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Parallel Session: Trends on Green Consumer Behaviors (GCB): a viewpoint from developed and developing countries

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Trends on Green Consumer Behaviors (GCB): A Viewpoint from Developed and Developing Countries

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Abstract: *Green consumers are those who purchase and consume green products and the one who persevere the environment with being green. The effort of these green consumers is with regards to their awareness of how the environment has been savagely polluted and they are working hard to reduce the pollution by saving the environment. They play their role as one of the living mechanism with purchasing and consuming eco-friendly products and even influence their family and peers to be part of it. Green behaviour has been well-developed by the consumers all around the continents, be it from developing country or developed country. Therefore, the green consumer behaviour has been introduced academically for the reference of educators and marketers to help them having an in-depth understanding and educate the consumers who yet develop this behaviour in them. The green consumer behaviour of each country is educated and understood differently as the behaviour is hard to measure. This is also due to inherent differences in lifestyles, beliefs, cultures and practices. Some of the countries find this behaviour as new and it is hard to change. In order to have an overview of all trends from developing and developed countries, this paper merely discussed the trend of green consumer behaviour by accumulating the findings of a previous studies done by the researchers in the scope of developing countries and developed countries on how the green consumer behaviour of each country are developed per se. This study was conducted by reviewing secondary data from academic journals and relevant materials. This study also discussed the challenges faced by both consumers and marketers in order to sustain the green consumer behaviour. The limitation of this study is that the literature with regards to green consumer behaviour is not adequate for developing countries. This might be because of not many developing countries are familiar with being green. This trend of green consumer behaviour is exemplified in order to help other researchers and marketers to overlook the trend in one write-up.*

Keywords: *trends, green consumer behaviours, developing countries, developed countries*

1. Introduction

Over the last few decades, especially at the end 1980s and in the early 1990s, marketing academicians and professionals has focused on the “green consumers” concept which was then the epicentre of the environmental marketing. Many firms have started to be socially responsible by developing green products to meet the demand of environmentally conscious consumer prior to increasing pressure of environmental deterioration. The ideas of being socially responsible would had expressed differently. This would include firms’ effort to go green, conserve energy and use resources more efficiently, to recycle, reduce pollution, redesign products and packages and even protect the environment. In particular, green consumerism is becoming more urgent with every passing year. In order to develop effective communication messages and derive green purchase commitments, firms are interested in finding the determinants of green purchase behaviour.

A strong belief has been cultivated on the green consumers in which every individual has the ability to contribute positively to the environment and they seem to be internally controlled more than regular customers. Hence, they feel that protecting the environment is everyone's job and individual should not rely entirely on environmentalists, governments, scientists and businesses. They tend to be more open minded and less dogmatic toward new ideas and products (Sharaf, Md Isa & Al Aqsa, 2015).

Understanding the nature of ecologically conscious consumer behaviour, its trends and difficulties, is of critical importance to resolving the adaptation challenge. This paper represents a literature review of previous work on ecologically conscious consumer behaviour and its differences from developed countries and developing countries from a marketing perspective.

2. Methodology

The current study was conducted by reviewing secondary data from academic journals and relevant materials were identified through word searches on green consumer behaviour, green purchase behaviour, ecologically conscious consumer behaviour, green consumerism and green marketing. The articles identified were screened for titles, abstracts, keywords, frameworks, headings and sub-headings. In order to gain understanding of the theoretical and methodological foundations of ecologically conscious consumer behaviour and to identify emerging key topics related to the problem, twenty journals were selected. The relevancy, recently of the studies done and impact of the published journals and credentials of the authors have become the selection criteria for this study. All of the journals selected are from Science Direct, Emerald Insight, Research Gate, Elsevier and Sage where all of them are between the years of 2010 – 2016. This is because this study is limited to research on existing trends of green consumer behaviour from a marketing perspective. The decision of selecting journals from the past six years is because green consumer behaviour has become well-known even to the developing countries. Hence, there are many academicians writing was published and therefore were selected for this study.

3. Concept and Meaning

Consumers who are concerned about the environment in their purchase behaviour, activities are associated with the marketplace and consumption habits and consider their effect of their behaviour on the natural environment around them can be referred as green consumers (Shabani, Ashoori, Taghinejad, Beyrami & Fekri, 2013). Generally speaking, consumer who shows the environmentally friendly behaviour is called a green consumer. In addition, consumers who are environmentally conscious will purchase green products and are willing to pay more of them has been illustrated in the previous green marketing (Kim & Damhorst, 1998). Purchasing green products, insulating home with new equipment, buying compact fluorescent lamps (CFLs) or purchasing eco-friendly and energy-efficient cars are green purchase behaviour. These behaviours are varying according to countries respectively. This is due to different practice of culture and standard of living done by each country.

4. Empirical Findings

4.1 Findings of Green Consumer Behaviour (GCB) from Developed Countries

The individual's consumption pattern of US consumers is reflected by the evidence of their organic lifestyle (Kim & Chung, 2011). Therefore, their past experiences with other organic products have a significant impact on purchase intention for organic personal care products. Furthermore, the social norms in US which is go green is normal to the citizens, it has a greater influence on eco-friendly consumer behaviour. Notably, the effect of social norms on consumers purchase intention may depend on brand reputation because brand name is closely related to social or self-signaling (Kim, Lee & Hur, 2012).

US consumers are more individualism in sense that they take care of themselves and their immediate families only. Individualism assumes that individuals are independent of one another and is conceptualised with personal goals (Oyserman, Coon & Kimmelmeier, 2002). Unlike Korean consumers who are more collectivism where they are tightly integrated where individuals belong to one or more close “in-groups” (Hofstede, 1980). Correspondingly, Korean is becoming more individualistic as they acculturate to US culture orientation (Cho, Thyroff, Rapert, Park & Lee, 2013). In order to have more positive impact on encouraging consumers’ eco-friendly behaviour, higher values must be perceived by the consumers. According to Lee, Choi, Youn & Lee (2012), Korean consumers are persuaded by the highly enlightening green campaigns, in a similar context to environmental education via the central route that affects their consciousness first and then their behaviour, involving a cognitive attitudinal change process.

According to Hartmann & Ibáñez (2011) Spain consumers perceived a significant level of utilitarian benefits, brand communication from relevant and sufficiently detailed information. To foster the association of warm glow psychological benefits with the brand through appropriate advertising, messages should be appeal to the audience’s sense of community.

In contradictory, UK consumers who appear to be more active than other groups to the environmental issues are the young generation. This is because they have ability to use borderless technology to communicate and exchange information. This can be explained by the existence of the viral power via the use of social network that often used by young generations. This can be supported by previous study stated that young generation in UK displays an extremely positive attitude toward green environmental products (Kanchanapibul, Lacka, Wang & Chan, 2014)

According to Ataei & Taherkhani (2015), Canadian consumers prefer environmentally-friendly products with more personal and financial benefits such as fuel-saving products and energy-efficient alternatives over the ones that mainly benefit the environment per se such as biodegradable or recycled products. Majority of them do see added value in products that are promoted as environmentally friendly.

In Switzerland, in order to adopt ecological food consumption behaviours, they eat seasonal fruits and vegetables so that meat consumption can be reduced (Tobler, Visschers & Siegrist, 2011). This is influenced by their belief that reducing meat consumption will benefit one’s health which they are attached to their foods naturalness and healthiness. This is in line with past research indicating that consumers have a strong association of sustainability with the naturalness of food (Verhoog, Matze, Van Bueren & Baars, 2003).

The climate policies and Swedish energy has become quite demanding in the housing sector. In a like manner, this policy measures will be more effective if it is targeted towards upper income households (Martinsson, Lundqvist & Sundström, 2011).

Lai (2000) stated that the citizens of Hong Kong were found to be much more literate when it comes to issues regarding the environmental problems over the past few years. This clearly shows that people living in Hong Kong are more responsible when it comes to protecting their environment. In the same manner, being called as a developed country, Abu Dhabi is not one even close for being green due to lack of knowledge in ecological and low awareness by green product organizations which they are still not pushing towards developing more green products nor are they working hard on green packaging (Cherian & Jacob, 2012). Study done by Akehurst, Afonso & Goncalves (2012) stated that Portuguese is drawn to be altruism where they concern about the welfare of the society and essential in explaining their green consumer behaviour.

Green consumers who lived in developed countries have tremendously upgraded their practising in ecologically lifestyle from organic foods, organic cosmetics, and green hotels and now towards eco-

fashion. There are many fashion designers and trend-setters like Emma Watsons who have introduced the era of eco-fashion. This has shown how much deep their concerns towards environment to the point they want it to be expanded even to clothing. Eco-friendly clothing seems to be the avant-garde ideas even though the designs are limited. Thus, in France, consumers acknowledge the importance of having an eco-friendly behaviour regarding the disposal clothes, not wasting, not throwing away (Cervellon, Carey & Harms, 2012). Table 1 provides a summary of journal analysed for this overview. Clearly, the studies of green consumer behaviour from developed countries have been done years ago. This shows how advance developed countries are in terms of cultivating green consumer behaviour.

4.2 Findings of Green Consumer Behaviour (GCB) from Developing Countries

Malaysian consumers were introduced to green consumer behaviour through the introduction of green food. They were explained that green food is not only about organic but it encompasses the concept of food safety, health issues, environmental hazard as well as animal welfare. These concepts are actively involved by the Malaysian government and adapted to among all the firms in food industry. The government had launched the good agricultural practices (GAPs) program to crops, livestock and fishery producers in order to enhance the objectives of sustainable agriculture and to improve food quality and productivity. (Teng, Rezai & Mohamed, 2011). Even though green foods are generally known for their environmental friendliness, safety, nutrition concept and healthiness, the low adoption rate in developing countries has been a common phenomenon including Bangladesh. Due to this unavailability, it has become the barriers for Bangladeshi to consume green products (Rahman & Noor, 2016).

Despite of having massive green campaigns, most Malaysians are still fairly unfamiliar in understanding the green concept. They believe that going green is costly but they also understand the need of being green in order to save the planet (Rezai, Phuah, Mohamed & Samsudin, 2013). Even that so, there are several states in Malaysia which have started to implement green practices into the forces. As for example, in Malacca and Selangor, the government of respective states has started the initiative of “No Plastic Bag Day”. As for Selangor, the initiative will only effect on Saturdays. Unlike Malacca, the enforcement is effective not only on Saturdays, but also on Fridays and Sundays. The state government of Malacca has done periodically checks on all premises to ensure the effectiveness of “No Plastic Bag Day” implementation. This initiative is being said not to burden people, but to improve their quality of life and help reduce pollution caused by the use of plastic, thus preserving the green environment. They are also encouraged to bring reusable bag upon a shopping spree (The Star Online, 2016). In addition to enrich the enforcement, Selangor government has banned the use of Stryofoam and polystyrene to the traders. The fine of RM 1000 will be charged to the traders who failed to partake in the enforcement (The Star Online, 2016).

On the contrary, India policy makers have not developed public interventions showcasing messages about how consumption of eco-friendly products by environmentally consumers potentially reduces environmental problems (Paul, Modi & Patel, 2016). Having the ability of doing so would be the first starting point in this regard. Chitra (2007) reported that Indian consumers are still easy prey to high tech products. Thus, the market for eco-friendly products is yet to become mainstream. Even that so, there are majority of Indian consumers who aware with the eco-friendly product and tend to choose these products. Unfortunately, they are not very confident about the quality and therefore, do not trust eco-friendly products (Ishaswini & Datta, 2011).

Likewise, India, Vietnamese consumers are also still having the least awareness with green environment. The majority of the Vietnamese are still unfamiliar with the existing of eco-product. According to Hái & Mai (2013), only the well-educated consumers have better knowledge about eco-products. It is reported that few consumers get information about environmental issues and eco-products from description of products, which reveals the fact that companies have not put enough effort into making eco-product. This can be supported by a study done by Ramly, Hashim, Yahya & Mohamad

(2012) which states that companies must convince consumers that eco-friendly make a difference in improving the environment and protecting it from further deterioration.

The habit of green consumerism can be detected if they understand and aware of the universal recycling symbol. Unfortunately for Filipinos, they aware of the universal recycling symbol, but the meaning of the symbol were less clear to them, with some believing that it referred to the product while others believed that it referred to the packaging (Gregorio, 2014). Despite of having unclear understanding with the universal recycling symbol, majority of Filipinos is having a habit of buying products in refillable containers. Buying products with the provided container will cost them more whereas buying products in refillable containers will save more money.

Unlike Filipinos, Brazilians are still far from adopting the attitudes of recycling. Only minority of Brazilians are actually adopts adequate recycling practices connected to e-waste (recycling electronic waste), a behaviour which is socially skewed among the higher income echelons Brazilians society (Echegary & Hansstein, 2016).

While in China, some Chinese consumers put the responsibility of their management towards environmental to the government and enterprises as they believe it is so complex. In China, many people rely on official institutions to protect the environment (Zhao, Gao, Wu, Wang & Zhu, 2014).

Table 1. Summary of the studies analysed for the trends of green consumer behaviour in developed countries and developing countries

	Authors	Year	Country	Results	Future directions
Developed Countries					
1	Kim <i>et al.</i> “Consumer purchase intention for organic personal care products”	2011	USA	An individual’s past experience with other organic products have a significant impact on purchase intention for organic personal care products, which provides evidence that an organic lifestyle is reflected in an individual’s consumption pattern.	Online and offline survey such as mall-intercept method to compensate for the weakness of each method, obtain greater generalizability with a variety of product categories, explore the factors that influence consumers’ attitudes and purchase intention.
2	Kim <i>et al.</i> “The normative social influence on eco-friendly consumer behavior: The moderating effect of environmental marketing claims”	2012	USA	Provides strong empirical support for the importance of social norms in a consumption context. The type of environmental marketing claim made by the product moderates the influence of injunctive norms and environmental concern on consumer purchase intentions. The impact of descriptive norms on purchase intentions does not differ depending on the claim type	Could expand on the current findings and provide greater confidence in the generalizability of our results by including more male samples and different age groups.
3	Cho <i>et al.</i> “To be or not be green; Exploring individualis	2013	South Korea / USA	The two countries did not exhibit the cultural characteristics that were expected given the historical context associated with these cultural regions	Explore the process of acculturation to Western value orientations as South Korea students become more individualistic; to determine the point at which there is a transition in generations; Conducting the study

	m and collectivism as antecedents of environmental behaviour”				across age groups would provide not only an interesting examination of the life cycle of cultural orientation, but also the evolution of environmental Identity. Expand the study across multiple countries would provide an interesting perspective
4	Lee <i>et al.</i> “Does green fashion retailing make consumers more eco-friendly? The influence of green fashion products and campaigns on green consciousness and behaviour”	2012	South Korea	Positive impact of the fashion retailer’s role as a gatekeeper, which provides a sound basis to policy makers for investment in environmental regulation or an encouragement strategy for the corporate sector	Quantify the differences in consumers’ green consciousness and green behavior before and after experiencing green retailing activities by focusing on the eco-friendly changes in consumers’ consumption behavior. Examine how consumers’ (or information receivers’) characteristics such as how their previous experience and familiarity with information affects the overall persuasion process.
5	Hartmann <i>et al.</i> “Consumer attitude and purchase intention toward green energy brand: the roles of psychological benefits and environmental concern”	2012	Spain	Confirmed the influence of consumer’s environmental concern on purchase intention and a partial mediation of this effect by brand attitudes. Status motives increase desire for green Products only when consumed in public and not in private.	Develop the proposed psychological benefit constructs and confirm findings in a broader setting. Research on consumers’ mindsets could provide alternative explanations for some of the observed effects.
6	Kanchanapibul <i>et al.</i> “An empirical investigation of green purchase behavior among the young generation”	2014	UK	Both young people with more knowledge and those with only foundational learning apparently have a strong intention to become involved in purchasing green products. Most of the young generation show a strong personal affective response as they have a remarkable reaction to environmental behavior.	Identifying consumers’ appeal for specific environmental products by applying a multi-approach to understand the broad range of consumers.
7	Ataei <i>et al.</i> “Analysis of Canadian consumer spending patterns	2015	Canada	Consumers are willing to spend for environmentally-friendly products. Consumers feel more comfortable to spend product for half price. As the price increases, the willingness to pay more decreases. Younger age group are more budget-conscious due	Further understanding of consumer behaviour and their spending habits on green products may also be beneficial in innovative investment strategies in developing other eco-friendly products.

	towards green products”			to possible smaller disposable income levels that bars them from spending more on green products Consumers, in general, prefer environmentally-friendly products with more personal and financial benefits such as fuel-saving products and energy-efficient alternatives over the ones that mainly benefit the environment per se such as biodegradable or recycled products.	
8	Tobler <i>et al.</i> “Eating green. Consumers’ willingness to adopt ecological food consumption behaviors”	2011	Switzerland	The misconceptions about the environmental benefits of food consumption patterns are similar for both gender Consumers generally appear to lack knowledge about the environmental relevance of various ecological food consumption patterns, which indicates that information campaigns about this topic might be worthwhile Consumers’ willingness to perform different ecological consumption patterns might be influenced by different motives.	Might take direct observations into account to measure consumers’ willingness to perform ecological food consumption behaviors. Additional determinants such as ecological attitude, knowledge, or values, should be included.
9	Martinsson <i>et al.</i> “Energy saving in Swedish household. The (relative) importance of environmental attitudes”	2011	Sweden	Housing type, age, and household income stand out as three most important socio-economic factors influencing household energy saving on heating and hot water consumption, where type of housing is generally the single most important determinant Socio-economic and structural factors for energy saving on heating are more important than general environmental attitudes.	Policy and behavior should be carried out further to help increasing the incidence and effectiveness of energy policies
10	Cherian <i>et al.</i> “Green Marketing: A study of consumers’ attitude towards environment friendly products”	2012	Abu Dhabi	Lack of communication is considered to be a major reason for commercial failures of environmentally sustainable products mainly because communication is a major step in the development of a positive behavior toward consumer’s consumption patterns.	n/a
11	Akehurst <i>et al.</i> “Re-examining green purchase	2012	Portugal	Psychographic variable, with emphasis on perceived consumer effectiveness (PCE) and altruism, are more relevant than socio-demographics in explaining ECCB. The consumers with higher ECCB	More detailed characterization of the green consumer profiling, for making a correct segmentation of consumers in order to develop green product offerings regarding their real needs To evaluate the influence of ecological consciousness in all buying process

	behavior and the green consumer profile: new evidences”			have shown higher green purchase intention (GPI). ECCB has a positive impact on Green Purchase Behaviour (GPB), higher than GPI, which in turn mediates the relationship.	stage, from the early step of recognizing the problem, seeking information, evaluation of possible solutions, through decision purchase and ending in behavior after the purchase. To explore the green consumption barriers, and also it would be useful to have a qualitative approach to further develop this theme.
12	Cervellon <i>et al.</i> “Something old, something used”	2012	Paris	The main antecedents to vintage consumption are fashion involvement and nostalgia proneness as well as need for uniqueness through the mediation of treasure hunting. Second-hand consumption is directly driven by frugality. Eco-consciousness plays an indirect role through bargain hunting. The main characteristics of vintage fashion consumers are a higher level of education and higher income whereas age is not directly related to the purchase of vintage pieces.	It would be interesting to include other variables which might have an explanatory power in the intention to purchase such products. To test as predictors the dimensions of materialism which do not overlap with need for status such as tangibility and Acquisition centrality. Self-monitoring might have an impact on consumers’ behaviours regarding second-hand and vintage fashion. To investigate other industries than fashion (eg. Furniture, cars, watches) and see if this study’s findings replicate.
Developing Countries					
13	Teng <i>et al.</i> “Consumers’ awareness and consumption intentions towards green foods”	2011	Malaysia	Consumers with higher education level, higher income, live in urban area, Chinese and age below 35 year old were more likely aware and have positive perception towards the green food consumption. Consumers who were concerned towards food safety issues were more aware about the green foods in Malaysia.	n/a
14	Rahman <i>et al.</i> “Evaluating gaps in consumer behavior research gaps on organic food: A critical literature review under Bangladesh context”	2016	Bangladesh	There is an indication that lack of the government role at the supply side may inhibit the adoption at the farmers’ level, thereby leaving customers short of organic food supply.	Future research framework may examine the influence of price, availability, trust, health concern, environmental concern, sensory attributes of organic products and other demographic factors on consumer behavior related to organic foods
15	Reazai <i>et al.</i> “Going green: survey of perceptions and intentions among	2013	Malaysia	Most Malaysians are aware and do understand what the green concept is all about consumers who have a higher education level agree that the green movement makes them aware about the green concept. Respondents	Further analysis needs to be done in identifying the segments of the respondents that are really willing to go green

	Malaysian consumers”			living in urban areas have a more positive perception than respondents living in rural areas. Respondents who consider themselves as environmentalists and supporters of a green society and green movements seemed to respond positively towards going green	
16	Paul <i>et al.</i> “Predicting Green product consumption using theory of planned behavior and reasoned action”	2016	India	Consumers in India who are highly concerned about environment should be targeted first to sell green products as they held positive attitude towards green product purchasing. Searching behavior also makes consumers aware about many green choices, which are compatible to their existing brand preferences.	Test this proposed model in various green product settings, including recyclable products, organic products, green certified products, laundry and hotel. Use panel or scanner behavior data to counter the erroneous assumption of behaviours following intentions.
17	Ishaswini <i>et al.</i> “Pro-environmental concern influencing green buying: a study on Indian consumers	2011	India	Consumers’ pro-environmental concerns significantly affect their green buying behavior. Consumers are willing to buy eco-friendly products but not many are willing to pay higher price for such products. Consumers’ awareness towards eco-friendly products and their environmental concern impacts their green buying behavior.	Studies the effect of disposable income in willingness to pay premium
18	Hái <i>et al.</i> “Environmental awareness and attitude of Vietnamese consumers towards green purchasing	2013	Vietnam	Environmental issues are appealing to the public enormously in recent years. Vietnamese consumer’s understanding of eco-products is still limited. Few consumers get information about environmental issues and eco-products from descriptions on products, which reveals the fact that companies have not put enough effort into marketing eco-product	Further studies in the field of green purchasing in Vietnam to explore the influences that different stakeholders in the society have on green purchasing
19	Ramly <i>et al.</i> “Environmentally conscious behavior among Malaysian consumers: an empirical analysis	2012	Malaysia	Respondents who were engaged in ECCB, such as purchasing products that are less harmful to people and the environment; using a particular brand of appliances that use less electricity; looking out for energy saving products; and engaging in recycling activities do so because they have the power to significantly affect change and help save the environment	n/a
20	Gregorio	2014	Philippines	Price, expiration date, durability and the brand that they were used	Needs to use data collection instruments that incorporate variables

	”Understanding the Filipino green consumer: an exploratory study”			to buy are the most important factors. Few of Filipinos understand clearly the meaning of the universal recycling symbol	appropriate for the Filipino consumer, instead of merely using customer profiles derived from somewhere else. More comprehensive profiling studies on Filipino green consumer should utilize sampling designs that take into consideration the differences across various demographic segments and regions in the country
21	Echegary <i>et al.</i> “Assessing the intention-behaviour gap in electronic waste recycling: the case of Brazil”	2016	Brazil	Female, individuals between 30 and 49 years old, lower income groups and people living in the Southeast are slightly more likely to have a positive intention than their peers	Include broader measure and a more representative sample of the national population in order to validate our findings. Conceptualize and introduce measures that recognize the social embeddedness of post-consumptions orientation and actions as well as the important constraints imposed by infrastructure and convenience
22	Zhao <i>et al.</i> “What affects green consumer behaviour in China? A case study from Qingdao”	2014	China	Respondents who report positive attitudes and high level of environmental concern are more likely to engage in purchasing behavior. Education level is the most important demographic variable, except for using and recycling behaviours	Expands the research region, especially to include China’s underdeveloped west. Additional scale development work should identify a more reliable and valid set of items for measuring the various constructs of green consumer behaviour

5. Challenges

The first and foremost challenge is to define the great meaning of green. As the term green has a different meaning under different context. It varies across different customer segments, industries and even within different organizations in the same industry. Regulators as well as other stakeholders may view it differently and the definitions may vary from time to time (Narula & Desore, 2016).

Secondly, the challenge of green conscious behaviour is the challenge of developing the standard for greener product. Standards, both regulatory and voluntary, may aid the consumers in making their decision related to purchase and use of green products. Amid recent years, there have been constant endeavours in dispatching new ecological models; still, what we need is a more industry-particular and customer-oriented approach. As manufacturers need to build trust of consumer in green products, efforts need to be concentrated on standardizing processes in different industries, building voluntary and public standards and collaborative efforts among competitors in terms of joint research development and advocacy.

As far as green conscious behaviour is concerned, majority of respondents are being conscious but still far from being green consumers. This is because adopting green products is price sensitivity. Consumers are generally believed that green products were priced higher and the quality of non-green products is much greater than green products. Hitherto, most consumers are still adhere to many puritanical concepts of consumptions. Additionally, consumers are distrusting the ecologically label introduced by

the government. The label which considered as environmental claims is not convincing enough for the consumers to believe the products. Not enough of having only labels, the medium of advertising is also been used as the environmental claims. Unfortunately, not many consumers are paying attention to the green advertisement. Or the green advertisement itself is not powerful enough to attract the attention of the consumers.

According to Barbarosaa & Pastore (2015), a lack of proper mass-media and in-store communication is another “high priority” barrier because communication failures leave consumers unaware of the existence of green products and positive consequences on the environment that are derived from purchasing these goods.

6. Conclusion

The green practices and regulations are proved to be different for each country. The effort of government and the private sector to educate consumers through initiatives and campaign for them to be green in much commendable. This effort itself does not stop at once trial, but continuously so that the message of saving the environment by being green is reachable to the consumers. Even some of consumers are still responding to the green message negatively, it is believed that in a few years ahead, the green behaviour will be well-developed.

There are many of marketing literatures with regards to Green Conscious Behaviour from the Western countries. This is due to the facts that they are from developed countries which the behaviour are been developed for being green. Unlikely, few of evidence from the developing countries are able to prove the antecedents of Green Conscious Behaviour prior to the newness to some of them. This is a difficult and complex task as it concerns human behaviour not only as consumers but also as citizens and members of society. Further study from developing countries will not only help to understand more the need of green conscious behaviour but also to help implementing the country to become more pro-environmentally. In short, consuming wisely is a moral imperative that helps to accomplish the agenda of saving the environment.

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