

# Cek plagiasi From environmental knowledge

*by Unggul Priyadi*

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## From Environmental Knowledge to Conservation Behaviour

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### Abstract

*Conservation behaviour is a topic that always evolving in the study of the consumerism behaviour. Conservation behaviour is behaviour that leads to consume products that protect nature, leading to environmental conservation efforts while concerning the benefits that can be gained in the present and future in sustainable. The purpose of this study was to analyze the causal factors of conservation behavior in the term of internal consumer aspect. Research is conducted on the community located in the Yogyakarta Province, Indonesia which consists of 5 districts. The analysis unit in this study is individual. Data are collected from respondents who are shopping in supermarkets and shopping centre in five districts in Yogyakarta Province. The number of samples of each district is 60 people, but the lack of questionnaires of 268 respondents. Statistical technique is using AMOS. The result explains that there is a significant positive effect of; (1) environmental knowledge (EK) on awareness of consequences (AOC); (2) environmental knowledge (EK) on environmental attitudes (EA); (3) awareness of consequences (AOC) on personal norm (PN); (4) personal norms (PN) on conservation behaviour (CB) and (5) environmental behaviour (EA) on conservation behaviour (CB).*

**Keywords:** *environmental knowledge; awareness of consequences; environmental attitude; personal norms; and conservation behavior.*

### 1. Introduction

Conservation behavior is a specific behavior. A specific behavior is usually thought to be a product of an opportunity and intent, the latter of which is a product of knowledge and attitudes (Fishbein 1967, Zimbardo and Ebbesen 1969). Lately, consumers have changed their behavior toward environmental sustainability (Nguyen et al., 2016), that called as conservation behavior. Usually, conservation behavior is mostly associated with purchasing green products. The emergence of conservation behavior is based on changes in consumer behavior. Consumer behavior has many oriented to environmental protection (Sugandini et al., 2018b). Consumers prefer to consume goods that are not damage the environmental and harmless to his body health.

Some theories that underlie conservation behavior are the theory of reasoned action (TRA), theory of planned behavior (TPB) and the norm activation theory (NAT). The innovation adoption theory of Rogers (2003) is also used to observe consumer adoption behavior related with conservation behavior. TRA developed by Ajzen and Fishbein states that the best prediction of someone's behavior is intention. Behavioral intention is based on two main factors, namely: attitudes and subjective norms. TPB is an extension of TRA that is someone's intention on behavior is shaped by three main factors, namely: attitude toward the behaviour, subjective norms and perceived behavioral control (Fishbein and Ajzen, 1975; Azjen, 1991). NAT theory assumes prosocial behavior is the result of the personal norms activation which is defined as a moral action to perform or refrain from certain actions (Schwartz and Howard, 1982).

NAT states that personal norms are already active when a person is admitting and responsible for a certain pro-social behavior that have certain consequence. If the consumer does not act prosocial, it would have a negative consequence on others (Awareness of consequences) and being responsible on pro-social action that has certain consequence (Ascription of Responsibility). If the personal norm is not enabled, no pro-social action is admitted as usual and no pro-social action would follows.

Some pro-environment products can be categorized as innovative products. The previous literature on the adoption of innovative products is not always easily accepted by consumers with certain characteristics (Horsky, 1990; Rogers, 2003; Martin and Bateson, 2007). Holness (2004) adds that the adoption or non-adoption decisions of product innovation always involves the formation of attitudes toward innovation. Considerations for not easily adopting innovative products include risk perceptions, lack of consumer knowledge of product use and the presence of inappropriate marketing strategies.

This study discusses the issue of attitude influence on behavior. Attitude relationship on pro-environment behavior still need to be reviewed because there are several different findings. Previous research Schultz et al., (2004); Albayrak et al., (2013) suggest that the attitude's role toward environmental behavior has varied relationships. The attitude toward environment has not always influence on the pro environment behavior. In fact, Akehurst et al., (2012); Nittala, 2014) indicating that the relationship of attitudes and environmental behavior is very weak. Kasier et al., (1999) reinforce that some research results show moderate, weak and even no relationship between pro-

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