

The potential for greener consumption: Some insights from Malaysia

Abstract

Consumers' consumptions are the major component for the economy of a country. The main purpose of this study is to determine the factors that lead Malaysians towards their intention to purchase greener products. Self-administered questionnaires were distributed to a total of 431 respondents at several states in Malaysia including Sabah, Sarawak and Federal Territory of Labuan. Empirical results via multiple regressions indicate that Environmental Attitude is the most important factor for green purchase intention followed by Health Consciousness and Environmental Knowledge whereas Environmental Labelling was found to be insignificant. The study suggests that understanding of environmental problems is not enough without a positive behaviour towards preserving the environment. This study also identifies the needs to increase awareness about green labelling on the product.