



RELATIONSHIP BETWEEN THE DETERMINANTS OF ENVIRONMENTALLY  
CONSCIOUS CONSUMER BEHAVIOURS AND CONSUMERS  
ENVIRONMENTALISM: A STUDY ON CUSTOMERS IN KOTA KINABALU, SABAH.

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2.4.3 Materiality

2.4.4 Social Desirability

2.4.6 Demographics

2.5 Literature Evaluation

2.6 Proposed Research Framework

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**ABSTRACT**

In this study, the researcher attempts to study the relationship between determinants of environmentally conscious consumers' behaviour such (i) Consumers Self-Actualization, (ii) Innovativeness, (iii) Materialism, (iv) Social Desirability, and (iv) Consumers Susceptibility to Interpersonal Influence and (v) demographics with Consumer Environmentalism. This study consists of several chapters. In the findings part of the study, the overall result implied that consumer environmentalism in Malaysian context which is represented by consumers in Kota Kinabalu is still moderate. Limitations such as problems with respondents, the scope of the study and the variables used have been identified in the study. As such, few directions for future research have been proposed in the final chapter of the paper. In a nutshell, , this study basically has discussed the level of environmental concerns among consumers in Malaysian context, particularly in Kota Kinabalu, Sabah by adapting some of the hypotheses proposed in the original study since this study is a replication from Western study on environmental aspects.

impacts occurred in both social and environmental context. These authors also studied that the environment issues has become major concerns of public in both developed and developing nations - as it become more worse along with time movement (Sharma & Bansal, 2013)

From the point of view of the business entities, the increasing in demand for green products from customers can be the aspect that they might need to put more emphasis by transforming their business to "green concept" and perhaps they should introduce green products as part of their marketing strategy to catch attention from customers (Sharma & Bansal, 2013). To this extent the