



Study On Green Consciousness Of Consumers Using The Theory Of Planned Behaviour

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Abstract

Understanding the essence of green consumption behaviour is pivotal for promoting sustainable practices in society. Through the lens of the Theory of Planned Behaviour (TPB), this study aims to delve into the determinants of green consumption behaviour by examining the key determinants of actual behaviour. The theoretical framework conceived for the study was tested using primary data. Partial least squares method and structural equation modelling were employed to analyse the data. The analysis confirms significant relationships between key TPB constructs and green consumption behaviour. Perceived benefits enhance positive attitudes toward green products, while perceived risks negatively impact these attitudes. Normative beliefs and moral obligations significantly influence subjective norms. Both control forces and control beliefs enhance perceived behavioural control. Notably, perceived behavioural control directly affects intentions but does not significantly impact actual behaviour independently. It also acknowledges limitations such as sample diversity and reliance on self-reported data. The findings suggest that future research should diversify participant demographics and consider additional contemporary variables to enhance the TPB framework.

Keywords: Behavioural Intention, Green Consumption, Perceived Behavioural Control, Smart PLS, Theory of planned behaviour.

1. Introduction

It is a known fact that consumer behaviour is a complex interplay of cognitive processes that shape how individuals perceive, evaluate and decide on purchasing goods or services. As environmental sustainability becomes increasingly a part of mainstream conversations, it is also shaping societal norms and values. Consumers are more likely to prioritize eco-conscious decisions in their purchasing behaviours. There is for sure a complex interplay between cognitive processes and environmental consciousness in shaping consumer behaviour. Although significant research on environmental consciousness and awareness of the consumer exists (Diamantopoulos et al., 2003, Schwepker and Cornwell, 1991) and studies have also concentrated on observing consumers' consumption patterns and non-consumption behaviour (Follows and Jobber, 2000, Lee, 2009), yet the knowledge of factors affecting consumer green purchase behaviour remains limited.

2. Research problem and research question

A recent survey by Bain & Company reveals that over 60% of Indian consumers are willing to pay a premium for sustainable products. The study indicates that 52% of urban consumers in India plan to increase spending on eco-friendly brands in the next three years. However, barriers such as a nascent understanding of sustainability, high prices, availability issues, and limited sustainable options currently hinder purchasing decisions. Despite being conscious of environmental issues, many consumers fail to translate their intentions into positive actions when it comes to buying eco-friendly products. The survey, conducted across the Asia-Pacific region with over 16,000 participants, identifies common barriers to sustainable product adoption. Issues like difficulty in identifying such products, scepticism about sustainability claims, and gaps in product range contribute to a high dropout rate in spite of consumer intent to shop sustainably.

The research problem is to understand the factors that contribute to this gap between intention and behaviour using the TPB conceptual model.

TPB suggests that consumer behaviour is influenced by three main factors: attitudes, subjective norms, and perceived behavioural control. The research question is to evaluate the collective influence of these variables on the purchasing decisions of eco-friendly products among consumers. In the context of green consciousness, understanding how these factors interact is essential. For example, someone may have a positive attitude towards buying eco-friendly products because they believe it benefits the environment. However, if their social circle or cultural norms do not prioritize environmental sustainability, they may feel pressure to conform to conventional consumption patterns, influencing their purchasing decisions. Also, perceived behavioural control plays a role; if consumers perceive eco-friendly options as inaccessible or too costly, they may opt for less sustainable alternatives.

3. Literature review

Previous studies have clearly demonstrated that despite individuals recognizing the seriousness of environmental issues, their environmental attitudes do not consistently translate into green purchasing behaviours (Bamberg, 2003; Kilbourne & Beckmann, 1998; Nordlund & Garvill, 2002). Rokka and Uusitalo (2008) observed that even highly environmentally conscious consumers do not always opt for green products. Their purchasing decisions are influenced by both ecological considerations and their evaluation of various product attributes. Additionally, situational factors can hinder environmentally responsible purchasing, diminishing the impact of a positive environmental attitude.

Consumers possess the capability to prevent or decrease environmental damage by purchasing green products. Previous research indicates that consumers have a positive attitude towards environmental protection (Arvola et al., 2008, Ellen et al., 2006, Liu et al., 2012, Vermeir and Verbeke, 2006). In fact, consumers have, in the past, expressed their demand for green products to companies (Bockman et al., 2009, Schmeltz, 2012). Although the number of individuals willing to purchase green products has increased in the last few years, there is little evidence to suggest that purchase of green products has increased; despite environmental concern and positive attitude of customers towards sustainability and green products, market

share of green products remains confined to just 1-3% of the entire market (Bray, Johns and Killburn, 2011). This suggests that environmental considerations play a minor role in consumer purchasing decisions and people generally overlook environmental impacts of their purchases (Mohr, Webb and Harris, 2001).

The Theory of Planned Behavior (TPB) was developed by Icek Ajzen in 1985 as an extension of the Theory of Reasoned Action (TRA), which he co-developed with Martin Fishbein in the late 1970s. The TRA was developed to understand the relationship between attitudes and behaviours. It posited that an individual's intention to perform behaviour is the primary determinant of whether they will actually do so. TRA highlighted that behavioural intentions are influenced by attitudes and subjective norms, suggesting that understanding these factors can help predict actual behaviour. One of the limitations of TRA was its inability to account for behaviours that are not entirely self-controllable. Some behaviours are influenced by factors outside the individual's control, which TRA did not address. To address this limitation, Icek Ajzen introduced the Theory of Planned Behaviour in 1985. TPB expanded on TRA by adding a third component, which is perceived behavioural control. This addition makes TPB a more robust model for understanding and predicting behaviours across different contexts. In his seminal 1991 paper on the Theory of Planned Behaviour (TPB), Icek Ajzen provided comprehensive guidelines for measuring the constructs of attitudes, subjective norms, and perceived behavioural control ensuring that these constructs are accurately captured, enhancing the overall predictive validity of TPB. In their 2000 paper, Ajzen and Fishbein discuss key determinants within TPB. Attitude is shaped by behavioural beliefs about outcomes and their evaluations, such as perceived benefits and risks. Subjective norms are influenced by normative beliefs regarding social pressures, motivation to comply, and moral obligations, reflecting what significant others think and do. Perceived behavioural control involves control beliefs about facilitating conditions and impediments, and the perceived power to overcome these factors. Together, these constructs interact to predict behavioural intentions and actual behaviour in various contexts.

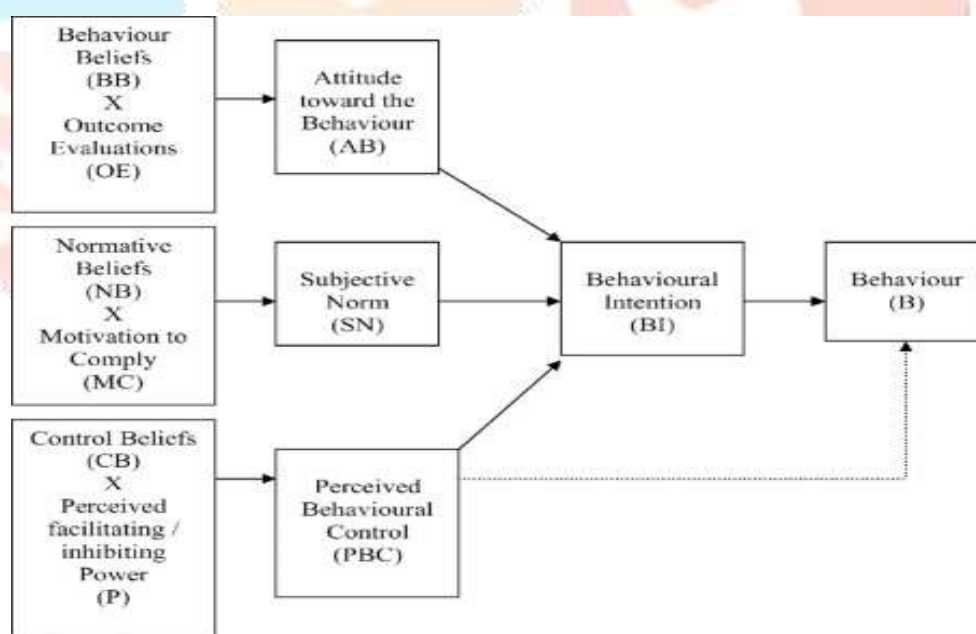


Figure 1. Schematic representation of Ajzen's Theory of Planned Behaviour

Several research works in marketing have extended the Theory of Planned Behaviour (TPB) to study behavioural intentions and actual behaviour in various marketing contexts. Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008) studied perceived benefit (e.g., accessibility, ease of use) and perceived risk (e.g., security concerns, transaction errors) as factors influencing consumers' attitudes toward adopting mobile banking services. Shaw, D., Shiu, E., & Clarke, I. (2000) explored how normative beliefs and moral obligations influence ethical consumption behaviours. The findings suggest that consumers' perceptions of social

expectations (normative beliefs) and their moral obligations significantly shape their intentions to engage in ethical purchasing. Harland, P., Staats, H., & Wilke, H. A. M. (1999) incorporated personal moral obligations and normative beliefs into the TPB framework to predict pro-environmental behaviours. Yousafzai, S. Y., Foxall, G. R., & Pallister, J. G. (2010) integrated control beliefs (e.g., ease of use, compatibility) and control forces (e.g., technical support, regulatory environment) into the TPB framework to predict internet banking adoption. All of these studies suggest the robustness of these constructs enhancing the TPB framework's ability to capture the complexities of consumer decision-making processes.

The research framework employed by Wu, S.-I., & Chen, J.-Y. (2014) in their investigation of green consumption behaviour has influenced this research in understanding consumer behaviour towards environmentally friendly products.

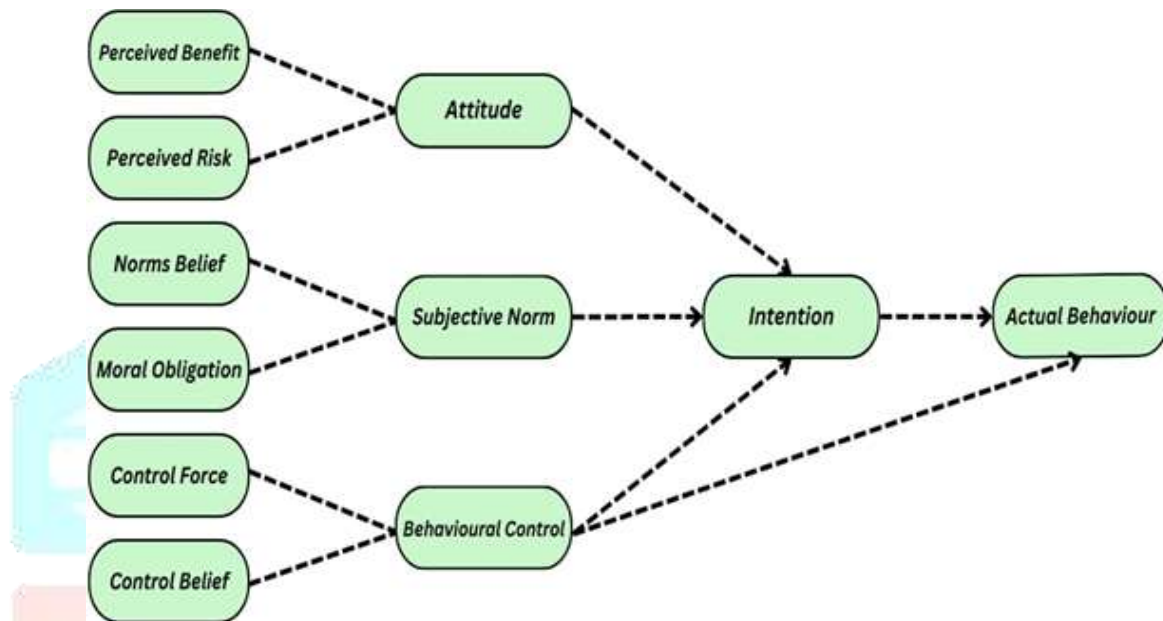


Figure 2. Research Model

3.1 Hypotheses of the study

Based on the TPB framework, the following hypotheses are proposed to investigate how attitudes, subjective norms, and perceived behavioural control influence consumers' intentions and behaviour regarding green products.

H1: The perceived benefit of green consumption has a positive influence on consumer attitude

H2: The perceived risk of green consumption has a negative influence on consumer attitude

H3: The normative belief of the consumer regarding green consumption has a positive influence on subjective norm

H4: The moral obligation experienced by the consumer regarding green consumption has a positive to the subjective norm

H5: The control force of the consumer regarding green consumption has a positive influence on behavioural control

H6: The control belief of the consumer regarding green consumption has a positive influence on behavioural control

H7: The attitude of the consumer towards green consumption is positively related to behavioral intention.

H8: The subjective norm of the consumer regarding green consumption is positively related to behavioural intention

H9: The perceived behavioural control of the consumer regarding green consumption is positively related to behavioural intention

H10: The behavioural intention of the consumer regarding green consumption is positively related to actual behaviour

H11: Behavioural control related to green consumption is positively related to actual behaviour

4. Research methodology

The target population for this study comprised respondents in the age group of 18-54 years. A structured research questionnaire was utilized to gather qualitative primary data from the sample respondents. The research questionnaire, employing a 5-point Likert scale, was circulated via Google Forms to collect responses for the research project. The sampling technique used is convenience sampling. A total of 320 responses were gathered, reflecting a diverse range of perspectives and opinions from respondents. To maximize the reach and diversity of participants, the questionnaire was circulated across India and abroad via various social media platforms, such as, WhatsApp, Instagram and LinkedIn, in order to capture a wide array of viewpoints and experiences.

For the analysis, Smart PLS software was utilized to operationalize the variables through the Partial Least Squares (PLS) algorithm. Additionally, the study employed bootstrapping as a robust method for hypothesis testing. Through this the study aims to generate valid and reliable insights into the factors influencing green consumption behaviour, contributing to a deeper understanding of how TPB constructs interplay to shape consumer behaviour in the context of environmentally friendly products.

Table 1. Operationalization of the variables

Variables/Construct	Statement of Opinion or Indicator	Literature
Perceived Benefit	(PB1)I think green products are trustworthy (PB2)I think green products have better quality (PB3)I think purchasing green products is more economical (PB4)I think green products are much more durable	Chen, M.-F., & Tung, P.-J. (2014) Tung, V. W. S., & Ritchie, J. R. B. (2011).
Perceived Risk	(PR1)I think practicing green consumption cannot be approved by the community (PR2)I think practicing green consumption cannot enhance my personal image (PR3)I think using green products cannot guarantee safety (PR4)I think using green products cannot improve my health (PR5)I feel that the performance of green products is not meeting the expected standards	Gleim, M. R., Smith, J. S., Andrews, D., & Cronin, J. J. (2013) Lin, P. C., & Huang, Y. H. (2012)
Norms Belief	(NB1)My family thinks I should practice green consumption (NB2)My friends think I should practice green consumption (NB3)I value the opinion of my family on green consumption (NB4)I value the opinion of my friends on green	Kim, Y., & Han, H. (2010) Cheung, S. F., Chan, D. K. S., & Wong, Z. S. Y. (1999)

	consumption	
Moral Obligation	(MO1)I think purchasing green products fulfills my responsibility towards the environment (MO2)I believe that purchasing green products contributes to the protection of the environment (MO3)I think purchasing green products meets the demand of the moral code	Grob, A. (1995) Harland, P., Staats, H., & Wilke, H. A. M. (1999) Sparks, P., & Shepherd, R. (1992) Schwartz, S. H. (1977)
Control Force	(CF1)I have sufficient money to purchase green products (CF2)I have sufficient time to purchase green products (CF3)I have sufficient resources to support green consumption (CF4)I have sufficient information and knowledge on green products (CF5)I consider I am capable of practicing green consumption	Vermeir, I., & Verbeke, W. (2008) Tanner, C., & Wölfling Kast, S. (2003) Armitage, C. J., & Conner, M. (1999) Kaiser, F. G., & Gutscher, H. (2003)
Control Belief	(CB1)It's easy for me to practice green consumption (CB2)I can tell the differences between green products and ordinary products (CB3)I have a good understanding of green consumption	Akehurst, G., Afonso, C., & Gonçalves, H. M. (2012) Joshi, Y., & Rahman, Z. (2015) Paul, J., Modi, A., & Patel, J. (2016) Zhao, H., Gao, Q., Wu, Y., Wang, Y., & Zhu, X. (2014)
Attitude	(A1)I think practicing green consumption is righteous (A2)I think practicing green consumption is valuable (A3)I think practicing green consumption is delightful (A4)I think it's wise to practice green consumption	Chan, R. Y. K. (2001) Schlegelmilch, B. B., Bohlen, G. M., & Diamantopoulos, A. (1996) Mustafa, M. M. (2007), Lee, K. (2008)
Subjective Norms	(SN1)I think purchasing green products is appropriate (SN2)I think purchasing green products is necessary (SN3)I think purchasing green products is to benefit other people as well as one self	Han, H., Hsu, L. T. J., & Sheu, C. (2010) Paul, J., Modi, A., & Patel, J. (2016) Yadav, R., & Pathak, G. S. (2016) Chen, M. F. (2007)
Behavioural Control	(BC1)I can make decisions to purchase green products (BC2)I can participate in the decision-making process of purchasing green products (BC3)I can decide whether to purchase green products or not by myself (BC4)I am free to choose green products while purchasing	Vermeir, I., & Verbeke, W. (2008) Joshi, Y., & Rahman, Z. (2015) Paul, J., Modi, A., & Patel, J. (2016) Chen, M. F. (2007)
Behavioural Intention	(BI1)I would like to purchase green products (BI2)I would like to consider purchasing green products first (BI3)I would like to practice green consumption (BI4)I would like to recommend that others consider purchasing green products	Chen, M. F. (2007) Paul, J., Modi, A., & Patel, J. (2016) Yadav, R., & Pathak, G. S. (2016) Joshi, Y., & Rahman, Z. (2015)
Actual Behaviour	(AB1)I prefer purchasing Eco Mark certified products (AB2)I prefer choosing products causing less pollution (AB3)I prefer choosing energy saving products (AB4)I prefer choosing environmentally friendly	Tilikidou, I., & Delistavrou, A. (2001) Akehurst, G., Afonso, C., & Gonçalves, H. M. (2012) N., Leonidou, L. C., &

	products	Kvasova, O. (2010) Kumar, B. (2012)
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5. Data analysis, results and discussion

5.1 Demographic profile of respondents

Table 2.Demographic Profile of Respondents

Profile	Division	Percent
Age	18-24 years	43.4%
	25-34 years	15.6%
	35-44 years	10.3%
	45-54 years	13.1%
	Above 55 years	17.5%
Gender	Female	71.3%
	Male	28.8%
Profession	Students	38.1%
	Employed Full Time	33.4%
	Retired	10%
	Homemakers	9.1%
	Self Employed	7.8%
Education	Unemployed	1.6%
	Bachelor's Degree	50.9%
	Master's Degree	30%
	Doctorate/Professional Degree	8.1%
	High School/Diploma	9.4%
	Others	1.6%

Source: Primary data

The table above shows that most respondents were female (71.3%) while males were comparatively lesser (28.8%). The education category indicates that majority respondents 50.9% had a master's degree, followed by 30% who were undergraduates. Professionally, 38.1% were students and 33.4% were employed full-time. Majority of the respondents (43.4%) were in the age bracket of 18-24 years followed by those between 25-34 years. This demographic profile suggests a well-educated, predominantly young, and female-dominated respondent pool, with a substantial representation of students and full-time employees.

5.2 Evaluation of the measurement model

In the context of SMART PLS (Partial Least Squares Structural Equation Modeling), the measurement model refers to the part of the model that specifies the relationships between latent variables (constructs) and their observed indicators (manifest variables). Essentially, it defines how each construct is measured by its corresponding indicators. The variables of perceived benefit, perceived risk, norms belief, moral obligation, control force and control belief are the exogenous latent variables in the proposed research model.

The measurement model is assessed to validate the individual indicators. Individual indicators are evaluated for reliability (referred to as Indicator reliability). To assess Indicator reliability, the outer loadings in the default report generated by SmartPLS-4 after running the PLS algorithm are examined. These outer loadings indicate the correlations between the latent variable and the indicators. Each indicator's outer loading is

squared to determine its reliability. Following Hulland's (1999) recommendation of a minimum indicator reliability of 0.40, indicators with squared outer loadings of 0.40 or below are eliminated that only reliable indicators are retained. This process helps in refining the measurement model by excluding indicators that do not adequately reflect the underlying constructs, thereby enhancing the overall validity and reliability of the measurement instrument.

Table 3.Outer loadings and p values of the Hypothesized relationships

Perceived Benefit	Outer Loadings	Squared Outer Loadings
PB 1	0.783	0.613
PB 2	0.813	0.660
PB 3	0.674	0.454
PB 4	0.753	0.567
Perceived Risk		
PR1	0.642	0.412
PR2	0.793	0.628
PR3	0.841	0.707
PR4	0.857	0.734
PR5	0.68	0.462
Norms Belief		
NB1	0.837	0.700
NB2	0.808	0.652
NB3	0.829	0.687
NB4	0.791	0.625
Moral Obligation		
MO1	0.89	0.792
MO2	0.894	0.799
MO3	0.898	0.806
Control Force		
CF1	0.677	0.458
CF2	0.804	0.646
CF3	0.844	0.712
CF4	0.74	0.547
CF5	0.782	0.611
Control Belief		
CB1	0.805	0.648
CB2	0.868	0.753
CB3	0.904	0.817
Attitude		
A1	0.82	0.672
A2	0.853	0.727
A3	0.787	0.619
A4	0.857	0.734
Subjective Norms		
SN1	0.871	0.758
SN2	0.856	0.732

SN3	0.888	0.788
Behavioural Control		
BC1	0.857	0.734
BC2	0.847	0.717
BC3	0.872	0.760
BC4	0.853	0.727
Behavioural Intention		
BI1	0.87	0.756
BI2	0.869	0.755
BI3	0.914	0.835
BI4	0.839	0.703
Actual Behaviour		
AB1	0.701	0.491
AB2	0.915	0.837
AB3	0.914	0.835
AB4	0.92	0.846

Source: SmartPLS4 output

5.2.1 Discussion

All indicators tested reliable, as evidenced by their squared outer loadings exceeding 0.40. This high level of reliability demonstrates that each indicator significantly contributes to the latent variable, confirming that they collectively form a single, strongly cohesive, and conceptually sound construct. The outer loadings reflect the degree to which each observed variable correlates with the latent variable, and values above 0.40 indicate a substantial and meaningful relationship. Consequently, the indicators not only capture the underlying concept effectively but also ensure the robustness and validity of the construct in the model.

5.3 Evaluation of the structural model

The structural model, also known as the inner model, represents the relationships between the latent variables (constructs) within the model. It specifies the hypothesized relationships among these constructs and examines the direct and indirect effects they have on one another.

To assess the significance of the hypothesised relationships in the research model, the technique of bootstrapping is used. Using a two-tailed t-test with a significance level of 5%, the path co-efficient will be significant if the T-statistic is larger than 1.96.

Table 4.*T-statistics and p values of the Hypothesized relationships*

Hypothesized path relationships	T -Statistics	P values	Result at 5% significance level	
Perceived Benefit → Attitude	12.129	0.000	Significant	Accept H1
Perceived Risk → Attitude	4.275	0.000	Significant	Accept H2
Normative Belief → Subjective Norms	2.412	0.016	Significant	Accept H3
Moral Obligation → Subjective Norms	13.237	0.000	Significant	Accept H4
Control Force → Behavioural Control	7.002	0.000	Significant	Accept H5
Control Belief → Behavioural Control	3.805	0.000	Significant	Accept H6
Attitude → Behavioural Intention	4.407	0.000	Significant	Accept H7
Subjective Norms → Behavioural Intention	3.967	0.000	Significant	Accept H8
Behavioural Control → Behavioural Intention	6.009	0.000	Significant	Accept H9
Behavioural Intention → Actual Behaviour	9.154	0.000	Significant	Accept H10
Behavioural Control → Actual Behaviour	0.516	0.606	Not Significant	Reject H11

5.3.1 Significant hypothesised relationships

All the hypothesized relationships, except one, were found to be significant with t-statistics greater than 1.96, indicating strong support for most of the proposed paths in the model.

Significant relationships

Perceived Benefit → Attitude: The positive relationship suggests that consumers who perceive higher benefits from green consumption develop a more favourable attitude toward it. This aligns with the expectation that the perceived advantages, such as environmental protection and health benefits, enhance positive attitudes.

Perceived Risk → Attitude: This significant relationship indicates that perceived risks (e.g., higher costs or uncertainty about product performance) influence consumer attitudes. A higher perceived risk tends to negatively affect attitudes toward green consumption.

Normative Belief → Subjective Norms: This significant path shows that normative beliefs, or the perceived social pressure from important others, strongly shape subjective norms. Consumers who believe that their peers and significant others value green consumption are more likely to be influenced by these norms.

Moral Obligation → Subjective Norms: The significant impact of moral obligation on subjective norms suggests that personal moral standards play a crucial role in shaping the perceived social pressure to engage in green consumption.

Control Force → Behavioural Control: This relationship highlights that external control factors, such as availability and affordability of green products, significantly affect consumers' perceived behavioural control.

Control Belief → Behavioural Control: Similarly, internal control beliefs, such as confidence in one's ability to choose green products, are significant determinants of perceived behavioural control.

Attitude → Behavioural Intention: This significant path demonstrates that a positive attitude toward green consumption strongly influences the intention to engage in such behaviour. Consumers with favourable attitudes are more likely to intend to purchase green products.

Subjective Norms → Behavioural Intention: The significant relationship indicates that subjective norm, or the perceived social pressure to perform the behaviour, significantly affect behavioural intentions.

Behavioural Control → Behavioural Intention: This significant path shows that higher perceived behavioural control, or the belief in one's capability to perform green consumption, leads to stronger behavioural intentions.

Behavioural Intention → Actual Behaviour: The strong and significant relationship between behavioural intention and actual behaviour confirms that intentions are a robust predictor of actual green consumption behaviour. When consumers intend to purchase green products, they are likely to follow through with actual purchases.

Non-Significant Relationship

Behavioural Control → Actual Behaviour (0.516): Despite a substantial path coefficient, this relationship was not statistically significant. This suggests that perceived behavioural control does not directly translate into actual behaviour when it comes to green consumption. This could be due to several reasons like higher prices, limited availability, or lack of convenience might prevent them from acting on their perceived control.

To assess the relevance of significant hypothesised relationships, the path coefficients are examined. The path coefficients indicate the strength and direction of these relationships, providing insights into their relevance. The size of the path coefficient determines the magnitude of influence of on the endogenous latent variables of Attitude, Subjective Norms, Behavioural Control, Behavioural Intention and Actual Behaviour.

Table 5.*Path coefficients of significant hypothesised relationships*

Significant Hypothesized path relationships	Path Coefficients
Perceived Benefit → Attitude (PB→A)	0.534
Perceived Risk → Attitude (PR→A)	-0.191
Normative Belief → Subjective Norms (NB→SN)	0.123
Moral Obligation → Subjective Norms (MO→SN)	0.614
Control Force → Behavioural Control (CF→BC)	0.429
Control Belief → Behavioural Control (CB→BC)	0.235
Attitude → Behavioural Intention (A→BI)	0.299
Subjective Norms → Behavioural Intention (SN→BI)	0.233
Behavioural Control → Behavioural Intention (BC→BI)	0.338
Behavioural Intention → Actual Behaviour (BI→AB)	0.584

5.3.2 Strength of significant hypothesised relationships

1. Perceived Benefit → Attitude (PB→A) - Strong positive path coefficient

When consumers recognize the advantages of green products, such as environmental preservation and health benefits, they are more likely to develop favourable attitudes. Marketers should highlight the benefits of green products to foster positive consumer attitudes.

2. Perceived Risk → Attitude (PR→A) - Negative path coefficient –weaker than PB but significant

Perceived risks reduce positive attitudes toward green consumption. Concerns such as higher costs, product efficacy, or availability issues can lead to less favourable attitudes. Consumer education and risk mitigation strategies are essential to enhance attitudes toward green consumption.

3. Normative Belief → Subjective Norms (NB→SN) – Modest but significant positive relationship

Consumers who perceive external social pressure are likely to internalize these norms. While the effect size is relatively small, it highlights the role of social influence and the importance of normative beliefs in shaping subjective norms.

4. Moral Obligation → Subjective Norms (MO→SN) - Strong positive path coefficient

Moral obligation significantly influences subjective norms. Consumers who feel a moral duty to engage in environmentally friendly behaviours are likely to experience stronger social norms supporting green consumption.

5. Control Force → Behavioural Control (CF→BC) - Substantial positive relationship

External factors such as product availability, affordability, and access enhance consumers' chances of engaging in green consumption. Marketers must reduce barriers and facilitate conditions to empower consumers to make environmentally friendly choices.

6. Control Belief → Behavioural Control (CB→BC) - Positive and moderate relationship

Consumers' confidence in their ability to perform green consumption behaviours contributes to their overall sense of control. Consumer education can help enhance consumers' self-efficacy. Also supportive resources can improve their perceived control.

7. Attitude → Behavioural Intention (A→BI) - Significant positive relationship

A favourable attitude towards green consumption leads to a stronger intention to engage in such behaviours. Therefore it's important to foster positive attitudes to enhance consumers' intentions to purchase and use green products.

8. Subjective Norms → Behavioural Intention (SN→BI) - Significant positive relationship

Social influences consumer intentions. Consumers who perceive social pressure and approval from their peers are more likely to intend to engage in green consumption.

9. Behavioural Control → Behavioural Intention (BC→BI) - Significant positive relationship

When consumers believe they have the necessary resources and opportunities to engage in green consumption, their intention to do so is strengthened.

10. Behavioural Intention → Actual Behaviour (BI→AB) - Significant positive relationship

Intentions are a strong predictor of actual green consumption behaviour. Consumers who intend to purchase and use green products are highly likely to follow through with these actions. This result validates the theory of planned behaviour, highlighting the critical role of intention in driving actual behaviour.

6. Conclusion

This study investigates the factors influencing consumer behaviour toward green consumption using the Theory of Planned Behaviour (TPB) framework. The findings provide substantial evidence on the posited determinants by the research model. Perceived benefits significantly enhance positive attitudes towards green products, while perceived risks negatively impact these attitudes. This finding is consistent with prior studies, such as Chen and Chang (2012), which emphasize the importance of perceived advantages in shaping consumer attitudes toward environmentally friendly behaviours. Laroche et al. (2001) similarly found that perceived risks can deter positive consumer attitudes toward green products. Normative beliefs and moral obligations strongly influence subjective norms, with moral obligations showing a particularly increased effect. External control forces and internal control beliefs both significantly improve perceived behavioural control. Attitudes, subjective norms, and perceived behavioral control are all significant predictors of behavioural intentions, which in turn strongly predict actual green consumption behaviour. Madden, Ellen, and Ajzen's (1992) emphasis on the role of control in intention formation. Notably, while perceived behavioural control directly affects intentions, it does not significantly impact actual behaviour independently.

7. Research implications

The findings from this study offer valuable insights for promoting green consumption behaviours. It emphasises the importance of marketing communication backed by supportive policy that strengthens the intentions of corporates and entrepreneurs to make green products affordable to consumers. Benefits of green products should be popularised. To help consumers translate their intentions into actual green consumption behaviour, Practical strategies such as providing incentives and reducing barriers to green consumption can be highly effective.

8. Limitations of the study and future recommendations

The study predominantly includes young adults, primarily students, with a significant majority being female. This gender imbalance may have introduced biases, as consumption behaviors and perspectives can differ across demographic groups and is a limitation to generalize the findings to the broader population. Future research should diversify participant demographics to gain a more comprehensive understanding of green consumption behaviours across different ages, professions, and gender identities. Also efforts can be made to expand the research model to enhance its applicability in contemporary contexts taking into consideration issues of sustainability, technology adoption, and the influence of digital media.

9. References

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