

Consumption values and consumer environmental concern regarding green products

Abstract

This study applied the partial least squares (PLS) approach using the SmartPLS computer program to examine the impact of consumption values (i.e. functional value, social value, emotional value, conditional value and epistemic value) on consumer environmental concern about green products. The views of individuals from the general public in the Federal Territory of Labuan, Malaysia, were gathered through the use of a self-administered questionnaire. This was completed by 200 respondents who adopted a green lifestyle and were committed to buying green products such as organic vegetables at least once a week. The empirical results obtained via the PLS approach revealed that social value had the most significant effect on consumer environmental concerns regarding green products. This finding showed the significant influence of peer opinion on individuals' acceptance of green products and their impressions when purchasing such products. The next important factor is the epistemic value related to the purchasing of green products. The results of this study provided novel insights into consumer environmental concern regarding green products within the Malaysian context. In addition, the study provides important information for companies in encouraging them to emphasize the social and epistemic value of their products in order to boost consumer environmental concern related to green products and sustainable development. The results from this study could be used to assist manufacturers in producing green products that will be attractive to consumers. © 2015 Taylor & Francis