

## **Structural relationships on consumer ecological behaviour**

### **Abstract**

This study aims to examine factors affecting consumer ecological behaviour. The study received 200 usable responses from respondents located in the Federal Territory of Labuan, Malaysia who have had experience in performing ecological behaviour such as doing recycling, using unleaded petrol, organic vegetables, ozone friendly aerosols, and any environmental related activities in the year of 2012. Structural Equation Modeling (SEM) analysis via AMOS 5.0 was used for data analysis as it has the ability to ensure the consistency of the model with the data and to estimate effects among constructs. Results via SEM revealed that environmental knowledge is the most influential factor that effect consumer ecological behaviour. The results offer a clearer perspective to companies for identifying the consumer ecological behaviour for better segmentation, targeting and positioning of market. This study provides a number of practical implications for marketers in boosting consumers' ecological behaviour