

COMPREHENSIVE MODEL FOR UNDERSTANDING AND ENHANCING PRO- ENVIRONMENTAL PURCHASE BEHAVIOR: TOWARDS A CONCEPTUAL FRAMEWORK

Converging Value-Belief-Norm Theory (VBN Theory) and the Theory of Planned Behavior (TPB)

*Achchuthan. S**, *Umanakenan. R *** & *Kajenthiran. K****

* Lecturer in Commerce, University of Jaffna, Sri Lanka, achchu2009@gmail.com

** Temporary Lecturer in Commerce, University of Jaffna, Sri Lanka, kenanratnam3@gmail.com

*** Postgraduate Student, University of Sri Jayewardenepura, Sri Lanka, kajentitans@gmail.com

Abstract

Inculcating pro-environmental purchase behavior is beneficial to both individuals and the society at large. The TPB has been generally applied to understand and examine pro-environmental purchase behavior. However, as the underpinnings of this theory are not adequate to understand the entire process of the development of pro-environmental purchase behavior, a more comprehensive theoretical framework is required. Combining the TPB with the VBN Theory provides such a comprehensive theoretical framework. Moreover, the presented model incorporates green perceived value and green Skepticism to predict pro-environmental purchase behavior strongly and to tackle the puzzle like green marketing myopia meticulously. It suggests that pro-environmental purchase behavior may be strongly predicted by pro-environmental purchase intention, green perceived value and green skepticism. The implications of this framework for theory and practice are discussed, as directions for future research, which would be of use to researchers and practitioners in the societal marketing field.

Keywords: Pro- Environmental Purchase Behavior, Value- Belief- Norm Theory, Theory of Planned Behavior

1.0 Background

Environmental problems such as global warming and pollution are identified and rationalized as more important global issues and make both individuals and organizations take measures for the preservation of the environment (Lobler, 2017). Environmental problems initiated the environmental issues with marketing, in which environmental management and marketing are integrated to focus on pro-environmental consumerism especially

in the hyper competitive environment. Moreover, pro-environmental consumerism is focalized by researchers and practitioners as one of the newly-emerged and extensive concept in marketing, which encompasses all marketing activities that are carried out to motivate and strengthen favorable environmental attitudes, purchase intentions and behaviors towards eco-friendly products (Nelson, 2016). Interestingly, to advance a country's green revolution, scholars assert that the role of consumers is essential. This