Investigating the Measurement of Consumer Ecological Behaviour, Environmental Knowledge, Healthy Food, and Healthy Way of Life

Abstract

The objective of this research is to investigate the measurement of consumer ecological behaviour, environmental knowledge, healthy food, and healthy way of life that is derived from the literature and survey. Correlations between environmental knowledge, healthy food, and healthy way of life with consumer ecological behaviour are also investigated. Statistical techniques were used to analyse the data using descriptive and exploratory factor analysis (EFA) with the computer programme Statistical Package for Social Sciences (SPSS) version 21. The latter was performed using principal component analysis and varimax rotation with the objective to test the underlying factor structure of the data. Next, confirmatory factor analysis (CFA) was executed via structural equation modeling (SEM) technique using analysis of moment structures (AMOS) computer programme version 21 in order to confirm the measurement model. CFA results show that the correlations between environmental knowledge, healthy way of life, and healthy food with consumer ecological behaviour were significant and supported, respectively. This study contributes to the extant literature on consumer ecological behaviour by developing a robust measure. Results offer a clearer perspective for companies to identify consumer ecological behaviour for better market segmentation, targeting and positioning of green products that are not harmful to the environment and could promote demands. The research implications are further explicated and the directions for future research are also elucidated.