Abstract

Over the past decades, 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 lead to a greater focus on green consumerism. This study aimed to identify the profile of green consumers in Malaysia and the factors that contribute to green purchase behaviour. This study is correlational in nature, with the intention to obtain a good grasp of the consumer purchasing behavior of green products. This study is a cross-sectional where data was gathered once. A survey was carried out to acquire data from 616 respondents at ten main hypermarkets in Malaysia, utilizing a series of mall intercept method. From the responses gathered, only 186 respondents can be categorized as green consumers. Data were analyzed using descriptive statistics, t-test, anova, correlation and path analysis. The result indicated that level of green purchase behavior among Malaysian consumers were not encouraging. They tend to have low level of purchase on environmentally products as their shopping items. Respondents overall reported moderate levels of environmental knowledge and environmental attitudes. The findings suggest that environmental knowledge and subjective norms significantly influence environmental attitudes. Results from the path analysis revealed that environmental attitudes, environmental knowledge, subjective norms and perceived behavioural control contributed significantly to green purchase behavior. This study provides valuable insight into consumer behavior literature regarding the profile and purchase behavior of green products. Results are compared with earlier findings and implications for future research are discussed.

Keywords: Green products, environmental knowledge, environmental attitude, green purchase behavior, subjective norms, perceive behavioral control, green marketing.