

Consumers' intention to purchase green product: Moderation effects of gender, age, income and education

Abstract

Climate change has become a global concern prior to the irresponsible human activities and development whereby previous research has shown that environmental issues and problems had psychologically influenced consumers' attitude and behaviour. This paper aims to generate a profile of prospective green consumers as well as to study the factors that influence consumers' green purchase intention in the case of Malaysia by investigating the moderating effects of demographic factors (i.e. gender, age, income and education). This study utilizes a hierarchical regression analysis via SPSS (Statistical Package for the Social Sciences) version 19. Four variables were proposed into the model including health consciousness, environmental attitude, environmental labelling and environmental knowledge. A total of 430 samples were collected at several capital cities in Malaysia by using self-administered questionnaire with regards that respondents are aware with environmental-related activities such as recycling to avoid bias or unrealistic answers. The results showed that environmental labelling was insignificant whereas environmental knowledge was the most important predictor towards consumers' purchase intention, followed by health consciousness and environmental attitude. It is crucial for government and marketers to work closely not just to create a better awareness on the green labelling and certification among Malaysians but also to transform consumer knowledge on environmental issues as a strong platform to practice an ethical consumption.