

Examining green consumerism motivational drivers: does premium price and demographics matter to green purchasing?

Abstract

Environmental deterioration caused by consumers' non-sustainable consumption pattern is putting a strain on the environment and is hindering sustainable development. In order to impede this effect and promote a more sustainable economy, one solution is to reduce or shift consumption from conventional products to green products. The unfortunate reality indicates that inadequate information on how to promote consumers' green behavioral intention is slowing the growth of green markets; such inadequacy appears as a prevailing obstacle facing firms while developing segments and communicating strategies for effectively promoting green products. The mentioned impact is more prevailing and most experienced in countries like Malaysia. Hence, consumers' behavioral intentions must be better understood in order to strengthen knowledge about fostering green purchases. This study aims to determine the motivational factors that influence green purchasing intention and simultaneously assess the moderator roles of the premium price and demographic characteristics – given that consumers' degree of greenness varies. A survey was administered and a total of 405 usable questionnaires were obtained. Structural equation modeling (SEM) was applied to test the hypotheses. Results indicate that environmental attitude, eco-label and cultural value (man–nature orientation) significantly influence the green purchase intention. The result also indicates that the premium price has no moderating effect, denying its role as one of the main barriers for consumers to walk their talk as it has previously been reported by studies and opinion polls. In addition, the findings revealed that education level and gender have a significant positive moderation effect. This suggests that green purchase intentions' motivational factors are greater among highly educated individuals especially with female consumers in particular. This study contributes to the understanding of the main factors that motivate consumers' intention to purchase green products in Malaysia. It also offers insights and discusses implementations for manufacturers, marketers and policy makers concerned with the drivers that motivate consumers' green purchasing intentions which require different marketing plan and strategy than conventional products.