ABSTRACT

International Marketing and Retail Companies

The main objective of this research is to deeply explore the effectiveness of international marketing throughout green marketing and determine a financial ratio in the retail companies. Thus, this research is divided into two sections; international marketing and retail companies. This research contributes to the literature by providing the empirical support for several theories and previously defined and tested constructs.

The first section looks into the international marketing which emphasized on the green marketing issues. This section is divided into two parts; factors influencing customers' decision to buy green product design in Malaysia and understanding the green purchasing behaviour among young generation in Malaysia. For the first part, 374 completed surveys were collected during the four-month data collection period. Respondents came from various areas in Malaysia. The factors are the environmental benefit, benefit to self, comparative cost and environmental benefit which contribute to the intention of buying green products. Results show that the factor of benefit to self and comparative cost contributes more on the customers' decisions to buy green product design in Malaysia. This means, the awareness and knowledge of green product among customers in Malaysia is still low. This research enhances customers' perception by improving the product performance, protecting from the environmental hazard and quality deterioration and representing a powerful new source of innovation to increase good realisation in the customer mind.

The second part is to understand the green purchasing behaviour among the young generation in Malaysia by examining the influencing factors. This research

intends to investigate the factors that influence the green purchasing behaviours among the young generation and contribute to the Theory of Reasoned Action (TRA). 500 respondents consist of those from the age 18 to 28 throughout Malaysia participated in the survey. From five factors listed in this research (social influence, environmental attitude, environmental concern, eco-label and government role), social influence and environmental concern factors were found to be significant in explaining the purchasing behaviour among the young generation in Malaysia. This means, the perception and knowledge among the young generation towards the green environment are still low and need more encouragement to provide for the future generation.

The second section which refers to the retail companies is also divided into two parts. The first part is to explore the corporate characteristics of the retailing companies among Malaysia, Japan and the USA. This research reviews critically the performance of the financial ratios in the retail industry. The data obtained from the OSIRIS database was analysed by the Statistical Package for Social Sciences (SPSS) software version 22 (Test of normality, Kruskal-Wallis Test, Comparison of means, Correlation and Regression Analysis). The main findings show that retailing companies in Malaysia contribute high means value for the ROCE, ROA, profit margin, current ratio, liquidity ratio, solvency ratio and number of employees. Meanwhile, Japan has the highest means value of sales growth rate and the USA shows high means value of the ROE, market capitalization, number of shareholders, and number of subsidiaries over the period between 2008 and 2012. The results support the first hypothesis which stated that the sales growth rate of the retail companies in Japan is better than the USA. Meanwhile, the results did not contribute to the second hypothesis, which stated that Japan and the USA have a successful

performance of financial ratios compared to Malaysia. Lastly, the results support our third hypothesis; the corporate variables influence the performance of financial ratios of the retailing companies.

The second part of the study on the retail companies covers the corporate characteristics of retail industry among 11 Asian and American countries. The financial ratios in the retail industry of 11 countries such as Malaysia, Japan, the USA, Canada, Brazil, Thailand, Indonesia, China, India, Australia, and the Cayman Islands over the period between 2008 and 2012 were used to examine the corporate characteristics. Hypothesis one: There are statistically significant differences of the financial ratios in the retail industry of 11 Asian and American countries. This statement is supported by the results of the Kruskal Wallis Test. The ANOVA results indicate that the ROE between Brazil and Thailand and solvency ratio among Japan, Canada, Thailand and Australia are significantly different from each other. Hypothesis two: The profitability ratios of the Japanese companies are the lowest among 11 countries. This hypothesis is supported partially by the ROA except India, which both ROE and ROCE except India and Brazil are among the 11 countries because they are not supported by the profit margin. Hypothesis three: The relationship between the sales growth ratio and profitability ratios is positive. The positive relationship can be seen in the correlation analysis with the significant value of sales growth ratio with the ROE, ROCE and ROA except for the profit margin.