FACTORS INFLUENCING GREEN CONSUMERISM BEHAVIOUR AMONG PENANGITES

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ABSTRACT

Environmental apprehension has demanded greater responsibility and consciousness amongst individuals to be sustainable in their everyday activities. To synthesize business strategy, it is essential to identify the factors that influence green behavior among consumers. The main purpose of this research is (1) to determine the factors that contribute to intention to green consumerism behavior; (2) to determine the mediating effect of intention on green consumerism behavior on factors contributing to green consumerism behavior and (3) to decide if there is a moderating effect of green advertisement on the relationship between intention to green consumerism and green consumerism behavior. This study consisted of six independent variables: moral norm, environmental concern, perceived knowledge, perceived environmental responsibility, subjective norm and perceived behavioral control, a mediator: intention to green consumerism, a dependent variable: green consumerism behavior i.e. purchase behavior, conservation behavior and recycle behavior and moderating variable, green advertisement. A total of 17 hypotheses were developed. Regression was used to analyze the mediation and moderation effect. The population was Malaysian consumers and a mall intercept survey using systematic random sampling yielded 387 respondents who had shopped in hypermarkets and supermarkets in Penang. The results showed 13 hypotheses being supported. Results showed moral norm, environmental concern, perceived knowledge, perceived environmental responsibility and subjective norm has a significant relationship to intention. Intention has a significant relationship to behavior however, intention did not mediate the relationship between the independent variables and behavior. It was also found that perceived behavioral control has a significant direct relationship with behavior. Moderating effect of green advertisement was significant, there was a quasi-moderation between intention and conservation behavior and intention and recycle behavior. The findings of this study while contributing to the body of knowledge, may also assist policy makers and marketers in their sustainability effort.

Keywords: green marketing, green consumerism, sustainability

Kata kunci: pemasaran hijau, kepenggunaan hijau, kelestarian
ACKNOWLEDGEMENT

No matter what conditions you encounter in life, your right is only to the works--not to the fruits thereof. You should not be impelled to act for selfish reasons, nor should you be attached to inaction - Bhagavad Gita 2.47

My first thanks is to Krishna for it is Him who made me who I am. My parents who are not here to see this, I thank them both for allowing me to be me. They gave me the freedom to choose my own path in life, without their love, understanding, guidance and blessings, I wouldn’t be who I am today.

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Jayaeswari Sangaralingam
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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>PAGE NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE PAGE .................................................................</td>
</tr>
<tr>
<td>CERTIFICATION OF DISSERTATION WORK ..................................</td>
</tr>
<tr>
<td>PERMISSION TO USE ........................................................</td>
</tr>
<tr>
<td>ABSTRACT ...........................................................................</td>
</tr>
<tr>
<td>ABSTRAK ............................................................................</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT ..............................................................</td>
</tr>
<tr>
<td>TABLE OF CONTENTS ............................................................</td>
</tr>
<tr>
<td>LIST OF TABLES ..................................................................</td>
</tr>
<tr>
<td>LIST OF FIGURES ..................................................................</td>
</tr>
<tr>
<td>CHAPTER ONE: INTRODUCTION ...............................................</td>
</tr>
<tr>
<td>1.0 Introduction ...................................................................</td>
</tr>
<tr>
<td>1.1 Background of Study ......................................................</td>
</tr>
<tr>
<td>1.1.1 Solid Waste ..............................................................</td>
</tr>
<tr>
<td>1.1.2 Air Pollution ............................................................</td>
</tr>
<tr>
<td>1.1.3 Economy .................................................................</td>
</tr>
<tr>
<td>1.2 Problem Statement .........................................................</td>
</tr>
<tr>
<td>1.3 Research Questions ........................................................</td>
</tr>
<tr>
<td>1.4 Research Objectives .......................................................</td>
</tr>
<tr>
<td>1.5 Significance of Study ......................................................</td>
</tr>
<tr>
<td>1.5.1 Theoretical Significance ...............................................</td>
</tr>
<tr>
<td>1.5.2 Practical Significance ................................................</td>
</tr>
<tr>
<td>1.6 Definition of Terms/Concepts ..........................................</td>
</tr>
</tbody>
</table>
1.7  Scope and Limitation of Study................................................. 30
1.8  Organization of Thesis............................................................ 31

CHAPTER TWO: LITERATURE REVIEW

2.0  Introduction........................................................................... 32
2.1  Global Warming and Consumer Behavior............................... 32
2.2  Green Consumerism Behavior................................................. 36
  2.2.1  Green Purchase Behavior..................................................... 42
  2.2.2  Green Conservation Behavior.............................................. 45
  2.2.3  Recycling Behavior............................................................ 47
2.3  Intention to Green Consumerism............................................. 51
  2.3.1  The Relationship Between Intention and Behavior................. 53
2.4  Green Advertisement ............................................................ 57
  2.4.1  Relationship Between Intention and Behavior, Moderated by Green Advertisement ............................................. 64
2.5  Moral Norm............................................................................ 68
  2.5.1  Relationship Between Moral Norm and Intention............... 70
  2.5.2  Relationship Between Moral Norm and Behavior................. 72
2.6  Environmental Concern......................................................... 73
  2.6.1  Relationship Between Environmental Concern and Intention................................................................. 77
  2.6.2  Relationship Between Environmental Concern and Behavior... 78
2.7  Perceived Knowledge............................................................ 79
  2.7.1  Relationship Between Perceived Knowledge and Intention .... 81
  2.7.2  Relationship Between Perceived Knowledge and Behavior .... 82
2.8  Perceived Environmental Responsibility................................. 83
  2.8.1  Relationship Between Perceived Environmental Responsibility and Intention......................................................... 86
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.8.2</td>
<td></td>
<td>Relationship Between Perceived Environmental Responsibility and Behavior</td>
<td>87</td>
</tr>
<tr>
<td>2.9</td>
<td></td>
<td>Subjective Norm</td>
<td>87</td>
</tr>
<tr>
<td>2.9.1</td>
<td></td>
<td>Relationship Between Subjective Norm and Intention</td>
<td>91</td>
</tr>
<tr>
<td>2.9.2</td>
<td></td>
<td>Relationship Between Subjective Norm and Behavior</td>
<td>91</td>
</tr>
<tr>
<td>2.10</td>
<td></td>
<td>Perceived Behavior Control</td>
<td>92</td>
</tr>
<tr>
<td>2.10.1</td>
<td></td>
<td>Relationship Between Perceived Behavioral Control and Intention</td>
<td>93</td>
</tr>
<tr>
<td>2.10.2</td>
<td></td>
<td>Relationship Between Perceived Behavioral Control and Behavior</td>
<td>95</td>
</tr>
<tr>
<td>2.11</td>
<td></td>
<td>Theoretical Underpinning</td>
<td>96</td>
</tr>
<tr>
<td>2.12</td>
<td></td>
<td>Theoretical Framework</td>
<td>103</td>
</tr>
<tr>
<td>2.13</td>
<td></td>
<td>Hypotheses</td>
<td>104</td>
</tr>
<tr>
<td>2.14</td>
<td></td>
<td>Chapter Summary</td>
<td>108</td>
</tr>
</tbody>
</table>

**CHAPTER THREE: METHODOLOGY**

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.0</td>
<td>Introduction</td>
<td>110</td>
</tr>
<tr>
<td>3.1</td>
<td>Research Design</td>
<td>110</td>
</tr>
<tr>
<td>3.2</td>
<td>Sampling Procedure</td>
<td>111</td>
</tr>
<tr>
<td>3.2.1</td>
<td>Sample Size</td>
<td>112</td>
</tr>
<tr>
<td>3.2.2</td>
<td>Data Collection Procedure</td>
<td>114</td>
</tr>
<tr>
<td>3.3</td>
<td>Operationalization of Variables</td>
<td>115</td>
</tr>
<tr>
<td>3.3.1</td>
<td>Dependent Variable</td>
<td>116</td>
</tr>
<tr>
<td>3.3.2</td>
<td>Independent Variables</td>
<td>118</td>
</tr>
<tr>
<td>3.3.2.1</td>
<td>Moral Norm</td>
<td>118</td>
</tr>
<tr>
<td>3.3.2.2</td>
<td>Environmental Concern</td>
<td>119</td>
</tr>
<tr>
<td>3.3.2.3</td>
<td>Perceived Knowledge</td>
<td>119</td>
</tr>
</tbody>
</table>
3.3.2.4 Perceived Environmental Responsibility .......... 120
3.3.2.5 Subjective Norm ........................................... 121
3.3.2.6 Perceived Behavioral Control .......................... 121
3.3.3 Mediator Variable ............................................ 122
3.3.4 Moderator Variable .......................................... 123
3.3.5 Measures and Instrumentation ............................ 124
3.4 Data Analysis ...................................................... 124
3.4.1 Goodness of Measure ........................................ 125
3.4.1.1 Reliability Analysis ................................. 125
3.4.1.1.1 Pilot Study .............................................. 126
3.4.1.1.1.1 Moral Norm .................................. 127
3.4.1.1.2 Environmental Concern .......................... 127
3.4.1.1.3 Perceived Knowledge ............................... 127
3.4.1.1.4 Perceived Knowledge Responsibility ........... 128
3.4.1.1.5 Subjective Norm .................. 128
3.4.1.1.6 Perceived Control Behavior .................. 128
3.4.1.1.7 Intention to Green Consumerism ............ 128
3.4.1.1.8 Green Advertisement .......................... 129
3.4.1.1.9 Green Consumerism Behavior ............... 129
3.4.1.2 Factor Analysis ........................................... 129
3.4.1.3 Descriptive Statistic .................................. 131
3.4.1.4 Correlation Analysis .................................. 131
3.4.1.5  Multiple Regression ........................................ 133
3.4.1.6  Hierarchical Multiple Regressions ...................... 133
3.4.1.6.1  Mediating Variable ................................. 134
3.4.1.6.2  Moderating Variable ............................... 136

3.6  Chapter Summary .................................................. 138

CHAPTER FOUR: DATA ANALYSIS AND FINDINGS

4.0  Introduction .......................................................... 139
4.1  Overview of Data Collected ..................................... 139
4.1.1  Response Rate ..................................................... 139
4.1.2  Preliminary Examination of Data ............................. 140
4.1.3  Demographic Profile of Respondents ....................... 140
4.2  Descriptive Statistics for the Green Consumerism Behavioral Model .. 143
4.2.1  Moral Norm ....................................................... 144
4.2.2  Environmental Concern ...................................... 145
4.2.3  Perceived Knowledge .......................................... 146
4.2.4  Perceived Environmental Responsibility .................... 147
4.2.5  Subjective Norm .................................................. 148
4.2.6  Perceived Behavioral Control ............................... 148
4.2.7  Intention to Green Consumerism ............................. 149
4.2.8  Green Advertisement .......................................... 150
4.2.9  Green Consumerism Behavior ............................... 151
4.2.10  Summary of Descriptive Analysis ......................... 152
4.3  Goodness Measures ................................................ 153
4.3.1  Dependent Variable ........................................... 154
4.3.2  Mediator Variable ............................................... 155
4.3.3 Moderator Variable ........................................... 157
4.3.4 Independent Variables ........................................... 158
4.3.5 Reliability Analysis of Variables ................................. 164

4.4 Hypotheses Testing .................................................. 165

4.4.1 Correlation Analysis ............................................. 165
4.4.2 Regression Analysis ............................................... 168

4.4.2.1 Regression Analysis on the Influence of Intention on Moral Norm, Environmental Concern, Perceived Knowledge, Perceived Environmental Responsibility, Subjective Norm and Perceived Behavioral Control ................................................. 168

4.4.2.2 Regression Analysis Between Intention and Green Consumerism Behavior .................................................. 169

4.4.2.3 Mediation ......................................................... 171

4.4.2.3.1 Regression between Independent Variables and Purchase Behavior ................................................. 173

4.4.2.3.2 Regression between Independent Variable and Conservation Behavior .................................................. 174

4.4.2.3.3 Regression between Independent Variable and Recycle Behavior .................................................. 175

4.4.2.3.4 Mediation Effect of Intention on the Relationship between Independent Variables and Purchase Behavior ................................................. 176

4.4.2.3.5 Mediation Effect of Intention on the Relationship between Independent Variables and Conservation Behavior .................................................. 177

4.4.2.3.6 Mediation Effect of Intention on the Relationship between Independent Variables and Recycle Behavior ................................................. 178

4.4.2.4 Regression Analysis between Perceived Behavioral Control and Green Consumerism Behavior .................................................. 180

4.4.2.5 Moderator ......................................................... 181

4.4 Chapter Summary ................................................... 191
CHAPTER FIVE: DISCUSSION AND CONCLUSION

5.0 Introduction .................................................................................. 195
5.1 Recapitulation of the Study Findings ........................................... 195
5.2 Discussion of the Findings ............................................................... 198
5.3 Implication of the Study ................................................................. 214
   5.3.1 Practical Implications ............................................................. 215
   5.3.2 Theoretical Implications ......................................................... 219
5.4 Limitations of the Study ................................................................. 221
5.5 Recommendation for Future Research .......................... 222
5.6 Conclusion .................................................................................... 225

REFERENCES ......................................................................................... 227

APPENDICES ......................................................................................... 270
LIST OF TABLES

<table>
<thead>
<tr>
<th>Tables</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Urban waste generated in 1999 for selected countries</td>
<td>5</td>
</tr>
<tr>
<td>1.2 Municipal waste generated in 10 major cities in Malaysia from 1970 to 2006</td>
<td>6</td>
</tr>
<tr>
<td>1.3 Solid waste generation by source, 2005 Penang island</td>
<td>8</td>
</tr>
<tr>
<td>1.4 Air pollution data for country – PM10 concentrations (micro grams per cubic meter) in residential areas of cities with population larger than 100,000</td>
<td>9</td>
</tr>
<tr>
<td>1.5 Air particle matter data for cities in Malaysia – PM10 concentrations (micro grams per cubic meter) in residential areas of cities with population larger than 100,000</td>
<td>10</td>
</tr>
<tr>
<td>1.6 Fiscal gap for Penang from 2006 to 2020</td>
<td>12</td>
</tr>
<tr>
<td>3.1 Green consumerism behavior items</td>
<td>117</td>
</tr>
<tr>
<td>3.2 Moral norm items</td>
<td>118</td>
</tr>
<tr>
<td>3.3 Environmental concern items</td>
<td>119</td>
</tr>
<tr>
<td>3.4 Perceived knowledge items</td>
<td>120</td>
</tr>
<tr>
<td>3.5 Perceived environmental responsibility items</td>
<td>120</td>
</tr>
<tr>
<td>3.6 Subjective norm items</td>
<td>121</td>
</tr>
<tr>
<td>3.7 Perceived behavioral control items</td>
<td>122</td>
</tr>
<tr>
<td>3.8 Intention to green consumerism items</td>
<td>123</td>
</tr>
<tr>
<td>3.9 Green advertisement items</td>
<td>124</td>
</tr>
<tr>
<td>3.10 Cronbach’s alpha for pilot study</td>
<td>126</td>
</tr>
<tr>
<td>4.1 Demographic profile of respondents ( n=387 )</td>
<td>142</td>
</tr>
<tr>
<td>4.2 Descriptive statistics for moral norm</td>
<td>144</td>
</tr>
<tr>
<td>4.3 Descriptive statistics for environmental concern</td>
<td>145</td>
</tr>
</tbody>
</table>
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figures</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Value-belief-norm model</td>
<td>70</td>
</tr>
<tr>
<td>2.2 Schematic representation of effects of stimulus variables on intentions</td>
<td>98</td>
</tr>
<tr>
<td>2.3 Model of theory of planned behavior</td>
<td>101</td>
</tr>
<tr>
<td>2.4 A theoretical framework on factors influencing Malaysian’s green consumerism behavior</td>
<td>104</td>
</tr>
<tr>
<td>3.1 Mediator relationship</td>
<td>134</td>
</tr>
<tr>
<td>4.1 Moderating effect of green advertisement on green purchase behavior</td>
<td>184</td>
</tr>
<tr>
<td>4.2 Moderating effect of green advertisement on conservation behavior</td>
<td>187</td>
</tr>
<tr>
<td>4.3 Moderating effect of green advertisement on recycle behavior</td>
<td>190</td>
</tr>
</tbody>
</table>
CHAPTER ONE

INTRODUCTION

1.0 Introduction

The growing environmental concern amongst the public has demanded organizations, businesses and individuals to be responsible and conscious in their everyday activity not to cause any harm to the environment. Ironically, most environmental problems are caused by the way people lived and continuously damaging the environment. The impending worry about the future state of the environment had certainly prompted some to aim for a sustainable living thus creating a trend, the green consumerism trend, whereby consumers seek products that are environmentally friendly. The need for environmentally friendly product then created the niche for strategic environmental marketing activities thus prompting manufactures and retailers to produce and adopt green policies in their product: ensuring pricing, promotion and distribution activities were eco-friendly. As a consequence, the need to develop a sustainable business became crucial for survival and hence identifying the critical factors that influence green living behavior of people would therefore enable marketers to synthesize their business strategy and thereon convene their business sustainability.

A green consumer is someone who knows how a product was developed and produced, how it will be used and finally how it will be disposed in an environmentally sound manner. Green consumerism generally means reducing carbon footprint, recycling, reducing energy consumption, and purchasing product that are proven to be environmentally friendly (Mainieri, Barnett, Valdero, Unipan, & Oskamp, 1997). Both
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261


