

ABSTRACT

A worldwide rapid ecological sensitivity can be observed and altruism serves as a mechanism for engaging environmental behaviours. Though people believe that the choices they make are rational, in reality emotions and social influences greatly pressure on their decisions. Having noted the paucity of normative behavioural literature, this study endeavoured to examine how altruistic, social and psychological factors influence on pro-environmental purchasing behaviour of green FMCG consumers in Sri Lanka, by advancing the Norm Activation Theory. A cross-sectional survey was conducted among consumers those who were with the purchasing power and the convenience sampling method was deployed for data collection through a structured self-administered questionnaire. 369 usable responses were obtained and analyzed using Structured Equation Modelling (SEM).

The study uncovered that consumers' pro-environmental purchasing behaviours are deeply connected with their internalized norms, psychological status and their individual experience from others or from society at large. Accordingly, social norms directly and indirectly influence pro-environmental purchasing behaviour and emotional intelligence strengthens the influence of personal norms on pro-environmental purchasing behaviour. Surprisingly, awareness of consequences demarcates a detrimental effect while ascription of responsibility does not directly lead towards pro-environmental purchasing actions where both were found indirect impact through the mediator of personal norms. This study provides a cherished contribution to the existing literature on ecological behaviour by intensifying the norm activation theory together with social norms theory, triarchic theory of human intelligence and emotional regulation theory. This establishes the necessity of addressing the altruism of people in order to achieve a sustainable solution for ecological disputes. Concerning the managerial implications, green FMCG organizations are essentially required to concern socio-psychological aspects of consumers in strategic interactions with customers and to pursue them for long-term relationships. Ultimately, if FMCG organizations strategically persuade customers to buy green products, if consumers are self-motivated to buy as internalized to norms while well-managing their emotional intelligence and if policymakers are more efficient to socialized, it will reduce the negativities of FMCG consumptions towards nature and will lead to shrink the ecological unbalance and biodiversity issues of the planet.