

The mediating effect of personal values on the relationships between attitudes, subjective norms, perceived behavioral control and intention to use

Dalila^{a*}, Hamrila Latif^a, Norizan Jaafar^b, Ikhwan Aziz^c and Asyraf Afthanorhan^c

^aFaculty of Economics and Business, Universiti Malaysia Sarawak, Sarawak, Malaysia

^bFaculty of Business and Entrepreneurship, Universiti Malaysia Kelantan, Malaysia

^cFaculty of Economics and Management Sciences, Universiti Sultan Zainal Abidin (UniSZA), Malaysia

CHRONICLE

ABSTRACT

Article history:

Received: June 14 2019

Received in revised format: July 25 2019

Accepted: August 5, 2019

Available online: August 5, 2019

Keywords:

Environmentally Friendly

Food Packaging (EFFP)

Personal Value

Waste Management

Food Hawkers

Structural Equation Modeling

In recent years, the issue of food packaging waste has become a vital environmental concern in the society which revolves around waste management practices particularly among food hawkers. The problem has been highlighted by many researchers and numerous suggestions have been made in order to improve sustainability with regard to green environment. Food packaging waste ranks the highest contributor to waste. Thus, environmentally friendly food packaging (EFFP) has been introduced in the market to ensure good management practices could be promoted among food hawkers so that environmental pollution can be reduced. However, even though many environmental programs have been implemented, the usage of EFFP among food hawkers has not improved. Hence, this paper aims to propose a specific actual behavior model to determine the usage of EFFP among food hawkers with personal value as a mediator. The development of the model used data that were collected from local food hawkers. Structural equation modeling was used to test related hypotheses. The findings indicated that personal values were a suitable mediator construct. Furthermore, attitudes, subjective norm, and perceived behavioral were all found to have had significant effects on the intention to use and the actual behavior. Finally, this paper also discusses the limitations of the present study and the contribution it has made.

© 2020 by the authors; licensee Growing Science, Canada

1. Introduction

The use of environmentally friendly food packaging (EFFP) on the market has become highly important for business as well as for sustainability of the environment. It has been noted that the awareness of the use of EFFP has rapidly increased as efforts have been made to ensure it would be widely spread among business food operators and more importantly reach the street food hawkers. Moreover, the number of EFFP product suppliers has also increased in order to fulfill the market demand of using EFFP. In addition, the government has also introduced awareness campaigns and implemented relevant education programs. The growing concern about the use of EFFP has been linked to the issue of environmental degradation which is a global critical issue. Meanwhile, in Malaysia, food packaging wastes have been identified as one of the causes of the acute environmental mess contributing to the deterioration of the quality of the environment. In 2018, Malaysia's population was estimated at 32.4 million with the annual growth

* Corresponding author.

E-mail address: nurdalila2016@gmail.com (Dalila)