

**DETERMINANTS OF GREEN PURCHASE INTENTION IN NIGERIA: THE
MEDIATING ROLE OF PERCEIVED BEHAVIOURAL CONTROL
ENVIRONMENTAL CONSCIOUSNESS AND GREEN TRUST**



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ENVIRONMENTAL CONSCIOUSNESS AND GREEN TRUST**



**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia.
In Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

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ABSTRACT

Green purchase is a widely known phenomenon especially in developed countries and in some developing nations. However, this seemingly known practice is still slow in gathering momentum in places like Nigeria due to the low level of its awareness. The cogent rationale for this study was to examine the determinants of green purchase intention and the mediating effects of perceived behavioural control (PBC), environmental consciousness and green trust between the suggested determinants and green purchase intention using the theory of planned behavior (TPB). The framework was composed of nine (9) variables. The instrument was adopted from previous studies and had a total of fifty-four (54) items measured using the seven-point Likert scale. 754 respondents from three universities were selected and 502 responded indicating a 67% response rate. The Structural Equation Modeling (SEM) was used to examine the causal and mediating relationships. The finding showed that perceived behavioural control and environmental consciousness had a significant direct influence on green purchase intention. Also, the significant determinants of environmental consciousness were government regulations and perceived green knowledge. Green perceived value and green availability significantly predicted green trust. Significant determinants of PBC were green trust, green price sensitivity and green perceived value. Mediation results indicated that PBC mediated between trust and intention while environmental consciousness mediated between green knowledge, government regulations and intention. The TPB was found to be a robust underpinning theory in explaining the determinants of green purchase intention in Nigeria since the model achieved the goodness of fit by meeting the entire criterion. The implication of this study is that the finding provides valuable insight for the government to formulate stringent regulations to deal with environmental issues and strategic planning on how to market green products in Nigeria by the practitioners.

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Keywords: green purchase intention, structural equation modeling, Nigeria, green products, theory of planned behaviour.

ABSTRAK

“Pembelian hijau” merupakan satu fenomena yang dikenali ramai terutamanya di negara-negara maju dan beberapa buah negara membangun. Walau bagaimanapun, amalan ini seolah-olah masih perlahan untuk mengumpul momentum di tempat seperti Nigeria kerana tahap kesedarannya yang rendah. Rasional yang meyakinkan bagi menjalankan kajian ini adalah untuk mengkaji penentuan niat pembelian hijau dan kesan pengantara kawalan tingkah laku anggapan(PBC), kesedaran alam sekitar dan keyakinan hijau (*green trust*) di antara penentu-penentu yang dicadangkan dan niat pembelian hijau dengan menggunakan teori tingkah laku terancang (TPB). Rangka kerja kajian terdiri daripada sembilan (9) pemboleh ubah. Instrumen diambil daripada kajian sebelumnya dan mempunyai sebanyak lima puluh empat (54) item yang diukur menggunakan skala tujuh mata Likert. 754 responden dari tiga buah universiti telah dipilih dan 502 maklum balas yang diterima menunjukkan kadar tindak balas sebanyak 67%. Permodelan Persamaan Berstruktur (SEM) telah digunakan untuk mengkaji penyebab dan pengantara dalam hubungan. Dapatkan kajian menunjukkan bahawa kawalan tanggapan tingkah laku dan kesedaran alam sekitar mempunyai pengaruh langsung yang signifikan terhadap niat pembelian hijau. Penentu yang signifikan terhadap kesedaran alam sekitar adalah peraturan-peraturan kerajaan dan tanggapan pengetahuan hijau. Tanggapan nilai hijau dan ketersediaan hijau secara signifikan meramalkan keyakinan hijau. Penentu penting PBC adalah keyakinan hijau, sensitiviti harga hijau dan tanggapan nilai hijau. Keputusan pengantaraan menunjukkan bahawa PBC menjadi pengantara bagi keyakinan dan niat manakala kesedaran alam sekitar menjadi pengantara bagi pengetahuan hijau, peraturan kerajaan dan niat. TPB didapati menjadi teori asas yang kukuh dalam menerangkan penentuan niat pembelian hijau di Nigeria memandangkan model tersebut mencapai kebaikan suai dengan memenuhi keseluruhan kriteria. Implikasi bagi kajian ini adalah dapatkan kajian memberikan pandangan yang berharga bagi kerajaan untuk menggubal peraturan-peraturan yang ketat bagi menangani isu-isu alam sekitar dan menyediakan pandangan kepada pengamal untuk membuat perancangan strategik mengenai cara untuk memasarkan produk-produk hijau di Nigeria.

Kata kunci: niat pembelian hijau, pemodelan persamaan berstruktur, Nigeria, produk hijau, teori tingkah laku terancang

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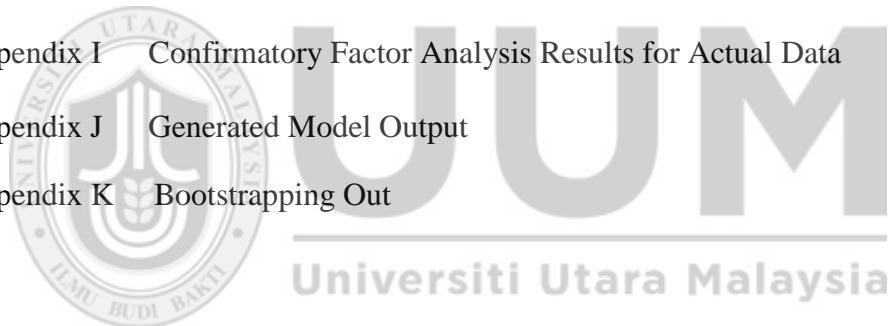
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LIST OF ABBREVIATIONS

AMOS	Analysis of Moment Structure
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR= T	Critical Ratio (AMOS) T- Value (SPSS)
CR	Composite Reliability
CMIN/DF	Chi-Square Per Degree of Freedom
VE	Variance Extracted
DF	Degree of Freedom
EC	Environmental Consciousness
EFA	Exploratory Factor Analysis
GFI	Goodness of Fit Index
GOF	Goodness of Fit
GRN	Government Regulations
GPV	Green Perceived Value
GAV	Green Availability
GTS	Green Trust
GPST	Green Price Sensitivity
GPI	Green Purchase Intention
GM	Generated Model
MI	Modification Indices
P	P-value
B	Beta
PBC	Perceived Behavioural Control
R ²	R Square (SPSS)
RMSEA	Root Mean Square Error of Approximation
SIG	Significant
SEM	Structural Equation Modeling
SMC	Squared Multiple Correlation=R ²
SPSS	Statistical Package for Social Science
TLI	Tucker-Lewis Index
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
χ ²	Chi-Square
PNFI	Parsimonious Normed Fit Index

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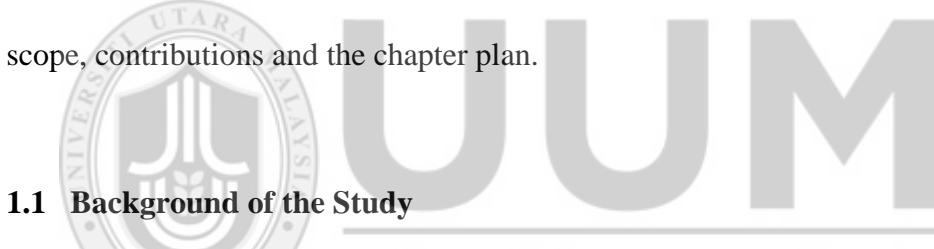


CHAPTER ONE

INTRODUCTION

1.0 Preambles

This chapter introduces the background and the main issues of this study. The issues are centred on low level of green purchase intention, environmental problems such as oil spillage, flood, waste pollution, desertification and deforestation which connote the lack of environmental consciousness and weak government regulation, lack of trust on green products, low knowledge and awareness towards green products. Furthermore, it covers the statement of the problems which are the bedrock of this study; research questions, objectives, significance of the research, justifications, scope, contributions and the chapter plan.



1.1 Background of the Study

In recent times, concern for the environment has increased steadily across the globe and has translated into consumers' awareness which is portrayed in their nutrition, health and quality of food in terms of purchase and consumption as most of them are now connecting the dots to their main lifestyle. The demands for green product became inevitable (Ali & Ahmad, 2012; Chen, 2010; Kalafatis, Polland, East & Tsogas, 1999; Paco & Raposo, 2009; Rashid, 2009), thus, the birth of green consumers.

Taking a look at what happens globally, there has been incessant increase in consumers who are environmentally concerned and this in turn has led to a drastic growth of green products market (Hunt & Dorfman, 2009). Gupta and Ogden (2009)

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