GREEN CONSUMER BEHAVIOUR ON GREEN PRODUCTS AMONG
GENERATION Y IN MALAYSIA AND NIGERIA: A CROSS-CULTURAL
COMPARATIVE STUDY

OSARODION OGIEMWONYI

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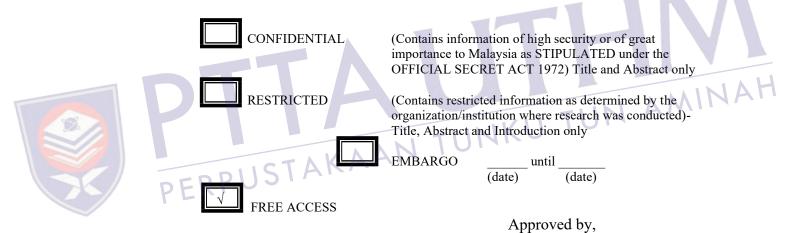
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A thesis submitted in
fulfilment of the requirement for the award of the
Doctor of Philosophy (PhD) in Technology Management

Faculty of Technology Management and Business
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MAY 2021

I hereby declare that the work in this project thesis is my own except for
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DEDICATION

First, I dedicate this thesis to God Almighty my creator and strong pillar, my source of inspiration and wisdom. He has been the source of my strength throughout this program and on His wings only have I soared.

Second, to my mother, Mrs. Stella Ogiemwonyi, and my siblings who never stop giving encouragements in countless ways. Thank you for your prayers. My love for all of you can never be quantified. God bless you.

Third, to my beloved father Deacon Thomas Aigbe Ogiemwonyi, and my beloved brother Mr. Emmanuel Ogiemwonyi who have been my inspirations and continuous supports which mean so much to me. Although they are no longer in this world, their memories continue to regulate my life. For my father who taught me the value of hard work and beloved brother whose love for me knew no bounds. I will never forget you both as you continue to rest in the blossom of the lord.

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ABSTRACT

In recent decades, due to environmental hazards, green purchasing has been subject to a wide range of research. Subsequently, the understanding of the theoretical structure of green consumer purchasing behaviour is becoming increasingly important for both academics and policymakers. Therefore, this study aims to understand the differences in green consumer behaviour among Generation Y Cohort (the age range among 18-32 years) individuals with higher education linked with sizeable income. Based on the literature review, eight research questions have been formulated. A quantitative approach is designed and a survey has been carried out using a questionnaire-based approach to capture the consumer groups from Kuala-Lumpur, Malaysia (n= 280) and Abuja, Nigeria (n=267). The study utilized the Theory of Planned Behaviour (TPB) model and the Green Contextual Factor (GCF) are used to build the constructs to examine Generation Y green behaviour. Partial Least Squares Path Modelling (PLS-PM) and Multigroup Analysis (MGA) are used to estimate the results on SmartPLS. The role of attitude as a mediator in the relationship between (GCF) and green behaviour has been examined. The findings show that (MGA) confirmed the existence of significant differences in the study. To solicit responses that could not has been anticipated from both samples, the study applied an open-ended format in addition to the closed-ended questions to further compare the responses. In both sets, 40 per cent purchase green products because of environmental benefits in Malaysia, while 54 per cent purchase green products because of health benefits in Nigeria. The path coefficient results indicate that perceived behavioural control has a significant impact on green behaviour among Generation Y in Nigeria, but not among Malaysia samples. In both Malaysia and Nigeria, green product trust and value have significant impact. Although, trust is stronger among Malaysia samples, while value is stronger in Nigeria. Awareness and

price sensitivity are not significant in both samples. Green culture and Attitude significant impact on green behaviour for both Generation Y in Malaysia and Nigeria and is stronger in Nigeria. Attitude mediates between perceived behavioural control, price sensitivity, green culture, and behaviour in both Malaysia and Nigeria samples. However, in both samples, attitude shows no mediation on trust, value, and awareness. The findings indicate that at the time of the study, environmental activism in Malaysia and Nigeria are not motivated nor the people (Generation Y) understand how some specific behaviour is harmful to the environment. Based on the result, it is not sufficient to only provide citizens with relevant facts, but the objective of the facts should also be revealed ethically and impartially. Findings from the study could be used to develop policies and convincing communication strategies to promote green behaviour for Malaysia and Nigeria's public and private sector. Thus, the study contributes to developing green consumer profile among Generation Y in Malaysia and Nigeria by identifying consumer patterns for a peaceful future.

ABSTRAK

Semenjak akhir dekad ini, akibat daripada kerosakan yang berlaku pada alam sekitar, kajian yang meliputi pelbagai bidang berkaitan dengan pelaksanaan perolehan hijau semakin mendapat perhatian. Justeru itu, kefahaman tentang struktur teori tingkahlaku pengguna hijau menjadi keutamaan kepada para akademik dan penggubal polisi. Oleh yang demikian, tujuan kajian ini ialah untuk memahami perbezaan tingkah laku pengguna individu dalam kalangan generasi Y (peringkat umur di antara 18 hingga 32 tahun) yang mempunyai tahap pendidikan tinggi dan berpendapatan besar. Berdasarkan tinjauan literatur, lapan persoalan kajian telah dirumus untuk kajian ini. Pendekatan kuantitatif telah direkabentuk dan tinjauan dengan menggunakan soal selidik di jalankan dalam kalangan pengguna dari Kuala Lumpur, Malaysia (n=280) dan juga dari Abuja, Nigeria (n=267). Kajian ini memanfaatkan pembinaan model Teori Tingkahlaku Terancang dan Faktor Hijau Mengikut Konteks untuk mengukur tingkah laku hijau generasi Y. Model Persamaan Struktur-Kuasa Dua Terkecil Separa (PLS-PM) dan Analisis Berbagai Kumpulan (MGA) digunakan untuk membuat anggaran keputusan dalam SmartPLS. Penelitian dibuat untuk melihat peranan sikap sebagai perantara dalam hubungkait di antara faktor hijau mengikut konteks dengan tingkah laku hijau. Keputusan menunjukkan Analisis Pelbagai Kumpulan mengesahkan wujud perbezaan yang ketara dalam kajian yang dijalankan. Untuk mendapatkan tindak balas yang dijangkakan daripada kedua-dua sampel, kajian ini mengggunakan format soalan terbuka sebagai tambahan kepada soalan tertutup untuk membuat perbandingan jawapan yang diberikan. Di dalam kedua-dua set soalan ini, 40% responden di Malaysia, membeli produk hijau kerana faedah kepada persekitaran, sementara 54% responden di Nigeria, membeli produk hijau untuk faedah kesihatan. Keputusan lintasan pekali menunjukkan kawalan perlakuan mempunyai kesan yang ketara ke atas tingkah laku

hijau dalam kalangan Generasi Y di Nigeria, tetapi tidak dalam kalangan sampel di Malaysia. Di kedua-dua buah negara Malaysia dan Nigeria, kepercayaan dan nilai ke atas produk hijau mempunyai kesan yang ketara. Walau bagaimanapun, kepercayaan lebih berpengaruh di Malaysia, sementara nilai lebih mempengaruhi sampel di Nigeria. Kesedaran dan sensitiviti tentang harga, tidak ketara kepada kedua-dua sampel ini. Budaya hijau dan sikap ke atasnya mempunyai kesan ke atas perlakuan hijau di antara generasi Y di kedua-dua negara ini tetapi lebih berpengaruh di Nigeria. Sikap menjadi pengantara kawalan persepsi perlakuan, sensitiviti harga, budaya hijau dan tingkah laku dalam kalangan sampel di kedua-dua buah negara. Walau bagaimanapun, dalam kedua-dua kumpulan persampelan ini, sikap tidak menjadi pengantara kepada kepercayaan, nilai dan kesedaran. Dapatan kajian menunjukkan, ketika kajian ini dilaksanakan di kedua-dua negara Malaysia dan Nigeria, aktivisme persekitaran samada tidak dimotivasikan mahupun difahami bagaimana beberapa tingkah laku spesifik boleh merosakkan alam sekitar oleh penduduk khususnya Generasi Y. Berdasarkan kepada keputusan kajian ini, adalah tidak memadai sekadar memberi fakta berkaitan, tetapi objektif fakta tersebut perlu didedahkan secara beretika dan seimbang. Penemuan di dalam kajian ini boleh digunakan untuk menggubal polisi dan membangunkan strategi komunikasi yang menyakinkan untuk mempromosi perlakuan hijau kepada orang ramai dan sektor persendirian di Malaysia dan Nigeria. Justeru itu, kajian ini dapat menyumbang kepada pembangunan profil pengguna hijau dalam kalangan Generasi Y di Malaysia dan Nigeria dengan mengenalpasti corak pengguna untuk masa hadapan yang lebih aman.

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LIST OF ABBREVIATIONS AND SYMBOLS

AVE - Average Variance Extracted

β - Beta

CR - Composite Reliability

CFA - Confirmatory Factor Analysis

CSR - Corporate Social Responsibility

DOSM - Department of Statistics Malaysia

EPA - Environmental Protection Agency

GB - Green Behaviour

GC - Green Culture

GCF - Green Contextual Factors

GEA - Green Environmental Awareness

GGEI - Global Green Economy Index

GPS - Green Price Sensitivity

GPT - Green Product Trust

GPV - Green Product Value

HTMT - Heterotrait-Monotrait

M - Mean

MGA - Multigroup Analysis

OECD - Organization for Economic Co-operation and Development

PEB - Pro-environmental Behaviour

PBC - Perceived Behavioural Control

PLS-SEM - Partial Least Squares Structural Equation Modeling

PM	-	Path Modelling
SEM	-	Structural Equation Modelling
TPB	-	Theory of Planned Behaviour
TRA	-	Theory of Reasoned Action
UNESCO	-	United Nations Educational, Scientific and Cultural Organization
VIF	-	Variance Inflation Factor

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The chapter presents the introductory background that includes issues and challenges of green consumers' behaviour among Generation Y in Malaysia and Nigeria. The chapter highlights the profile of Generation Y consumer. The chapter also classifies the research topic and formulates the identification of research problem statement, research question, and research objectives. The significance of the study and the operational definitions of latent variables are highlighted at the chapter.

1.2 Background of Study

Green consumers differ in rating their level of concern, awareness, behaviour and commitment with regards to the environmental issues. Such variations have led to the differences in decision-making process and purchasing standards (Afshar Jahanshahi and Jia, 2018). However, behavioural, and earth-wide temperature boost, and natural issues are the variables which have driven consumers to adopt *"green"* in obtaining their choices; and subsequently, the interest for green products has expanded essentially (Dangelico and Pontrandolfo, 2010). Moreover, the development of green consumerism implies that a few purchasers would pay and pursue green products (Ghazali *et al*., 2021). The "practising environmental awareness" drift has now stretched out to the Asian district, including Malaysia (Harun *et al*., 2014). Malaysian consumers are now yearning to support green ideas (Ghazali *et al*., 2021).

Developing markets for green items in Malaysia implies promising open doors for green advertisers. Malaysia has been positioned at the ninth position for buyer consciousness on the effect of air contamination and an earth-wide temperature boost (Harun *et al*., 2014).

The Nielsen Global Online Environmental and Sustainability Survey in 2011, indicates majority of Malaysians know about the effect of natural issues. Even though they have shown incredible worry for environmental challenges and issues, only twenty per cent of purchasers are expressing concern towards green products (Harun *et al*., 2014; Nielsen Global Survey, 2015). This suggests, despite most Malaysians have communicated extraordinary worry over ecological issues, they are not willing to change their purchasing conduct towards environmental products (Ghazali *et al*., 2021; Harun *et al*., 2014). According to an online survey on global market insight, 35 per cent of Malaysians results on "green" promotion instituted by the company is influenced by their buying decisions, and about 83 per cent shows that their purchasing decision would be affected by the perception on environmental protection implemented by green companies (Sharaf *et al*., 2015). This is predictable with an investigation made by Noor *et al*., (2012) who discover that the green purchasing conduct among Malaysian citizens is not empowering. In their examination, which is to recognize the green purchaser profiles and their green purchasing conduct in Malaysia, only 30 per cent of the aggregate respondents are classified as green items purchasers and are involved in acquiring green products.

Malaysia is among the nations on the planet that have taken genuine thought concerning the earth by sanctioning the Environment Quality Act route in 1974 (Harun *et al*., 2014). Other than instituting acts about natural insurance, the legislature has additionally shaped the Ministry of Energy, Green Technology and Water, keeping in mind the end goal is to prepare the rising need of green innovation towards economic headway (Nizam *et al*., 2014). The service has established the National Green Technology Policy directly after the development of the service. The legislature has adopted a comprehensive strategy which is known with the acronyms of AFFIRM for the manageability of the conditions (Nizam *et al*., 2014; Harun *et al*., 2014). AFFIRM stands for Awareness; Faculty; and Finance; Infrastructure; and Research advancement and commercialization; and Marketing. This acronym is chiefly intended to get the support from all partners in submitting towards the natural security in Malaysia (Mansor and Yahaya, 2014).

The purchasers' inclinations are changing after some time. Nowadays, even though Generation Y are more mindful on the environmental issues some could have unsavoury discernment towards earth benevolent merchandise and less status to pay more for green products (Nizam *et al.*, 2014; Mansor *et al.*, 2014; Bakar *et al.*, 2019). Companies should be receptive to this socio-statistic change, and keeping in mind the end goal is to stay focused on the commercial centre. An essential test that advertisers are confronting now is exhaustive comprehension of shopper's conduct concerning green showcase and green awareness (Nizam *et al.*, 2014).

In this naturally cognizant time, it is important to understands the issues which spur purchasers to adjust to environmentally friendly practices. The consequences of environmental effects have attained difficulties in the way individuals live (Nizam *et al.*, 2014; Ali and Ahmad, 2012, 2016; Chen, 2010). This has affected customers' buying conduct and drove buyers into making ecological contemplations on every day purchases of green items (Nizam *et al.*, 2014; Karatu and Mat, 2015). Customers turn out to be progressively uncertain and mindful of their significance in the public and how their ecologically activity and in-action would influence their condition and prosperity over the long haul (Ghazali *et al.*, 2021; Karatu and Mat, 2015; Nizam *et al.*, 2014; Noor *et al.*, 2012). This set off the interest for naturally safe items. As natural awareness winds up more grounded, the journey for green products keep on taking off high worldwide. The customers begin to offer contemplations to the cost of green items and how these items could be made accessible.

Nonetheless, in a developing nation like Nigeria, only few people thought about being "green" (Karatu and Mat, 2015). Nigeria still lingers behind on green issues as showed by the low rate of 5 per cent of green items buy (Obayelu, 2019; Ayodele *et al.*, 2017; Shrinivas and Bezner-Kerr, 2014; Synovate Survey, 2012; Quick Pulse, 2011; Olamiyu, 2012). This demonstrates low level of green mindfulness among Nigerian citizens. Currently, the concern about green product legitimacy in the Nigeria markets still lack the availability, and is negatively influenced the interest of green products among the Nigeria people (Quick Pulse, 2011; Karatu and Mat, 2015). Past studies on environmental consciousness have argued that over 83 per cent of the consumer is concerned about the environment with the intention to behave in a green manner (Gleim and Lawson, 2014). However, despite the expressed and shown, it has been observed that only 16 per cent of the

consumers act on these concerned (Gleim and Lawson, 2014). These "*green-gaps*" could be the outcome of the distance between the stated importance of preserving nature and the actual main habitual behaviour to help nature or environment. It is well documented and established in the literature that the gap exists between the intention and the actual or habitual behaviour which previous studies have failed to addressed (Mkhize and Ellis, 2018).

The start of the 21st century is accounted for by a fast increment of purchasers' consciousness on green items due to negative effects in various natural issues, for example, an earth-wide temperature boost and contamination (Saha, 2016; Leonidou *et al*., 2010; Svensson and Wagner, 2012). Consumers turn out to be more organized in acquiring environmentally sustainable products due to the above worldwide emergency. The definition and estimations of manageability idea in ebb and flow, investigate things which are not steady and different which could be seen intensely among analysts (Saha, 2016). Supportability, should arise if an occurrence of items has been characterized.

For example, eco-accommodating could be promoted by environmentalism movements, through social corporate obligation, by being green or adopting green items (OECD, 2009). Researchers such as Liobikienė *et al*., (2016) states that the market share for green products is only four per cent globally, and this implies that the consumption pattern is decreasing and consumers are not supporting green activism. The main goal of sustainable consumption and production could be successfully attained by the development of consumable green products that do not cause environmental harm and health effect. Such natural contemplations are scarcely understandable in the writing despite the way that the thought of supportability is significant for accomplishing the market-introduction. Luckily, buyers are step by step changing their demeanour, conduct and approach in the issues of utilization (Achchuthan and Velnampy, 2017; Saha, 2016). From the 1990s onwards, substantive inquiries have been embraced to examine shoppers' purchasing conduct, especially among Generation Y consumer group (Saha, 2016).

Generation Y are those born between 1980 to 1994 (Nizam *et al*., 2014; Lim and Kumar, 2008; Price Waterhouse Coopers, 2009). Generation Y is an essential buyer with a gathering of around 26 to 30 per cent of aggregate worldwide customer showcase (Din *et al*., 2016). Generation Y has been considered as the segment with high income and would pay the premium for green items (Anvar and Venter, 2014;

Din *et al.*, 2016). The prevailing variable that influences the green acquiring conduct among Generation Y in one nation could be distinctive due to the distinctions in social and financial factor of each nation. Indeed, the factors employ as development of green obtaining conduct could differ from one country to another. Therefore, in the present study, the examinations are used to distinguish the green contextual factors (GCF) which contribute specifically to obtain green conduct; perceived behavioural control (PBC); green product trust (GPT); green product value (GPV); green environmental awareness (GEA); green price sensitivity (GPS); and green culture (GC) between Malaysia and Nigeria. Consequently, the present study would contribute to current works of literature by identifying these factors as the antecedents of green consumer behaviour in developing countries by applying the extended Theory of Planned Behaviour (TPB) model.

1.3 The Cohort of Generation Y Consumer

There is no definite birth date for Generation Y based on studies from different literature (Thambiah *et al.*, 2015). Therefore, this study adopts the age range between 18 to 32 years which previous scholars have adopted (Thambiah *et al.*, 2015). Generation Y are those populations born in 1980 until 1994. At present, the people in this age group and have grown into adulthood (Thambiah *et al.*, 2015; Nizam *et al.*, 2014; Kumar and Lim, 2008). It has been documented that Generation Y is the individual born after Generation X and before Generation Z (San *et al.*, 2015; Getupinc's Nigeria Millennial Survey, 2016). Statistics provides that 30 per cent or approximately 9.4 million of Malaysian population represents Generation Y from the total population of 32.3 million (Department of Statistics Malaysia, 2019). In Nigeria, over 60 per cent, which is approximately 117 million of Nigeria population represents Generation Y from a total population of over 195.9 million (Commonwealth Business Forum-London, 2018; United Nations Population Division, 2018). In Kuala-Lumpur, Malaysia; the total population of the age group between 18 to 32-year-old is recorded to be approximately 484,002 from the total population of approximately 1,795.002 (Department of Statistics Malaysia, 2019). In Abuja, Nigeria; the total population of the age group between 18 to 32-year-old is approximately 573,008 at a growth rate of 9.2 per cent from its total population of

approximately 1,406.002 and the figure is expected to increase gradually (National Population Commission, 2019).

The literature in the previous works argue that Generation Y present profitable and attractive market segment in the green industry as they represent the future of green marketing (Din *et al*., 2016). Generation Y is considered a vibrant consumer the former Malaysian Prime Minister, Datuk Seri Najib Tun Razak (Gasper, 2014; Shafiq and Jan, 2017). Generation Y have great influence on green marketing strategies and decision-maker in the corporate establishment that support environmental sustainability (Getupinc's Nigeria Millennial Survey, 2016). Generation Y would constitute 75 per cent of the workforce before 2030; and this implies they have a leading collection in purchasing goods and constitute 1.8 billion globally (Getupinc's Nigeria Millennial Survey, 2016; Naim and Lenkla, 2016). Generation Y has soaring spending ability with the right culture, attitude and behaviour to create a positive change (San *et al*., 2015; Sa'ari and Koe, 2014; Naim and Lenkla, 2016; Shafiq and Jan, 2017).

Generation Y is also known as Nexters, Net generation, Eco boomers, Generation We, Generation Next, Generation dot-com, The bridges, Digital generation and Millennials (Sox *et al*., 2014; Kanonuhwa and Chimucheka, 2014; Bleedorn, 2013). Generation Y consumer is characterized different from the other generational groups (Sox *et al*., 2014). Generation Y consumer is concerned about the future expectation for safety, social equality and environmental sustainability (Deloitte Millennial Survey, 2018). It is well documented that 29 per cent of Generation Y is showing responsibility for protecting the environment against natural disaster and climate change; 73 per cent provides motivation and stimulation for environmental sustainability and another 74 per cent shows positive impact on local communities. 84 per cent have joined the gig economy with the aim to support an innovative way of meeting consumer needs (Deloitte Millennial Survey, 2019). With reference of millz mood monitor "score based on responses on economic, environmental and business sentiment", Nigeria scores 69 per cent while Malaysia scores 57 per cent. This indicates emerging economies are more optimistic for better and peaceful future (Deloitte Millennial Survey, 2019).

Subsequently, Generation Y could be defined in cycles of 7R's, namely reuse, reduce, recycle, repair, rethink, refuse and recover. Reuse- Generation Y shares with others and find new use for the old objects. Reduce- Generation Y

reduces the consumption of energy and materials. Recycle- Generation Y closes the loop and remake. Repair- Generation Y prefers to fix and upgrade objects rather than trashing or throwing them away. Rethink- Generation Y are mindful of consumption and the earth. Refuse- Generation Y does not consume what things that are not needed. Recover- Generation Y recovers energy, material and upcycle. These characteristics make Generation Y more cautious and vigilant about their environment and willingness to act immediately. According to Mckayn (2010), 69 per cent of Generation Y involves in recycling and is willing to help the environment unlike the previous generation.

Generation Y is believed to have higher earning ability and it is important for companies to acknowledge them as the largest consumer segment (Sox *et al*., 2014). Generation Y is estimated to influence three hundred to four hundred billion dollars in family purchases and one hundred and fifty-three to one hundred and fifty-five billion dollars on themselves (Bleedorn, 2013; Martin and Turley, 2004; Lazarevic, 2012). Similarly, Prince One and Hobart (2017) state that Generation Y think universally and are more environmentally conscious. Generation Y builds his or her characters and is pleased to showcase them. They expect the corporate establishment to showcase sustainability in respect to the environment (Deloitte Millennial Survey, 2019). According to Solomon (2015) Generation Y sustains eco-friendly activism and give more value to various aspect of ethics that support environmental stability. *More details on Generation Y and the environment would be highlighted in Chapter 2.* Generation Y expects corporate establishment to have a sense of integrity to be sincere, straight, responsible, respectful, open and fair towards the environment (Institute of Business Ethics, 2007).

Generation Y consumers expect green establishments to be socially responsible and are expressing concern for policymaker to be proactive about making a positive green impact on the society (Deloitte Millennial Survey, 2018, 2019). This is defined as a business obligation on a positive impact and reduce its negative influence on society and humanity (Ferrell and Hirt, 2015). If the establishment fails to act ethically, Generation Y would rather prefer another category of product that has a positive ethical green impact and sustainability. As such Generation Y is ready to pay extra cost for such product with green attributes (Kavran *et al*., 2015; Getupinc's Nigeria Millennial Survey, 2016).

Pickett-Baker and Ozaki (2008) argue that Generation Y would prefer an establishment and business leaders that respect environmental principles and ethics. Minority of Generation Y cohort believes that establishment behaves ethically, with 48 per cent against 65 per cent in the previous year and that business leaders are committed to help improve the society with 47 per cent against 62 per cent in the past year (Deloitte Millennial Survey, 2018). The scenario portrays establishments around the world focus on environment in their agenda rather than considering the wider society and audience (Deloitte Millennial Survey, 2018). Due to the growing environmental awareness, green product purchases become a standard for consumption among the millennials (Raheem *et al*., 2014). Green product purchase is the purchase of environmentally friendly product with little or less harm to nature and humanity.

1.4   Problem Statement

A cross-cultural research study comparing green consumer behaviour on green products is scarce in emerging nations (Liobikiene *et al*., 2016; Sreen *et al*., 2018; Mkhize and Ellis 2018; Lee, 2017; Obayelu, 2016, 2019). Past studies have been merely conducted in the West, specifically in the United States where most of the examinations focus on the Whites and Hispanics, thus suggesting bias. Nevertheless, it is suggested that a cross-cultural analysis is made to examine the impact of green behaviour and cultural shift on consumers over time. For example, some literature works mentioned above examine consumer intention at various levels within the context of ethnicities such as North America or Europe; to date, none exist across the ethnicity in Africa and Asia among Generation Y green behaviour. In so doing, the well-established significance of identifying the differences in green consumer behaviour and its relative variables are dismissed.

Past literature works on the studies have argued that consumer's behaviour will depend on the social context (Joshi and Rahman, 2015; Sreen *et al*., 2018; Barua and IsIam, 2011; Tikka *et al*., 2000; De Mooij, 2019; Hadler and Haller, 2011; White *et al*., 2019). Many studies have revealed that consumer behaviour concerning green products is driven by some causal factors (Joshi and Rahman, 2015; Steg and Vlek, 2009; Ajzen and Fishbein, 1980; Oroian *et al*., 2017; Mohiuddin *et al*., 2018). Contextual factors, social factors, and social groups influence green consumer

behaviour (De Mooij, 2019; White *et al*., 2019; Steg and Vlek, 2009; Joshi and Rahman, 2015; Hadler and Haller, 2011, 2013). However, within the limitations of the same age selection, differences in behaviour still exist. Different social groups or social contexts could vary from one another, attitude toward behaviour would significantly be different. According to the TPB, green behaviour is more likely to occur when causal factors such as perceived behavioural control, green product trust, green product value, green environmental awareness, green price sensitivity and green culture are present. These causal factors have been suggested to influence the outcome of green behaviour in different settings (Ajzen, 1991; Steg and Vlek, 2009). This justifies the research goal; understanding the differences in green behaviour among Generation Y in Malaysia and Nigeria; with the influence of causal factors – the green contextual factors (GCF).

Green consumers have become increasingly worried about health and environmental problems due to environmental hazards and the declining and sustainability issues in Malaysia (Tan *et al*., 2019; Amran *et al*., 2014; Achchuthan and Velnampy, 2017; Setyawan *et al*., 2018; Mokan *et al*., 2018). The same phenomena are also observed in Nigeria (Karatu and Mat, 2015, 2013; Kabiamaowei *et al*., 2018; Obayelu, 2016, 2019). The awful air pollution such as climate change caused by global warming and level of particulate matter has become a serious societal and cultural complication in Malaysia and Nigeria (Amran *et al*., 2014; Achchuthan and Velnampy, 2017; Karatu and Mat, 2015; Ataman *et al*., 2018; Mokan *et al*., 2018). Subsequently, the Malaysian government has been frequently involved in green initiatives ranging from green technology (Achchuthan and Velnampy, 2017), greenhouse promotion (Amran *et al*., 2014), and green activism (Yahya, 2019; Suki, 2013). The government believes by encouraging green activism and green action, global warming, and air pollution problems could be reduced; thus, a promising sign of continuous growth.

Despite attainment to stir and uplift the citizens to support environmental stability, the level of activism in green pursuit and awareness is not encouraging and is still low among Malaysians due to insufficient awareness (Yahya, 2019; Din *et al*., 2016; Mokan *et al*., 2018). In recent years, Malaysia has shrunk and declined significantly in the world environmental performance index (Yale University 2011; Dual Citizen LLC., 2018). This declaration is supported by studies made previously (Bartels and Hoogendam, 2001; Young *et al*., 2010; Nizam *et al*., 2014). These

studies argue that only a few young consumers are ready to embrace green behaviour among the Malaysian people (Mokan *et al*., 2018). Researchers like Chen and Chai (2010), argue that the problem of a green consumer is due to insufficient information on going green among the young citizens. Some studies suggest that educational program should be directed toward the local communities explaining the importance and significance of environmental education, values, and lifestyles (Achchuthan and Velnampy, 2017). Thus, green marketing strategies should come up with new insights to develop green business and provides awareness among people in the emerged and emerging nations.

In Nigeria, similar issues are becoming increasing concern. Numerous studies verify the antecedent of green behaviour on green products with exception to Generation Y. They have become a yearning issue (Obayelu, 2016, 2019; Karatu and Mat, 2015, 2014; Preko, 2017; Ataman *et al*., 2018; Bakare *et al*., 2017). Generation Y consumers are the new stakeholders of the modern-day green movement; therefore, it is expected that the demand for the green product would increase. Despite the dominance of Generation Y in Nigeria, there is still a decline towards "*green*" and an absence of environmental consciousness (Obayelu, 2019, 2016; Odia and Adekunle, 2017). Nigeria is faced with numerous problems ranging from insufficient information on green, distrust towards green products, price sensitivity, low level of environmental green culture, and poor environmental policies declared by the government (Obayelu, 2016; Preko, 2017; Iweama, 2014; Gbadeyan and Omolekan, 2015). Past studies argue that Nigerian consumers are not well informed about going green (Obayelu, 2019; Karatu and Mat, 2015). These views are similar issues in Malaysian context (Ghazali *et al*., 2021; Noor *et al*., 2012; Tan *et al*., 2019; Chen and Chai, 2010; Achchuthan and Velnampy, 2017; Din *et al*., 2016; Bartels and Hoogendam, 2001; Young *et al*., 2010; Nizam *et al*., 2014; Mokan *et al*., 2018). Buyers interests in green products have been limited by availability, concern about green legitimacy in recent economic recession in Malaysia and Nigeria. Green products features have been relatedly high, pose an extra cost of recession in budget in Malaysia and Nigeria markets.

Although green behaviour has not been sufficiently researched, to unfold the issues affecting green products in developing nations from the industrial or academic perspective are becoming popular. The consumers' request to comply with acceptable social norms is not fully reflected in their consumption behaviour due to

the belief which has spur negatively on low awareness from local communities (Ayodele *et al*., 2017; Obayelu, 2019). The study also argues that 30 to 50 per cent of consumers has shown readiness to purchase the green product. Yet, the market shares are still decreasing, and not encouraging. It is estimated to be below 4 per cent globally, a sign of discontinued growth (Liobikienė *et al*., 2016). Consumers show insufficient tendency to adopt green behaviour. This is a clear evidence of a "*green-gap*", bearing in mind the main goal of sustainable consumption is to reach the growth of consumable goods and services that do not damage environmental quality. Although, green products and services are given preference Liobikienė *et al*., (2017) declare purchasing would help the aspect of sustainable consumption for peaceful future (Liobikienė *et al*., 2016; Liobikienė and Poškus, 2019). A recent study underpinned that 65 per cent of consumer shows positive behaviour towards the environment and want to purchase green products. However, only 26 per cent fulfils that advocacy (White *et al*., 2019). This also show another clear evidence of "*green-gap*", and it is against this backdrop, the present study is determined to investigate the behaviour among Generation Y consumer groups.

The behaviour of Generation Y is complex (Barua and Islam, 2011). Innumerable studies support the importance of Generation Y consumers toward green products (Tan *et al*., 2019; Setyawan *et al*., 2018; Ottman *et al*., 2006; Chen and Chai, 2010; Lee, 2011). For instance, Chen and Chai (2010) discover some differences between Generation Y male and female, with the male having a negative attitude towards green products compared to the female, which implies that Generation Y female is embracing new worth and more positive in green products activities. Indeed, Generation Y female is environmentally conscious and has substantial earnings. They are becoming conscious on fashion and would spend on costly foreign brands (Setyawan *et al*., 2018; Silver and Pownall, 2014). Generation Y has been acknowledged as a differentiated segment of green marketing. Besides, the behaviour of Generation Y has received expansion among marketers (Tan *et al*., 2019; Setyawan *et al*., 2018; Moschis and Moore, 1979). Generation Y consumers are the new leaders of a modern-day green movement (Ottman,2017) and the special quality is sufficiently influenced by their behaviour (Chen, 2017). Generation Y believes that universal eco-change is caused by human involvement and interference. They are likely to purchase more green products than those consumers who feel environmental change arises naturally (Ottman, 2017; Kanonuhwa and Chimucheka,

2014). A recent study argues that 29 per cent of Generation Y is showing concern and making effort to protect the environment against natural disasters and climate change (Deloitte Global Millennial Survey, 2019). This differentiates their behavior and makes them unique from other generational segments as the future of green marketing depends on the right attitude.

Attitude determines the final choice in the consumer decision and purchasing process (Basha *et al*., 2015). The studies of Alwitt and Berger, (1993) argue that when it comes to green products consumption, consumer behaviours are inconsistent due to attitudes which vary in the confidence level and knowledge. However, few studies have examined attitude with consumer behaviour by comparing Asian and African ethnicity. Thus, some studies have supported these claims (Sreen *et al*., 2018; Liobikiene *et al*., 2016). For example, Pontet and Salaun (2013) conduct a study in France and Sweden. Chen *et al*., (2018) conduct their study in Belt & Road countries such as; Vietnam, the Philippines, China, and Pakistan. Achchuthan and Velnampy (2017) conduct a study across North and South America, in Canada and Brazil, as well as Europe focussing in England, Spain and Portugal. In Asia, studies have been conducted in China, Hong Kong, and Malaysia; in South Asia, India, Pakistan, Sri Lanka, and Bangladesh have been selected. Ferraz *et al*., (2017) study is conducted in Brazil and Canada. Lee (2017) carries out his study among Korean and Chinese consumers. Liobikiene *et al*., (2016) conduct the studies across all European Union (EU) nations excluding Luxembourg due to lack of data coverage. Zhen (2016) carries out his study in New Zealand and the Chinese consumer. The future of green products depends on consumers' demand which is strongly influenced by attitude, green behaviour or culture among other causal or contextual factors. This justifies why attitude is incorporated as a mediator. Many studies argue that contextual factors could determine the likelihood of consumers knowledge and stimulate their behaviour to act (Joshi and Rahman, 2015; Kaiser and King, 2004; Tanner *et al*., 2004; Steg and Vlek, 2009; Van Raaij *et al*., 2002).

Furthermore, green behaviour does not only depend on the motivational factor alone (Joshi and Rahman, 2015). Numerous causal factors would encourage or discourage consumer behaviour and influence their motivation (Steg and Vlek, 2009). The motivational factors such as attitude is not the only factor to be considered, but also GCF (Steg and Vlek, 2009; Joshi and Rahman, 2015). In behavioural studies, except for a very few studies (Steg and Vlek, 2009; Guagnano *et*

al., 1995; Hunecke *et al*., 2001; Joshi and Raham, 2015), some factors of GCF; green environmental awareness have not been thoroughly examined among Generation Y based on a cross-cultural analysis. However, the TPB has also observed individual perception of GCF to convey the perceived behavioural control (Steg and Vlek, 2009). This is outstanding, given that ecopsychology studies examine behaviour between humans and their environment at the same time examining the influence of GCF on behaviour particularly when awareness is highly regarded. Therefore, green environmental awareness is a new dimension that is incorporated in GCF. Consequently, awareness is a leading factor to be integrated with GCF and the TPB model. It is an important construct which influence the outcome of the TPB model (Yi, 2019; Steg and Vlek, 2009; Fielding *et al*., 2008). Past studies have argued that environmental awareness would provide clarity to green practitioner on how to implement green strategy and enhance environmental performance (Mohiuddin *et al*., 2018; Yi, 2019; Ajzen and Fishbein, 1980). However, to understand this segment, it is important to distinguish these causal factors that influence, and motivate consumer green behaviour in the decisions making process as proposed by Steg and Vlek,(2009); Young *et al*., (2010); Lee (2011); Oroian *et al*., (2017); Mohiuddin *et al*., (2018); Biswas and Roy (2016); Tanner *et al*.,(2004); Black *et al*., (1985); Joshi and Rahman, (2015).

GCF influence behaviour and they operate in different ways. Firstly, GCF affect behaviour directly. Secondly, the link between GCF and green behaviour could be mediated by motivational factor – attitude (Steg and Vlek, 2009). For instance, the initiation of recycling process could lead to positive attitude towards recycling because it is more suitable, and attitude would help attain high level of recycling. Thirdly, GCF could moderate between motivational factor – attitude and green behaviour, and the influence of GCF on green behaviour depends on personal factor (Steg and Vlek, 2009). For instance, environmental awareness may reduce the usage of automobile when there are better alternatives. Lastly, in line with the third significant, GCF determine the type of motivation most strongly influence green behaviour (Steg and Vlek, 2009). For instance, when facilities are available, recycling process could be strongly considered (Guagnano *et al*., 1995). Given these significance of GCF; they either facilitate or constrain and encourage or discourage behaviour on the adoption of green products. Various studies are needed to investigate the roles on green behaviour in relations to motivational factors (Steg and

Vlek, 2009; Thøgersen, 2005; Joshi and Rahman, 2015). GCF aim to evaluate, examine, motivate or de-motivate the drive of what consumers think, what they do, and feel in terms of behaviour, awareness, attitude and cultural difference (Steg and Vlek, 2009; Van Raaij *et al*., 2002; Mkhize and Ellis, 2018; Corrraliza and Berenguer, 2000; Biswas and Roy, 2016; Tanner *et al*., 2004; Joshi and Rahman, 2015). Subsequently, GCF is important when analysing environmentally supportive behaviour. Only a few studies have considered GCF (Steg and Vlek, 2009; Biswas and Roy, 2016; Joshi and Rahman, 2015; Van Raaij *et al*., 2002; Barr *et al*., 2005). Therefore, this study is considing to investigate GCF and green behaviour. This study is also aiming to balance and incorporate green culture as a new emerging variable. It could be a contributing factor because culture plays a leading role in environmental impact assessment and influence consumption of the green product (De Mooij, 2019; Kennedy *et al*., 2009; Stern, 2000). *The discussion would be elaborated in more detail in chapter 2*.

Despite looking at GCF alone, many studies argue that green culture is important in behavioural studies since culture could predict human behaviour in a cross-cultural analysis (Porter-O'Grady and Malloch, 2010; De Mooij, 2019; Sreen *et al*., 2018; Joshi and Rahman, 2015). Revealing that green culture has a direct positive influence on green behaviour in regards to consumer orientations toward green commitment to participate in positive environmental impact. There is limited study where green culture is examined among Generation Y (Sreen *et al*., 2018; Liobikiene *et al*., 2016). The integration of green culture would help green marketers to implement green strategies to meet business performance (Yang *et al*., 2017).

Liobikiene *et al*., (2016) argue that green culture contributes strongly to green behaviour among European nations and it does not depend on economic development. This implies the impacts of economic development could not predict green behaviour. Therefore, culture is a causal factor in environmental impact and influence green behaviour (De Maya *et al*., 2011; Tseng and Hung, 2013; Ritter *et al*., 2015). Many studies argue that comparative analysis would help researchers to understand the differences in behaviour and the impact of cultural shift among green consumers (Sreen *et al*., 2018; Mkhize and Ellis, 2018; Obayelu, 2016, 2019). Moreover, providing green practitioners with different strategic approaches to succeed in developing nations. Therefore, this study fulfils the requirement for using

Kuala-Lumpur, Malaysia, and Abuja, Nigeria as a case study, because they share the same environmental values and need (Joachim *et al*., 2017; Usilappan, 2016).

Furthermore, the importance of adopting green behaviour, green environmental awareness and the new emerging construct of green culture as the outer variable are justified in this study. Experts view green behaviour and green culture should be given the same attention and be incorporated into environmental studies (Liobikienė and Poškus, 2019; Mkhize and Ellis, 2018; Sreen *et al*., 2018; Joshi and Rahman, 2015). There are limited studies examining green behaviour as a dependent variable when applying the TPB model, while intention might not be a reliable measure for green behaviour. Consumers could not be engaged in a defined behaviour even when showing a strong intention to do so. This would help the researcher to identify and provide more understanding of comparative studies that would assist policymakers particularly in the green and manufacturing industries in implementing new green insights and strategies that are needed to find or reach new targets. Thus, this study focuses on green behaviour rather than intention with the application of the TPB model to provides useful insights. The theory links GCF to enhance the explanatory capacity and strength, and therefore, improves the understanding of green behaviour studies (Paul *et al*., 2016; Setyawan *et al*., 2018).

TPB is most applicable to address the issues in green marketing (Kumar, 2012; de Maya *et al*., 2011; Wu and Chen, 2014; Awuni *et al*., 2016; Paul *et al*., 2016; Setyawan *et al*. 2018; Sreen *et al*., 2018). TPB has the predictive ability to predict human behaviour and perceived behavioural control unlike the Theory of Reasoned Action (TRA) which lacks these antecedents and claims the more positive the attitude is towards a particular behaviour, the more the chance of an individual to perform that behaviour (Ajzen, 1991, 1985). This implies that not every individual could perform the required behaviour, unlike intention which could be exhibited by anybody. This makes green behaviour as the focus of the study. Based on the importance of attitude in consumer green behaviour, a framework model is established. The model believes that Generation Y attitude towards green behaviour is strongly influenced by the GCF.

In summary, the focus of this study is not limited to the highlighted issues but also to bridge the research gap by conducting a comparative study to contribute to the extended TPB model, whilst linking green culture, environmental awareness, and green behaviour as the main contributions. In this way, the study develops a robust

framework model to enhance the understanding of green behaviour among Malaysian and Nigerian consumer groups. Therefore, this would help green practitioners in the industries to implement strategies and policies to reach and maintain new targets, that would commensurate with the green marketing sector on green product consumption.

1.5   Research Questions of the Study

By considering the above problems, the research thus attempts to identify and compare (i.e., differences) the green consumers' behaviour on green products among Generation Y in Malaysia and Nigeria. To achieve this central research inquiry, the specific research questions are formulated as the following:

1.5.1   What influence Green Contextual Factors (PBC, GPT, GPV, GEA, GPS) has on green behaviour among Generation Y in Malaysia and Nigeria?

1.5.2   What influence Green Contextual Factors (PBC, GPT, GPV, GEA, GPS) has on attitude among Generation Y in Malaysia and Nigeria?

1.5.3   What influence Green Contextual Factors (PBC, GPT, GPV, GEA, GPS) has on green culture among Generation Y in Malaysia and Nigeria?

1.5.4   Does green culture influence the attitude among Generation Y in Malaysia and Nigeria?

1.5.5   Does green culture influence green behaviour among Generation Y in Malaysia and Nigeria?

1.5.6   Does attitude influence green behaviour among Generation Y in Malaysia and Nigeria?

1.5.7   Does attitude mediate the relationship between Green Contextual Factors (PBC, GPT, GPV, GEA, GPS), green culture and green behaviour among Generation Y in Malaysia and Nigeria?

1.5.8   What is the difference in green behaviour among Generation Y in Malaysia and Nigeria?

1.6   Research Objectives of the Study

The following research objectives are formulated to guide the investigation of the topic:

1.6.1   To examine the influence of Green Contextual Factors (PBC, GPT, GPV, GEA, GPS) on green behaviour among Generation Y in Malaysia and Nigeria..

1.6.2   To examine the influence of Green Contextual Factors (PBC, GPT, GPV, GEA, GPS) on attitude among Generation Y in Malaysia and Nigeria.

1.6.3   To examine the influence of Green Contextual Factors (PBC, GPT, GPV, GEA, GPS) on green culture among Generation Y in Malaysia and Nigeria.

1.6.4   To examine the influence of green culture on attitude among Generation Y in Malaysia and Nigeria.

1.6.5   To examine the influence of green culture on green behaviour among Generation Y in Malaysia and Nigeria..

1.6.6   To examine the influence of attitude on green behaviour among Generation Y in Malaysia and Nigeria.

1.6.7   To examine attitude as a mediator in the relationship between Green Contextual Factors (PBC, GPT, GPV, GEA, GPS), green culture and green behaviour among Generation Y in Malaysia and Nigeria.

1.6.8   To examine the differences in green behaviour among Generation Y in Malaysia and Nigeria.

1.7   Scope of the Research Study

The scope of study focuses on understanding the differences in consumer green behaviour among Malaysian and Nigerian Generation Y on green products. Understanding GCF impact on young consumers' behaviour and their behavioural pattern of green product purchase in an area of green culture using TPB. After a review on the literature, it has been observed that very few studies are conducted to

investigate GCF on green consumer behaviour as well as on green products among Generation Y on cross-cultural perspective (Biswas and Roy, 2016; Van Raaij *et al*., 2002). Consequently, this research addresses these issues to see whether the differences in behaviour exist among consumers in different nations. This study intends to investigate Generation Y green behaviour on green products, generally based on GCF such as perceived behavioural control, green product trust, green product value, green environmental awareness, green price sensitivity, green culture, attitude and green behaviour.

The study is not based on Generation Y consumer's behaviour on a or specific green products. However, the varieties of green products are highlighted to show the wide range of product categories and the researcher wants to know which of the products have the most influence power; and what consumers consume the most to ascertain their environmental footprint. The varieties of green products which has been identified and included in the survey are reusable shopping bags, greenwashing machine (water-saving), electronic books, meat without antibiotics, organic food, locally produced food, aluminum water bottle (SIGG), compact fluorescent bulb (CFL), rechargeable batteries, low VOC paint (interior paint), hybrid car, car with low petrol consumption per mile, light emitted diode (LED TV), organic clothing like fabrics, self-assemble furniture and environmental friendly cosmetic products such as organic shower gel and bite beauty lip mask.

Subsequently, a quantitative and cross-sectional study technique has been applied in the study. The data is collected from green consumers who truly performed the green behaviour in two developing cities; Kuala-Lumpur, Malaysia and Abuja, Nigeria. The sets of data are collected from 27th January 2019 to 20th Feb 2019 in Abuja, Nigeria and from 20th April 2019 to 2nd June 2019 in Kuala-Lumpur, Malaysia as indicated in Figure 1.1 as an infographic for the research scope. The target populations are Generation Y consumers between the age range of 18 to 32 year (Nizam *et al*., 2014). living in the capital cities in both countries. This further justifies the choice of location in the study. Previous literature has shown that Generation Y individuals who live in the city are more knowledgeable about green products, therefore, such individual would be able to understand green context (Hedlund, 2011; Alwitt and Pitts, 1996; Han *et al*., 2010). The characteristics of the sample would differ from one location to another. For example, within the confines

of the same age selection, differences in behaviour still exist and Generation Y could be largely influenced by behaviour and several contextual factors.

Figure 1.1: Scope of the Research Study.

1.8 Significance of the Study

The study has made some significance impacts to the existing body of literature studies which include academicians; government the industry.

1.8.1 Significance to the Academician

This study serves as a good supplement to academicians and provides a standard for studying the similar context of Generation Y green behaviour on green products in developing countries. The research helps to improve academic research centred on green marketing, environmental issues, behavioural studies, environmental economics, technology management & business, and consumer science research, in terms of identification of consumer motivation to purchase green products and the underlying pro-environmental behaviour. It is significant in helping researchers to know and identify numerous key factors which motivate or demotivate environmentally supportive behaviour among Generation Y consumer group. Moreover, the study also clarifies the existing literature by focusing on disparity on green behaviour to awareness inconsistency and the findings serve as a reference and guide to readers, researchers, scholars, postgraduate and undergraduate students in

conducting similar research in the future. Subsequently, the academic significant is useful in science and technology as it helps to uncover critical areas which create environmental problems and earth-wide natural challenges which have yet to be explored. Additionally, the significant of the study, helps academician in respective research areas to explain the importance of environmental values and lifestyle to audience in host communities through corporate social responsibility (CSR) and green activism for a peaceful future. The present study encompasses advance scope by submitting a unique framework that links the (TPB) with other constructs to determine environmentally friendly products. Therefore, academicians would find this study useful and beneficial to green marketing research.

1.8.2 Significance to the Government

Government is often confronted with plenty of difficulties in persuading citizens to observe environmentally friendly and sustainable standard, keeping in mind the end goal to be fruitful and move towards a sustainable lifestyle. However, this study helps respective government to propagate and stimulate green products policies and enact laws that would encourage companies, policymakers and citizens to promote environmentally friendly products towards living a sustainable lifestyle. The government is not hesitant to protect the environment. Social advertising could also be improved through the findings. The availability of the result in this research study could educate and encourage environmental awareness among citizens in the local communities, and the public in general. The government could also encourage and propose incentive for companies for producing environmentally friendly products because Generation Y believes environmental factors are significant in inducing buying green behaviour compared to adult consumers. This conveys that teens are positively informed about the significance of safeguarding the environment for the wellbeing of all. Additionally, the significance would help the government to diffuse poor green practice and poor environmental involvement among policymaker, institutions and citizens in the member countries location where the study has been carried out and the society at large, Therefore, setting up strategies to promote green culture is crucial. Lastly, the findings of this study, would help the government to be more dynamic in spreading environmental awareness and install confidences among consumers at the grass-root level.

1.8.3 Significance to the Industry

Policymakers especially green marketers and business clients are encountering a lot of challenges in convincing young people and other segments of consumers to purchase green products and live green. The study acts as an influencer to assist green marketers to align their green marketing practice to attract Generation Y across Malaysia and Nigeria. Knowing Generation Y purchase behaviour, green marketers, policymaker and green collaborators could establish strategies to retain the environmentally friendly consumer and try to maintain the existing consumers and develop new target through the significance of the study. The target consumers have the largest spending ability in developing nations; therefore, policies should be made to retain them.

Industry players could be fully involved with consumers through the message of their products and this would further increase the intention of personal contribution and the importance of engagement in a purchase decision. The significance of this study would also assist policymakers to promote environmental education and the provision of more information about green products and their impact on the environment. This would help many companies to move advantageously towards green environment. The rationale towards the green environment has become social responsibility on the goods and services they produce by examining and identifying the factors that influence green behaviour with regards to consumer purchasing habit. Lastly, it helps policymakers to utilise and target Generation Y consumer, as they made up the highest volume and value of the consumer base in Malaysia as well as in Nigeria. Therefore, they should use them as an agent of change by shaping the lifestyle of green movement towards sustainable consumption practises.

1.9   Operational Definition of Variables

Table 1.1: Operational Definition of Variables

No	Variables	Definitions
1.	Perceived Behavioural Control (PBC)	Perceived behavioural control is all about perception, and it refers to individual perception to perform or exhibit a positive behaviour towards objects, believing is socially accepted and feel they have control over such an object which will translate into actual behaviour when an individual has actual behavioural control (Sreen *et al*., 2018).
2.	Green Product Trust (GPT)	Green product trust is as the general consumer willingness to depend on green product and service based on the belief and expectation resulting from the products credibility and ability of its environmental performance (Chen *et al*., 2015).
3.	Green Product Value (GPV)	Green product value is often described as consumer appraisal or rating of the product based on what is expected from is attributes or identity and product value is an important determinant in green purchasing decision (Dhewi *et al*., 2018).
4.	Green Environmental Awareness (GEA)	Green environmental awareness is the amount of information a consumer has at his/her disposal regarding environmentally preferable products and how they solve environmental-related issues towards living a sustainable lifestyle (Maichum *et al*., 2018).
5.	Green Price Sensitivity (GPS)	Green price sensitivity is the total amount a green consumer will reimburse to obtain a particular green product and is sometimes referred to a component and a dominant factor in green products marketing mix (Sharaf and Perumal, 2018).
6.	Green Culture (GB)	Green culture is referred to as a lifestyle of making wilful choice and commitment regarding the resource use or adapted for everyday lifestyle to reduce the negative effect on the environment (Ermolaeva, 2010).
7.	Attitude (ATT)	Attitude is the psychological path that determines the favour or disfavour of a consumer towards a specific component (Eagly and Chaiken, 2007).
8.	Green Behaviour (GB)	This is all about sustainable behaviour and is defined as the total of individual environmental behaviour that has a meaningful impact on the environment and society (Kollmuss and Agyeman 2002).

1.10   Summary

This chapter has laid the foundation of the study, presented the research introduction on the background of the study in relation to the context of the research topic. The chapter introduces a brief overview of Generation Y consumer cohort. The problem statements are extensively discussed as they relate to the antecedent of green consumer behaviour's studies and the green contextual factors. This is followed by the research questions and research objectives which are presented in accordance with the research problems identified. In line with the research problem, objectives and research questions, a brief overview of the research scope is also discussed. The operational definitions of variables are also highlighted. The succeeding chapter aims to address the theoretical literature review component as it relates to the past and present studies.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter begins with the underpinning theory; followed by the presentation of the dependent and independent variables. The literature review is based on the antecedent on green consumer behaviour; and is discussed in detail and its relationships to the underpinning theory using scientific published textbooks and refereed articles. Generation Y environment and green expectation are highlighted. The chapter reviews the research framework and the constructs from the framework are extensively discussed. The relationship between each construct is highlighted to formulate the hypotheses. Previous literature presented in various studies on green consumer behaviour are presented in a tabular form on the discourse area of the study, the method used, theory applied and the discovered findings. Cross-cultural studies which have been conducted previously in developed and developing nations on environmental topics are also presented in this chapter.

2.2 The Theory of Planned Behaviour

The theory of planned behaviour (TPB) model focuses on behavioural decision that predicts the future behaviour (Ajzen, 1991). It could be described as the consequences of a social phenomenon such as green behaviour. The TPB is the updated model from the theory of reasoned action (TRA) with an added variable – perceived behavioural control to establish the explanatory capacity (Ajzen, 1991).

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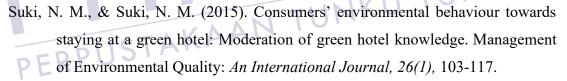
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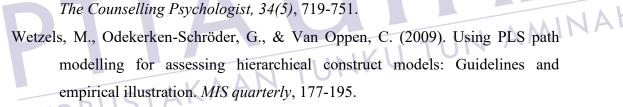
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