



**INTERPRETING GREEN CONSUMER BEHAVIOUR:  
AN EXPLORATORY EXAMINATION OF CARDIFF  
CONSUMERS**

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examination of cardiff consumers / Zuha Rosufila Abu Hasan

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INTERPRETING GREEN CONSUMER  
BEHAVIOUR:  
AN EXPLORATORY EXAMINATION OF  
CARDIFF CONSUMERS

By

Zuha Rosufila Abu Hasan

*A Thesis Submitted in Fulfilment of the Requirements for the Degree  
of Doctor of Philosophy of Cardiff University*


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Cardiff University*

September 2011



## DECLARATION


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### STATEMENT 1

This thesis is being submitted in partial fulfillment of the requirements for the degree of Doctor of Philosophy of Cardiff University.


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### STATEMENT 2

This thesis is the result of my own independent work/investigation, except where otherwise stated.

Other sources are acknowledged by footnotes giving explicit references.

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## ABSTRACT

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Despite the popularity of consumers' environmental behaviour choices, little research has been forthcoming which analyzes green behaviour across different situations in a systematic way. A particularly relevant stream of research to explain the situational effect on consumer environmental behaviour is the Behavioural Perspective Model (BPM). A key insight of the BPM is of the anticipated benefit consumers acquire and the impact of the environment that surrounds consumer choice. The aim of the research is to interpret consumer environmental behaviour across different situations in a systematic way by using the BPM. Due to the exploratory nature of the study, a mixed method approach was used among Cardiff consumers. The first study involved standardized open-ended interviews (N=30). Panel experts were also invited to take part in the BPM Contingency Definition Test. The second studies were conducted via survey (N=200), which provided data on 1,600 consumer situations. The findings from the consumers' verbal responses to descriptions of eight consumer environmental situations confirm the predictions raised by the BPM interpretation of consumer choice. Mehrabian and Russell's affective (Pleasure, Arousal, Dominance) and behavioural variables (Approach and Avoidance) showed significant main effects. The one-way ANOVA and Tukey's HSD analysis provide support for the patterns of the affective and behavioural variables for the BPM contingencies categories. Furthermore, the actual differences in the variables means scores of the groups were large (eta squared = between 0.1 and 0.4). The discriminant analysis justified the predicted capability of the BPM. Two-way interaction effects between affective variables were also identified. In summary, this study shows that the application of the model is not only empirically limited to familiar themes of consumer research but also applicable to different consumer environmental behaviours.

### Keywords

Green consumer, consumer environmental behaviour, Behavioural Perspective Model (BPM), consumer situation, affective response.