

Engagement in campus environmental activities and green initiatives in Malaysia: A structural equation modelling approach

Abstract

This study examines the structural relationship between attitudes towards environmental activities, subjective norms, and perceived behavioural control, and students' intention to engage in environmental activities and green initiatives on campus and the moderating effects of actual engagement with environmental activities such as using recycle bins in the campus. Results of the covariance structural equation modelling based (CB-SEM) approach divulged that perceived behavioural control positively affects students' intention to engage in environmental activities and green initiatives on campus was significantly proven. Next, results also found significant differences between light and heavy categories of actual engagement with environmental activities such as using recycle bins which successfully moderated these links. The research makes a significant contribution to a solid understanding of the students' intention to engage in environmental and green initiatives on campus, which is marginally touched on in the literature in the Asia context. Direction for future research is also provided.