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Consumer green purchasing behaviour: From attitude,
perceived controllability and normative influences to purchasing
behaviour

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Abstract

Scholars in green marketing predicted that after the year 2000, the market for environmentally friendly products would mature and substantially expand. Today, although many people express their concern about the environment, environmentally friendly products are still not the first choice for most consumers.

Grounded in the Theory of Planned Behaviour, this research investigated the factors that influence consumers' decisions when buying energy-saving light bulbs. Descriptive norm, self-identity and past behaviour were hypothesised to influence consumers' purchasing intentions and behaviour.

Survey data (N=313) were collected online from New Zealand residents between late 2011 and early 2012. Structural equation modelling (SEM) was employed to test the theoretical model. Given the study context and operational definitions of the constructs, all indicators in this study were specified as reflective. Construct validity and measurement model specification issues were examined and discussed. The results suggest that people who have positive attitudinal affections and beliefs, identify themselves as pro-environment and have purchased environmentally friendly products in the past tend to have stronger intentions to purchase environmentally friendly products. The findings also suggested that most people hold a positive purchasing intention and attitude towards energy-saving light bulbs. Practitioners in the field of green marketing could apply the findings when developing marketing strategies. Given the cross-sectional nature of this survey study, further research is needed to explore the causal relationships between the focal variables, as well as the intention-behaviour link. Theoretical contributions, methodological implications, future research directions are discussed.

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