Consumers' intention to purchase green product: Insights from Malaysia

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 study aims to investigate the factors that influence consumers' green purchase intention in the case of Malaysia. 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. Data were analysed using multiple regression analysis via Statistical Package for the Social Sciences (SPSS) version 19.0 computer program. The results revealed that environmental knowledge was the most important predictor towards consumers' purchase intention, followed by health consciousness and environmental attitude whereas environmental labelling was found insignificant. 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.