

Influences of Problem Awareness, Awareness of Consequences and Ascription of Responsibility on Consumer's Personal Norm to Prevent Water Wastage Behavior

Nabsiah Abdul Wahid^{1,*}, Sharifah Fairuz Syed Fadzil², Shaizatulaqma Kamalul Ariffin¹

¹Graduate School of Business, Universiti Sains Malaysia, Malaysia

²School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia

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Abstract The issue of consumer water wastage is a serious issue in Malaysia. A reason for wastage behavior, particularly in Penang state, may be because water is a public good and the population enjoys paying low price for this natural resource. Wastage reflects not only the population's unsustainable behavior; it also reflects the difficult position faced by water providers in managing the nation's increasing demand and related costs. The aim of this study is to identify whether problem awareness (PA), awareness of consequences (AC) and ascription of responsibility (AR) influence an individual's personal norm (PN) in preventing water wastage behavior as theorized in the norm activation model (NAM). NAM is a popular theory applied by researchers in the investigation of individual pro-environmentalist behaviors. The study distributed a total of 500 questionnaires online and managed to collect 262 usable responses. The study respondents were mainly from Malaysian households who pay for water they consume. According to NAM, all moral norms factors (PA, AC, AR) are proposed to influence individual's personal norm. This study treats personal norm as a proxy variable for a consumer's pro-environmental behavior (water wastage prevention).

Results from Partial Least Square-Structural Equation Modelling (PLS-SEM) analyses show significant relations to Malaysian consumers' personal norm by all three moral obliged factors tested. In addition, AC also influences consumers' AR. From these findings, the government and water providers will obtain insights into how Malaysian household consumers have developed their personal norms on prevention of water wastage behavior. It is now known that Malaysian consumers' moral obligations, including problem awareness, awareness of consequences and ascription of responsibility, play important roles in shaping their personal norms in terms of the prevention of water wastage. From these insights, state governments and providers like Perbadanan Bekalan Air Pulau Pinang could use these moral obligations when planning for educational campaigns for the public at large to accept changing their water wastage behavior for the better.

Keywords Consumer Behavior, Problem Awareness, Awareness of Consequences, Ascription of Responsibility, Personal Norm, Water Wastage Behavior

1. Introduction

Water is a public (not commercial) good in Malaysia. The government provides affordable potable water to every household to achieve quality of life for its population and in fulfilling their basic human right (Wahid et al., 2020; Wahid, 2018; Wahid, 2017). Unfortunately, local studies have shown that this resource has been taken for granted and abused by the public. Numerous studies have shown that water is an undervalued utility compared to other utilities such as electricity, and many people waste water thoughtlessly in Malaysia (e.g., Wahid et al., 2020; Wahid et al., 2019; Wahid & Abustan, 2015, Ujang, 2009). On average, Malaysians consume 300 to 350 liters of water a day, far more than Singaporeans or Germans, who use only 200 liters a day. Draining washing machines and excess kitchen and bath/shower usage are examples of the public's common bad habits that lead to this water wastage behavior (Ujang, 2009).

Studies have also reported on the popular subjective perception embraced by members of the public, namely that the country should not have any water issue at all, mainly because Malaysia receives a high amount of rainfall in a year which is sufficient to provide water availability for its public. Many perceive that any disruption of a continuous water supply is due to neglect and ineffective management by water providers in handling cases like river pollution (Wahid, 2017, Wahid et al., 2019). While Malaysia receives more than 3000ml of rainfall per year, what the public do not know is that the actual amount of usable water is dependable upon other factors, namely, where and when the rain falls and on how much water is able to be collected and processed. In other words, Malaysia is just like any other country, and suffers from water issues. For instance, 2016 saw the country experiencing lowest water levels for all its 41 dams and reservoirs, leading to the enforcement of water rationing in certain states; the El Nino episode, deforestation and mismanagement of dams were cited for the water shortages. Water Online has singled out Malaysia as a country in Southeast Asia region with a growing water problem issue (<https://www.wateronline.com/doc/malaysia-faces-long-term-water-crisis-0001>). Rashid (2018) calls for a revamping of all ineffective traditional approaches the country used for planning and managing its water resources. She suggests for sustainable water demand management to be implemented as way to match increasing public's water demand, in addition to educating stakeholders (households, agriculture, industry) on applicable water conservation methods.

Malaysians in general believe that providing water for all is the government's responsibility. A number of local studies have identified that this responsibility includes making water accessible but also affordable, in continuous supply (uninterrupted) and of quality (water provided to households must qualify all organoleptic characteristics of

fresh and palatable water) (Wahid et al., 2019; Wahid, 2018; Wahid, 2017; Wahid & Abustan, 2015). In general, Malaysians pay low water tariff rates compared to populations in other countries. In the local scene, some Malaysians pay lower rates than other Malaysians, mainly because water is under the legal jurisdiction of each individual state in this country. Thus, it is normal to see differentiation in tariff rates amongst the 14 states. Penang residents pay the lowest tariff in Malaysia. In 2020, for instance, the state's latest water band rates were fixed at RM 0.22/m³ for the first 0-20m³ and RM 0.46/m³ for the next 20-40m³. The same Penang state, however, has recorded the highest water wastage in comparison with other states over the years. It is believed paying the lowest tariff may contribute to wastage behavior in the state (Wahid et al., 2019; Wahid & Abustan, 2015; Wahid & Chew, 2015, 2015) and in general (Rashid, 2018).

The literature has acknowledged the effectiveness of higher water tariffs on changing individual's perceived value on scarce resources like water; it promotes sustaining efficient utilization of the resource and in preventing wastage behavior (Bogale & Urgessa, 2012). In the case of Malaysia's household, however, willingness to pay for higher charge is found to be dependable on four main factors, namely, water taste, uninterrupted water supply to the households, non-contamination of water (to avoid health risk) and household's income (Wahid & Chew, 2015). Even then, of those willing to pay for higher charge limits of up to RM5 of their current water bill. The latest study to investigate the link between value theory and willingness to pay reports that Malaysian consumers' willingness to pay depends on their perceived values of the water resource, namely conditional value (e.g., attractive incentives, subsidized rates offered) and environmental value (e.g., pollution threat) in addition to the risks perceived (e.g., penalty, losses incurred) (Wahid et al., 2020). A study by Wahid et al. (2017) found that the Malaysian public's choice of drinking water is mainly influenced by how they perceive the water quality, convenience factor and price of the resource, whereas environmental attitude shows no significance at all.

One theory in the literature that focused on personal norm is Norm Activation Theory, popularly known as the Norm Activation Model (NAM). The literature has also acknowledged a few other theories related to pro-social and pro-environmental behavior of consumers or public at large. With many available theories, such as NAM, value theory, attribution theory, and value-belief-norm (VBN) theory, researchers can use them separately (individually), combined (integrated) or can as competing theories to be tested in their studies. For this study, NAM is only part of a bigger model to be investigated. For the purpose of this article, NAM is the focus of this study's investigation. It is believed that NAM could help to explain water consumers' personal norms on altruistic and environmentally behavior like the practice of avoiding or reducing water wastage. A

set of variables indicators, namely problem awareness (PA), awareness of consequences (AC) and ascription of responsibility (AR), function as moral obligations that individuals would have in developing their personal norm (PN). Personal norm is also a proxy towards individual's intention and actual behavior (e.g., altruistic behavior, pro-social behavior, pro-environmentally friendly behavior). Thus, NAM is suitable to be applied as a theoretical basis in a study that attempts to determine personal norms towards water wastage reduction behavior. Studying personal norms will benefit researchers, government and water services providers with insights into water wastage avoidance.

2. Literature Review

The Norm Activation Model (NAM) has been a popular theory in past studies, particularly those focusing on why people undertake pro-environmentally or pro-social behaviors, with the behaviors assumed to be linked to their moral obligation factors (Han et al., 2016). In general, pro-environmental behaviors are a vital part of pro-social behavior (De Groot & Steg, 2009). People may perform the social environment responsibility action mainly to benefit others, not because they want to take advantage in performing that behavior. Examples of people's pro-environmental intention and/or behaviors that have been investigated in the past using NAM include recycling behavior (Hopper & Nielsen, 1991); environmental citizenship (Stern et al., 1999); lessening of car use (Eriksson et al., 2006; Bamberg & Schmidt, 2003); energy saver behavior (Zhang et al., 2013; Blobaum et al., 2018); travel-mode choice (Han et al., 2018); electric car adoption (He & Zhan, 2018; Xiuhong & Wenjie, 2017); transport behavior and public transport use (Liu et al., 2018; Bamberg et al., 2007); and overall environmental behavior (Han et al., 2019; Biel & Thørgersen, 2007; Harland et al., 1999).

According to NAM, individuals would go back to their personal norms and moral obligations (e.g., they are aware of the problem, the consequences that could be caused to the environment/community if the action is taken, or ascription of responsibility they know they have to carry out) rather than their personal interests before they act or behave in altruistic behavior (Schwartz, 1977; Stern, 2000). When Schwartz (1977) developed NAM, the intent was to propose a mechanism that could help transfer one's moral norm into environmental action with personal norm (PN), problem awareness (PA), awareness of consequences (AC), and ascription of responsibility (AR) as the components.

2.1. Personal Norm

Schwartz (1977) conceptualizes personal norm as the moral obligation felt by individuals to do the right thing by

taking up a specific action that matches the specific situation or condition in which they are. It is defined literature as individual's personal commitment with their internalized values whereby they would feel as to own the responsibility to engage in a certain behavior (Han et al., 2019; Nordlund & Garvill, 2002; Harland et al., 1999). Thus, personal norms represent the central construct of NAM, as it captures individual's feeling and moral obligation to act correctly through pro-socially or pro-environmentally behavior (Lauper et al., 2016). In sum, an individual's personal norm is very much linked to individual's internal self in line with their internal values and the concepts of right and wrong, or good and bad.

As a personal norm is meant to cater for specific types of behavior, the norm must be activated before it can become relevant. This means that personal norm is proxy to individual's intention (Lauper et al., 2016) and (pro-social or pro-environmental) behavior (Yildirim & Semiz, 2019). However, many past studies have also investigated the direct links between personal norms and an individual's environmental behavioral intention. These studies have reported finding personal norm to be a direct predictor of intention (e.g., Abrahamse et al., 2009; Eriksson et al., 2006; Gärling et al., 2003; Han et al., 2018; Han et al., 2019; Liu et al., 2018; Nordlund & Garvill, 2003; Nordlund & Garvill, 2002) and behavior (Yildirim & Semiz, 2019). In Yildirim & Semiz's (2019) study, for instance, personal norms were found to be a strong predictor for consumer's sustainable water consumption behavior (Yildirim & Semiz, 2019).

2.2. Antecedents for Personal Norm

To understand the concept of personal norm better, many studies have attempted to identify antecedents for this construct. Awareness of need or problem awareness, awareness of consequences (e.g., Hunecke, Blöbaum, Matthies, & Höger, 2001; Klöckner & Blöbaum, 2010; Han et al., 2010; Steg & De Groot, 2010; Liu et al., 2018, Lauper et al., 2016) and ascription of responsibility (e.g., Liu et al., 2018; De Groot & Steg, 2009) are three common antecedents.

In the context of environmental or socially-related situations, problem awareness refers to a situation in which individuals possess awareness that there is a problem or issue that needs to be solved, which will be a threat if not acted upon. As Wittenberg et al. (2018) explain, the valued object or subject is being threatened and as such in need of support.

According to Steg & De Groot (2010), awareness of consequences refers to an individual's awareness of outcomes if he or she does not act appropriately (e.g., pro-social on issues or other things over values). In other words, the awareness of consequences is the individual's belief that his or her actions may be contributing towards a disastrous outcome, or leading to worsen the problem faced.

Schwartz (1977) explains that through awareness of consequences, individuals build an acknowledgement of responsibility within them, which is identified as their personal norm. As influenced by ascribed responsibility, an individual's personal norm will affect his or her behavior (e.g., pro-social intention, or behavior). Ascription of responsibility refers to an individual's feeling of responsibility for the adverse consequences for not acting pro-socially (De Groot & Steg, 2009). In sum then, individuals form their personal norms by internalizing subjective norms which they adapt into their personal value system (Schwartz, 1977). Importantly, for a personal norm to be relevant, subjective norms, problem awareness, and awareness of consequences all need to be activated (Wittenberg et al., 2018).

2.3. Awareness of Consequences (AC) and Personal Norm (PN)

Many past studies have demonstrated a link between awareness of consequences and personal norms. Examples include Wittenberg et al.'s (2018) study on energy use in PV households, in which AC was found as the predictor or motive to respondent's PN; or those by Han et al. (2016) and Han et al. (2018), in which AC was again found to influence cruise travelers' PN environmentally responsible decision making. The importance of AC is because it evaluates individuals' awareness of the negative consequences for their non-environmentally friendly behaviors; it then activates individuals' personal norms to act pro-socially (Schwartz, 1977) or to act pro-environmentally such as in the use of public transportation (Harland et al., 2007). Yildirim & Semiz's (2019) study focusing on sustainable water behavior further found that AC links to PN, and that ascription of responsibility plays the mediator role in this relationship.

This literature support led to the development of the first hypothesis in the context of water wastage:

H1: An individual's awareness of water consumption consequences (AC) would positively impact his/her personal norm on water wastage (PN).

2.4. Ascription of Responsibility (AR) and Personal Norm (PN)

Ascription of responsibility refers to consumers' feelings of responsibility for the negative consequences caused by using non-sustainable product. When people feel a sense of responsibility for the negative consequences of their behaviors, they form a sense of moral obligation towards the environment or develop personal norms to behave pro-environmentally (López-Mosquera and Sánchez, 2012). Similar to AC, AR has been shown to have a significant and positive effect on PN from past studies. Examples include Han et al.'s (2016) study on environmentally responsible decision making among by

cruise travelers; He and Zhan's (2018) study on electric vehicle in China; and Han et al.'s (2018) study on travelers' intentions to attend an environmentally responsible convention. In the context of sustainable water behavior, Yildirim & Semiz's (2019) study found a relationship between AR links to PN, in addition to finding that PN also plays a mediator role in the relationship between AR and behavior.

With this support, hypothesis 2 was developed:

H2: An individual's ascription of responsibility for water wastage reduction (AR) would positively impact his/her personal norm on water wastage (PN).

2.5. Problem Awareness (PA) and Personal Norm (PN)

Problem awareness in general refers to one acknowledging or are aware that there is a problem to be solved. PA is also found to be acting as a predictor or environmental motivation for individuals' PN. Wittenberg et al.'s (2018) study on the environmental motivations for energy use in PV households demonstrated a significant relation between PA and PN. Results from other studies, such as those by Han et al. (2019) and Liu et al. (2018), are similar. This leads to the development of hypothesis 3 below:

H3: An individual's problem awareness of water consumption (PA) would positively impact his/her personal norm on water wastage (PN).

2.6. Awareness of Consequences (AC) and Ascription of Responsibility (AR)

The final hypothesis concerns the link between awareness of consequences and ascription of responsibility. According to NAM, knowing the consequences of a behavior can lead to responsibility. In other words, knowing about harm that can be caused to the environment from certain (negative) behavior (negative effects of behavior) may lead one to feel that they must behave responsibly, such as to be pro-environmental rather than not. Zhang et al.'s (2013) study is a good example about this issue. In their study, they found that when employees are aware that electricity they consume may lead to ecological damage and global warming, they feel that they are jointly responsible for these negative consequences. Similarly, De Groot and Steg (2009) found that the more that consumers become aware about the consequences related to car use, the more that they feel more responsible for these consequences. A study investigating consumer's sustainable water behavior by Yildirim & Semiz (2019) found the link between AC and AR. In short, if consumers are aware of the negative effects caused by their behavior, then they would develop ascription of responsibility, which leads to hypothesis 4:

H4: There is positive relationship between AC and AR.

3. Research Framework

The framework developed for this study has been based on the factors identified in the norm activation model (NAM). Here, the independent variables include problem awareness (PA), awareness of consequences (AC), and ascription of responsibility (AR), while personal norm (PN) is the dependent variable. In addition, AC is hypothesized to be the independent variable to AR. It is important to note that the framework is a part of a larger research framework consisting of variables from other competing theories. The four hypotheses above have been developed to test the NAM's framework's usefulness on the topic.

4. Research Methodology

The study's population was made up of household water consumers in the state of Penang. These are people who pay for water services for their homes according to rates set by the water provider in the state. This study applies quantitative approach; thus, data is collected via online survey method. The study distributes a total of 500 survey questionnaires to potential respondents. To get a better response rate, the study applies a snowballing technique. This involves first identifying a group of potential respondents, who then would connect the researchers to other potential respondents meeting the requirements. It is important to note that this study has applied strict research ethics procedures. Potential respondents were informed in advance that their participation in the study is voluntary. No one was forced to participate; of those willing, they knew that they had the freedom to stop participating in the survey at any point of time as they saw fit. As a result, this study managed to collect only 280 (or 56%) responses. The total reduced further after the data were cleaned, resulting in only 262 (52%) usable samples for further analysis. The 262 samples remain sufficient for conducting the multivariate analysis needed for the study, following Hair et al.'s (2009) recommendation for the sample size to be between 200 to 500.

The study's questionnaire consists of several components, including background information of respondents (section 1); items made to measure all independent variables (section 2); and the dependent variable (section 3), respectively. Items were either adopted or adapted from items found in the literature. In general, awareness of consequences (AC) was measured using three items, ascription of responsibility (AR) was measured using three items, problem awareness (PA) with two items, and personal norm (PN) with four items. Most items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The study applies SPSS 20.2 for descriptive analysis, while Smart PLS 3.2.7 is used to assess the direct relationship between independent and dependent variables in the study. The PLS structural equation modeling technology offers

researchers with many benefits; for instance, it allows for the testing of multiple-item of constructs, which is widely required for behavioral research such as this. Additionally, using PLS, one does not need to provide a priori requirement for the items that must be subject to an independent and multivariate normal distribution.

5. Results

5.1. Profile of Respondents

Analysis made on the respondents' profile reveals that a bare majority of the 262 household consumers live in suburban areas (51.5%), as compared to rural or urban areas (18.3% and 30.5% respectively). There were more males than females (53.1% versus 46.9%). The majority were between 24 to 35 years old (42.4%), followed by between 36 to 45 years old category (28.6%). The profile indicates that the respondents are educated, with a majority having at least a bachelor's degree (44.7%). A majority claim to have month a household income between RM3000-RM6000 (32.1%), with most households consisting of between two to four persons (47.7%). A majority (19.5%) also report that their water bill amounts to between RM15 to RM35 per water bill statement (a statement is for two months' consumption).

The study inquired into the respondent's willingness to pay more on top of what they are currently paying with condition that the quality of water services will be upgraded. This question was meant to explore each respondent's level of willingness to pay more for water in the case in which the government and water services provider (PBA) intend to increase water price in the state. The results indicate willingness to pay between RM1-RM5 more (41.5%), followed by between RM5-RM10 more (35.1%). The descriptive data indicate that the willingness to pay more come mainly from households that earn less than RM9000 per month, as the majority of the households that earn more than RM9000 reported unwillingness to pay more at all (RM0).

5.2. Assessment of the Measurement Model

This research examines the outer model validity and reliability of constructs, composite reliability (CR), average variance derived (AVE) and HTMT in accordance with Hair et al.'s (2019) requirements. Based on analysis made on the set criteria, it was found that no items had to be eliminated.

To measure the internal consistency reliability of the variables, composite reliability (CR) was used. According to Hair et al. (2017), CR for all constructs must be higher than 0.7 to ensure it is considered as satisfactory to continue with advanced stage of research. In convergent validity, the outer loadings of the proposed indicators and the average variance extracted (AVE) are calculated to

determine whether a specific indicator is correlated absolutely with the alternative indicator of the same construct. As recommended by Hair et al. (2009), the outer loadings should show a value of 0.5 and above, and the AVE value should also be more than 0.5.

Table 1. Discriminant validity of measurement model (n = 262) HTMT

Variable	AVE	CR	AC	AR	PA	PN
AC	0.689	0.877	0.632			
AR	0.766	0.903	0.593	0.692		
PA	0.819	0.895	0.548	0.458	0.529	
PN	0.697	0.899	0.475	0.755	0.815	0.539

CR: Composite reliability; AVE: Average Variance Extracted. The diagonal elements (in italic) are the square root of the AVE. All the values are lower than 0.85.

The results shown in Table 1 indicate that the AVE values of the tested constructs are also above 0.5. The results indicate that all latent variables manage to explain at least 50% of each indicator's variance. Heterotrait-Monotrait (HTMT) ratio was used to measure discriminant validity. While Henseler et al. (2015) suggest that a valid HTMT value is those that are below 0.9, Kline

(2011) states that a value below 0.85 is sufficient to show any discriminant validity. From the findings, the values for HTMT fulfilled the requirements by both Henseler et al. (2015) and Kline (2011), as all values are below 0.85. Therefore, the HTMT verifies the discriminant validity of this study (refer Table 2).

5.3. Assessment of Structural Model

The path coefficient of the construct model developed with 5000 resamples was applied to test the structural model for significance of direct effect path coefficient. The results revealed that individual's awareness of consequences to their personal norm ($b = 0.290$, $t\text{-value} = 5.713$, $p < 0.001$); ascription to responsibility to personal norm ($b = 0.158$, $t\text{-value} = 2.970$, $p < 0.01$); problem awareness to personal norm ($b = 0.231$, $t\text{-value} = 4.980$, $p < 0.001$); and awareness of consequences to ascription of responsibility ($b = 0.601$, $t\text{ value} = 15.507$, $p < 0.001$) were all significant and positive. Based on these results, all four hypotheses (H1, H2, H3, H4) are supported.

Table 2 summarizes the relationships tested in this study and the results.

Table 2. Significance of direct effects-path coefficients (n = 262)

Hypotheses	Relationship	Beta value	Standard error	t-value	p-value	f2	(Effect size) Decision
H1	AC -> PN	0.290	0.051	5.713	0.000**	0.117 (M)	Supported
H2	AR -> PN	0.158	0.053	2.970	0.001*	0.037 (S)	Supported
H3	PA -> PN	0.231	0.046	4.980	0.000**	0.089 (M)	Supported
H4	AC-> AR	0.601	0.038	15.507	0.000**	0.563 (L)	Supported

* $p < 0.01$, ** $p < 0.001$

5.4. R² Value and Predictive Relevance (Q²)

The results of current study show that R² value for ascription of responsibility is 0.360, and personal norm is 0.612. Furthermore, the Stone-Geisser's Q² is used as a criterion for predictive relevance in addition to regarding the magnitude of the R². Through a blindfolding procedure, Q² the predictive validity of a model is evaluated via Q² using PLS. The study found that the value of Q² is higher than zero, indicating that the model demonstrates predictive significance of the exogenous constructs for the endogenous construct. Overall, the study shows good predictive relevance for the model, as shown in Table 3.

Table 3. R2 and predictive value (n = 287)

Endogenous variable	Q ²	R Square
Ascription of Responsibility	0.256	0.360
Personal Norm	0.385	0.612

6. Conclusions

Several conclusions can be derived from the study's findings. One is that the norm activation model is found to be useful in explaining personal norms. In this study, the personal norm for water wastage behavior is operationalized as norm with four characteristics; namely, to be able to make a choice between pro-environmental behavior (like not to waste water) and non-pro-environmental behavior (e.g. waste water); to possess admirable personal values or principles, in which one believes that he or she should behave in a more environmental friendly manner (as to not wasting water deliberately); uphold the moral values that will help to ensure that the world or society will not be harmed; and act more responsibly as a person in society.

Secondly, all three moral obligation variables identified in the norm activation model indeed play predictor roles for personal norms. This indicates that an individual's personal norm is developed from a combination of various factors. In the case of this study, at least three of them, namely AC, AR and PA, have been found to be influential in the development of individual's personal norm.

Three, it is concluded also that AC is a determinant to one's AR. What this shows is that it is important for a person to be aware about the consequences that may derive from their negative social behavior (e.g., wasting water can lead to depletion of the resource); as such, awareness can lead them to feel responsible which would lead them to a pro-environmental behavior (e.g., to use water wisely). In this case, the pro-environmental behavior outcome is shown through household consumers' behavioral change in terms of opting to consume water wisely rather than wasting it.

While it would be better if personal norm link to behavioral intention and pro-environmental behavior can

be measured and tested, still, the findings indicate the possibility of using the three variables (AC, AR, PA) to educate the public on the importance of avoiding water wastage by the Penang state government and Perbadanan Bekalan Air Pulau Pinang in specific; and by other state governments and other water services providers, as well as environmental educators. It is suggested that future research should extend the investigation to include other possible variables that may influence personal norms from other theories, and to expand the investigation from personal norms to behavioral intention and pro-environmental behaviors. For segmentation purposes, future studies could be segmented to specific group of consumers, using demographic profiles, for instance, states in Malaysia, income, types of housing, and so on.

This study is limited in that it cannot be generalized to the general population, as the scope covers only Penang state. Although it was intentional as the interest is for the Penang state, it will be beneficial for the nation if the scope were to be expanded to include all states in Malaysia.

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