

Sustainable consumption: The effects of knowledge, cultural values, environmental advertising, and demographics

Abstract

As a result of human lifestyles and unsustainable consumption patterns, the environment continues to deteriorate and thus inhibit sustainable development. In order to curb this situation and promote a sustainable economy, one of the solution is to reduce conventional products consumption and shift to green products. Over the past 20 years, marketing managers keenly seek to understand the green market; however, inadequate information on how to promote consumers' green behavioral intentions is slowing the growth of green markets and becomes a barrier for firms when developing segments and communicating strategies for effective promotion of green products in countries like Malaysia where the trend is fairly new. Therefore, this study attempts to examine the impact of environmental knowledge, cultural values, and environmental advertising and determine the moderating effect of income level, education level, and gender on consumers' green purchase intentions. A survey was administered, and a total of 405 valid questionnaires were obtained. Structural equation modeling technique was used to evaluate the causal model by using SmartPLS 2.0 software. The finding results suggest that cultural values and environmental advertising are the main influences in building green purchase intentions, while environmental knowledge is not significantly related. The results also indicate that education level and gender have a significant positive moderation effect while income did not. This suggests that green purchase intentions' motivational factors are greater among highly educated individuals, with females in particular. The discussions and implications of these findings are further elaborated.