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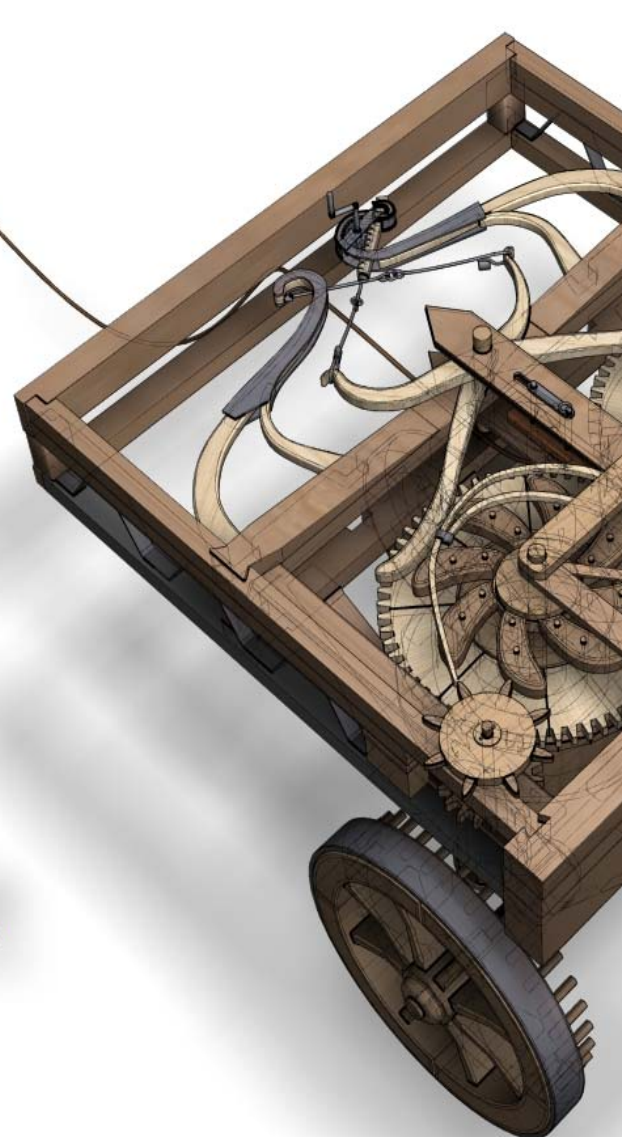
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Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

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Pro-Environmental Behavior of Consumers

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Abstract:

This paper reports the results of a survey on pro-environmental behaviour of consumers within the urban zones of Kosovo. The objective of the study is to explore consumers' affordability to purchase environmentally friendly products based on the gender roles and investigates the correlation of the consumers who consider that such purchases contribute to the environmental protection including local participation at environmental movements regarding efficient energy use and water efficiency. Findings reveal that despite low-involvement of consumers to environmental movements on efficient energy use and water efficiency initiated by environmental non-governmental organizations, there remains a lack of empirical research on national institutional environmental initiatives to promote and motivate pro-environmental behavior of consumers and create informed citizenry. This research presents the opportunity for further exploration of dimensions regarding product related pro-environmental consumers' behavior and motivation factors.

Keywords: behaviour; environmental movements.

JEL Classification: E710; Q56.

Introduction

The research on green marketing, green business strategies, green products, green brands, green consumer, and green behavior has intensified by increasing the diversity of scientific contribution worldwide. The impact of the environmental movements is strongly endorsed by researchers within groups of people who are environmentally conscious. Dono, Webb, and Richardson consider that environmental activism has attracted research attention across numerous disciplines, including: psychology, sociology, political science, and education (D'Souza, Taghian, Sullivan-Mort and Gilmore 2015). In this regard, consumers have a major role to play in society especially "moral and ethical consumers" because they "motivate companies to recreate their policies to be sustainable in three areas - the planet, people and profit" (Mansvelt and Robinns 2011). People seem to engage voluntarily in many pro-environmental actions, even though such actions can be somewhat more costly, and doing so may actually make them feel good and enhance their status (Steg *et al.* 2014). It is crucial that policy makers and sustainability – driven organizations understand how and why people make choices, consume, conserve, and dispose products that affect the environment (Trudel 2018).

People in Kosovo are faced with multiple barriers. Economic and development unsustainability is affecting national environmental problems as well. Kosovo suffers the poor quality of air, water and soil/land because of

¹ Corresponding author

the human and industrial activities. Health challenges due to the quality of air are alarming. There are health public records of increasing number of patients suffering chronic diseases caused by pollution. The key pollutants of the country are the two coal fire power plants in Obiliq serving to generate electricity to 96% of countries' population. No serious measures are undertaken by the state against pollutants causing respiratory and cancerous illnesses to all ages of people. Hence, people's awareness regarding the importance of clean environment, environmentally friendly products and their role and behavior as a community member is progressing.

While the awareness of environmental crisis is spreading, individual consumers are responding by opting for environmentally friendly products and services (Mansvelt and Robinns 2011). Hence, the objective of the study is to identify consumers' financial affordability for purchase of the environmentally friendly products and correlation to the consumers who consider such purchases as a contribution to the environmental protection including participation at environmental movements in regard to the reduction of energy and water consumption.

Despite such economic and environmental situation from the country, however, the pro-environmental behavior of consumer, purchasing of environmentally friendly products and environmental movements have attracted relatively little research interest to date, and whether the national researchers regard them as tertiary to environmental and marketing studies remains uncovered.

1. Literature Review

Literature focusing on environmental business management, pro-environmental behavior, environmental friendly products and green marketing, provides some overall parameters to exhibit the social responsibility of enterprises and their well doings. No research has yet operationalized all the organizational facets that are necessary to become a green marketing oriented company (Papadas, Avlonitis and Carrigan 2017). Gordon, Carrigan and Hastings conclude that green marketing puts the onus on the commercial world and environmental factors to foster sustainable development, largely neglecting individual consumer behaviour (Gordon, Carrigan and Hastings 2011). Companies are adopting green marketing practices to achieve better business performance (Papadas, Avlonitis and Carrigan 2017). Marketers need to show they are helping green cause and not manipulating it for their own advantages (Prothero 1990). Peattie and Crane emphasize that the marketing philosophy and process is built around the customer and the relationship between the company and the customer (Peattie and Crane 2005). Corporate social responsibility has been proposed as a useful tool for effective organizational, social and environmental functioning (Afsar, Cheema and Javed 2018). When a company communicates its environmental performance to consumers; the communication affects consumers' purchase intentions, especially for high environmental involvement consumers (Glossary of Environment Statistics 1997).

According to D'Souza, Taghian, Sullivan-Mort and Gilmore adopting a green marketing strategy re-orientes a firm in terms of how it initiates and manages its green practices (Dono, Webb and Richardson 2010). Changes in the products or the production process raise the business's costs, but they also enable it to command a price premium in the marketplace (Forest 1998).

Previously, the research on environmentally sustainable behaviors has focused on the impact of a wide array of psychological factors, such as values, attitudes, norms, motivation, or perceptions, on behavior (Ertz 2018). Rodriguez-Ibeas argues that there are two types of consumers:

- "Green" consumers value the environmental attribute and they are willing to pay a higher price if the good has such environmental attribute.
- "Brown" consumers do not care for the environmental quality, and value only the physical attribute (Rodriguez-Ibeas 2017).

Consumers that already admit some kind of ecological behavior tend to have higher effective green purchase behavior than those who express an intention to do so (Akehurst, Afonso, and Martins Gonçalves 2012). Consumers with neither strong positive nor strong negative attitudes towards green products are more likely to be persuaded by a non-green benefits message than a green message (Vermillion and Peart 2010). Syaekhoni, Alfian, and Kwon are suggesting that the environment issues are to be considered by retail businesses because customers prefer to get their everyday products from retail stores (Syaekhoni, Alfian and Kwon 2017). While companies may do all they can to pursue a green marketing effort to contribute to sustainability, if consumers do not change their own behavior to become more sustainable than little will be achieved (Gordon, Carrigan and Hastings 2011). Employees with high empathy exhibit more pro-environmental behavior (Tam and Chan 2017). But still, environmental concern does not always translate into pro-environmental behavior (Talat, Ghulam and Humaira 2018). In this regard, the first hypothesis is given as follows:

H₁: Correlation is positive between consumers affording purchase of environmentally friendly products and consumers believing that purchase of environmentally friendly products contributes to environmental protection.

The environmental degradation issues and society's concerns for sustainable development have modified competitive scenarios and provided firms with new challenges to overcome (Fraj, Martinez and Matute 2011). A business creates products that provide greater environmental benefits, or that impose smaller environmental costs, than similar products (Forest 1998). Simao and Lisboa consider that environmentally responsible firms obtain multiple benefits, such as cost reduction (due to the lower resource consumption, such as water or energy), profit increase (from recycling and residuals reuse), production process enhancement (given the cleaner and more efficient technologies), corporate image upgrading, improvement of brand awareness and value as well as performance (Simao and Lisboa 2017). According to Warde, changing positions within practices may be narrated in terms of changing forms of consumption, whether of objects or experiences (Warde 2005).

Pro-environmental behavior is an essential part of changing societies towards a more sustainable future (Coelho *et al.* 2017). The subsequent engagement in pro-environmental behavior is not affected by feelings of pride about previous environmental behaviour (Bissing-Olson, Fielding and Iyer 2016). If environmental self-identity affects pro-environmental behavior via a moral route, the relationship between self-identity and pro-environmental intentions should be mediated by personal norms (Van der Werff, Steg and Keizer 2013). Positive association with eco-socially conscious consumer behaviour is found within altruistic and egoistic values of consumers (Saleem, Lynne, Yaseen and Low 2018).

Situational factors are important drivers and barriers to pro-environmental behavior (Whitmarsh and O'Neill 2010). Millennials grasp the environmental consequences of their actions and have the education, motivation, and social awareness to participate in the green movement (Naderi and Van Steenburg 2018).

Gordon, Carrigan and Hastings describe that when marketing is harnessed responsibly it can encourage us to recycle, reuse, eat healthily, drink sensibly, save energy and support good causes (Gordon, Carrigan and Hastings 2011). Components of pro-environmental behavior of consumers who reflect environment-related motivation according to Peattie include: purchase choice, product use and post use, household management, collective, and consumer activism behaviors (Peattie 2010). On the other hand, Dincer, Midilli, Hepbasli and Karakoc argue that selling of "green" products is big business and leads to conspicuous consumption of "green" products, without any sense of the energy use or emissions impact (Dincer 2010). Based on the literature review, the second hypothesis is given below:

H₂: Consumers attending environmental movements regarding efficient energy use are correlated positively with consumers attending environmental movements regarding water efficiency.

Finally, further theoretical and empirical research on environment protection, environment movements and consumers' pro - environmental behavior in different product and service sectors is needed to evaluate the importance of consumers behavior change. The role of all national consumers' regarding environment protection needs to be analyzed, and the sociocultural dimension of national consumption needs to be explored.

2. Methodology

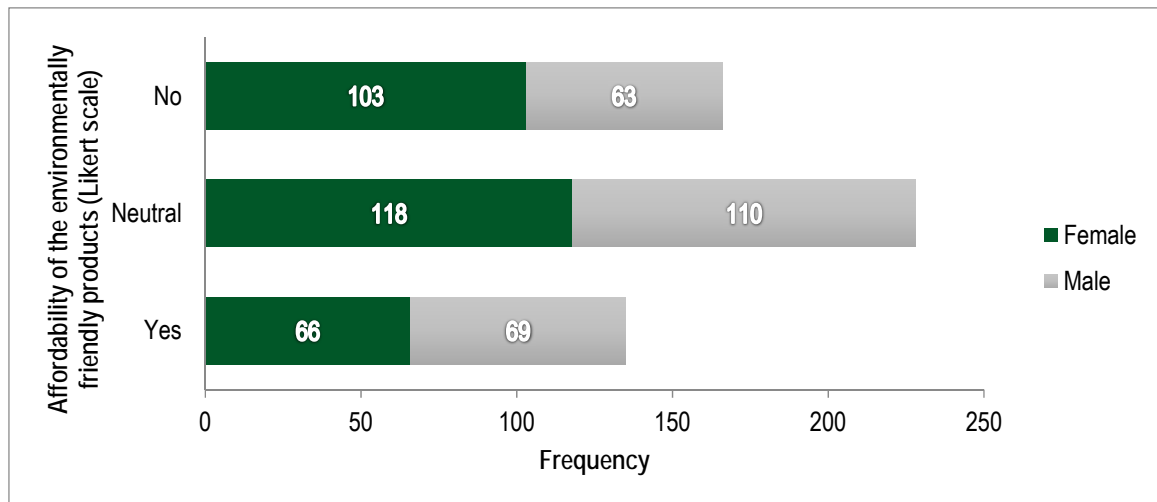
The research method applied is quantitative method. As the research instrument for this study is used questionnaire. The survey was self-administered and was conducted from January 2018 to June 2018 using random sampling technique. The units of analysis are individual people. Sampling consisted of 541 respondents from major urban regions of Kosovo such as: Prishtine, Prizren, Besiane, Gjakove, Xerxe, Peje, Fushe Kosove, Decan, Junik, Rahovec, Malisheve, Dragash, Drenas, Mitrovice, Ferizaj, Vushtri, Therande, Skenderaj, Gjilan, and Obiliq. The main limitation of this survey was the exclusion of rural zones. The four-page questionnaire consisted of forty-five questions included close and open questions, and addressed questions in relation to attitudes, actions, experiences, perceptions, preferences, practices and knowledge of the respondents regarding the pro-environmental behaviour dimensions in different segments (consumption, purchasing behaviour, purchasing preferences, and environmental concerns). The types of close-ended questions that were most commonly used included: dichotomous, Likert scale, and multiple choice. The primary data was collected, processed, and analyzed using multivariate analysis. Examination of bivariate relationships in order to calculate the degree of association or correlation between two variables is selected to test the hypothesis using the Test of Significance Pearson Correlation Coefficient (Two Tailed) on Statistical Package for the Social Science (SPSS) software (version 20).

3. Data Analysis

This section of the article reviews only four survey questions and excludes 41 questions. The focus of the study is consumers' environment protection movements and affordability of the environmentally friendly products. The survey polled 541 respondents living in urban zones in Kosovo. The data from the survey was coded and entered in SPSS for processing and statistical analysis such as calculation, interpretation, comparison, and evaluation. The data set is presented using descriptive statistics, tables, and charts. Categorical data placed respondents into groups (such as gender), summarized numbers of respondents in each group (frequency), and provided percentages of respondents in each group (relative frequency).

Pagiaslis and Krontalis suggested further investigation of the several classical demographic variables such as perceptions regarding the environment, gender roles, and masculinity-femininity traits that could influence green behavior and attitude (Pagiaslis and Krontalis 2014), and these variables apply in this research as well. Gender participation in the survey is as follows: females (54.43%) and males (45.57%).

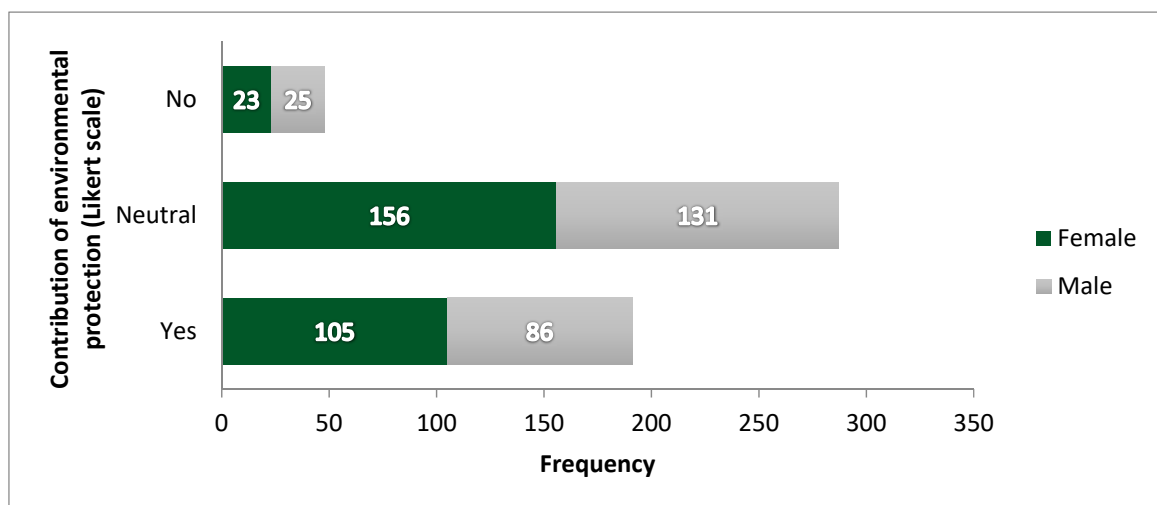
Figure 1. Environmentally friendly products are financially affordable



It has been recognized broadly in the green marketing research that green products are more expensive than their conventional. Although environmentally friendly products would ideally incorporate all environmental benefits, it is often impossible for consumers to afford such products financially.

Data from the survey presented on Figure 1 reveals that 36% of females and 26% of males cannot afford environmentally friendly products because of the premium price of products. Respondents who remained neutral to this survey statement count for 43%. On the other hand, 23% of females and 26% of males are willing to pay more for environmental attributes of the product. Females are affording less to purchase environmentally friendly products compared to males at the range of 10%.

Figure 2. Contribution of environmentally friendly product purchasing to the environmental protection



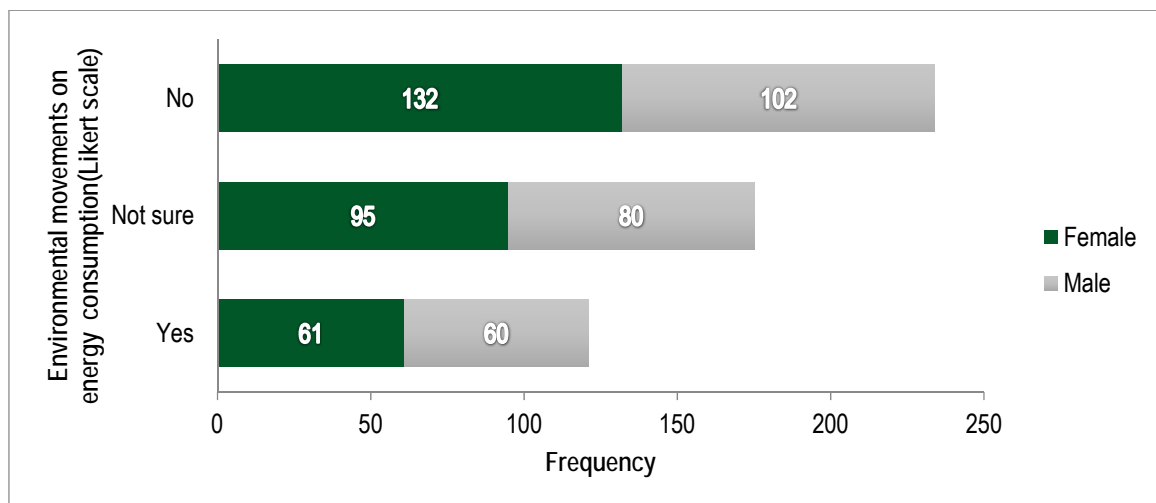
Even with social, economic and developmental challenges the local consumer is facing with, the purchasing behavior has to be re-oriented toward more environmental and social responsible behavior. Thus, many consumers may already be aware of their purchasing patterns and its environmental impact in a long run, but taking actions to change such behaviors requires an environmental protection learning process. According to the Glossary of Environment Statistics environmental protection refers to “any activity to maintain or restore the quality of environmental media through preventing the emission of pollutants or reducing the presence of polluting substances in environmental media. It may consist of:

- changes in characteristics of goods and services,
- changes in consumption patterns,
- changes in production techniques,
- treatment or disposal of residuals in separate environmental protection facilities,
- recycling, and
- prevention of degradation of the landscape and ecosystems” (Grimmer and Bingham 2013).

Figure 2 illustrates opinions of respondents regarding their contribution to environmental protection by purchasing of the environmentally friendly products. Data shows that 8% of females and 10% of males don't perceive purchasing of environmentally friendly products as contribution to the environment protection. In addition, majority of females (55%) and males (54%) stated neutrality. Thus, respondents who are aware of their environmental product purchasing choices and contribution to the environment composed 37% of females and 36% of males. Gender differences are not found.

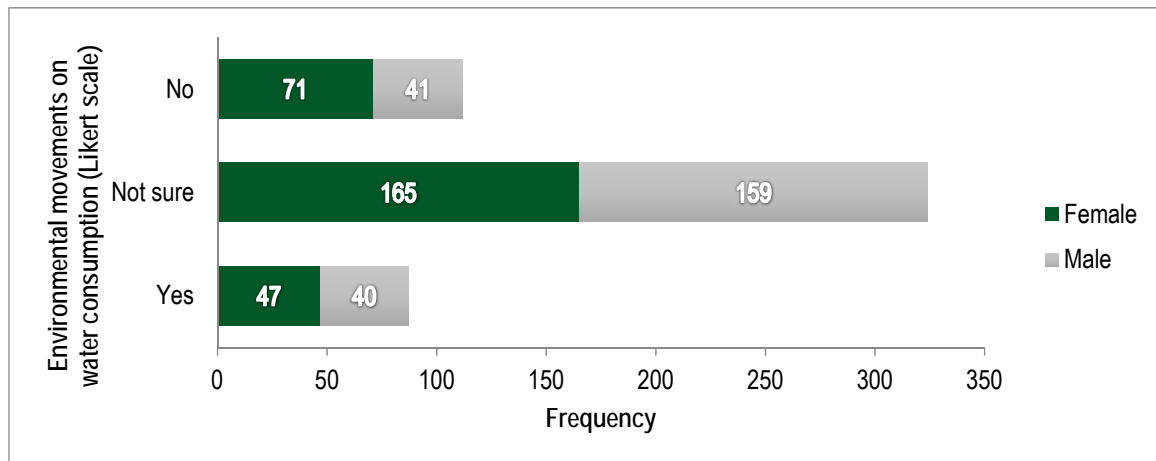
There are active environmental movements in the country, mainly from non-governmental organizations who consecutively make calls for citizens to become environmental volunteers and serve the green cause. Mainly programs cover topics such as: air emission, efficient energy use, conservation of the nature, organic food consumption, green products, water efficiency, and waste management and recycling.

Figure 3. Participation at environmental movements (efficient energy use)



Due to the holistic nature of the environmental movements, respondents were asked to respond to the two most known and common movements in country. The first environmental movement concerns efficient energy use. The data shows that 21% of females and 25% of males had participated at such movement gatherings and 33% of females and 33% of males were neutral. In addition, an increased number of respondents indicated non-attendance with females making 46% and males 42%.

Figure 4. Participation at environmental movements (water efficiency)



The second environmental movement concerned water efficiency. Consumers need to learn how to use efficiently potable water at every time and how to reduce the use of non-potable water. As given in Figure 4, there are a large number of respondents stating neutrality to their participation to the water efficiency movements (females 58% and males 66%). There is equal gender participation in percentage at water efficiency movements (female 17% and male 17%).

Finally, within the section that follows are summarized hypotheses tests using Test of Significance Pearson Correlation Coefficient (Two Tailed) on Statistical Package for the Social Science (SPSS) software (version 20). Correlation is widely used for hypotheses testing and it is a statistical technique that mainly measures and describes a relationship between two variables.

Table 1. First Hypothesis Test

Hypothesis 1		Environmentally friendly products are affordable	Purchase of environmentally friendly products contributes to environmental protection
Environmentally friendly products are affordable	Pearson Correlation	1	.474**
	Sig. (2-tailed)		.000
	N	536	535
Purchase of environmentally friendly products contributes to environmental protection	Pearson Correlation	.474**	1
	Sig. (2-tailed)	.000	
	N	535	539

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

Table 1 summarizes the results of the first hypothesis. The first hypothesis assumed that the respondents who cannot afford purchase of environmentally friendly products are correlated with the respondents who believe that purchase of environmentally friendly products contributes to environmental protection. A Pearson correlation coefficient revealed that there was a positive correlation between the two variables, $r = 0.474$, $n = 535$, $p = 0$. Generally, there was a strong positive relationship between those who cannot afford purchase of environmentally friendly products because of the financial burdens and those who share the opinion that purchase of environmentally friendly products contributes to environmental protection.

Table 2 summarizes the results of the second hypothesis. The second hypothesis assumed that consumers attending environmental movements regarding efficient energy use are correlated to the consumers attending environmental movements regarding water efficiency. A Pearson correlation coefficient was computed to assess the relationship between the two variables. There was a positive correlation between the two variables, $r = 0.135$, $n = 533$, $p = .002$. There was also a strong positive linear relation between the respondents attending environmental movements regarding efficient energy use and respondents attending environmental movements regarding water efficiency.

Table 2. Second Hypothesis Test

Hypothesis 2		Participation at environmental movements (efficient energy use)	Participation at environmental movements (water efficiency)
Participation at environmental movements (efficient energy use)	Pearson Correlation	1	.135**
	Sig. (2-tailed)		.002
	N	540	533
Participation at environmental movements (water efficiency)	Pearson Correlation	.135**	1
	Sig. (2-tailed)	.002	
	N	533	533

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

Conclusion

Pro-environmental behavior is of considerable importance to national environmental welfare. The policy-makers, institutions, manufacturers, service providers and consumers shall undertake adequate measures in responding quickly to the challenge of environment protection. Consumer consumption practices, environmental awareness and engaging in environmental movements are interwoven with peoples' incomes and lifestyles. Regardless of how much respondents can afford purchasing of the environmentally friendly products, however, effect to the environmental protection will still be left with substantial discretion in interpreting how pro-environmental behaviors are to be motivated by national institutions and supply providers. Public supply with energy and potable water in the country within all urban zones is still under central and local state management. Despite low-involvement of consumers to environmental movements on efficient energy use and water efficiency initiated by environmental non-governmental organizations, there remains a lack of empirical research on national institutional environmental initiatives to promote and motivate pro-environmental behavior of consumers and create informed citizenry. Finally, interest for environmentally friendly products and services is growing.

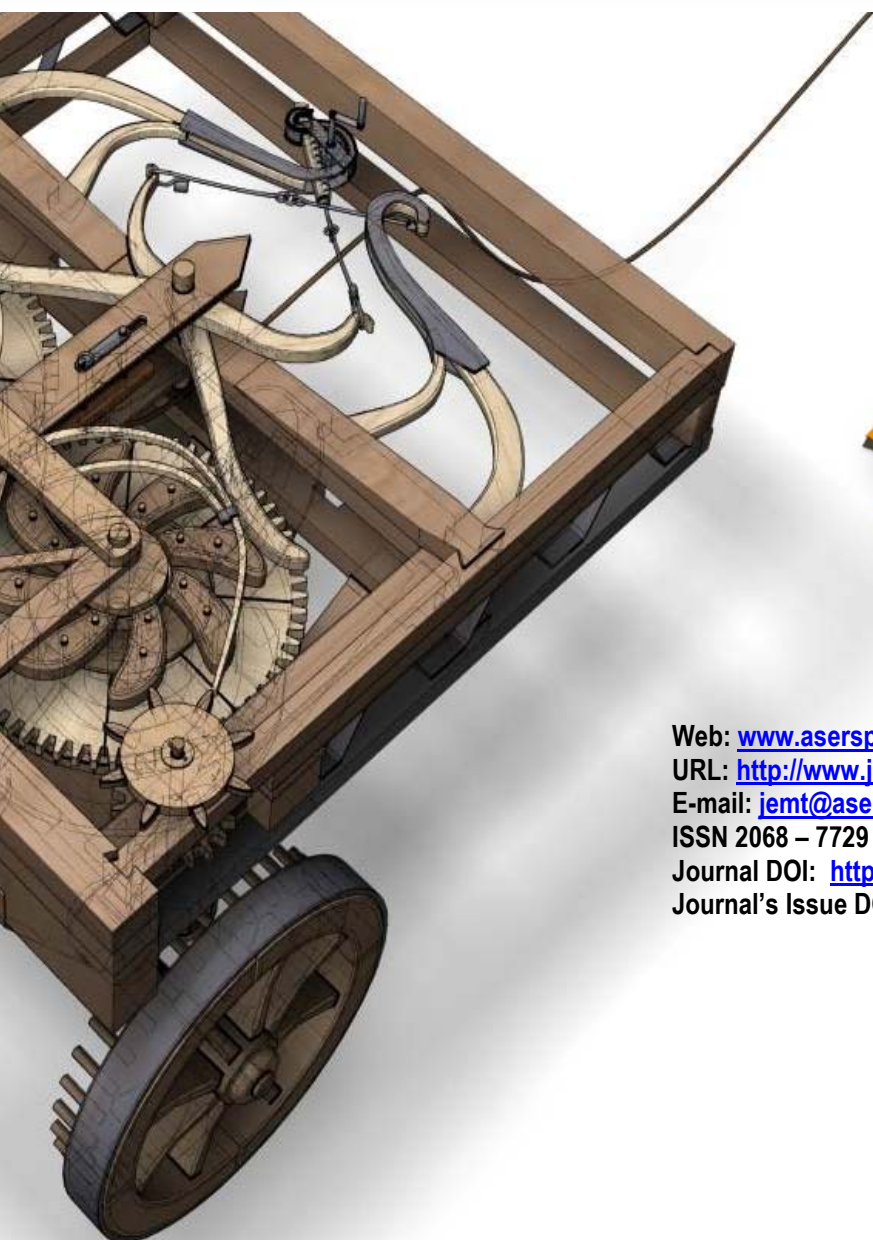
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