

RELATIVE IMPORTANCE OF ENVIRONMENTAL AWARENESS AND VEHICLE-RELATED FACTORS IN A DECISION-MAKING MODEL

Lu Xu, University of North Texas, 1155 Union Circle, Denton, TX 76203-5017, Lu.Xu@unt.edu

Victor Prybutok, University of North Texas, 1155 Union Circle, Denton, TX 76203-5017, Victor.Prybutok@unt.edu

Charles Blankson, University of North Texas, 1155 Union Circle, Denton, TX 76203-5017, Charles.Blankson@unt.edu

ABSTRACT

This study examines the relative importance of environmental awareness factors and vehicle-related factors in a consumer decision-making model. Environmental awareness factors were contextualized from the literature and framed as general environmental awareness based on the Theory of Planned Behavior. Multiple regression and PLS-SEM allowed testing the proposed model and associated hypotheses. The results show environmental awareness contributes more than self-image in the decision-making process but less than perceived quality. The findings of this study have practical implications for car manufacturers, the context of this study.

Keywords: Sustainable consumption, Decision-making model, Multiple regression, PLS-SEM