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# FACTORS INFLUENCING ETHICAL CONSUMPTION BEHAVIOUR AMONG CONSUMERS IN NIGERIA.

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## ABSTRACT

The intent of this study was to identify the factors that influence ethical consumption behavior among consumers in Nigeria. The Theory of Planned Behavior (TPB) was extended with the incorporation of environmental knowledge to underpin the theoretical base of the study. A descriptive research design was adopted to solicit data from respondents. Four hypotheses were tested using data collected from 193 residences in Nigeria. Multiple regression analysis was statistical instrument used in analyzing the relationship between the independent and dependent variables with the aid of (SPSS) 23. The findings show that subjective norm, perceived behavioral control and environmental knowledge has a significant positive influence on ethical consumption behavior. Attitude does not have significant influence on ethical consumption behavior. The outcome of the study provides insights to beverage industries to promote ethical consumption behavior in the cause of their business activities. The conclusion of the study shows that Nigerian consumers are now aware of the benefit of ethical consumption behavior. We therefore suggest that Non-Governmental organizations (NGO) can assist in ensuring that consumers in the study area imbibe and maintain ethical consumption behavior.

**Keywords:** Attitude, Subjective Norms, Perceived Behavioral Control, Knowledge, Ethical Consumption Behavior

## 1. INTRODUCTION

Over the years, the growth in economic activities has negatively impacted on our environment (Maichum et al., 2016). Currently, consumers are beginning to be aware of the negative impact of our consumption habit, as such paying attention on the environmental problems emanating from our actions (Hsu et al., 2017; Paul et al., 2016). Langen (2011) pointed out that the reasons for buying ethical products are always anchored on personal moral issues and the need to protect the environment. Furthermore, extant Literature avers that ethical consumption is a behavioral model that confronts consumers to re-evaluate their daily consumption choices from moral perspectives (Pecoraro and Uusitalo, 2014). Harper and Makatouni (2002) described ethical consumer as one who buys products that are not harmful to the environment and society. Ethical consumption is a component of a broader 'consumption paradigm' (Szmigin and Carrigan, 2006) and the increase discuss on the import of ethical consumption is on front burner in recent years (Harrison et al., 2008).

Bello, Suleiman, and Danjuma, (2012) opine that ethical consumption entail the consumers only seeking and purchasing only products that were ethically produced, made from natural material, do not have harmful external and internal costs, are not dangerous to use and discarding the waste properly. Shaw and Clarke, (1998), define ethical consumption as the extent to which consumers express their personal ethical concerns when making product selection. Ethical consumption according to (Cho & Krasser, 2011) express measures a consumer takes to communicate their ethical perspective through their purchasing decisions to shun products that conflict with their personal ethical principles. Arguably, ethical consumption encompasses a broader range of issues than green consumerism the ensuing consumer decision-making process is more complex (Shaw & Shiu, 2002). From the foregoing, it makes sense to state that ethical consumption is the process of sourcing, acquiring products, use and discard residue in a manner that will not cause harm to the society and the environment.

The theory of planned behavior (TPB) has been confirmed to be a predictor of individual behavior. TPB is among social psychological theories with high tendency to predict or interpret human behavior. TPB advocate that the major elements that influence individual's behavior are the stage of person's motivation to wish towards obsession, this propensity is what shape actions. Again, Intention on its own is shaped from motivation that influence a behavior, whereas behavior is determined on how much the individual desires to do an act that represents one's aspiration, the link on these three elements forms individual's behavior towards a diverse issues, beginning from sensitivity towards an act, subsequently developing concern that can be perceived from the wish to perform an act that is determined by green issue and an action on what is discussed. Furthermore, Ajzen (1991) recognized three major dimensions that determine the development of individual actions; attitude, subjective norm and perceived behavioral control. These TPB variables can predict the tendency of an individual action. Attitude towards behavior is seen as the stage of preference for good or bad of an individual performing an act. Subjective norm is an external factor that manipulates individual's attitude towards a substance. Perceived behavioral control is described as insight of the point of complexity and simplicity in determining actions. Arguably, the theory of planned behavior affirm that positive attitude towards an act that is being resolved and the lesser one's reliance on the force of the situation and the higher the capacity to manage what is discussed, the higher the tendency to perform action base on logical reflection. Hence, Theory of Planned Behavior provides the theoretical support and justification in explaining behavior. One of the major attribute of TPB is the openness to accept further variables to explain behavior (Ajzen, 1991). The current study added knowledge variable Karatu (2015) to expand the predictive power of the TPB. Therefore the model will provide the predictor variables for ethical consumption behavior among consumers in Nigeria.

Admittedly, business organizations have tried to inform and educate their customers on ethical practices in the purchase, use, and disposal of their products through the product labels and inserts, the adoption rate seems to be very low. Most consumers it seems, do not read the instruction on the label and inserts, as such still irresponsibly discard the residues of consumer products resulting in environmental pollution. Consequently there is need to channel additional efforts to educate the consumers on ethical consumption practices. Unethical practices obvious in the consumption of goods have led to numerous environmental challenges like flooding, pollution and water toxicity. To the knowledge of the researchers, there is little or no research that has been carried out in the research area to identify the factors that influence ethical consumption behavior among consumers in Nigeria. Hence, this study is undertaken to fill the identified gap.

The major objectives of the study are;

- 1) To identify the factors that influence ethical consumption behavior among consumers in Nigeria
- 2) To investigate how the identified factors influence ethical consumption behavior among consumers in Nigeria

## 2. LITERATURE REVIEW

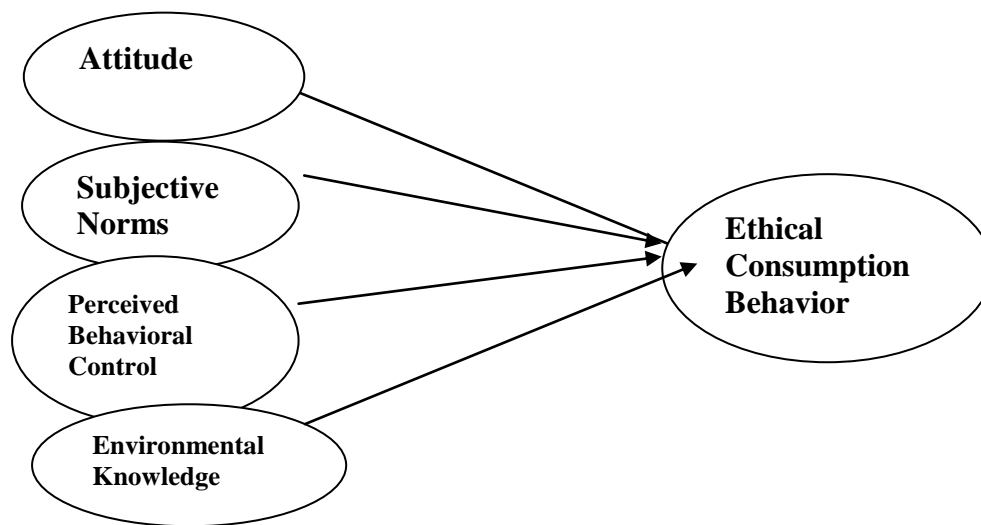
### 2.1 Theory of Planned Behavior

The theory of planned behavior is one of the crucial social cognitive models that tend to define variation in consumer actions (Ajzen, 1991). Ajzen (1991) explained that behavioral intentions can be described as the factor that articulates the motivation of individuals to carry out a particular action. Also TPB is a theory that examines and predicts intention in the consumer actions. According to Ajzen and Fishbein (1970) the vital theme of the TPB theory is that actor behavior is under control which can be anticipated by examining individual's intention to execute certain behavior. Ajzen (1991) point of view, intentions are individual motivation, eager to give effort and goal to work had to perform certain behavior. TPB is the upshot of theory of reason action (TRA). The perceived behavioral control variable was added in TRA to improve its predictive power. TPB over the years has been used to study safety related behaviors for instance motorcyclists using helmets (Ali, et. al., 2011), and occupational health-related actions (Colemont and Van den Broucke, 2008). Furthermore, extant literatures has identified previous studies that applied TPB as the research model such as green product purchase behavior (Maichum , Parichatnon and Peng, (2016),; Paul , Modi and Paten , (2016), organic food purchase behavior (Paul , Modi and Paten , (2016),; Irianto, 2015), online buying behavior (Ranadive, 2015),; Al-Azzam. (2014), Information system researchers (Nchise, 2012) and genetically modified food researchers (Kim, Jang and Kim, 2014) also used TPB in their studies. According to Ajzen (1991) TPB was developed in a way to accommodate other variables to extend its predictive capacity. This has provided the researchers the opportunity to include additional variable to extend TPB model context. Although researcher identified TPB as one of the most powerful models to predict individual behavior (Conner., Armitage, 1998) additional variables are included in many other researches such as knowledge (Karatu, 2015). Thus, knowledge variable is considered to be worthy in this research.

### 2.2 Research Model and Hypotheses

From the Theory of Planned Behavior, the current study hypothesized that attitude, subjective norm, perceived behavioral control and environmental knowledge will have direct and significant relationship with ethical consumption behavior. Prior literatures maintain the direct relationship in each hypothesis which is based on the TPB model (Eze and Ndubisi, 2013). Hence, the current study

proposes to authenticate the direct and positive relationship between attitude, subjective norm, perceived behavioral control and knowledge on ethical consumption behavior.



**Fig.1.** Proposed conceptual framework Adopted and modified from the Theory of Planned Behavior (Ajzen, 1991)

## Attitude

Attitude is an action that is habitually carried out by individual, on the premise of their viewpoint to implement the certain behavior (Ajzen 1991). Attitude is also the assessment of performance a particular action concerning the mind-set on action, such as acquiring goods and services (Blackwell et al., 2006). Furthermore, attitude facilitates the prediction of consumer actions towards intention. Attitude is seen as a vital component in manipulating consumer intention in purchasing local products for the reason that individuals with high positive attitudes seem to comprise better reasons to behave ethically. It is confirmed that attitude is an essential component in interpreting and explaining individual actions (Ajzen, 1991). Intention replicates potential action. Several empirical studies confirmed that attitude is considered as an important factor of behavioral intention in diverse scenarios, for instance consumes sustainable or environmentally friendly foods (Pavlou, 2002) sustainable food consumption (De Barcellos, 2011). Furthermore, Zhang, Wang and Zhou, (2013) found significant relationship between attitude and ethical consumption behavior. Attitude is believed to have a direct relationship with intention behavior (Afendi et al., 2014). We therefore predict that attitude will have a significant positive relationship with ethical consumption behavior. To this end, we hypothesis that;

*H<sub>1</sub>. Attitude has a significant and positive relationship with ethical consumption behavior among consumers in Nigeria.*

## Subjective Norms

Subjective norm refers to “the perceived social pressure to perform or not to perform the behavior” (Ajzen, 1991). Subjective norm is one of the components of the Theory of Planned Behavior which refers to the pressure from family and friends to perform an action (Ajzen, 1991). It is also the perceived social forces that persuade consumers to take actions in a particular way (Alam & Sayuti, 2011). Subjective norms can also be seen as group or environmental forces that impact on individual whether to exhibit a particular action (Ajzen, 1991), Quite a lot of studies have found considerable affiliation between subjective norms and intention, for example in Islamic takaful products (Md Husin & Ab Rahman, 2016), halal food buying intention (Lada, Tanakinjal & Amin 2009), organic food buying intention (Urban, Zverinova and Scasny, 2016; Irianto, 2015). All these studies found significant and positive relationship between subjective norm and behavioral intention. Consequently subjective norms have been proven to be a strong factor that could affect ethical consumption behavior. Base on the foregoing, it is expected that subjective norm will have positive relationship with ethical consumption behavior. The hypothesis is formulated thus,

*H<sub>2</sub>. Subjective norm has a significant and positive relationship with ethical consumption behavior among consumers in Nigeria.*

## Perceived Behavioral Control

Perceived behavioral control can be seen as the component that may impinge on the performance of action (Ajzen, 1991) which may be classified into two parts. One is self-efficacy which can be explained as individual’s personal assurance in his or her capacity to execute an action. The second part, known as facilitating condition, which means the presence of resources that is required to employ in an action (Tan and Teo, 2000). PBC is also seen as complexity in executing an action (Ajzen 1991). A number of studies have attempted to explain the relationship between perceived behavior control and intention (Kim & Chung, 2011). The perception

regarding how complicated it is to carry out the given action is a matter of cheaper and presence of that local product (Ajzen, 1991). Ajzen, (1991) acknowledged that perceived behavioral control is controlled by individual's attitude about the influence of both situational and internal factors to make possible the performing of the action. It is believed that perceived behavioral control will positively determine ethical consumption behavior among consumers. Based on the above, it will make sense to state that perceived behavioral control will have a significant relationship with ethical consumption behavior. We therefore hypothesis that:

*H<sub>3</sub>. There is a positive and significant relationship between perceived behavioral control and ethical consumption behavior among consumers in Nigeria.*

## Environmental Knowledge

According to Nor, Muhammad, Kassim, Jamil, Mat and Salleh, (2012) Knowledge has important influence in every stage of the decision-making process. Distinctively, knowledge is a vital and significant construct that shape how consumers assemble and organize information (Alba and Hutchinson, 1987), how much information is used in making decision Brucks, (1985) and how consumers appraise products and services (Murray and Schlacter, 1990). In the study of Young et al. (2009) they pointed out that environmental knowledge is one of major determinants of green purchase behavior. Furthermore, Chan and Lau (2000) carried out study in China on the predictors of green purchase behavior using ecological knowledge. The results confirm that ecological knowledge has significant influence on green purchase behavior. Similarly Wahid, Rahbar and Tan. (2011) and Mei et al. (2012) investigated on green purchase behavior using environmental knowledge as one of the predictors and found significant relationship between environmental knowledge and green purchase intention. Based on the above, we hypothesis that knowledge will have a significant relationship with ethical consumption behavior.

*H<sub>4</sub>. There is a positive and significant relationship between environmental knowledge and ethical consumption behavior among consumers in Nigeria*

## Ethical Consumption Behavior

Ethical consumption has been defined as; “the conscious and deliberate choice to make certain consumption choices due to personal and moral beliefs” (Crane & Matten, 2010). Smith, (1990) opine that ethical consumption is an expression of the individual’s moral judgment in his or her purchase behavior. In the same vein, Shaw & Clarke, (1998) see ethical consumption as the extent to which consumers prioritize their own ethical concerns when making product choices. However, most definitions of ethical consumption include reference to environmental issues (Ethical Consumerism Report,, 2011). Admittedly, while a countless studies contain a broad range of diverse environmentally friendly issues and behavior (Kim, and Choi, 2005), approximately all declare recycling issues exclusively (Sudbury-Riley, 2014), perhaps because recycling of household waste is becoming a normal daily behavior for several people, owing to different recycling policies and programs in many countries (European Commission,, 2014). Another aspect of ethical consumption comprise social justice and human rights issues (Ethical Consumerism Report,, 2011), worker exploitation (Eckhardt, et al., 2010). Beyond these normal issues, wider-ranging definitions centered on animal welfare (Megicks, Memery and Williams, 2008) and local community initiatives (Carrigan, et al., 2011,). Overlapping animal welfare and local community issues is the matter of organic food, and as such many consumers purchase organic food for animal welfare to support their local communities (McEachern, et al., 2007).

## 3. METHODOLOGY

The objective of the study was to identify the factors that influence ethical consumption behavior among consumers in south east Nigeria. The consumers of beverages in the five states in south east Nigeria; Enugu, Ebonyi, Abia, Imo, and Anambra were studied. The main reason for selection of the study area is the egalitarian and urbanization nature of the area compare to other parts of Nigeria. The study adopted descriptive research designs to enable it solicit data from respondents. The population of the study were all the beverage consumers in south east Nigeria. The researchers applied quarter sampling technique to ensure coverage of the study area. Sample size was determined using the formula for unknown population.

$$n = \frac{Z^2 (P) (Q)}{e^2}$$

Where n = sample size

Z = standard deviation given a corresponding confident level

P = estimated proportion of incidence of cases in the population

Q = (1-P) or assumed failure rate

e = error margin

Thus,

n = sample size to be determined

Z = at 95% confidence level (1.96)

P = 70% (0.70) is assumed

Q = 1 - 0.70 = 0.30  
 e = 0.05 since 95% is the confidence limit

$$n = \frac{(1.96)^2 (0.70) (0.30)}{0.05^2}$$

$$= \frac{(3.416) (0.70) (0.30)}{0.0025}$$

$$\frac{0.71736}{0.0025}$$

$$286.944$$

$$n = 287$$

The sample size for the study will be 287 consumers.

Bowley’s proportionate allocation formula was used to apportion the sample size per state Bowley, (1937). Bowley proportional allocation formula is below.

$$n_h = \frac{nN_h}{N}$$

Questionnaire was the instrument used in data collection. The questionnaire covered all the salient issues contained in the objectives. The questionnaire design consists of section A and B. Section A is to elicit bio-data (personal profile of respondents), while Section B focus on the research questions. The measurement items were adopted from previous validated instruments. The construct of attitude, subjective norm, and perceived behavioral control were measured with scales adopted and modified from Alam and Sayuti (2011). Environmental knowledge scale was adopted and modified from Yang, (2014) study. The three-dimensional scale of ethical consumption behavior developed by Toti and Moulins (2016) was used to measure ethical consumption behavior. The instruments were structured in 5- Likert scale items organized within the variables. Numerical values are given for each of the responses. The values are: Strongly Agree (SA) = 5, Agree (A) = 4, Neutral (N) = 3, Disagree (D) = 2, Strongly Disagree (SD) = 1. Descriptive statistics were used to analyze the bio-data of the respondents and the research questions. Content and face validity of the scale was provided by expert opinion. The reliability was measured using factor analysis. Multiple linear regressions were applied to test the hypotheses. All the analyses were executed with the aid of Statistical Package for Social Science (SPSS) 23.

**Table 1:** List of Constructs

Variables	Items	Author
<b>Attitude</b>	I like the idea of ethical consumption behavior I think ethical consumption behavior is a good idea I have favorable attitude toward ethical consumption behavior	Alam and Sayuti (2011),
<b>Subjective Norms</b>	People who influence my behavior would think that I should consume ethically. My close friends think that I should practice ethical consumption behavior. Most people who are important to me think I should perform ethical consumption behavior.	Alam and Sayuti (2011),
<b>Perceived Behavioral Control</b>	I am certain I can perform ethical consumption behavior Performing ethical consumption behavior is within my control I have resources, time and enthusiasm to consume ethically. There is enough opportunities for me to practice ethical consumption behavior.	Alam and Sayuti (2011),
<b>Environmental Knowledge</b>	I have sufficient knowledge about ethical consumption behavior I have knowledge about ethical consumption behavior base on previous experience I have a positive impression about ethical consumption behavior	Yang, (2014)
<b>Ethical consumption</b>	I prefer buying products with an eco-label. I prefer to buy in shops that highlight the ecological or organic products. I buy fair trade products in solidarity with producers I avoid brands/products that profit from the misery of their employees. I avoid products or brands that make children work even indirectly. I avoid products from companies that do not respect the rights of their employees I restrict my consumption (food, beverage, energy, clothing, etc.) to what I need.	Toti and Moulins (2016)

	I contribute to the preservation of the environment through everyday actions. To reduce my contribution to global warming, I consume differently	
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#### 4. DATA ANALYSIS

A total of 287copies of questionnaires were distributed handy to consumers in the study area, 193 copies were returned and usable. The response rate represents 67.25% which is fairly good for this type of study.

##### Demographic Characteristics

The analyses of demographic characteristics of the respondents show that male are more in number 110 (57%), while female are 83 (43%). On the age distribution, it was observed that those in age range of 20-29, 69 (35.8%) are more in number followed by those in the age bracket of 30-39, 56(29%). Those in the age bracket of 40-49 represents 48(24.9%) of the respondents while 50years and above represents 20 (10.4%) of respondents. The level of education shows that 62 (32.1%) hold O’level while 67 (34.7%) hold NCE/OND. 46(23.8%) hold first degree and 18 consumers hold postgraduate degree representing (9.3%). The response show that 32(16.6%) earn between 0-49000N while 91 (47.2%) also earn between 50000-99000N. Furthermore, 70(36.1%) of the respondents earn more than 100000-per month. On the marital status of the respondents, 103(53.4%) were married, 75(38.3%) are single while 15(7.8%) were devoced. The above result implies that majority of the respondents are knowledgeable, experienced and reasonable to answer the research questions.

##### Descriptive Statistics

The descriptive statistics were employed to check the behavior of the data and to ready the data for inferential statistics analysis.

**Table 2:** Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ATTITUDE1	193	1.00	5.00	4.0725	1.24788
ATTITUDE2	193	1.00	5.00	3.8446	1.21049
ATTITUDE3	193	1.00	5.00	3.5959	1.38157
SUBJECTIVENORM	193	1.00	5.00	3.7098	1.33415
SUBJECTIVENORM1	193	1.00	5.00	3.4560	1.68924
SUBJECTIVENORM2	193	1.00	5.00	3.9326	1.19923
PERCIEVEDBEHAVIOURALCONTROL	193	1.00	5.00	3.7150	1.27746
PERCIEVEDBEHAVIOURALCONTROL2	193	1.00	5.00	3.6010	1.47246
PERCIEVEDBEHAVIOURALCONTROL3	193	1.00	5.00	3.6218	1.44227
PERCIEVEDBEHAVIOURALCONTROL4	193	1.00	5.00	3.9119	1.36073
ENVIRONMENTALKNOWLEDGE1	193	1.00	5.00	4.0052	1.32090
ENVIRONMENTALKNOWLEDGE2	193	1.00	5.00	3.6269	1.42730
ENVIRONMENTALKNOWLEDGE3	193	1.00	5.00	3.9534	1.28002
ETHICALCONSUMPTION	193	1.00	5.00	3.4249	1.36390
ETHICALCONSUMPTION2	193	1.00	5.00	3.7098	1.24531
ETHICALCONSUMPTION3	193	1.00	5.00	3.6995	1.38551
ETHICALCONSUMPTION4	193	1.00	5.00	3.6321	1.32067
ETHICALCONSUMPTION5	193	1.00	5.00	3.7927	1.19397
ETHICALCONSUMPTION6	193	1.00	5.00	3.4819	1.42190
ETHICALCONSUMPTION7	193	1.00	5.00	3.7668	1.26349
ETHICALCONSUMPTION8	193	1.00	5.00	3.7150	1.32155
ETHICALCONSUMPTION9	193	1.00	5.00	3.6010	1.31157
Valid N (listwise)	193				

Descriptive statistics provides information concerning the distribution of the scores on continuous variables (Pallant, 2013). The descriptive statistics analysis as presented above indicate that all the variables have mean over 3 which signify positive response



and conformity with the dimensions of the research model. Furthermore, the result presented standard deviations above 1 which demonstrate high suggestion of variation in the opinions of the respondents.

### Content Validity

By validity of the research instrument, authors like Ekanem, (2010); Jackson, (2012) and Williams, (2011) refer to the process of finding out the degrees to which a research instrument indeed measures what it purports to measure. According to Nunnally (1978), content validity represents the adequacy of specific domain of content and comprehensive measure of area under study. The questionnaire is developed based on extensive literature review and opinion of experts on the area of study. The items were adopted and modified from extant literature survey to attend content validity. The questionnaire was pretested among volunteer consumers in Enugu state. The final questionnaire was fine-tuned based on the feedbacks given by the pretest samples. The revised questionnaire was then administered to respondents with a cover letter explaining the purpose of the study.

### Reliability Analysis

Reliability is the extent to which instruments are consistent with what it is intended to measure. If multiple measurements are taken, the reliable measures will all be consistent in their overview of multivariate methods values (Hair, et al. 2014). Exploratory factor analysis was used to conduct the reliability analysis and this specifically measures internal reliability/consistency.

**Table 3: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.953
Bartlett's Test of Sphericity	Approx. Chi-Square	14085.052
	Df	231
	Sig.	.000

The first output of the factor analyses was the Kaiser-Meyer-Olkin (KMO) and Bartlett's test. The KMO Measure of Sampling Adequacy is .953 which is above the .5 benchmark. Values above .50 for either the entire matrix or an individual variable indicate appropriateness (Hair et al., 2014). Furthermore, Bartlett's Test of Sphericity is 14085.052 with 231 degrees of freedom with significant level of .000. As a rule of thumb, a statistically significant Bartlett's test of sphericity (sig. < .05) indicates that sufficient correlations exist among the variables to continue with the analysis (Hair et al., 2014). This means the factor analysis is reliable and dependable.

**Table 4: Communalities**

	Initial	Extraction
ATTITUDE1	1.000	.884
ATTITUDE2	1.000	.946
ATTITUDE3	1.000	.965
SUBJECTIVENORM	1.000	.965
SUBJECTIVENORM1	1.000	.884
SUBJECTIVENORM2	1.000	.938
PERCIEVEDBEHAVIOURALCONTROL	1.000	.955
PERCIEVEDBEHAVIOURALCONTROL2	1.000	.945
PERCIEVEDBEHAVIOURALCONTROL3	1.000	.941
PERCIEVEDBEHAVIOURALCONTROL4	1.000	.940
ENVIRONMENTALKNOWLEDGE1	1.000	.925
ENVIRONMENTALKNOWLEDGE2	1.000	.964
ENVIRONMENTALKNOWLEDGE3	1.000	.927
ETHICALCONSUMPTION	1.000	.931
ETHICALCONSUMPTION2	1.000	.964
ETHICALCONSUMPTION3	1.000	.976
ETHICALCONSUMPTION4	1.000	.965
ETHICALCONSUMPTION5	1.000	.944
ETHICALCONSUMPTION6	1.000	.945
ETHICALCONSUMPTION7	1.000	.970
ETHICALCONSUMPTION8	1.000	.972
ETHICALCONSUMPTION9	1.000	.959

Extraction Method: Principal Component Analysis.

Hair et al (2014), recommends that a researcher may specify that at least one-half of the variance of each variable must be taken into account. Using this guideline, the researcher would identify all variables with communalities less than .50 as not having sufficient explanation. Based on the above and looking at the table of communalities we see that all the items loadings are well above the .5 threshold recommended. No item need to be sponged in the subsequent analysis.

**Table 5: Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	20.805	94.570	94.570	20.805	94.570	94.570
2	.430	1.954	96.524			
3	.220	.998	97.523			
4	.114	.517	98.040			
5	.080	.364	98.404			
6	.053	.239	98.643			
7	.049	.222	98.865			
8	.044	.200	99.065			
9	.038	.174	99.239			
10	.036	.162	99.401			
11	.026	.119	99.520			
12	.020	.093	99.612			
13	.019	.087	99.699			
14	.014	.065	99.764			
15	.012	.053	99.817			
16	.009	.040	99.857			
17	.008	.035	99.892			
18	.007	.032	99.924			
19	.006	.028	99.952			
20	.004	.020	99.972			
21	.004	.017	99.990			
22	.002	.010	100.000			

Extraction Method: Principal Component Analysis.

The factor analysis extracted 1 component which account for 94.570 per cent of the total variance explained. This fairly acceptable and further confirms that the factor analysis is dependable and reliable. The explained variance show that the data collected for this study has good internal consistency.

### Normality of Data and Multi-Collinearity

Multivariate normality is the assumption that each variable and all linear combinations of the variables are normally distributed Tabachnick and Fidell (2013). They add that when the assumption is met, the residuals of analysis are also normally distributed and independent.

**Table 6: Test of Collinearity**

Variables	Tolerance	VIF
Attitude	.045	22.449
Subjective Norm	.060	16.744
Perceived Behavioral Control	.052	19.073
Environmental Knowledge	.032	31.633

Central Theorem was applied based on the sizable sample (193 samples) therefore the issue of data normality was lessened. Tolerance test and Variance Inflation Factor (VIF) were utilized in determining the multicollinearity between independents variables (Kleinbaum, Kupper and Muller, 1988). The tolerance values were less than 0.1 and VIF values are above 10. Based on the results it can be said that multicollinearity is not a problem.

### Hypotheses Testing

Based on the guidelines by Hair et al. (1998), hypotheses were tested using a multiple regression analysis with the aid of SPSS version 23. The independent variables are attitude, subjective norms, perceived behavioral control and environmental knowledge while ethical consumption behavior is the dependent variable. The output of the analysis is shown below.



**Table 7: Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.970 <sup>a</sup>	.942	.941	.31977	.266

a. Predictors: (Constant), ENVIRONMENTALKNOWLEDGE1, SUBJECTIVENORM, PERCIEVEDBEHAVIOURALCONTROL, ATTITUDE1

b. Dependent Variable: ETHICALCONSUMPTION9

The Model Summary indicate that R .970 i.e. Multiple Correlation value representing the correlation between the actual scores of the independent and dependent variables predicted by the regression equation, the R squared .942 (which is Multiple Squared Correlation value that if multiplied by 100 can be understand as a percentage to indicate that the independent variables account for 94.2% of the variance in the scores of the dependent variable), the Adjusted R square .941 and the Standard Error of the Estimate .31977. The Durbin Watson is .266 which indicates that the data has no redundant variable.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	311.057	4	77.764	760.524	.000 <sup>b</sup>
	Residual	19.223	188	.102		
	Total	330.280	192			

a. Dependent Variable: ETHICALCONSUMPTION9

b. Predictors: (Constant), ENVIRONMENTALKNOWLEDGE1, SUBJECTIVENORM, PERCIEVEDBEHAVIOURALCONTROL, ATTITUDE1

The ANOVA which has a F score of 760.524 and is highly statistical significant at .000 below the .01 margin of error. This implies that the model was a good fit and that the coefficient of multiple correlations R is significantly different from zero.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.075	.081		-.926	.356
	ATTITUDE1	-.097	.088	-.092	-1.103	.271
	SUBJECTIVENORM	.407	.071	.414	5.757	.000
	PERCIEVEDBEHAVIOURALCONTROL	.422	.079	.411	5.355	.000
	ENVIRONMENTALKNOWLEDGE1	.247	.098	.248	2.511	.013

a. Dependent Variable: ETHICALCONSUMPTION9

The coefficients show that H2, H3, H4 were significant and the hypotheses should be accepted in the alternate form. While H1 was not significant ( $\beta = -0.092$ ;  $t = -1.103$ ;  $P < .271$ ), hence should be rejected. The result also show that Subjective norm has a positive significant influence to predict ethical consumption behavior among consumers in Nigeria ( $\beta = .414$ ;  $t = 5.757$ ;  $P < .000$ ). Therefore, hypothesis two was accepted. The output show that perceived behavioral control has significant positive influence on ethical consumption behavior ( $\beta = .411$ ;  $t = 5.355$ ;  $P < .000$ ). Therefore, hypothesis three was accepted. Furthermore, environmental knowledge was confirmed in the analysis to have statistical significant influence on ethical consumption behavior ( $\beta = .248$ ;  $t = 2.511$ ;  $P < .013$ ), therefore hypothesis four was accepted. The extended TPB model was examined in this research, in which environmental knowledge was added to the original TPB variables. The results of this study suggested that consumers' ethical consumption behavior can be predicted by subjective norm, perceive control and environmental knowledge.

**Table 8: Summary of Findings**

	Hypotheses	Results
H <sub>1</sub>	H <sub>1</sub> . Attitude has a significant and positive relationship with ethical consumption behavior among consumers in Nigeria.	Rejected

<b>H<sub>2</sub></b>	<i>H<sub>2</sub>. Subjective norm has a significant and positive relationship with ethical consumption behavior among consumers in Nigeria.</i>	<b>Accepted</b>
<b>H<sub>3</sub></b>	<i>H<sub>3</sub>. There is a positive and significant relationship between perceived behavioral control and ethical consumption behavior among consumers in Nigeria.</i>	<b>Accepted</b>
<b>H<sub>4</sub></b>	<i>H<sub>4</sub>. There is a positive and significant relationship between environmental knowledge and ethical consumption behavior among consumers in Nigeria</i>	<b>Accepted</b>

## Discussion of Findings

The essence of the theory of planned behavior is to explain the innate behavior of individuals and what influences intention towards a particular behavior (Ajzen, 1991). TPB variables are among the best clue to understand and predict human psyche and behavior. The TPB was developed in such a way to allow for additional variables to enhance the predictive nature (Ajzen (1991). The researchers included environmental knowledge to extend the TPB (Karatu, 2015). The main intend of this study was to investigate the positive influence of attitude, subjective norm, perceived behavioral control and environmental knowledge on ethical consumption behavior among consumers in Nigeria.

Previous studies found that attitude has significant influence and perform significant role on consumer's behavior (Alam, Lin, Ahmad, Omar and Ali, 2019; Afendi et al., 2014). Contrary to the prior studies, this study did not support the significant influence between attitude and ethical consumption behavior. This implies that attitude as variable in TPB do not predict ethical consumption behavior among consumers in Nigeria.

In alliance with previous studies (Karajin and Iris 2007; Ahmad, et. al., 2019) that found positive relation between subjective norm and behavioral intention. The current study supports that subjective norm has statistical significant and positive relationship with ethical consumption behavior among consumers in Nigeria. This suggests that subjective norm can positively influence consumers' ethical consumption behavior.

In conformity to the TPB model that established the efficacy of perceived behavioral control to have direct relationship on behavioral intention Ajzen (1991). The current study establishes a positive and statistical significant relationship between perceived behavioral control and ethical consumption behavior. Bonne and Verbeke (2006) study supported the finding. This means that perceived behavioral control can influence consumers' ethical consumption behavior in Nigeria.

In accordance with prior studies that established that environmental knowledge has significant relationship with behavioral intention (Wahid, Rahbar and Tan 2011; Mei, Ling and Piew, 2012; Karatu, 2015). The present study identified that environmental knowledge has significant influence on ethical consumption behavior. The implication is that the awareness of the environment to a large extent determines how consumers use and discard products. Therefore, environmental knowledge is a significant variable that influence and predicts ethical consumption behavior among consumers in Nigeria.

## 5. CONCLUSIONS

The study focuses on how extended theory of planned behavior influences ethical consumption behavior. The environmental knowledge was added to extend the predictive nature of TPB model. Questionnaire was the main instrument used in the collection of primary data and the analyses was conducted using multiple leaner regressions with the aid of SPSS 23. The findings show that:

1. Subjective norm has a significant and positive relationship with ethical consumption behavior among consumers in Nigeria.
2. There is a positive and significant relationship between perceived behavioral control and ethical consumption behavior among consumers in Nigeria.
3. There is a positive and significant relationship between environmental knowledge and ethical consumption behavior among consumers in Nigeria

Subjective norm refers to "the perceived social pressure to perform or not to perform the behavior. This study results confirmed that consumers may decide to be ethical consumers if there are social agreement within the society that ethical consumption can guarantee good health and conducive atmosphere.

Perceived behavioral control is also seen as complexity in executing an action. The outcome of the study show that consumers can act ethical while consuming products if they can be convinced that it can help protect the society.

Environmental knowledge is one of major determinants of green purchase behavior. Due to environmental awareness, Nigerian consumers' have given full attention towards ethical consumption. It implies that consumers in Nigeria are now concerned about the environmental degradation associated with unethical consumption as depicted by the study.

It can be concluded that Nigerian consumers are now aware of the benefit of ethical consumption behavior. We therefore suggest that Non-Governmental Agencies (NGO) can assist in ensuring that consumers in the study area imbibe and maintain ethical consumption behavior.

### Contribution to Knowledge and Further Research

The extension of the TPB model with environmental knowledge is the major contribution of the research to existing knowledge and literature. Awareness creation of the importance of ethical consumption behavior for environmental livability is another contribution of the current study. Further, studies could be conducted with consumers in other regions as well as the entire country. Questionnaire was the only instrument for collect data hence the study was purely quantitative. Further studies could be conducted using mixed method design or on qualitative basis.

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