

DRIVERS OF GREEN CONSUMPTION BEHAVIOUR AND THEIR IMPLICATIONS FOR MANAGEMENT

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Abstract: This study aims to explain the influence of internal factors and external factors on green consumption behaviour. In the previous studies, the combination of both internal and external factors on a comprehensive concept of green consumption behaviour has not been explained clearly. The present study applied and extended the Theory of Reason Action and Value-Attitude-Behaviour Model to elucidate the drivers of green consumption behaviour among Malaysian consumers. The data were collected using self-administered mall-intercept survey and analysed using descriptive statistics and multiple regressions. The findings demonstrated that factors such as peers influence, environmental affect and environmental knowledge significantly influence green consumption behaviour. In contrast, factors such as religiosity and brand influence do not have a significant impact on green consumption behaviour. At present, this study is one of the first studies that assesses the impact of both internal and external factors on a comprehensive concept of green consumption behaviour. In addition to that this study extends the past literature on green consumption behaviour and provides relevant information to the managers and policymakers that can assist them in their effort to enhance green consumption behaviour among Malaysians.

Key words: green consumption behaviour, values, environmental knowledge, environmental affect, peers influence

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Introduction

Environmental problems have become the main focus among consumers, academicians and practitioners. Malaysia faces environmental problems such as air pollution, water pollution, deforestation, hazardous waste and household waste. Consumption brings about environmental harm and threatens people health and welfare (Sheth et al., 2011). Globalisation, technology and economic growth have led to significant changes in consumption behaviour among consumers all over the world. The consumer attitudes are changes due to technology-driven sharing economy (Greassley et al., 2019). Overconsumption can give a significant impact

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on the environment. Hence, sustainable consumption practices emerge among consumers, and research has been focusing on this issue for nearly half a decade. In order to ensure the success of sustainable consumption and sustainable development, a concerted effort must be taken by all stakeholders. Consumption causes environmental degradation, such as pollution and climate change. Every year health problems resulting from climate change causes over 300,000 fatalities and negatively impacts the health of 325 million people (Global Humanitarian Forum, 2009). At the aggregate level, consumer's consumption of goods and services has contributed to severe environmental problems. In general, about 70-80% of environmental issues occur resulting from the consumption of various products such as food and drinks, construction and maintenance, domestic energy use, transportation, water and electronic products among the consumers (Peattie, 2010). The study of Hume (2010) proposed that one of the main causes of environmental problems is consumerism. Past studies have suggested that excessive consumption can detrimentally affect the sustainable living of society (Hume, 2010; Yadav and Pathak, 2016; Shiel et al. 2020).

Green consumerism refers to consumer's preferences of buying eco-friendly products and services. The eco-friendly type of consumption takes into consideration the impact of consumption on the environment. Considering the impact of consumption on the environment, many countries have taken the steps towards this type of consumption for several decades. Green products significantly contribute to the improvement of the society and environment (Mala & Bencikova, 2018). At the same note, an increased receptiveness towards green consumption has also been seen in developing countries such as India (Yadav and Pathak, 2016) and Malaysia. In Malaysia, where pollutions are increasing at an alarming rate, the increasing trends towards green consumerism among the consumers help in reducing the adverse impact of consumptions on the environment. Although this type of consumption is increasing in Malaysia, still, the research on green consumption behaviour (GCB) lacks in the literature, especially in the Malaysian context. Most of the studies on green consumption have focused on green purchase intention rather than green consumption behaviour. In addition, the studies have been conducted in developed countries such as United States, United Kingdom and Australia rather than in developing country like Malaysia.

The review of literature conducted has identified that there is inadequate knowledge of what factors influence GCB. More specifically; (1) what factors influence GCB and (2) how internal and external factors affect GCB have remained limitedly explored. Consequently, the objective of this study is to examine the influence of internal factors (environmental knowledge, environmental affect, religiosity, values; (self-transcendence, self-enhancement and conservation) and external factors (brand and peers influence) on GCB. To the best of our knowledge, this study is among the first studies that examined the effect of both internal and external factors on GCB. Therefore, understanding what factors influence GCB and

how internal and external factors influence GCB are crucial for academics and marketers as this information will fill in the literature gaps and help marketers to plan for suitable strategies to market green products in the marketplace in the future. This study extends the existing literature by providing empirical evidence on the link between internal factors (environmental knowledge, environmental affect, religiosity, values; self-transcendence, self-enhancement and conservation) and external factors (brand and peers influence) on GCB. In addition, this study provides information on the effect of both internal and external factors on GCB.

Literature Review

This study combines value-attitude-behaviour (VAB) model and Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1980) to explain factors influencing GCB. TRA consists of four elements - values, attitudes, social influence, purchase intention and behaviour. The value-attitude-behaviour model explains how values affect attitudes and behaviours. Values refer to individual beliefs, attitudes, hopes and demands. Perceive values influence consumers attitude and behaviours. The model states that values exist following a hierarchical order. Teng, Wu and Huang (2014) stated that values develop attitudes and behaviours. While applying both theories in the context of this study, the influence of consumers' environmental knowledge and environmental affect, values, attitudes and social influence on GCB were examined. Based on VAB model, values (i.e., religiosity, self-transcendence, conservation and self-enhancement) would influence attitudes and behaviours. This study extends TRA by including other variables such as environmental knowledge and environmental affect, values (religiosity) and peers influence as important factors that can influence GCB.

Green consumption behaviour refers to consumption behaviour that takes into account the sustainability aspects. This type of consumption intends to minimize adverse effects on the environment by buying green products. Kim et al. (2012) conceptualized GCB as having four value orientations; (1) health-related egoistic value orientation (2) resource-related egoistic value orientation (3) altruistic value orientation (4) biospheric value orientation. However, the results of their study suggested that GCB comprised of only three dimensions; health-conscious GCB, resource-conscious GCB, and socially conscious GCB that combined originally suggested altruistic and biospheric value orientations. The study of Kim et al. (2012) also conceptualizes GCB as a composite measure that has three dimensions (health-conscious GCB, resource-conscious GCB, and socially conscious GCB). It can be predicted that both internal and external factors can have a significant influence on GCB. Based on the comprehensive literature review conducted, external factors such as brand and peers influence have considerable influence on green behaviour. Additionally, environmental knowledge, environmental affect, religiosity, self-transcendence, conservation and self-enhancement values are some of the internal factors that significantly affect green behaviour.

Environmental Knowledge, Environmental Affect, Values and Green Consumption Behaviour

The environment in which an individual involves in is influenced by an individual's values, thoughts and beliefs (Sinappan and Abd Rahman, 2011). Internal psychological factors such as environmental knowledge and environmental affect as well as various values have been shown to influence an individual's attitude and behaviour (Muo and Azeez, 2019). Past studies have suggested that the predictive power of psychographics (attitudes, values) in explaining green behaviour is higher than the demographic variables such as financial (Kvarchuk and Slav'yuk, 2019; Kalamas et al., 2014) and green management (Bombiak, 2019).

One's knowledge about an issue significantly influences one's decision. In general, people try to avoid situations where there have insufficient knowledge to guide their behaviour. The previous studies have found environmental knowledge to be associated with environmental behaviour. Consumers need to quest for more "green" information to understand the relationship between consumption and environment degradation. Greater exposure to green information is expected to influence the consumer purchasing decision. According to Barber et al. (2009), purchase behaviour is related to consumer's knowledge of green issues. Consumers with vast knowledge regarding green issues will be motivated to buy green products, adopt green practices and more inclined toward environmentally friendly purchase behaviour (Barber et al., 2009; D'Souza et al., 2006; Saleh et al., 2020). In addition, Hassan (2014) suggested that environmental knowledge has been commonly assumed to drive GCB. In line with Hassan's (2014), a study conducted by Chan (2001) found that, in general, environmental knowledge influences green purchase intention. Chan (2001) found out that the low environmental knowledge among Chinese consumers has resulted in low green purchase intention. Based on the literature review on environmental knowledge and green consumption, environmental knowledge is predicted to have a significant effect on GCB. Therefore, the authors suggest the following hypothesis.

H1a: Environmental knowledge has a positive effect on green consumption behavior.

Environmental affect refers to an individual's attachment to environmental issues. Environmental affect is defined as a consumer's affective evaluation of the environmental problems (Lee, 2008). A more consistent relationship is found between environmental affect and environmental behaviour (Chan, 2001). The positive environmental affect leads to positive environmental behaviour. Positive environmental affect, such as placing high value toward protecting the environment, and environmental issues evoke positive environmental behaviour such as buying green products. Past studies have found a significant relationship between environmental concern and intention/behaviour (Anuar et al., 2017; Chan, 2000; Kim and Choi, 2005; Sinnappan and Rahman, 2011; Wahid et al., 2011). In

general, marketing literature has suggested that environmental concern is associated with consumption behaviour (Kim et al., 2012). Hence, the following hypothesis is proposed:

H1b: Environmental affect has a positive impact on green consumption behaviour.

The linkages between values and attitudes and green behaviours have been proven in previous studies (Chan, 2001; Ramayah et al., 2010). However, the studies presented to date, have not examined religiosity as influential values that impact green consumption (Chairy, 2012). Religiosity is crucial in people's lives, and it shapes an individual's attitudes and behaviours. Religiosity is defined as a belief in God and followed by a commitment to follow God's rules and principles (McDaniel and Burnett, 1990; Arli and Tjiptono, 2014). The study of Vitell et al. (2005) reveals that religiosity influences an individual judgement, beliefs and behaviour. Witkowski and Reddy (2010) suggested that religious belief has a profound effect on one's behaviour. However, they commented that the impact of religious belief on environmentally oriented ethical consumption activities is problematic. Their study found out that religiosity has a weak relationship with ethical consumption activities. The result of Hasnah (2014) found that religiosity significantly influences environmental behaviour.

In addition, in the context of green consumption, values such as collectivism, man-nature-orientation have been shown to influence green consumption. Besides those, other values such as self-transcendence, self-enhancement and conservation are also expected to influence GCB. Self-transcendence value refers to social-altruism. Social-altruism is positively related to consumers' concern about the impact of their purchase on the environment. Conservation values consist of conformity and security of social relationship. Self-enhancement value refers to values that motivate people to enhance their self-interest or egoistic goals. This value is expected to influence GCB negatively. Therefore, it is predicted that religiosity positively influence GCB. Thus, the following hypotheses are proposed:

H2a: Religiosity has a positive effect on green consumption behaviour.

H2b: Self-transcendence has a positive effect on green consumption behaviour.

H2c: Conservation has a positive effect on green consumption behaviour.

H2d: Self-enhancement has a negative effect on green consumption behaviour.

Brand Influence, Peers Influence and Green Consumption Behaviour

Various factors in the environment can influence consumers' consumption behaviour. However, one criticism is that there is a lack of studies that examine the influence of external factor such as retailers and brands influence on green consumption (Tsarenko et al., 2013). Brand influence generally refers to the influence of a brand which includes the use of green-labelling or eco-labelling to differentiate a green brand with the non-green brand to influence consumers to buy a green product. The examination of externals factors is deemed crucial as many retailers and brands produce green products in the marketplace and also persuade consumers to purchase them. The studies of Brisol and Mangleburg (2005), Mohd

Suki and Mohd Suki (2019), Nguyen et al. (2017) have examined the role of peer influence on certain behaviour. Peer influence refers to the encouragement of peers to perform certain actions (Brisol and Mangleburg, 2005). Studies have shown that there has been a significant relationship between peers influence and green products purchase intention (Chen and Peng, 2012; Ha and Janda, 2012; Moser, 2015; Tsarenko et al., 2013) and purchasing behaviour (Nguyen et al., 2017; Rizwan et al., 2013). Furthermore, the influence of peers is a significant predictor of green products purchase intention and green consumption behaviour. Therefore, it is predicted that external factors such as brands and peers influence can influence consumer GCB. On the basis of this discussion, this study also proposes the following hypotheses:

H3a: Brand has a positive effect on green consumption behaviour.

H3b: Peers influence has a positive impact on green consumption behaviour.

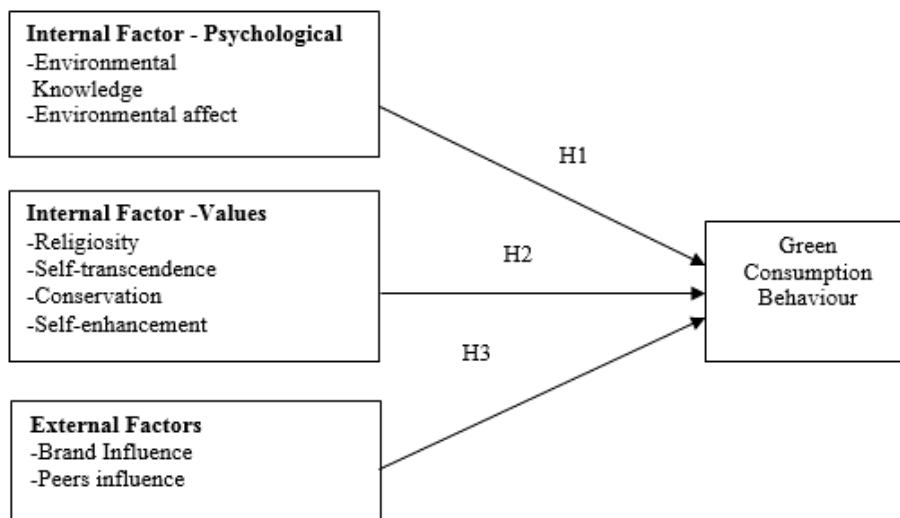


Figure 1: The Proposed Theoretical Framework

Methodology

Questionnaire Design

All the measurements used in this study were either adopted or adapted from past literature—the questionnaire comprised of four sections.

The first section comprised GCB questions, the second section included items on environmental knowledge, environmental affect, religiosity, values; self-enhancement, self-transcendence and conservation. Section 3 asked questions about peers and brands influence. The final section was questioned about demographic measures such as gender, age, marital status and education level.

Table 1 shows the detail about a number of items for each variable and the sources of the measurements used. For all measures, a 5 point Likert scales with anchors ranging from (1) strongly disagree to (5) strongly agree were used.

Table 1: Measurement items

Variable(s)	Items	Sources (Year)
Green Consumption Behaviour	17 items	Kim <i>et al.</i> (2012)
Environmental affect	5 items	Chan (2001)
Environmental knowledge	3 items	Chan (2001)
Conservation	7 items	Ramayah <i>et al.</i> (2010)
Self-enhancement	10 items	Ramayah <i>et al.</i> (2010)
Self-transcendence	9 items	Ramayah <i>et al.</i> (2010)
Religiosity	8 items	Hassan <i>et al.</i> (2014)
Brand influence	3 items	Tsarenko <i>et al.</i> (2013)
Peers influence	3 items	Tsarenko <i>et al.</i> (2013)

Sample Design and Data Collection

This study used a convenience sampling method to gather the data. The population of this study was Malaysian consumers. Data was collected from consumers with the help of two enumerators at several cities in Malaysia. Before collecting the main data, a pilot study was conducted. Surveys were conducted on a total of 700 respondents at five main cities in Malaysia namely, Kota Kinabalu, Kuala Lumpur, Putrajaya, Malacca City and Penang. Respondents were surveyed at various places (malls, bus stations and train stations) in these cities. Of the total, 650 respondents produced the usable responses. The amount of returned questionnaires indicates a response rate of 79%. Among 650 returned responses, a total of 641 completed questionnaires were used in the final data analyses. Table 2 illustrates the demographic profile of respondents for this study.

Table 2: Demographic Profile of the Respondents (N=641)

Demographic	Category	Percentage
Gender	Male	41.2
	Female	58.8
Age	Below 20	6.1
	20-29	47.4
	30-39	30.3
	40-49	13.9
	50 and above	2.3
Marital status	Single	47.3
	Married	52.7

Religion	Islam	61.5
	Buddhism	21.8
	Hinduism	15
	Others	11
Education	Certificate/Diploma	40.1
	Bachelor Degree	40.4
	Master Degree	11.5
	PhD	1.6
	Others	6.4

Measurement Instruments Reliability

The reliability of the measurements was as follows: GCB (Cronbach Alpha=0.721), environmental knowledge (Cronbach Alpha=0.709), environmental affect= (0.717), conservation (0.729), self-enhancement (0.719), self-transcendence (Cronbach Alpha=0.708), religiosity (Cronbach Alpha=0.748), brand influence (Cronbach Alpha =0.721) and peers influence (Cronbach Alpha=0.761). The Cronbach Alpha values for all the variables are above 0.70, indicating high reliability of the measures used in this study.

Table 3: Correlation Matrix and Descriptive Statistics

Construct	1	2	3	4	5	6	7	8	9	Mean	SD
Green Consumption Behaviour	0.721									3.69	0.49
Environmental affect	0.34**	0.717								3.83	0.58
Environmental knowledge	0.31**	0.53**	0.709							4.02	0.61
Conservation	0.26**	0.23**	0.26**	0.729						3.99	0.49
Self-enhancement	0.29**	0.27**	0.32**	0.43**	0.719					4.07	0.44
Self-transcendence	0.30**	0.30**	0.45**	0.40**	0.50**	0.708				4.15	0.43
Religiosity	0.12**	0.20**	0.23**	0.21**	0.20**	0.34**	0.748			4.41	0.47
Brand influence	0.23**	0.28**	0.32**	0.18**	0.28**	0.35**	0.16**	0.721		3.81	0.67
Peers influence	0.34**	0.14**	0.10**	0.12**	0.15**	0.18**	-0.17	0.35**	0.761	3.57	0.75

Coefficient alphas appear on the diagonal

Note: N=641, ** Correlation is significant at the 0.01 level

Results and Discussion

The data was analysed using descriptive statistics and multiple regression analyses. Table 3 demonstrates the correlation matrix among the variables, reliability and descriptive statistics. The coefficient alphas appear diagonal while the mean and standard deviation present on the most right columns of the table. There are significant relationships between all of the independent variables and dependent variable, $p \leq 0.01$. The correlation matrix shows that relationship between independent variables and the dependent variable is in the range between 0.12 and 0.35. The relationship between religiosity and GCB is extremely weak. As for other variables, the relationship with GCB is between 0.20 and 0.40 that indicates the weak relationships.

In order to examine the relationships between the eight independent variables and the dependent variable, a multiple regression analysis was conducted. Table 4 shows the results of the multiple regression conducted. Based on Table 4 below, the results show that about 25% of the variability in GCB can be explained by the independent variables used in this study. In general, the results show that certain internal and external factors have a significant influence on GCB. According to rank, factors that significantly influence GCB are peers influence, environmental affect, environmental knowledge and conservation value. The results demonstrate that factors such as religiosity, brand influence and self-transcendence value do not significantly influence GCB.

Table 4: Results of Multiple Regression Analysis

Model	Unstandardized Coefficients		t-value	Significance
	B	Std. Error		
Constant	0.140	0.032	4.628	0.000
Environmental affect	0.141	0.035	4.029	0.000
Environmental knowledge	0.093	0.035	2.625	0.009
Conservation	0.097	0.040	2.447	0.015
Self-enhancement	0.114	0.047	2.417	0.016
Self-transcendence	0.054	0.051	1.332	0.289
Religiosity	0.008	0.038	0.209	0.835
Brand Influence	-0.009	0.029	-0.310	0.757
Peers Influence	0.184	0.024	7.595	0.000

$R^2 = 0.255$ F-value=27.038 Adjusted $R^2 = 0.245$ Significance=0.000 Dependent variable: Green consumption behavior

As is illustrated in Table 5, hypotheses H1a, H1b, H2c, H2d and H3b are supported while H2a, H2b and H3a are not supported. The findings demonstrated that consumers with high environmental knowledge and environmental affect would be more likely to practice GCB. In addition, in the past studies, it was found that environmental knowledge influenced purchase intention (D'Souza et al., 2006; 2014; Barber et al., 2009). Hence, environmental knowledge and environmental affect would be important predictors towards purchase intention and also GCB. Values such as self-enhancement and conservation were found to significantly influence GCB; on the other note, self-transcendence value did not significantly influence GCB. One possible reason is that the majority of the respondents in this study are comprised of young consumers with age ranging from 29-39 or below 40. Hence, self-transcendence value might not be really significant among this age group. Consequently, it leads to the insignificant findings. Additionally, religiosity has been found to have insignificant relationship with GCB. The reason why religiosity has no significant influence on GCB could be due to the fact that regardless of whether the respondents of this study are religious or not, the majority is showing concerned over GCB.

As for external factors, the present study found out that the influence of peers has a significant impact on GCB. On the other hand, the brand does not significantly influence GCB. This might be because, in Malaysia, most of the brands are not using eco-labelling on their packaging. Thus, consumers are having difficulties in differentiating between green and non-green brands. Therefore, brands cannot possibly influence GCB due to this reason. The respondents of this study are mostly influenced by their friends and colleagues to practice GCB. Perhaps, one possible explanation for this is due to the majority of the respondents is comprised of young consumers with age ranging between 20 and 29 years old. Young consumers tend to be influenced by their peers more easily when compared to much older consumers.

Table 5: Hypotheses testing results

	Hypotheses	Decision
H1a	Environmental knowledge has a positive effect on green consumption behaviour.	Supported
H1b	Environmental affect has a positive impact on green consumption behaviour.	Supported
H2a	Religiosity has a positive effect on green consumption behaviour.	Not supported

H2b	Self-transcendence has a positive effect on green consumption behaviour.	Not Supported
H2c	Conservation has a positive effect on green consumption behaviour.	Supported
H2d	Self-enhancement has a positive effect on green consumption behaviour.	Supported
H3a	Brand has a positive effect on green consumption behaviour.	Not Supported
H3b	Peers influence has a positive impact on green consumption behaviour.	Supported

Managerial Implications

Green consumption behaviour is consumption that minimizes the adverse impact of consumption on the environment. To ensure consumers practice GCB, it is crucial to understand the effect of both internal and external factors on GCB. The present study has augmented the understanding and knowledge of marketers' about the drivers of consumers' green consumption behaviour in the Malaysian context. The findings indicated that the green consumption behaviour of Malaysian consumers has been influenced by factors such as peers influence, environmental knowledge and environmental affect. The influence of peers has emerged as the most significant determinant of green consumption behaviour followed by environmental affect and environmental knowledge. With peers influence - a key driver, managerial attention must focus on enhancing proper communication on the benefits of green consumption among the consumers. Although, green consumption behaviour is a noticeable trend for the future consumption in line with the sustainable development goals, by far not all consumers possess a high degree of concern on sustainable consumption. In accordance with the findings of the present study, it is important for managers and policymakers to focus on the management and planning of green campaigns and promotions. Traditional media like television and radio can be used in combination with modern media channels such as Instagram, YouTube, Whatsapp, Facebook and Twitter to communicate their strong commitment towards sustaining the environment. Such green communications and promotions conducted by marketers and policymakers would be able to emphasize the benefits of practicing GCB among consumers. As a result, more consumers will become aware of the consequences of not practicing GCB and would be willing to change their consumption behaviour towards more sustainable consumption practices.

Conclusion

In conclusion, present study has elucidated crucial factors that influence GCB among Malaysian consumers. The findings also give the implications that the

greater the encouragement from peers, the higher the tendency for consumers of a developing country to practice GCB. In terms of the effect of internal factors on GCB, the findings suggested that key determinants of GCB for internal factors are environmental affect, environmental knowledge, conservation value and self-enhancement value. Given the above findings, the study has enhanced the understanding of the influence of both internal and external factors on GCB. This study contributes to both theory and practice. From a theoretical perspective, the application of integrated theory of TRA and VAB model in the proposed theoretical framework advances the existing literature on GCB by providing a deeper understanding of the determinants of GCB in the context of a developing nation. In addition, this study extends the existing literature on GCB in such a way that it has analysed green consumption behaviour rather than green consumption intention. In fact, this study is among the first studies that conceptualized GCB as a composite measure.

This study contributes to theory by expanding on the GCB concept that has surprisingly received little attention in the past literature. In terms of practical significance, the findings of the study provide empirical evidence about critical factors that affects GCB in an Asian country. Firstly, given the fact that psychological factors (environmental knowledge and environmental affect) and values (conservation value and self-enhancement value) have a strong influence on GCB, more campaigns and awareness programs need to be conducted by marketers and policymakers to enhance consumers' knowledge and feelings towards environmental issues and the importance of practicing GCB to reduce the impact of overconsumption on the environment. Secondly, since the influence of peers has been proven to play a significant role in enhancing GCB among Malaysian consumers, marketers and policymakers should promote their green practices and initiatives via multitude of media channels, traditional and modern media alike.

Further, applying the understanding of how the internal and external factors influence GCB could lead to better marketing strategies to promote green products and better initiatives to educate consumers to practice GCB among Malaysians consumers as well as consumers from other developing nations. Even though the present study provides important insights, it has several limitations, and further study should address some of the issues not discussed in this study. The first limitation of the study is that the data of this study have obtained from mall-intercept methods limited to only five cities in Malaysia. Future studies can be extended to include other cities in Malaysia as well as cities outside of Malaysia. Second, while considering the mixed findings on the effect of internal and external factors on GCB, future research in this area should consider investigating the effects of potential moderating variables as well as analysing the influence of other predictors such as governmental roles and social media roles on GCB that have not been examined in the study.

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KIEROWANIE ZACHOWANAMI ZIELONEJ KONSUMPCJI ICH WPŁYW NA ZARZĄDZANIE

Streszczenie: Niniejsze badanie ma na celu wyjaśnienie wpływu czynników wewnętrznych i zewnętrznych na zachowania związane z zieloną konsumpcją. W poprzednich badaniach połączenie czynników wewnętrznych i zewnętrznych w kompleksowej koncepcji zachowań związanych z zieloną konsumpcją nie zostało wyjaśnione w jasny sposób. Niniejsze badanie zastosowało i rozszerzyło Teorię Przyczyny Działania oraz Model Wartości-Postawy-Zachowania, aby wyjaśnić czynniki wpływające na zachowania konsumpcji ekologicznej wśród malezyjskich konsumentów. Dane zebrano za pomocą samodzielnie przeprowadzonej ankiety przechwytyjącej centrum handlowe i przeanalizowano za pomocą statystyk opisowych i wielokrotnych regresji. Odkrycia wykazały, że takie czynniki, jak wpływ rówieśników, wpływ na środowisko i wiedza o środowisku znacząco wpływają na zachowania związane z zieloną konsumpcją. Z kolei czynniki takie jak religijność i wpływ marki nie mają znaczącego wpływu na zachowania związane z zieloną konsumpcją. Obecnie badanie to jest jednym z pierwszych badań, w których ocenia się wpływ czynników wewnętrznych i zewnętrznych na kompleksową koncepcję zachowań związanych z zieloną konsumpcją. Ponadto badanie to rozszerza dotychczasową literaturę na temat zachowań związanych z konsumpcją ekologiczną i dostarcza odpowiednich informacji menedżerom i decydentom, którzy mogą im pomóc w wysiłkach na rzecz poprawy zachowań ekologicznych wśród malezyjczyków.

Słowa kluczowe: zielone zachowanie konsumpcyjne, wartości, wiedza o środowisku, wpływ na środowisko, wpływ rówieśników

綠色消費行為的驅動因素及其對管理的啟示

摘要:本研究旨在解釋內部和外部因素對綠色消費行為的影響。在先前的研究中，內部和外部因素的結合對綠色消費行為的綜合概念尚不清楚。本研究應用並擴展了“理性行動”理論和“價值-態度-行為”模型，以闡明馬來西亞消費者中綠色消費行為的驅動因素。使用自我管理的購物中心攔截調查收集數據，並使用描述性統計數據和多元回歸分析。研究結果表明，諸如同齡人影響，環境影響和環境知識等因素顯著影響綠色消費行為。相反，諸如宗教信仰和品牌影響力等因素對綠色消費行為沒有重大影響。目前，這項研究是評估內部和外部因素對綠色消費行為的綜合概念的影響的首批研究之一。除此之外，這項研究擴展了過去有關綠色消費行為的文獻，並為管理者和決策者提供了相關信息，可以幫助他們努力提高馬來西亞人的綠色消費行為。

關鍵詞:綠色消費行為，價值，環境知識，環境影響，同伴影響