

## **What Determines Green Consumerism: The Case of Slovenian Consumers**

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Environmental degradation and the rising number of natural disasters provoked by human activity mandate the search for more sustainable ways to cohabit within the natural environment and to preserve the scarce natural resources for forthcoming generations. The pursuit of sustainability is no longer discretionary. It affects public policies at the international and national level, company innovation, production, and marketing strategies, and individual consumption choices. In this paper, we focus on the adoption of environmentally sustainable consumer behaviour, green consumerism, based on a sample of consumers from Slovenia.

We anchor our theoretical argument in Ajzen's Theory of Planned Behaviour (Ajzen, 1991), which posits that a person's behaviour is preceded by the intention to perform a certain action, in our case, the purchase of an environmentally friendly product or other environmentally friendly behaviour. Intentions, in turn, are determined by the individual's attitudes, perceived behavioural control, as well as prevailing social norms. Our main theoretical contribution is to address the determinants of the "intention-action" gap by modifying Ajzen's TPB. More specifically, we validate an attitude-intention-behaviour model.

We test our model on a sample of 705 consumers from Slovenia. Data were collected through an online survey. The model was tested using structural equation modelling in EQS. Results from statistical testing lead to the following findings. First, consumers' environmental commitment, consumers' perception about eco-products and consumers' perception of barriers to be green all positively affect their purchase intention of eco-products. That means that consumers who are more committed to environmental protection, who perceive eco-products as better for the environment, more trustworthy and valuable and lastly, who do not perceive barriers to be green/ behave in an environmentally friendly way are more likely to express greater purchase intention of eco-products. Second, a higher purchase intention of eco-products is positively associated with green consumerism, which is the actual environmentally friendly behaviour. Theoretically, the contributions of our paper are twofold. First, we explore the determinants of the "green" purchase intention using the well regarded TPB model. Second, we modify the TPB model by exploring the relationship between the determinants of purchase intention of eco-products and the actual behaviour, in our case the purchase of eco-products or other environmentally friendly behaviour. Empirically, to the best of our knowledge, this is the first study documenting green consumer behaviour in the context of Slovenia and thus, it brings important insights into the topic of green consumerism. Our findings have valuable implications for companies, policy makers and marketers, since they indicate that a positive attitude towards the environment and eco-products drives consumers to express greater purchase intention of eco-products and further lead to the actual purchase or environmentally friendly behaviour.

*Keywords:* environmental commitment, perception about eco-products, barriers, purchase intention, green consumerism

*References:*

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