health Consciousness	0.186	1.510	2.24	Accept H_0	0.077	2.133	2.40	Accept H_0	0.693	0.609	2.24	Accept H_0	0.838	0.177	3.03	Accept H_0
Attitude	0.431	0.978	2.24	Accept H_0	0.037	2.583	2.40	Reject H_0	0.245	1.346	2.24	Accept H_0	0.804	0.218	3.03	Accept H_0
Subjective Norms	0.002	3.920	2.24	Reject H_0	0.047	2.437	2.40	Reject H_0	0.739	0.549	2.24	Accept H_0	0.028	3.631	3.03	Reject H_0
Perceived Behavioural Control	0.032	2.487	2.24	Reject H_0	0.030	2.716	2.40	Reject H_0	0.853	0.394	2.24	Accept H_0	0.549	0.600	3.03	Accept H_0
Purchase Intention	0.035	2.436	2.24	Reject H_0	0.043	2.498	2.40	Reject H_0	0.871	0.367	2.24	Accept H_0	0.493	0.709	3.03	Accept H_0
Value Perception	0.001	4.186	2.24	Reject H_0	0.003	4.025	2.40	Reject H_0	0.580	0.759	2.24	Accept H_0	0.000	7.816	3.03	Reject H_0

This shows that when consumers are more confident about deciding on green furniture independently, the higher the possibility that consumers will purchase green furniture in the near future. Among all hypotheses tested, purchase intention is highly significant in predicting the behaviour; when the purchase intention is high, they are more likely to practice the usage of green furniture in their future life.

Management can also consider the analysis from a demographics perspective which is helpful while considering customer segmentation. Young adults tend to be easily influenced by other individuals and are more conservative towards purchasing green furniture than retirees by looking from subjective norms and value perception. They are easily influenced by peers or social trends, whilst the older age population will be more willing to purchase green furniture for health reasons than the value-of-money factor.

Besides that, the status of living will also affect the consumers' behaviour toward purchasing green furniture. Consumers living in their own premises would be more likely to purchase and use green furniture than those living in rented rooms or houses because they will be using the furniture for a longer time while considering mobility for those living in rented properties. Lastly, the education level of consumers will affect attitude, perceived behavioural control, purchase intention, and value perception. Consumers with higher education levels will be more inclined to accept and probably purchase green furniture due to increased knowledge and exposure to environmental and health impacts.

Theoretical Implications

The literature of the Theory of Planned Behaviour (TPB) was developed by Ajzen (1991) to understand and predict individual or consumer behavioural intentions, which was designed to improve the prediction ability of the theory of reasoned action (TRA). The theory has evolved and transformed over time to be fit for various analysis purposes. For instance, analysis on green products may include environmental factors; and analysis on fashion inclination may include factors involving fashion trend understanding. Previous research applied the extended TPB to explore the consumer intention on green furniture. However, studies stress primarily on environmental or health perspectives without considering consumers' value perception towards green furniture. In this research, it is proven that the variables added to the TPB, which includes environmental concern, health consciousness and value perception enables a further details analysis and improves explanatory power of the model for user to understand areas that needs to be improves to increase the consumers' intention towards green furniture.

Practical and Social Implications

The study shows that gender and income level do not affect the consumers' intention to purchase green furniture. However, consumers of different ages, marital status, living status and education levels may results in different perspectives on the value of green furniture. Behaviour is highly influenced by the purchase intention that the consumers' are currently having, which is dependent on the perceived behavioural control consumers have toward green furniture. Attitude and Subjective Norms, on the other hand, is highly dependent on the extended factors applied in this study. The extended factors on environmental concern and health consciousness are significantly important than the value perception of consumers. This may be due to the intention of the consumers to choose green furniture to protect nature and self-care rather than the actual value of green furniture. Therefore, manufacturers or sellers might need to stress the quality and the sustainability of the products by obtaining professional certification of products. This will recognise the quality and criteria of sustainability achievement of the products.

Limitations and Suggestions for Future Research

Even though the research yielded important and interesting data, several limitations must be noted. The findings do not adequately reflect and generalise throughout Malaysia. Respondents were picked by convenience sampling from contacts who might have shared features. As a result, caution should be exercised before generalising the findings to the entire country.

Secondly, questionnaires are distributed randomly and will be completed by individuals depending on their willingness. Gender bias arises in this survey, with females outnumbering males. Even though male and female respondents were not statistically significant, the data may not be significant enough to reflect the perspectives of male respondents.

Thirdly, the income level did not affect the sample result. This may be because the research did not include scenario assessment, and respondents had a potential self-reporting error. This may not reflect the actual behaviour that consumers will purchase green furniture.

Fourth, this current study questionnaire was undertaken entirely using an internet questionnaire. Respondents may be swayed and easily distracted, failing to answer the questionnaire from their honest perspective and less effective face-to-face interviews.

Future research may need to take caution on sampling to reflect the societal perspective with a diverse background. For instance, a balanced portion of respondents' gender and income level is a basis for the research to increase the study's reliability and level of significance.

Moreover, the questionnaire can be set up with assessment through the scenario. Scenario with quantifiable measures such as "How much you are willing to pay for conventional furniture?", "How much you are willing to pay for green furniture?" may provide a more in-depth understanding of the purchase intention and behaviour. Future research can also explore if this study can be applied to other green home products.

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Appendix

Table 10: Differences in the Major Variables by Age

	17 to 25 years old (Mean)	26 to 30 years old (Mean)	31 to 40 years old (Mean)	41 to 50 years old (Mean)	51 to 60 years old (Mean)	60 years old & above (Mean)
Environmental Concern	4.19 [a]	3.96 [a]	4.17 [a]	3.82[a]	3.99[a]	4.21[a]
Health Consciousness	4.20 [a]	4.01 [a]	4.26 [a]	3.95[a]	3.97[a]	4.28[a]
Attitude	4.07 [a]	3.91 [a]	4.09 [a]	3.75[a]	3.93[a]	3.85[a]
Subjective Norms	**3.83[b]**	3.53 [a]	3.58 [a]	3.47[a]	**3.37[b]**	**3.34[b]**
Perceived Behavioural Control	**3.85 [b]**	**3.53 [b]**	3.56 [a]	3.71[a]	3.50[a]	3.58[a]
Purchase Intention	4.04 [a]	3.77 [a]	3.98 [a]	3.56[a]	3.64[a]	3.85[a]
Value Perception	**4.12 [b]**	4.02 [a]	4.06 [a]	3.82[a]	**3.69 [b]**	**3.70 [b]**
Behaviour	3.40 [a]	3.15 [a]	3.68 [a]	3.24[a]	3.59[a]	3.53[a]

a: Means with the same superscripts are not significantly different; b: Means with different superscripts are significantly different at p< 0.05.

Table 11: Differences in the major variables by Education Level

	High School Graduates (Mean)	Post-Graduates (Mean)	Pre-U/Diploma Graduates (Mean)	Professional Qualification (Mean)	Undergraduates (Mean)
Environmental Concern	3.93 [a]	4.18 [a]	4.14 [a]	3.89 [a]	4.09 [a]
Health Consciousness	4.00 [a]	4.37 [a]	4.33 [a]	4.05 [a]	4.07 [a]
Attitude	**3.57 [b]**	**4.12 [b]**	4.07 [a]	3.97 [a]	3.98 [a]
Subjective Norms	3.26 [a]	3.54 [a]	3.74 [a]	3.29 [a]	3.62 [a]
Perceived Behavioural Control	**3.35 [b]**	3.73 [a]	**3.82 [b]**	3.33 [a]	3.68 [a]
Purchase Intention	**3.50 [b]**	3.92 [a]	**4.03 [b]**	3.71 [a]	3.88 [a]
Value Perception	**3.62 [b]**	**4.11 [b]**	3.77 [a]	4.11 [a]	**4.02 [b]**
Behaviour	3.41 [a]	3.37 [a]	3.68 [a]	3.33 [a]	**3.32 [b]**

a: Means with the same superscripts are not significantly different; b: Means with different superscripts are significantly different at p< 0.05.

Table 12: Differences in the major variables by Marital Status

	Single (Mean)	Married (Mean)	Divorces/Widow/Separated (Mean)
Environmental Concern	4.0877 [a]	4.0964 [a]	3.8333 [a]
Health Consciousness	4.1266 [a]	4.1424 [a]	3.9444 [a]
Attitude	3.9779 [a]	3.9104 [a]	3.9333 [a]
Subjective Norms	3.6603 [b]	3.4201 [b]	3.2778 [a]
Perceived Behavioural Control	3.6875 [a]	3.5903[a]	3.6111[a]
Purchase Intention	3.8846 [a]	3.7813 [a]	4.0556 [a]
Value Perception	4.0529 [b]	3.7229 [b]	3.9667 [a]
Behaviour	3.3157 [a]	3.5208 [a]	3.6111 [a]

a: Means with the same superscripts are not significantly different.
b: means with different superscripts are significantly different at p< 0.05.

Table 13 : Questionnaire Construct

Construct	Items	Author
Environmental Concern	EC1 - I am very concerned about the natural environment. EC2 - I am willing to control / reduce my consumption to help to protect the environment. EC3 - I am worried about the worsening quality of Malaysia's environment. EC4 - I often think about how environmental quality in Malaysia can be improved.	(Paul et al., 2016) (Lee, 2008)
Health Conscious	HC1 - I act carefully on issues / factors that will influence my health. HC2 - I am a health-conscious consumer. HC3 - I think often about health issues.	(Tarkiainen & Sundqvist, 2005)
Attitude	A1 - Purchasing green furniture is a good idea. A2 - Purchasing green furniture is pleasurable. A3 - Purchasing green furniture is favourable. A4 - Purchasing green furniture makes me satisfied. A5 - Purchasing green furniture is meaningful.	(Paul et al., 2016) (Lim & An, 2021)
Subjective Norms	SN1 - My acquaintance understands the reason I chose green furniture. SN2 - My acquaintance thinks I should purchase green furniture. SN3 - I will be influenced by my acquaintance on the purchase of green furniture.	(Lim & An, 2021)
Perceived Behavioural Control	PBC1 - I am confident & capable to purchase green furniture in near future. PBC 2 - I often see green furniture available in the shops and marketplace that I usually do my shopping. PBC 3 - It is completely up to me whether or not to purchase green furniture.	(Paul et al., 2016) (Han et al., 2010)
Value Perception	VP1 - I will purchase green furniture over conventional furniture / substitutes only if it is offered at a discounted price or promotional activities held. VP2 - I will purchase green furniture over conventional furniture when it has a better quality. VP3 - I will purchase green furniture over conventional furniture when they are easily acquirable. VP4 - I will purchase green furniture over conventional furniture when it has a longer warranty or guarantee offered. VP5 - I will purchase green furniture over conventional furniture when it has a better design.	(Biswas & Roy, 2015)
Purchase Intention	PI1 - I plan to purchase green furniture in near future rather than conventional furniture. PI2 - I plan to purchase green furniture in near future because of its positive environmental contribution. PI3 - I will consider switching on green furniture for ecological reasons.	(Han et al., 2010) (Paul et al., 2016)
Behaviour	B1 - I usually purchase green furniture. B2 - I often purchase green furniture that proves that it is free from volatile organic compounds (VOC). B3 - When I consider buying green furniture, I will look for a certified environmentally safe or organic stamp.	(Amit Kumar, 2021)