

# Identification of Factors and Development of a Theoretical Framework for Green Consumption Behavior in Perspective of Muslim Consumers in Developing Countries

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## Abstract

*This research paper aims at identifying and clarifying the factors influencing green consumption behavior in a Muslim intensive developing country like Bangladesh. This is in fact a literature review which follows the trend of a content analysis as a methodology. After a threadbare review of literatures from different sources it has been revealed that the dependent variable green consumption behavior is supposed to be greatly predicted by some independent variables like behavioral intention to consume green, attitude towards green behavior, group recommendation, environmental education and self-efficacy. With these elements a theoretical framework can be drawn and some hypotheses can be developed that may guide researchers with interest in this area to go for an empirical study.*

**Keywords:** *Factors, Green consumption behavior, literature review, behavioral intention to consume green, attitude towards green behavior, group recommendation, environmental education and self-efficacy*

## 1. Introduction

Green behavior or green consumption behavior is an emerging issue of the globe now-a-days. Environmental hazards of different kinds have pushed our green planet into various threats. Some environmental trends pose threats to change the earth radically, impend the lives of numerous species comprising the human being. Much of industrious lands turn into barren

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desert (Brundtland, 1987; Daly, 1990). A wide area of forest is being converted to low-grade farmland. In European countries, acid sleet ruins lakes and forests. It thus harms nation's resourceful, and architectural heritage. The excessive use of fossil fuels pours carbon dioxide into the air causing tedious warming on the earth. This increase in average global temperatures causing shift of agricultural production areas, raise sea levels for which the coastal areas are being flooded. This ways national economies are being disrupted (Brundtland, 1987; Daly, 1990). Other forms of industrial gases affect planet's important ozone layers to a degree that the cancers to human and animal rise abruptly. The food chain of oceans upset, agriculture and industry lay toxic ingredients into the food chain of every human and underground water go beyond grasp of cleansing (Brundtland, 1987).

These trends of losses are reinforced by escalating levels of human consumption inflicting unendurable loads on natural resources like land, forest and water. Risks are elevated about quality of environment, the convenience of necessary resources and their sustainability in future. People in the less developed countries like Bangladesh are undergoing insecure livelihoods because of weak governance, poverty, and a dependence on a degradable resources (Smith, 2013). In spite of alertness of the menace to the planet has outwardly amplified over the last few decades, environmental humiliation still continues. There are growing interest in behavioral apparatuses of environmental hitches in recent years. It attest that human action particularly consumption behavior is the perilous element in degradation of the environment (Tanner, 1999). Therefore, changes in consumption behavior for example green behavior that is environment friendly behavior may be able to make a positive contribution to the wellbeing of the environment.

In this regard, different quarters are amplifying voices to endorse and encourage green behavior. Due to increased concern of various stakes, new initiatives are being taken, new policies, and strategies are being formulated to ensure sustainability of the environment. Asian region is taking the responsibility to enhance the quality of our environment by accelerating the motivation or drive of 'going-green' (Lee, 2008). Going green can be termed as doing environment friendly behavior. Riding bicycle, giving up smoking, avoiding plastics bags, switching off electronic devices, while getting exit from house or office, are few examples of going green. In Singapore, the campaign of '3Rs' has been proliferated by governments for motivating the citizen towards Reusing, Reducing and Recycling of internal waste (Pariatamby & Fauziah, 2014). Malaysian government, on the other hand, got involved in promoting the 'going green' conception through the establishment of the 'The Malaysian Green Technology Policy' that is promised as the nation's manifestation to the vision of having a 'Green Malaysia'. This incredible policy obliges to endorse sustainable development and gear up the country economy by promoting the appropriate way for consumption of energy. It is assumed that the quality life of nationals will be augmented due to the upsurge of national economic development and for maintaining the uprightness of environment (Wong, Ngadi, Abdullah, & Inuwa, 2015).

In Bangladesh, the government has initiated the 'No Plastic Bag' policy with a view to reduce the waste of plastic. Not only that, the government has taken it in the level of implementation encouraging the bags made of Cotton and Jute. Grameen Phone, Dutch-Bangla Bank, Islami Bank Bangladesh Limited (IBBL) and many other corporate sectors have joined with campaigns like 'Plant a Tree' program and Mangrove-Saving Project. Thus, the awareness about sustainability of environment has been raised and people are intending to purchase the environment friendly or green product which are of less harmful effects on environment. Sufficient number of researchers found showed that consumers, currently, are more anxious and aware of environmental impacts of their consumption. One of the studies by Dagnoli (1990, 1991); and Klein (1990) showed that 60 to 90 percent of consumers were relating their purchases with environmental impact (Dagnoli, 1990; Klein, 1990).

In this situation it has become a bare necessity to ensure green behavior. To take this responsibility of ensuring green consumption behavior it is essential to know the factors influencing green consumption behavior or green behavior. The incidence of issues related to the environment in the media has invigorated a large consumer groups to build environmental concerns, pro-environmental attitudes and an intention to purchase green products, and perform green behavior (Bergin-Seers & Mair, 2009; Peattie, 2010). People have many trade-offs with the natural environment in particular. Saving the nature from degradation is not a choice; it is a must to ensure a safe living of lives in this earth. People's consumption behavior significantly affects environment. So, consumers need to pay attention to sustainable or green consumption behavior avoiding the conventional harmful consumption to mark a positive footprint to the environment (Wu, 2015). Marketers have responded to consumers' growing environmental consciousness by developing 'environmentally friendly' or 'green' products (Kim, 2005). Around 70 percent of Americans opined that they were in favor of environmental protection and about 49 percent reported that they would avoid buying products those are potentially injurious to the environment (Hueber, 1991). Green or fair or ethical consumption behavior of the people can give birth to a sustainable environment. A remarkable number of researches have been contributed to find the factors affecting green behavior. Some researchers (Kaufmann, Panni, & Orphanidou, 2012; Stutzman & Green, 1982; Wahid, Rahbar, & Shyan, 2011) have tested the effects of the assumed factors on green behavior.

## **2. Objectives & Methodology**

The objective of this paper is to identify and explicate the factors influencing green consumption behavior. In this connection, this paper is an outcome of extensive literature review and a content analysis. Information have been gathered through the study of materials like research articles published in different journals. Related books and newspapers have been studied for associated information.

### **3. Discussions and Results**

#### **3.1 Green Consumption Behavior**

The ideas of green consumption, and green behavior are almost brand new even though the practices are age old. Now-a-days, all over the world, the consumers are becoming more environmentally concerned which leads to a green revolution and that requires putting off supplementary damage to the environment. Understanding green consumers' purchasing behavior and trends and to know why customers respond to green products are vital for the marketers in designing their marketing programs. Purchasing behavior of the Consumers vary with the country status with environmental problems. Consumers are seen more responsive to the environment when countries have high environmental problems. The Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1975) and Theory of Planned Behavior (TPB) (Ajzen, 1991) have discussed that a person will have a positive attitude toward performing a behavior if s/he perceives that the outcome from performing that behavior is positive (Wong, Lee, Lin, & Low, 2012).

Going green is a significant contributor to the triple bottom line of business: i.e., people, profit and planet. It entails a paradigm move in green consumer behavior. Researches apply different terminologies to mention green behavior as pro-environmental behavior, environmental consciousness, environmental significant behavior, or sustainable behavior (Samarasinghe, 2012). Environmental concern, climate change and sustainability have become prevalent political and social issues of global interest (Bergin-Seers & Mair, 2009). There is general and unanimous agreement that consumption levels should continue maintaining a standard and considering the capacity of the earth (Huneke, 2005). Production and consumption of world's resources are going on at a faster rate than the abilities of regeneration. Encouraging citizens to embrace greener consumption habits is a significant issue facing policy-makers and government agencies of every nation.

#### **3.2 Behavioral Intention and Consumption Behavior**

A per the theory of planned behavior, attitudes, perceived behavioral control, and subjective norms predict intention to do a particular behavior. It is also revealed from other researches that these variables exert credible power for environment friendly or green behaviors. Additionally, researchers have proved that behavioral intentions rightly predicts environment friendly or green behaviors. Bamberg et al. (2003) meta-analysis shows that, intentions accounted for around 27% of the variance in green or environmental behaviors (Carfora, Caso, Sparks, & Conner, 2017).

#### **3.3 Willingness to Consume Green and Behavioral Intention to Consume Green**

The development of green consumption systems relies on consumers' willingness to do green behavior. Recent researches proceeded to identify the relationship between willingness toward green consumption and green consumption behavior (Samarasinghe, 2015). Willingness guides the intention and intention is translated into green behavior (Hartmann & Apaolaza-Ibañez, 2012). Results from the multiple linear regression analysis done by Chen & Chai (2010) have shown that attitudes of consumers on the government's role and their personal norm towards the environment underwrote significantly to their attitude on green

product. Personal norm was found as the most significant contributor to the attitude towards green product (Chen & Chai, 2010).

### **3.4 Group Recommendation and Intention to Consume Green**

A group means for two or more persons who hold a set of norms, beliefs, or values who have certain bonding to one another sounds their behaviors are interdependent. Families are somewhat basic form of groups. They are the part of primary groups. Consumers encounter several groups in day to day life while making decisions to purchase and consume goods and services. One of the largest and most influential groups is religion. Religion plays roles while forming the intention to consume green. Individuals who are attached to political parties or any social clubs are more likely to follow the choice or recommendation of the group they belong to than that of the others who do not have any affiliation to groups. Their Individualistic or collectivistic alignments have records in influencing a portfolio of social behaviors. In the same fashion, individual-level tendencies of collectivism or individualism have impacts on their drives to do pro-environmental or green behaviors. Researchers like McCarty and Shrum (1994, 2001) explored a positive influence of collectivism on consumer beliefs on consumers' recycling behavior. Collectivistic individuals are more likely to get themselves involved in recycling behaviors because they prone to be more cooperative, be more willing to help others, and emphasize group goals over personal ones than individualistic people (Kim, 2005). In collectivistic societies, social norms validate the personal behavior (Bontempo & Rivero, 1992) and therefore a favorable norm towards environmental issues may add- into the disposition of related behavior. In such societies, pro-environmental behavior such as energy saving behavior is made more dominant for word of mouth (Sweeney, Soutar, & Mazzarol, 2014).

### **3.5 Environmental Knowledge and Behavioral Intention to Consume Green**

The role of knowledge about green products or green behaviors are crucial. It is evident that the consumers with sound knowledge about environment are significantly pro-environmental (Kumar, Manrai, & Manrai, 2017). It is argued that the connection between attitude and consumption or purchase intention may depend upon a few boundary conditions which might lead to variation in the strength of this association. One such condition is the level or extent of knowledge about environmental that could vary the strength of this relationship (Kumar et al., 2017). Knowledge plays important roles as an antecedent to the incumbent's capacity to process the information (MacInnis, Moorman, & Jaworski, 1991). Jaworski and MacInnis (1989) recommended that knowledge affects concentration to the message about a product and helps in processing the message that lead to a particular behavior (Jaworski & MacInnis, 1989).

### **3.6 Self-efficacy and Consumption Behavior**

Self-efficacy is an aspect of perceived behavioral control (PBC) which is shown in the theory of planned behavior (TPB). Interactions between self-efficacy and intention are found in a couple of research studies. Terry et al. (1999) opined that perceived behavioral control was strongly related to behavioral intentions when group identification about household recycling

was low in comparison to high (i.e., a negative interaction). Connections between self-efficacy and behavioral intentions were testified by Cheng and Chu (2014). But, Very few researches have stated proof of the interaction between self-efficacy on subsequent behavior. Self-efficacy plays significant roles in defining the chances of an individual for success. Some experts in psychology rated self-efficacy above of the aptitude in the process for achieving successes. One needs to put distinct care to self-efficacy when setting goals to ensure that his or her efficacy beliefs are okay with the targets of the concerned.

### 3.7 Self-efficacy and Behavioral Intention to Consume Green

Self-efficacy indicates the confidence levels of the consumers that they are able to achieve any change even overcoming the obstacles of any kind. Generally, self-efficacy is used as an important component in the cognitive theory of Bandura (1986, 1997). Many research results have indicated self-efficacy is applicable in case of consumers' green behavior. The consumers who have high self-efficacy are supposed to be more successful in achieving prior targets (Shelton, 1990) and will expect the identical outcomes in holding a positive intention to consume green.

On the basis of above discussion a theoretical framework has been developed which is as follows:

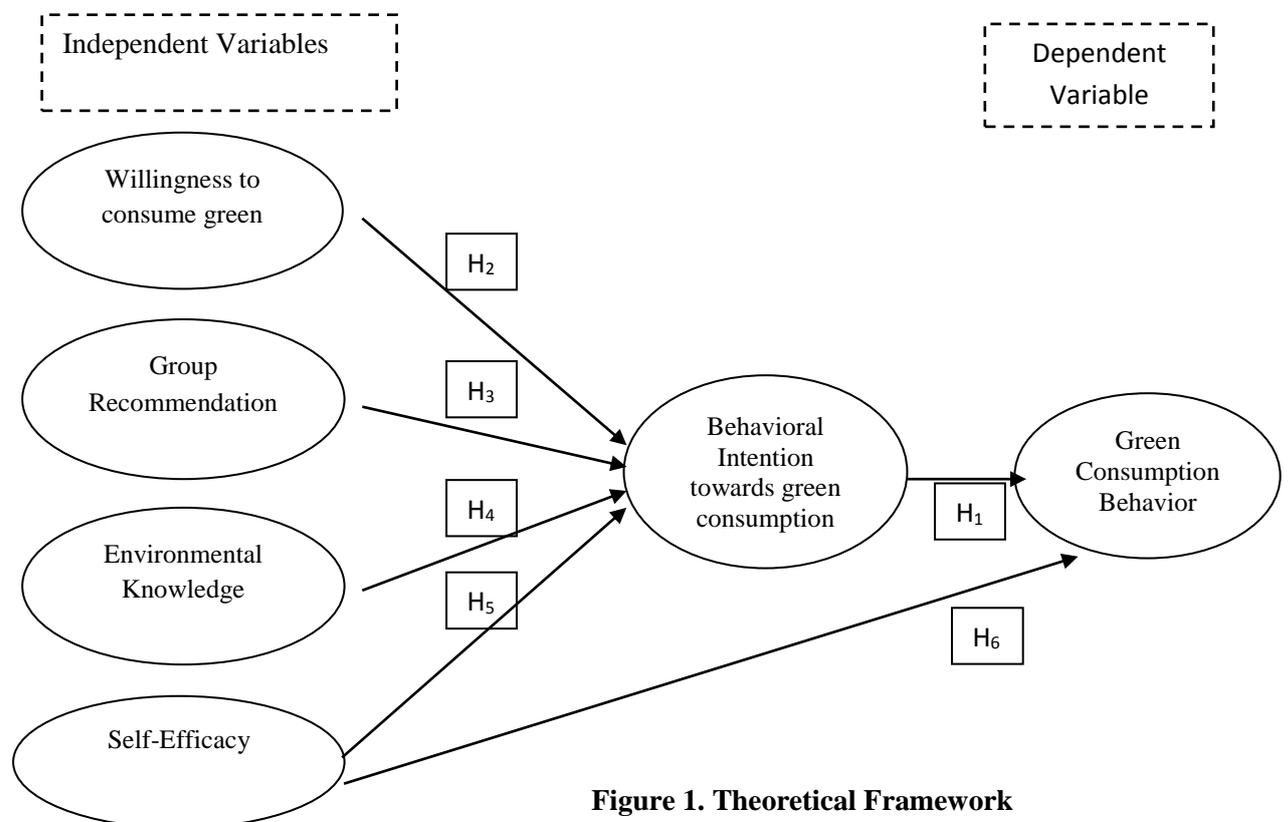


Figure 1. Theoretical Framework

The hypotheses are as follows:

**Table 1. Hypotheses**

H1:	Intention to consume green has direct and positive relationship with green consumption behavior
H2:	Consumers who are willing to consume green products may possess behavioral intention to consume green products
H3:	Consumer's group recommendation has direct relationship with his/her behavioral intention to consume green products
H4:	Consumer's knowledge on environment directly affects his/her behavioral intention to consume green products
H5:	Self-efficacy has a positive relationship with behavioral intention to consume green products
H6:	Self-efficacy positively affects green consumption behavior.

#### 4. Conclusion

As it was clarified in the introduction, the objective of this research is to identify and explain the factors influencing green consumption behavior, the factors have been identified and clarified with the depiction of a theoretical framework showing the dependent and independent variables. Hypotheses have also been developed which can be tested through an empirical research.

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