Minimizing Waste and Encouraging Green Practices

(Pengurangan Pembaziran dan Galakan Amalan Hijau)

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ABSTRACT

The growing environmental consciousness among societies in developing countries does not promote their inclination towards 'green' practices in daily life. Hence, the main purpose of this study is to identify the significant factors that may influence the intention to engage in green practices, particularly towards the recycling and green word-of-mouth intention. Understanding the drivers of the intention to engage in green practices allows innovation in communication and green marketing to encourage green practices. Self-administered questionnaires were distributed to a sample of 315 respondents. Multiple linear regressions were used to test the predetermined hypotheses. The results reveal a significant positive relationship between green attitude, subjective norms, perceived behavioral control and green practice consequences relating to the intention to engage in recycling activities. Green attitude fails to significantly affect the word-of-mouth intention. Nevertheless, subjective norms, perceived behavioral control and green practice consequences emerge as the significant predictors of the word-of-mouth intention. Thus, innovations in green marketing should emphasize subjective norms, perceived behavioral control and green practice consequences to promote green practices and enhance the adoption of green strategies, especially with regards to recycling and word-of-mouth communication of green practices.

Keywords: attitude; green practices; green practice consequences; intention; subjective norm; perceived behavioral control

ABSTRAK

Peningkatan kesedaran alam sekitar di kalangan masyarakat di negara-negara membangun tidak semestinya menggalakkan kecenderungan mereka ke arah mengamalkan konsep hijau dalam kehidupan harian. Justeru, tujuan utama kajian ini adalah untuk mengenal pasti faktor-faktor penting yang mungkin mempengaruhi niat amalan hijau, khususnya terhadap niat kitar semula dan perbualan hijau. Memahami faktor dorongan niat amalan hijau membolehkan inovasi dalam komunikasi dan pemasaran hijau untuk menggalakkan amalan hijau. Soal selidik telah diedarkan kepada sampel seramai 315 responden. Regresi linear berganda telah digunakan untuk menguji hipotesis yang ditetapkan. Dapatan kajian menunjukkan hubungan positif yang signifikan antara sikap hijau, norma subjektif, persepsi kebolehkawalan tingkah laku dan akibat amalan hijau kepada niat untuk mengitar semula. Sikap hijau tidak memberi kesan signifikan kepada niat perbualan hijau. Namun, norma subjektif, persepsi kebolehkawalan tingkah laku dan akibat amalan hijau muncul sebagai peramal yang signifikan kepada hasrat perbualan hijau. Oleh itu, inovasi dalam pemasaran hijau perlu menekankan norma subjektif, persepsi kebolehkawalan tingkah laku dan akibat amalan hijau untuk menggalakkan amalan hijau dan mempertingkatkan penerimaan strategi hijau, terutamanya berkaitan dengan komunikasi kitar semula dan perbualan amalan hijau.

Kata kunci: Sikap; amalan hijau; akibat amalan hijau; niat; norma subjektif; persepsi kebolehkawalan tingkah laku

INTRODUCTION

Today, environmental awareness is one of the key issues being widely discussed. Words such as green, eco-friendly, environmental friendly, biodegradable, organic or other related terms are emphasized. In the media, these words are frequently utilized when informing the public of the seriousness of the environmental problems that the world is facing, as well as to highlight the importance of caring, preserving and saving the environment. In a more practical way, many campaigns have been held by government agencies and private companies in order to foster environmental awareness within society and increase public participation in a variety of environmental preservation programs.

As a result, the level of environmental awareness within the general public has increased substantially (Han, Hsu & Lee 2009). What is more important is that the customers are not only concerned with the environment, but they are also willing to change their consumption habits by shifting the types of products purchased from traditional products to green products (Wang, Kuo & Liu

2009). Despite the increasing rate of environmental awareness among societies, Ramayah, Lee and Mohamad, (2010) pointed out that the willingness to act towards saving the environment is still low, especially in developing countries. To a certain extent, the findings should raise our concern regarding the major consequences that the world will face if the community is still reluctant to commit to green practices, especially since the world is now struggling to curb the serious waste problem (Md Abdul Jalil 2010).

Rapid modernization, following an excellent record of economic growth, coupled with a steadily increasing population, has exposed Malaysia to threatening environmental problems, particularly in regards to the increasing volume and varieties of waste generated. A recent study by the Japanese International Cooperation Agency (JICA) (2006) revealed that Malaysia generated a total of 8.7 million tons of solid waste in 2004. According to the statistics released by the Ministry of Housing and Local Government (MHLG), the amount of solid waste generated in West Malaysia increased from 17,000 tons per day in 2002 to 19,000 tons in 2005 and is predicted to reach 30,000 tons in 2020 (Ministry of Foreign Affairs Denmark 2009). As shown in Table 1, comparing the states of West Malaysia, the statistics indicate that most of the solid waste generated comes from Selangor, which produced 2,826 tons per day in 2000; 2,955 tons in 2001; and 3,090 tons in 2002; followed by Kuala Lumpur and Johor (Statistic by Ministry of Housing and Local Government in 2003, cited in Abubakar 2009).

In any country, the disposal of increasing amounts of solid waste, generated on a daily basis, poses a significant challenge for governmental authorities. The efforts towards disposing of the waste entail large amounts of manpower, large areas to be utilized for landfill sites and significant amounts of money to fund the

TABLE 1. Solid Waste Generated in West Malaysia by State

State	Estimated Solid Waste Generated per day (tons)		
	Year 2000	Year 2001	Year 2002
Selangor	2,826	2,955	3,090
Kuala Lumpur	2,520	2,635	2,755
Johor	1,915	2,002	2,093
Perak	1,527	1,597	1,669
Kedah	1,324	1,384	1,447
Pulau Pinang	1,088	1,137	1,189
Kelantan	1,034	1,081	1,131
Pahang	957	1,001	1,046
Terengganu	883	923	965
Negeri Sembilan	757	791	827
Melaka	515	538	562
Perlis	196	204	214
Total	15,541	16,248	16,987

Source: Statistic by Ministry of Housing and Local Government in 2003 (Abubakar 2009)

activities. (Thematic Working Group 2010). Therefore, one of the cheaper, yet effective, mechanisms that can be utilized to reduce such burden involves the participation of the public through the 3R (reduce, reuse, recycle) campaign (3R Knowledge Hub Secretariat 2008). In order to ensure the commitment of the public towards such a program, a proper approach must be adopted. Thus, there is an urgent need to identify the factors that may influence greater public participation in green practices.

Although studies on green issues have received considerable attention among researchers, little is known regarding factors that influence green practices, especially in developing countries. There is a gap in the existing literature. Thus, to increase the understanding of green practices in developing countries, empirical research on the antecedents of green practice intention within a given community needs to be conducted. Consequently, this study investigates factors affecting green practices among Malaysians. Specifically, this study identifies the factors that may have a significant impact; examines the relationship between the relevant factors; and the intentions behind green practices. The results of this research will increase the understanding of issue relating to green practices within societies in developing countries, particularly Malaysia. In addition, it provides valuable information for governments, non-profit organizations (NGOs) and other relevant parties on how to promote the green practices.

LITERATURE REVIEWS

The intention to engage in green practices refers to the intention or likelihood of people to be involved in activities that will minimize the impact of human activities on the environment (Manaktola & Jauhari 2007; Schubert 2008). Green practices are universal and can be implemented by anyone, anytime and anywhere. Green practices include purchasing and using energy saving equipment; recycling waste, such as paper, plastic, glass and aluminum cans; reducing pollution; and using recycled, biodegradable and organic products (Schubert 2008).

INTENTION TO ENGAGE IN GREEN PRACTICES

Many theories have been used to describe, explain and understand the individual's intention, as well as the actual behaviors. Among the theories are the theory of reasoned action (TRA), introduced by Ajzen and Fishbein in 1980, and the theory of planned behavior (TPB), proposed by Ajzen in 1985. In green studies, both of the theories have been, idely used (Tonglet, Phillips & Read 2004; Han et al. 2010; Han & Kim 2010; Ramayah, Lee & Mohamad 2010). According to the TRA, a person's intention to perform any behavior is influenced by two major factors, namely the attitude toward the behavior and the subjective

norm. In TPB, an extension of TRA, Ajzen added a new independent variable known as perceived behavioral control.

Although both TRA and TPB describe intention as a mediating variable that impacts the actual behavior, past studies tended to examine intention as an approximate measure of behavior. This may be due to the conclusions made by Fishbein and Ajzen in 1975, as well as Oliver in 1997, that the actual behavior can be predicted by behavioral intention (cited in Han, Hsu & Lee 2009). In green studies, TRA and TPB are used to explain green intention, as well as the actual behavior (Michaelidou & Hassan 2010; Lee 2009).

In particular, Ajzen (1991) defines intention as the motivation that might create the willingness to perform a specific behavior. Ramayah, Lee and Mohamad (2010) relate intention with the determination to act. Thus, intention can be referred to as the probability that someone will engage in a particular behavior. Furthermore, intention can be viewed as an indication of willingness, in which a high intention will lead to the higher probability for a person to actually perform the behavior.

There are different types of intention that have been adopted and measured in green studies, which can be classified into three common groups based upon the research focus, i.e. the behavioral intention towards product, service or practice. Recent studies on green products tend to examine purchase intention in general contexts, such as organic and free-range produce (Michealidou & Hassan 2010), or specific green products, such as cloth diapers (Ramayah, Lee & Mohamad 2010). Studies on hospitality, on the other hand, focused on green hotels and restaurants. Thus, the type of intentions studied include the intention to visit, word-of-mouth intention, the willingness to pay more for green products and services (Han, Hsu & Lee 2009; Han, Hsu, Lee & Sheu 2010), revisit intention (Han & Kim 2010) and dining (Schubert 2008) intention. Whereas in practice-based studies, the intention studied focused on recycling behavior in regards to different kinds of waste, such as the municipal solid waste (MSW) or household waste (Tonglet, Phillips & Read 2004; Knussen, Yule, MacKenzie & Wells 2004; Chen & Tung 2008).

Few studies have examined consumer intention, such as green purchase intention (Ramayah, Lee & Mohamad 2010), purchase intention of green product (Michealidou & Hassan 2010) and recycling intention (Chen & Tung 2008; Knussen et al. 2004; Tonglet, Philips & Read 2004). This study aims to examine the public behavioral intention towards green practices. Thus, instead of just measuring the willingness to commit to environmental practices, this study also measures the extent to which the public will spread information concerning the importance of green practices by word-of mouth, which may consequently influence other people in green practices. In this study the term 'word-of-mouth intention' is used to refer to the intention of the individual to promote the benefits of green practices to others via personal interactions.

GREEN ATTITUDE AND INTENTION

According to Lada, Tanakinjal and Amin (2009), attitude refers to a person's evaluation of the consequences of performing certain behaviors. The evaluation could lead to a favorable (positive) or unfavorable (negative) attitude towards a behavior or practice. For Chen and Tung (2008), attitude relates to the psychological emotional state of an individual as he or she engages in certain behavior. Thus, in general, attitude can be defined as the overall evaluation that a person made toward a behavior, which can be either positive or negative. According to Schubert (2008), a positive attitude toward a behavior will more likely influence a person to engage in the behavior; while a negative attitude toward an act will less likely influence a person engage in such behavior.

In regards to green studies, previous research findings indicate that green attitudes positively affect the intention to purchase green product (Michaelidou & Hassan 2010; Ramayah, Lee & Mohamad 2010). In addition, attitude has been found to directly affect the intention to dine at green restaurants (Schubert 2008), word of mouth communication (a marketing term that means dissemination of information through personal interaction), and pay more at green hotels (Han et al. 2010). Several studies on recycling behavior also suggest that green attitude strongly relates to the intention to recycle (Tonglet, Phillips & Read 2004; Knussen et al. 2004; Chen & Tung 2008).

Though many findings highlight the direct relationship between attitude and intention, Han, Hsu and Lee (2009) pointed out that attitude also has an indirect impact on the intention to visit, word-of-mouth communication and the willingness to pay more for green products and services, with overall image acting as a mediator between attitude and intention. In general, it is assumed that attitude has a positive direct relationship with the intention. Therefore in this research, it is hypothesized that

H1: Green attitude has a positive impact on the recycle intention.
H2: Green attitude has a positive impact on the word-of-mouth intention.

SUBJECTIVE NORMS AND INTENTION

A subjective norm is a person's perception of the expectation from relevant individuals or groups, such as family or friends, (Lada, Tanakinjal & Amin 2009) that may influence his or her motivation to conform to those expectations (Chen & Tung 2008). Schubert (2008) further explains that the higher one's motivation to comply with the perspectives of family, friends and others with whom the person shares a close personal relationship, the stronger intention will be for that person to engage in a specific behavior.

Previous green studies demonstrate that subjective norms affected the intention to purchase green products (Michaelidou & Hassan 2010), the intention to dine at green restaurants (Schubert 2008), the intention to visit and revisit the green hotel in a positive way (Han, Hsu & Sheu 2010; Han & Kim 2010) and the intention to recycle (Knussen et al. 2004; Chen & Tung 2008). Little is known regarding the impact of subjective norms on green intentions relating to positive word-of-mouth. With reference to previous literature, it is proposed in this study that

H3: Subjective norm positively affect the recycle intention.
H4: Subjective norm positively affect the word-of-mouth intention.

PERCEIVED BEHAVIORAL CONTROL AND INTENTION

Perceived behavioral control can be referred to as the perception of the difficulty in performing a behavior (Ajzen 1991) and the belief in one's ability to perform a behavior (Golnaz 2008; Bonne et al. 2007, Chen & Tung 2008). Therefore, the more confident a person is to perform a behavior, the more likely he/she will engage in the behavior.

Results from previous studies revealed that perceived behavioral control positively affects the intention to purchase green products (Michaelidou & Hassan 2010), visit green hotels (Han, Hsu & Sheu 2010), revisit green hotels (Han & Kim 2010) and recycle household waste (Knussen et al. 2004). In contrast with other variables in TPB, the perceived behavioral control seems to have the least significant impact on green intentions, as evidenced in previous studies (Han, Hsu & Sheu 2010; Han & Kim 2010). It frequently fails to show a significant impact (Chen & Tung 2008; Schubert 2008). Limited literature has been found indicating the effect of

Perceived Behavioral Control on word-of-mouth intention. To further examine this dubious relationship, this study includes perceived behavioral control as one of the tested variables. Thus, the following hypotheses are developed:

H5: Perceived behavioral control has a positive relationship with the intention to recycle.
H6: Perceived behavioral control has a positive relationship with the word-of-mouth intention.

GREEN PRACTICE CONSEQUENCES AND INTENTION

Consequences are the cognitive component of attitude and explain the individual's knowledge of the outcomes or consequences in performing the behavior (Chen & Tung 2008). Although consequences are used as a study construct related to attitude, consequences are not included in the attitude construct that has been proposed by Ajzen in the Theory of Planned Behavior (*TPB*). Green practice consequences refer to the individual's knowledge of the outcomes associated with deciding to engage or not to engage in green practices. Previous green studies confirmed that consequences have a significant positive impact on intention (Tonglet, Phillips & Read 2004; Chen & Tung 2008), which highlights the importance of the inclusion of consequences in the present study. Thus, it is hypothesized that

H7: Green practice consequences are positively related to the intention to recycle.
H8: Green practice consequences are positively related to word-of-mouth intention.

Based on the literature review and hypotheses, a research framework was developed, as shown in Figure 1 to illustrate the tested relationships.

FIGURE 1. The Proposed Research Framework
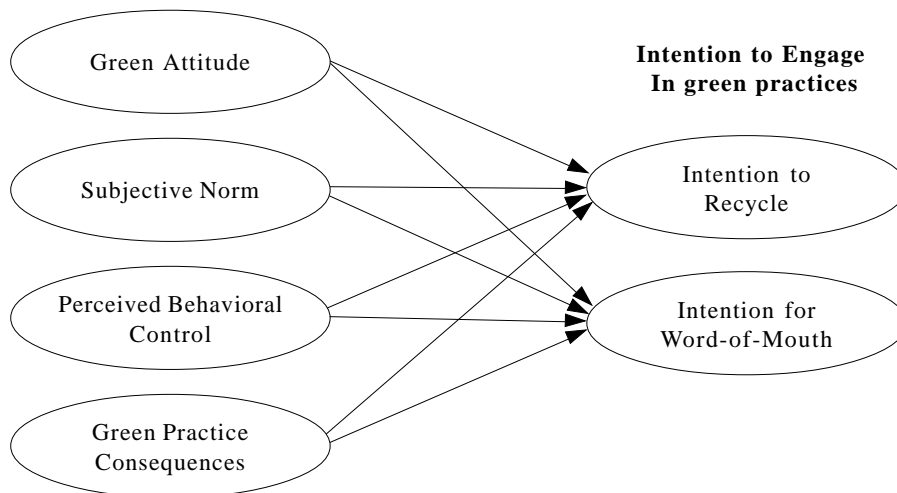
METHOD

This survey adopts a quantitative approach to examine the conceptual model and test the proposed hypotheses. A total of 315 responses were collected based on voluntary participation in the Klang Valley areas of Malaysia. A structured questionnaire was used for data collection, consisting of three parts. Part A related to green practice antecedents namely, green attitude (5 items), subjective norms (3 items), perceived behavioral control (4 items) and green practice consequences (4 items). These independent variables were measured using a 6-point Likert scale from 1 (strongly disagree) to 6 (strongly agree). For the independent variables, the measurement items were adapted from previous studies. Green attitude, perceived behavioral control and green practice consequences scales were adapted from Tonglet, Philips and Read (2004). Whereas subjective norm measurement scales were adapted from Han, Hsu and Sheu (2010).

Subsequently, there were two dependent variables: the intention to recycle and the intention for word-of-mouth. The intention to recycle consisted of 3 items and intention for word-of-mouth consisted of 2 items. For these two dependent variables, the measurement scale used was a 6-point Likert scale from 1 (strongly disagree) to 6 (strongly agree), which is an approximate interval scale. Measurement items of intention to recycle and word-of mouth intention were adapted from Han, Hsu and Sheu (2010).

Part B of the questionnaire contained demographic questions such as gender, working status, higher education level and age and Part C was an open ended question offering the opportunity for respondent to state his/her comment or opinion on green practice. The data collection phase started with a pilot test to pre-test the questionnaire. With minor changes on wording, the survey was conducted from December 2010 to January 2011. The collected data was analyzed using Statistical Package for Social Sciences (SPSS) software and included descriptive statistic testing, reliability test of scales and multiple linear regressions.

RESEARCH FINDINGS

PROFILE OF THE RESPONDENTS AND RELIABILITY TEST

A total of 315 responses were collected, consisting of 178 (56.5%) female and 137 (43.5%) male respondents. Out of the 315 respondents, 160 were students; 151 were employed people; one was a business owner; and 3 respondents gave no response. The majority of them 152 (48.3%) were educated to a postgraduate level and 121 were educated until the undergraduate level. Another 35 respondents were educated until the diploma or certificate level, while only 7 were secondary school leavers. In terms of age, 138 (43.8%) were in the range of 20-29 years old

and 109 (34.6%) were between 30 and 39 years old. The remaining responses received indicated that 39 respondents were in the range of 40-49 years old; and 27 respondents were in the range of 50-59 years old, while two respondents gave no response.

In general, to determine the internal consistency of scales, the Cronbach's alpha value was used and the value provided should generally be at least 0.7. Many researchers, however, use the cut-off point of 0.80 to retain a good scale (refer to Schubert 2008). In the context of this study, the reliability test on the six variables resulted in alpha values that are greater than 0.80 (refer to Table 2), indicating the good reliability of the measurement scales.

TABLE 2. Reliability Tests of the Measurement Items

Variables	Cronbach's Alpha	N of Items
Green Attitude	.943	5
Subjective Norm	.931	3
Perceived Behavioral Control	.837	4
Green Practice Consequences	.908	4
Recycle Intention	.937	3
Word-of-mouth Intention	.901	2

RESULTS OF MULTIPLE LINEAR REGRESSIONS

In order to understand the green practice intention, this study aims to investigate the impact of four independent variables, i.e., green attitude, subjective norm, perceived behavioral control and green practice consequences; on two dependent variables, namely the intention to recycle and word-of-mouth intention. Two multiple linear regressions are conducted to examine the relationships.

Based on Table 3, the R square (R^2) for the model is 0.518 where intention to recycle is the dependent variable. This means that 51.8 percent of the variation in the intention to recycle can be explained by the four independent variables. The p-value is less than 0.001, which means the regression model is significant.

The ANOVA part of the regression model examines whether there is a significant relationship between the tested variables. The statistics indicate that all the four independent variables, i.e., green attitude, subjective norm, perceived behavioral control and green practice consequences, are significant in affecting the intention to recycle. The coefficients column further indicates that there is a positive relationship between independent variables and the intention to recycle. The standardized coefficients with beta coefficient of 0.364 demonstrate that the perceived behavioral control is the most significant predictor of the intention to recycle. Therefore, H1, H3, H5 and H7 are supported.

The second regression model shows the relationships between four predictors and the intention for word-of-mouth. As presented in Table 3, the R square (R^2) for the second model is 0.444. The result shows that 44.4 percent

TABLE 3. Factors affecting Green Practices Intentions

	Intention to Recycle	Intention for Word-of-Mouth
R	0.720	0.666
R²	0.518	0.444
Adjusted *R²*	0.512	0.437
Std. Error of the Estimate	0.61778	0.67870
F	82.290***	61.812***
Green AttitudeStandardised coefficient	0.201**	0.113
Subjective NormStandardised coefficient	0.126**	0.184***
Perceived Behavioural Control Standardised coefficient	0.364***	0.275***
Green Practices Consequences Standardised coefficient	0.175**	0.241**

*p < .05, **p < .01, ***p < .001 (two-tailed)

of the variation in the word-of-mouth intention (dependent variable) can be explained by the four independent variables. The statistics figures further demonstrate that green attitude is not significant, at 0.10 significant level, thus H2 is not supported. The other independent variables, namely subjective norm (coefficient = 0.184), perceived behavioral control (coefficient = 0.275) and green practice consequences (coefficient = 0.241) have been proved as the significant predictors of the word-of-mouth intention. Table 3 also indicates that all the three variables have positive effect on the word-of-mouth intention. Comparing the coefficient statistics, perceived behavioral control is the key predictor of the word-of-mouth intention. Thus, H4, H6 and H8 were supported (refer Table 4).

DISCUSSION

The present study aims to understand green practices among Malaysians by identifying significant factors that may influence the public's intention to engage in green practices. In total, 315 responses were successfully collected to test the research model. The proposed relationships are supported, with the exception of the relationship between green attitude and world-of-mouth

intention. These results are consistent with previous research finding that the attitude, subjective norm, perceived behavioral control and consequences have positive impact on green intention. From the output, green attitude has been found as the significant predictor for the intention to recycle. Thus, the result confirms that green attitude strongly relates with the intention to recycle (Tonglet, Phillips & Read 2004; Knussen et al. 2004; Chen & Tung 2008). The positive effect of green attitude on the intention to recycle further explains that the more positive a person's evaluations or beliefs of the consequences of engaging in green behavior, the higher the possibility for him/her to engage in green practices. Therefore, to promote green practices among society, there is a need to highlight the importance as well as the positive effect of their contribution towards the environment. In other words, the ability to demonstrate the practical and tangible impact of one's contribution would trigger voluntary participation within the society to engage in green practices.

Surprisingly, the relationship between green attitudes and the intention to engage in green practices in terms of word-of-mouth is not statistically significant, which indicates that no matter how favorable a person's evaluation and belief of his/her green behavior is, it will not influence him/her to encourage others to engage in green practices. This unexpected finding has failed to demonstrate the direct effect of green attitude on the word-of-mouth intention as previously described (Han et al. 2010). The contradictory result may due to the potential indirect relationship between attitude and intention, as explained in Han, Hsu and Lee (2009), where overall image is the mediator between attitude and intention. This indirect relationship would need further examination in future research.

The results further indicate that there is a significant positive relationship between subjective norms and the two dependent variables, namely the intention to recycle and word-of-mouth intention. This finding seems to be consistent with past studies (Knussen et al. 2004; Chen & Tung 2008). As proposed by Schubert (2008), the findings imply that the higher one's motivation to comply with those who have practiced green concepts, the stronger a person's intention to participate in recycling activities and encourage others (word-of-mouth) to engage

TABLE 4. Summary of Results

Hypothesis	Result
H1: Green attitude has a positive impact on the recycle intention.	Supported
H2: Green attitude has a positive impact on the word-of-mouth intention.	Not Supported
H3: Subjective norm positively affect the recycle intention.	Supported
H4: Subjective norm positively affect the word-of-mouth intention.	Supported
H5: Perceived behavioral control has a positive relationship with the intention to recycle.	Supported
H6: Perceived behavioral control has a positive relationship with word-of- mouth intention.	Supported
H7: Green practice consequences are positively related to the intention to recycle.	Supported
H8: Green practice consequences are positively related to word-of-mouth intention.	Supported

in green behavior. Hence, to encourage green practices among society, reference groups, peer groups or opinion leaders should take the lead to produce a spill-over effect via positive word-of-mouth.

The findings also reveal that perceived behavioral control positively affects the intention to recycle and word-of-mouth. This finding supports previous research that determined the positive effect of perceived behavioral control on the intention to recycle household waste (Knussen et al. 2004). In addition, the present findings reveal that perceived behavioral control is the most dominant predictor of the intention to recycle and word-of-mouth. Thus, it can be concluded that a person's inclination towards green practices, particularly in regards to recycling and encouraging others to engage in green activities, is highly affected by his/her self-confidence in performing such green tasks. Accordingly, to encourage a person to participate in green practices, the green campaign should emphasize the simplicity of green practices. Once self-confidence in performing green tasks has developed, it would be easier for a person to engage in the behavior.

The result of the multiple regression analysis also demonstrates the significant positive impact of green practice consequences on the intention to recycle, as well as word-of-mouth intention. This finding is in agreement with earlier findings which indicate a positive relationship between green practice consequences and intention (Tonglet, Phillips & Read 2004; Chen & Tung 2008). Thus, the result suggests that a person's intention, either to recycle or to promote green behavior to others, is affected by his/her knowledge of the outcomes or consequences in performing the green behavior. Therefore, a green campaign should provide the society with ample information on the positive impact of green behavior. In this regard, mass media plays a vital role in educating the society on the positive consequences of green activities.

CONCLUSION

This study examines the impact of green attitude, subjective norms, perceived behavioral control and green practice consequences on the intention to recycle and the word-of-mouth intention. The findings reveal that green attitude, subjective norms, perceived behavioral control and green practice consequences are positively related to the intention to recycle. Green attitude, however, is not significantly related to word-of-mouth intention. The other predictors, i.e., subjective norm, perceived behavioral control and green practice consequences, emerge as the significant predictors of word-of-mouth intention.

The current findings add substantially to the understanding of green practice issues in developing countries, particularly Malaysia. In addition, the results of this study also indicate the important of green attitude, subjective norms, perceived behavioral control and green practice consequences in relation to green practice intention, especially with regard to recycling and positive word-of-mouth. These findings will serve as guidance for governments, non-profit organizations (NGOs) and other relevant parties on how to promote green awareness within the public and attract their attention and participation in green campaigns and activities.

This study is subject to several limitations. First, the research was conducted on a small scale and employed a convenient sampling method. This limits its generalization potential. Second, this study only included two intention measures, i.e. recycling and word-of-mouth intention. Therefore, future research might want to examine other behavioral intention measures or actual behaviors. Finally, we stop at examining direct relationships; it might provide further in-sight to examine indirect relationships or consider the moderating effects of demographic factors.

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