

THE RELATIONSHIPS BETWEEN ENVIRONMENTAL KNOWLEDGE, ENVIRONMENTAL ATTITUDE AND SUBJECTIVE NORM ON MALAYSIAN CONSUMERS GREEN PURCHASE BEHAVIOUR

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Abstract

In most parts of the world, concern about the environment has become not only a significant public issue but also a crucial topic in academic research. Concern about environmental sustainability and climate change has increased dramatically in the past and is affecting the way consumers behave. This change has led to a greater focus on green consumerism. This study examines the relationships between environmental knowledge, environmental attitude, subjective norm and green purchase behaviour. This study is cross-sectional in nature. A survey was carried out to acquire data from 616 consumers using structured questionnaires at 10 hypermarkets in Malaysia, utilizing a series of mall intercept method. The analysis undertaken showed that environmental knowledge, environmental attitude and subjective norm positively influenced green purchase behavior. It was discovered that respondents who are knowledgeable about environmental issues and have positive attitude towards the environment tend to consume more green

products. Also it was found that social pressure influences respondents to consume more green products. Environmental attitude is positively influenced by environmental knowledge and subjective norm. This study provides valuable insight into consumer behavior regarding green products by examining the influence of knowledge, environmental attitude and subjective norm on green purchase behavior. The theoretical implications and managerial implications of these findings are discussed.

Introduction

Since 1960's, there has been a rising concern about the future of the earth and its inhabitants. This concern leads to the following question: "Do we have enough resources to sustain the way of living that is enjoyed by the world's consumers?" Undeniably, environment is vital for the growth and survival of all living beings. But sadly, it has fallen prey to mankind. Nature is being despoiled by the activities undertaken by companies and consumers. For this reason, it becomes the

