

**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

## ABSTRAK

Kebimbangan alam sekitar telah menuntut tanggungjawab dan kesedaran yang lebih besar di kalangan individu untuk menjadi lestari dalam kegiatan harian mereka. Untuk mensintesis strategi perniagaan, adalah penting untuk mengenal pasti faktor-faktor yang mempengaruhi tingkah laku hijau di kalangan pengguna. Tujuan utama kajian ini ialah (1) untuk menentukan faktor-faktor yang menyumbang kepada hasrat untuk tingkah laku kepenggunaan hijau; (2) untuk menentukan kesan mediator niat pada tingkah laku kepenggunaan hijau kepada faktor-faktor yang menyumbang kepada tingkah laku kepenggunaan hijau dan (3) untuk membuat keputusan jika terdapat kesan moderator iklan hijau kepada hubungan antara niat untuk kepenggunaan hijau dan tingkah laku kepenggunaan hijau. Kajian ini terdiri daripada enam pembolehubah bebas: norma moral, kebimbangan alam sekitar, pengetahuan, tanggungjawab alam sekitar, norma subjektif dan kawalan tingkahlaku, mediator: niat untuk kepenggunaan hijau, pembolehubah bersandar: tingkah laku kepenggunaan hijau iaitu pembelian, tingkah laku pemuliharaan dan mengitar semula dan moderator, iklan hijau. Sebanyak 17 hipotesis telah dibangunkan. Regresi digunakan untuk menganalisis mediation dan moderation. Peserta adalah pengguna di Malaysia dan tinjauan memintas pusat membeli-belah secara rawak sistematik menghasilkan 387 responden yang telah membeli-belah di pasar raya besar dan pasar raya di Pulau Pinang. Keputusan menunjukkan 13 hipotesis disokong. Keputusan menunjukkan norma moral, kebimbangan alam sekitar, pengetahuan, tanggungjawab alam sekitar dan norma subjektif mempunyai hubungan yang positif dan signifikan dengan niat tingkahlaku hijau. Niat tingkahlaku hijau juga mempunyai hubungan yang positif dan signifikan dengan tingkah laku, namun bagaimanapun, niat tidak menjadi pengantara hubungan antara pembolehubah bebas dan tingkah laku. Keputusan analisa juga mendapati bahawa kawalan tingkahlaku mempunyai hubungan langsung yang signifikan dengan tingkah laku. Bagi kesan moderator, didapati bahawa iklan hijau adalah kuasi-moderator antara niat dan tingkah laku pemuliharaan, dan niat dan tingkah laku kitar semula. Hasil kajian ini di samping menyumbang kepada badan pengetahuan, juga boleh membantu pembuat dasar dan pemasar dalam usaha keselamatan mereka.

**Kata kunci:** pemasaran hijau, kepenggunaan hijau, kelestarian

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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*

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# **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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