Factor Preventing Universities Students Willingness to Adapt Green Habit

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ABSTRACT

Over the years, awareness of green habits has been increasing rapidly throughout the world. However, there are few factors that affect people's willingness to adapt green habits. This study focused on the variables preventing individuals from adapting green habits in their daily life and the relationship between government initiatives, unavailability and price of eco-products, normative belief, and eco-literacy with the unwillingness towards green movements. These five variables were given to 224 respondents to test which of the variables are considered to be an obstacle for them. In addition, this paper concludes that all the 5 variables can independently entirely prevent human from being environmentally friendly. This was investigated and implemented by the help of Protection Motivation Theory (PMT), Theory of Environmental Responsible behaviour (ERB), The Value-Beliefs-Norms Theory (VBN) and the Social cognitive theory (SCT) which would be further analysed to understand why individuals tend to behave the way they behave.

Keywords

green habits, environmental behaviour, sustainability, students' willingness.

Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020

Introduction

Due to the issues that the environment is facing daily, the eco-friendly concept was created, in an aim to encourage individuals to be green and save the eco-system. Through various scholars it has been understood that the term green is defining saving and making the most of the resources available, to reuse, rebuild and for recycling (Jansson, Marell, & Nordlund, 2010). However, before the term was raised, the production of hazardous plastic commenced decades ago leaving the eco-system as it is today. The problems individuals, businesses, and governments have left the future generations with a fear of extinction of many animals and with a stain to the whole eco-system which would not wash off. Today evidence of global warming, the greenhouse effect, climate change, pollution, and acid rain have raised people's consciousness on environmental awareness and green consumption. Uncertainties regarding future access to fossil fuels and the significant volume of carbon emissions being produced have been widely recognized and adapt to an eco-friendly practice (Mohiuddin, Al Mamun, Syed, Masud, & Su, 2018).

Over the years awareness of green habits has been increasing rapidly throughout the world as different industries have developed various facilities for its stakeholders by implementing different strategies to be more environmentally friendly and be serviceable to the ecosystem (Joshi & Rahman, 2015). However, with all provided facilities individuals tend to take advantage of the situation and ignore the effects behind it. Looking in depth, Malaysia was rated as one of the world's worst of plastic pollution as most of the plastics are being dumped while just few are being recycled (Mangai Balasegaram, 2019). This is because Malaysia is one of the developing countries where there are vast production lines throughout the country where these businesses either burn or dump them. Even though consumers are concerned about the environment deterioration and are more willing to purchase green products, these conscious consumers rarely translate "green" as actual purchasing behaviour (Barbarossa & Pastore, 2015). Thus, this paper highlights the unwillingness of adapting green habits by students and what are the factors preventing them to do so. Furthermore, the purpose of this paper is to understand the behaviour of them.

To achieve the purpose of this research, a considerable amount of importance needs to be given to the objective of this research. Likewise, this research aims to understand the factors that are preventing students from adapting green habit, to determine whether individuals are being influenced by other factors on implanting green movements and to assess the knowledge individuals, possess regarding eco-literacy. Further, this paper endeavours to understand the importance of government/society involvement and to assess the role of availability of green products.

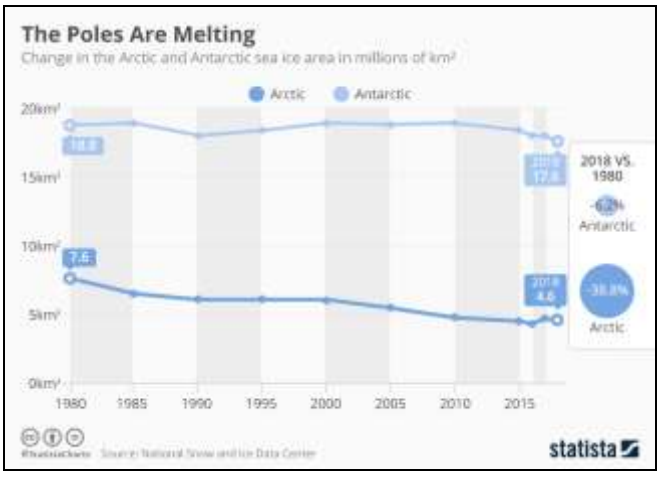
This study contributes and encourages to design and build a new user-friendly system and observe the student's behaviour to create solutions for the current issue that is affecting the environment. Moreover, this paper grants different industries to understand the relation between the green product and the sophisticated stakeholders by granting an environmentally friendly product which possess and carries the attributes of green behaviour and green habit. Most importantly, this paper contributes institutions and organizations such as the World Green Organization who could bring an impact and encourage other powerful individuals, group, or entities to adapt and implement the research findings. Furthermore, it also contributes to successful strong multinational corporations which could enhance their daily trading and connectivity among the customers.

Literature Review

Green movement is a concept which evolved in the 20th century making individuals and institutions more aware about the harm caused to the environment. Even though the

ideology of emphasising the nature and appreciation of the environment came way before the green movement concept, understanding how the commencement of harming the environment began is crucial. This is because it deals with some of the important issues currently occurring which is regarding the future of the planet. Oil spills, burning forest and other environmental disasters contribute to a drive for continued cause of harming the earth (Gordon, n.d.). Environmentalism can be defined as the social movement on the welfare of the environment. It attempts to protect and conserve the element of earth's ecosystem including water, air, land animals, plants, and the entire habitats such as rainforests, deserts, and oceans ("Learn. to Give," 1967). However, nowadays humans are depending on many luxuries such as cars, houses, phones and many such things which is affecting their surroundings. With all the damages that is happening to the environment, individuals, groups, institutions and governments can bring an impact and change the fast pace of ozone layer depletion, acid rain, melting of polar icecaps, and ground level ozone by taking their very own step towards saving the environment through investing in technologies designed to prevent or reduce pollution, restoring the environment after it has been polluted ("OECD Gloss. Stat. Terms," 2008)

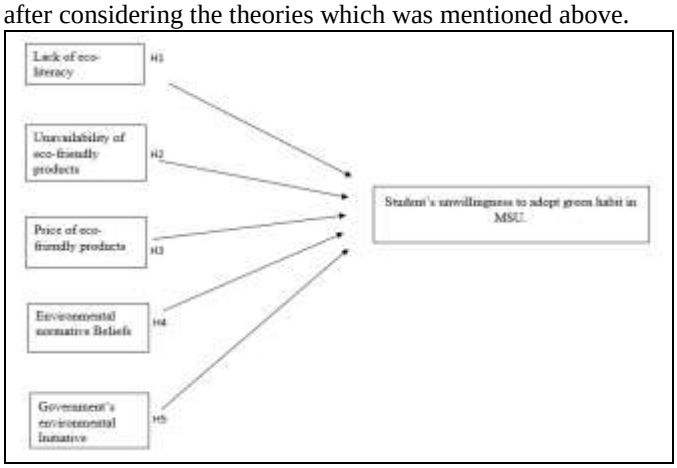
. Today, most, if not all, businesses recognize that climate change is a problem. Some are making attempts to solve the problem, resulting in a wave of sustainability, climate change, and environmental projects. Business are also one of the influencers in the green movements and many companies nowadays is taking the step to reduce the effect on the environment. The increase of advancement of technology, production process of goods and services and the continuous over usage of natural resources has led our scientist in search of a Planet B rather finding a cure for the current misfortune. This is mainly because the current condition of the environment is worsening day by day.



According to climate experts, the Arctic warms faster than the rest of the world which make the warming rates in the Arctic double what they are elsewhere in the world miles ("• Chart: The Poles Are Melting | Statista," n.d.). Moreover, the effects of industries and institutions and what they leaves behind to the environment is undue and it is one of the ways for environmental damage to occur as a great result of industrial accidents such as harmful release of environmental unfriendly liquid flow or gas. Thus, the increase of harmful gases to the environment has led an increase in air pollution. Adapting a new lifestyle could consume time and effort but it is worth it because it has many benefits. Reducing the energy cost is one of the benefits of going green because people will use solar energy instead of electricity which could be economical too because your bills are less, and you can save some bucks. Although there are many advantages of going green, there are some challenges that can arise while doing so, such as the initial costs. For example, buying a hybrid vehicle can reduce energy consumption but it often cost many thousands of dollars.

There are major four theories which describe in depth green movement, which are, 1. Environmentally Responsible Behaviour Theory (ERB) (A. Akintunde, 2017), 2. Protection Motivation Theory (PMT) (Maddux & Rogers, 1983), 3. The Value-Belief-Norms Theory (VBN) (Ghazali, Nguyen, Mutum, & Yap, 2019), and 4. Social Cognitive Theory (SCT) (Bandura, Ross, & Ross, 1961). ENB emphasise on the intentional and unintentional actions by an individual to reduce environmental problems. This means any activities which an individual, group or business perform which are directed towards protecting the environmental issues or problems. Moreover, PMT highlights how individuals are motivated to react in a self-protective way towards a perceived health threat. This theory simply helps to clarify the fear appeals which leads them to serve the environment in a healthy way after understanding the consequences the surroundings or themselves face due to the environmental problems. Also, VBN stress on the influences of human values on behaviour in an environmental context. As VBN focuses on values and moral norms. This means how an individual's decision-making process is influences from their norms and values and how it makes an impact positively to adapt a greener lifestyle. Lastly, SCT accentuates and provides an insight into how people consciously shape and change their environment. The theory explicitly describes the observer learning and modelling processes and the effect of self-efficacy on behaviour development. These theories have played a crucial role in this research as it has enabled to understand individual's behaviour and their decision-making process in context with the eco-system.

Henceforth, the conceptual model of this research has been built after understanding the background of the research and after considering the theories which was mentioned above.



Looking into the conceptual model it was understood that five main hypotheses were taken into consideration. These

hypotheses are Lack of eco-literacy (H1), Unavailability of eco-friendly products (H2), Price of eco-friendly products (H3), Environmental Normative Beliefs (H4), and Government environmental Initiative (H5) sharing one dependent variable which is Students unwillingness to adapt green habits in universities students. Likewise, lack of eco-literacy can be simply defined when an individual fails to understand the importance of the current environmental issues. In an attempt to promote environmental behaviour, individuals needs to be educated in order to understand the impact of a certain product on the environment, as lack of eco literacy would reduce an individual's knowledge about the strategies and how to deal with it. H1: If there is lack of eco-literacy then it will prevent the willingness to adapt green habit. Moreover, eco-friendly products are products that do not harm the environment, whether in their production, use or disposal. When consumers are motivated to purchase a product that carries sustainability features, sometimes the unavailability of the product stands out to be a barrier in front of those consumers. H2: If there is an unavailability of eco-friendly products then it prevents the willingness to adapt green habit. Also, price of eco-friendly product can be referred as the value that been given to support sustainable lifestyle or activities that lead to the conservation of natural resources. The high price of the environmentally products would discourage individuals to purchase these products and impact their decision-making process. This means these consumers would be more encouraged to by a toxic product than buying an eco-friendly product, leaving a negative relationship. H3: If the price of the eco-friendly products is high then it prevents the willingness to adapt green habit. In addition, beliefs are defined as individual's perception towards the natural environment and human behavior. Whereas norms can be a proxy or factors that may affect the intention to behave environmentally friendly. Environmental norms are what limit the person's behavior on harming the environment because this is considered as a built-up attitude or behavior which was perceived from their family, relatives, or friends. Thus, it could be concluded that normative beliefs are the individual beliefs that motivates on their positive actions towards the environment. H4: If environmental normative beliefs are low then it prevents the willingness to adapt green habit. Furthermore, government initiative can be defined as the green actions taken by the government that minimize an entity's environmental impact, including its energy use, water use, waste and pollution generation, and greenhouse gas emissions. To achieve this laws and regulations could be enforced from the government. In addition, the government could motivate the SMEs in the form of subsidies and encourage them, individuals, and groups to protect the environment. These frameworks of government enable to reduce climate risks to support better climate risk management, assessments, and reporting. H5: If the governments environmental initiative is low then it prevents the willingness to adapt green habit.

Methodolgy

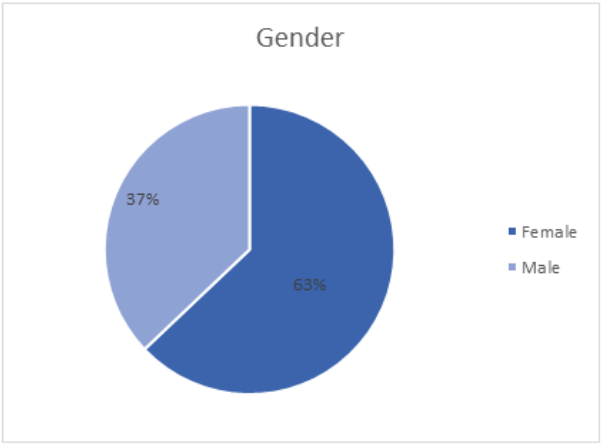
This study uses the online survey questionnaires method for data collection. Since this research is using the non-probability sampling design, hence the research respondents are mainly focused on every student from Malaysia regardless their enrolment in different faculties or courses from aged between 17 until 28 years above. The overall population for students that is registered in Management and Sciences University is 10,000-14,999 ("Management and Science University | Ranking & Review," n.d.). Therefore, to get an accurate and reliable statistics, this research is having an expected amount of 250, with a distribution of 500. However due to pandemic situation we manage to collect data from 224 students only.

This research concept was developed to recognize and assess the mechanisms preventing the adaption of green behaviours by students at Management and Sciences University Shah Alam, Malaysia. Therefore, students are required to indicate the factor that preventing them to adapt Green Movement in their daily lives based on the variable that has been listed in the questionnaires. Moreover, the research method for these studies is carefully crafted to ensure that the findings are reliable and accurate as the goal is to draw realistic conclusions. In order, to ensure the reliability and accuracy of data collection, variables were selected based on secondary data that were gathered from previous research questionnaires. Furthermore, the most mentioned variable from past researches were listed in each categories, and it will be used as a point of references for the respondents to make their decisions.

Despite this , the qualitative analysis was used to help us know why these students act as they do. This investigation used descriptive and explanatory analysis to analyse the issue which was not studied in detail before. This helped us to grasp the problem more effectively. Unfortunately, this method does not provide final and definitive answers to the questions raised by the research but will allow us to examine the research in different depths in line with green moves. We have used explanatory research to decide how and why things happen, and also to provide more versatile sources, for example through published literature or data, that are commonly used in the explanatory form of study. We need to consider how, when and where these issue has arisen, when we consider why it occurs. Further, the aim of the research is to find characteristics, frequencies, patterns, correlating and categories in descriptive study.

In this research we used the closed-ended questionnaire, which provided the respondents with a variety of answers to choose from. A closed question was used to provide a clear interpretation of the various responses which can influence the decision of respondents when answering questions related to their willingness in adapt green habits in their daily life. In addition, the questionnaires have employed positive and negative words to draw our respondent's attention. We have also skipped the vague questions, leading questions and loading questions because we found that respondents will have problems understanding and responding to it ethically.

Results And Discussion

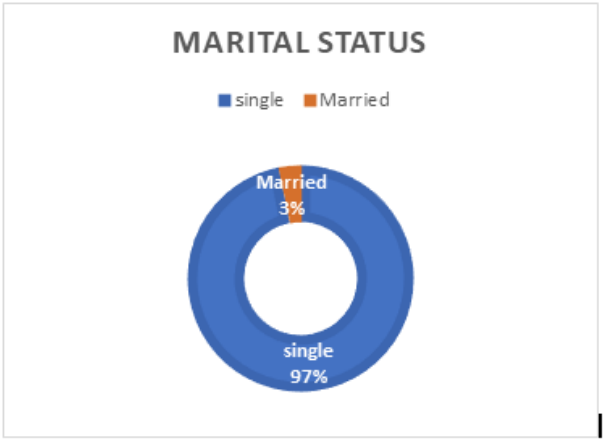


The gender distribution of respondents in this research is shown in table above from the total 224 respondents of the sample group. The 83 of the respondents are male which represent 37 % and 141 respondents are female, which represent 63%.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20	29	12.9	12.9	12.9
	21-24	168	75.0	75.0	87.9
	25-27	20	8.9	8.9	96.9
	28 and above	7	3.1	3.1	100.0
	Total	224	100.0	100.0	

Based on the above table , the age groups of 224 respondents have been separated into four categories. The age group that carries the highest percentage range from 21 to 24 years old, which is 75% followed by 13% for the age group between 17 to 20 years old, and 9% for the age group of 25-27 years old . The least response was received from respondents was above 28 years old which is only 3%.

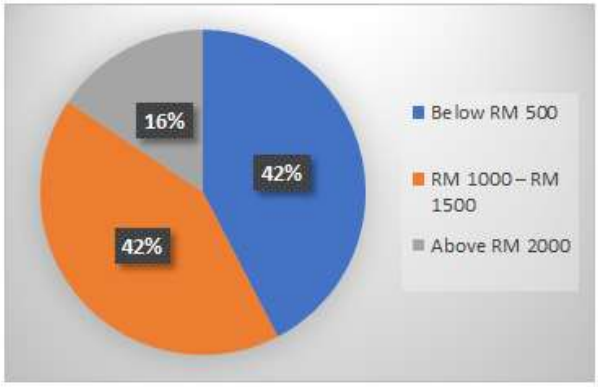


According to the Figure above, from both male and female, the majority of respondents are single. This is consists of 217 (97 %) from the 224 respondents, followed by respondents who are married and it consists of 7 (3%) respondents.

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	136	60.7	60.7	60.7
	Chinese	6	2.7	2.7	63.4
	Indian	20	8.9	8.9	72.3
	other	62	27.7	27.7	100.0
	Total	224	100.0	100.0	

Female considered to be the highest, followed by the age of 21-24. The table above shows that majority of the respondents are Malay which consists of 60%. Next, Indian respondents which consist of 9%, followed by others respondents which consists of 28 %, and remaining 3% are Chinese.



As shown in the Figure above, the respondents' or the students stipend level of below RM 500 and RM 1000 – RM 1500 are having a similar number of 94 and 95 respondents with 42%, each. Whereas, above RM 2000 consists of 25 respondents in which the respondents stipend level is 16%.

4.5.1 Pearson Correlation Analysis

Correlations

		GEI	LEL	PEP	ENB	UEP	GM
GEI	Pearson Correlation	1	.479**	.422**	.370**	.243**	.446**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	224	224	224	224	224	224
LEL	Pearson Correlation	.479**	1	.434**	.239**	.290**	.407**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	224	224	224	224	224	224
PEP	Pearson Correlation	.422**	.434**	1	.395**	.247**	.354**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	224	224	224	224	224	224
ENB	Pearson Correlation	.370**	.239**	.395**	1	.087	.356**
	Sig. (2-tailed)	.000	.000	.000		.192	.000
	N	224	224	224	224	224	224
UEP	Pearson Correlation	.243**	.290**	.247**	.087	1	.156*
	Sig. (2-tailed)	.000	.000	.000	.192		.019
	N	224	224	224	224	224	224
GM	Pearson Correlation	.446**	.407**	.354**	.356**	.156*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.019	
	N	224	224	224	224	224	224

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

To conclude the results , the correlation coefficient is a statistical measure of intensity of linear relationship between paired data. The table above showed the result of correlations between dependent variable (willingness to

adapt green habit) and independent variable (government environmental initiative, lack of eco-literacy, price of eco-friendly product, environmental normative beliefs, and unavailability of eco-friendly products) in examine the hypothesis in this research. Based on the table above, its shows that the highest correlation is at 0.446 which is the government environmental initiatives. The second highest is at 0.407 which is lack of eco-literacy but the least one goes to unavailability of eco-friendly products at 0.156.

Multiple Regression Analysis .

Multiple regression analysis on lack eco literacy, unavailability of eco-friendly product, price of eco-friendly products, environmental normative beliefs, and government environmental initiative of student's unwillingness to adapt green habit are shown as below.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1.	(Constant)	1.887	.222		8.501	.000
	GEI	.455	.061	.446	7.422	.000
2.	(Constant)	2.116	.214		9.907	.000
	LEL	.330	.050	.407	6.643	.000
3.	(Constant)	2.205	.235		9.378	.000
	PEP	.371	.066	.354	5.638	.000
4.	(constant)	2.070	.257		8.062	.000
	ENB	.415	.073	.356	5.685	.000
5.	(Constant)	3.183	.146		21.763	.000
	UEP	.094	.040	.156	2.360	.019

a. Dependent Variable: GM

Explanation & hypothesis testing

1. According to the standardize coefficients beta it is clear that 44.6% of the unwillingness to adapt green habits can be improved by adapting government environmental initiative.

H1: There is a moderate relationship between government's environmental initiative and student's unwillingness to adapt green habits among students.

2. Based on the standardize coefficients beta we can see that 40.7% of the unwillingness to adapt green habits can be improved by adapting eco-literacy .

H1: There is a moderate relationship between the lack of eco literacy and students unwillingness to adapt green habits among students.

3. The above table shows that the standardize coefficients beta is at 35.4 % of the unwillingness to adapt green habits can be better by adapting price of eco-friendly product .

H1: There is a slight relationship between price and student's unwillingness to adapt green habits among students.

4. According to the table, the standardize coefficients beta is at 35.6% of the unwillingness to adapt green habits can be improved by adapting environmental normative beliefs .

H1: There is a small relationship between environmental normative and student's unwillingness to adapt green habits among students.

5. The table above shows that the standardize coefficients beta is at 15.6% of the unwillingness to adapt green habits can be improved by adapting unavailability of eco-friendly product .

H1: There is a little relationship between unavailability of eco-friendly product and student's unwillingness to adapt green habits among students.

Conclusion

Notably, in the modern era, protecting the atmosphere and turning Earth into a safer and greener world is the biggest challenge for humankind. This is because nowadays people rely on advanced technology for their daily tasks so having a new and an interesting method can attract and encourage people and new generation to think more about saving, recycling and many more related terms. The framework proposed in this study was developed on the basis of numerous studies and theories. Moreover, the study was aimed to identify the factors preventing student's willingness to adapt green habit in Malaysians students through the help of the theories which supports to our research such as ERB, PMT, VBN and SCT. Furthermore, based on Stern's and Albert Bandura's theory of Value Beliefs Norms (VBN) and Social Cognitive theory (SCT), it was known that the effect on human behaviour is reliant on values and actions. This ensures that the environmental behaviour of the people is carried out on the basis of their moral values and the way they behave themselves.

Based on the findings of this study the governments are advised to take a range of initiatives to spread awareness about environmental protection such as, enforcing environmental rules and regulations for individuals, business industries, and other organizations which makes them to adapt green habit; implementing international policies; contributing for the benefit of the environment on a global scale through international donation funds which is further contributed on the scientific research and solutions; price fixation on green products; and subsidizing for the environmental science field and environmental scientists.

It was proven that, most of the respondents implied that the price is what makes it difficult for them to adapt green movements in their daily life. Green products are highly expensive compared to non- green products. Since there are few producers in this specific industry which makes them take advantages by setting a high price and being a monopoly in the market. Hence green goods manufacturers are urged to rethink their selling costs. The findings illustrate that customers are willing to pay higher price for green products, however they tend to buy the product if there is an on-going sales and promotion for the green products. This being considered, industries could give more thought on the research and development and produce products where customers could also use them after its lifespan ends, this is where the final product contribute to the eco system and further motivates the individuals.

Furthermore, for the organizations they may also initiate campaigns, program and seminar on behaviour improvement focusing on the environmental responsibilities for their stakeholders to adapt. Manager are one of the stakeholders in any business which could bring an impact to the society by enforcing and implementing disciplinary actions within

the organizations for its employees. This could help the organization's stakeholders to prepare themselves with a proper knowledge regarding the environment and have an impact on others within the organizations.

Having that said, students are the future of the society who could bring a change to the future generations. However, lack of knowledge was proven to be one of the main factors that can influence student's behaviour towards the environment. In order for this to commence, a better support initially should be given from the education system and this been said, the individuals who are next in line to save the environment are the students. Therefore, the government, teachers, families and organizations, needs to assist these students and guide them to contribute to the environment in a healthier way. Likewise, students could attend more seminars and campaign related to the environment in order to gain more knowledge and participate in saving their mother nature. Taking part in these type of activities could help them to share the awareness subconsciously with their family and friends. Universities can designate an eco-friendly rules to encourage students to adapt green habits in their daily lives. In addition, universities may also limit the use of plastic and paper on campus and could organize tree-planting activities on campus to ensure a good air ventilation cycle on campus. Good air ventilation is essential for the student's learning environment because the surrounding will affect their learning process.

Lastly, due to the covid-19 pandemic in Malaysia and the lockdown, the data was collected slowly as the respondents were not cooperative in answering our research through the google form. It took us more than a month to collects the data from respondents because most of the students were not willing to spare their time to answer the survey. As a result, our sample size was 250 respondents but due to the current situation, we had 224 respondents but this could be a way to improve in the future and not be limited to a specific group. Besides that, the respondents tend to get confused with the terms that has been used in the survey. Another limitation is when we were trying to find suitable questions that related to our variables, it was not a piece of cake as we had to ensure that the variables were supported by previous scholar.

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