

Green Mind-Set Factors Towards Social Innovation: The Malaysian Consumer Perspective

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ABSTRACT

This conceptual paper seeks to understand the concept of green mind-set that contributes to social innovation in the perspective of consumers in Malaysia. The focus is to explore the green mind-set factors which include green conscience, nurtured values and religiosity that will influence the consumers to develop social innovation. The trend indicates that consumers' willingness to act in favour of preserving the environment potentially relies on their mind-set. Furthermore, consumer purchase behaviour that is in favour of the environment will potentially develop into social innovation. Therefore, in this paper, consumer purchase behaviour acts as the moderator that influence social innovation. This includes green practices and behaviour for the benefit of the people, the economy and the environment. The method to be used in collecting data for this study will be quantitative method with the use of questionnaires. Target respondents will be Malaysian consumers. The result of this study is expected to reveal the significance of the relationship between each variable involved, whether they are positively or negatively related. This study is also expected to evoke a stronger spirit of environmentalism particularly in the area of consumerism that will benefit towards social innovation.

Keywords: *consumer purchase behaviour, green mind-set, social innovation*

1.0 INTRODUCTION

This conceptual paper is about exploring the green mind-set factors that contribute to social innovation in the perspective of consumers in Malaysia. The main concept is the fact that consumer purchase behaviour can potentially contribute to social innovation. This is because, our purchase behaviour is heavily influenced by our lifestyle or way of life (Pícha & Navrátil, 2019). How we live our lives may depend on our mind-set (Lucian, 2017). The focus of this research revolves around the green aspect of mind-set that contributes to social innovation.

The world is increasingly suffering from pollution. Pollution has affected immensely on our lives and the economy. There was also a study that pollution has contributed towards the widespread of coronavirus due to low air quality, Green House Gas (GHG) emissions and environmental pollutants (Bashir et al., 2020). Therefore, having the right green mind-set will potentially encourage social innovation in a way that will help to improve the wellbeing of the people, the environment and the economy.

The green mind set factors to be examined in this research are green conscience, nurtured values and religiosity.

These factors have been proven by previous studies and will be explained in details later in the literature review. Furthermore, the purchase behaviour of consumers is assumed to moderate the relationship between each green mind-set factor and social innovation. This is because there are studies indicated that purchase behaviour is able to encourage social innovation particularly in the realm of grassroots innovation (Caramizaru & Uihlein, 2019; Martin & Upham, 2016). Basically, the idea is that the consumer purchase behaviour will create consumption patterns that will lead to how they live their lives which will potentially encourage social innovation. Furthermore, in order to create positive consumer behaviour, consumers should have the ideal mind-set.

2.0 BACKGROUND OF STUDY

For the past decades, Malaysia has been known as the emerging Asian economy and also one of the Asian tiger cub economies (Heng & Niblock, 2014). In addition, as one of the fastest growing developing country, Malaysia has shown a staggering growth in technology advancement. Apart from that, Malaysia has a diverse ecology with forest that covers about 58% of total land area and agriculture land that covers 26% of total land area (The World Bank, 2018). However, Malaysia has transformed from an agriculture based to industrial based economy and this gives rise to critical pollutant emissions in the country.

Fortunately, the spread of awareness about environmental pollution has urged people to make necessary lifestyle changes in order to become a better and improved society (Aisyah Abu Bakar et al., 2020). This is because, people are realizing the obvious natural disasters that are the result of pollution. People have also been experiencing health hazards and this has also affected their comfort of living (He & Qiu, 2016). Therefore, we can see that the trend of technology advancement in Malaysia nowadays has formed a pattern of green influence throughout issues that involve the people, the environment, and the economy.

There have been studies that indicate technology innovation is leaning towards being environmentally friendly to accommodate to the rising need to be healthy and to preserve the environment (W. Ali et al., 2020; Yii & Geetha, 2017). Consequently, more green products were being created and the green purchase awareness are spreading among the consumers in Malaysia. However, due to the fact that the green product acceptance is fairly new in Malaysia, there are issues such as consumer willingness to buy green products despite the high price and unfamiliar use (Chekima et al., 2016; Yadav & Pathak, 2017). Unfortunately, consumers often have the intention to buy green products but they don't actually purchase it (Yong et al., 2017). Nonetheless, there are quite many people that are willing to actually purchase green products and they are also more keen to practice green lifestyle. The pro-environmental consumers are assumed to be most likely to contribute towards social innovation.

3.0 PROBLEM STATEMENT

Environmental pollutions have taken a toll on not only the environment, but also the economy, and social development. Issues such as natural disasters, uncomfortable working conditions or environment, and health concerns have urged the society to change their way of life (Fan et al., 2019). This also include practitioners to change how they do business. However, since social innovation is fairly new in this era, the concept is still vague and further researches need to be done to improve implementation of the concept (Nasir & Subari, 2017).

Furthermore, there is a pressure for grassroots innovation to comply with the need to achieve sustainable developments (Martin & Upham, 2016). In order for the society to oblige with the criteria to achieve sustainable development, they need to have the appropriate values which can be achieved by having the right mind-set. However, due to social innovation still in its infancy, it is believed that society are still lacking in terms of having the right conscience, values and

beliefs to generate willingness to act in favour of the environment.

Having the right mind-set is a challenge. There are many studies that elaborate about the mind-set in general (Campbell et al., 2020; Japutra et al., 2019; Lucian, 2017). However, research on the green mind-set is quite limited (Sahari, 2016). Given the situation of the world is suffering from the effect of pollutions, people are realizing the importance to preserving the environment. Therefore, more studies should be done to investigate the factors that can contribute to having a green or environmental mind-set.

4.0 PURPOSE OF STUDY

The main purpose of this conceptual paper is to discover how green mind-set of Malaysian consumers can contribute towards social innovation. The concept of a person mind-set is very broad but for this study, it will focus on the green aspect of the mind-set. Furthermore, this study will be focusing on investigating the relationships between green mind-set factors and social innovation. The green mind-set factors assumed to be significant for this study are green conscience, nurtured values, and religiosity. Each of these factors is expected to give impact on social innovation among consumers. In addition, consumers' purchase behaviour is expected to act as the mediator that will influence or encourage towards social innovation based on the green mind-set factors.

5.0 LITERATURE REVIEW

5.1 Overview of Social Innovation in Malaysia

Social innovation refers to new social practices or solutions that strive to meet social needs in an improved way compared to the solutions available that resulted from factors such as working conditions, education, community development or health conveniences and eventually leads new and improved capabilities and relationships (Bauer & Gonzales, 2014; Edwards-Schachter & Wallace,

2017; Nasir & Subari, 2017). However, the core concept of social innovation are quite scattered and fragmented (Foroudi et al., 2021) due to the vague definition. Nonetheless, the use of the term social innovation is increasing popular among scholars and practitioners. This is because, while the world is progressing in economy as well as technology advancement, there are many issues that grows with it (Cakar & Alakavuklar, 2014). Issues such as environmental pollutions and unhealthy lifestyle are affecting the quality of societies across the world (Fan et al., 2019). Therefore, people are starting to make changes to accommodate with the social, economy and environmental setbacks.

Social innovation particularly in Malaysia is catching up with the efforts to solve or improve issues such as natural disasters due to pollution, increasing notion of inequality, prevalence of epidemic diseases, and also the increasing costs of dealing with all the issues (Foroudi et al., 2021; Napier et al., 2014). In addition, economic and technology innovation has attracted people's attention towards social innovation. The goal of the social innovation is to meet social needs and achieving economic sustainability along the way (Alkier et al., 2017). Social innovation is not just inculcating new practices, behaviour, or norm, but it also includes development of products, processes and services mediated by technologies or closely linked to technological innovations with social purposes (Edwards-Schachter & Wallace, 2017). Therefore, social innovation has been recognised as the key to solving social challenges.

In Malaysia, it has been proven that social innovation efforts have substantially improved the socio-economic wellbeing of the citizens with beneficial support from the government as well as the private sectors (Nasir & Subari, 2017). However, the concept and framework of social innovation in Malaysia is still vague, therefore this research will be beneficial to further contribute into the understanding of social innovation in Malaysia and the possible factors contributing to it. Furthermore, this study will also explore about the green mind-set factors that may affect

consumers' openness to social innovation based on their purchase behaviour. The following subsections will explain more about each green mind-set factors that possibly affects social innovation with the influence of consumer purchase behaviour.

5.2 The Green Mind-set

Our minds are incredible at shaping our behaviour. Studies have found that the mind-set can determine how people think and what behaviour they proceed to show (Campbell et al., 2020; Japutra et al., 2019; Lucian, 2017). According to these studies, the mind-set can be divided into two categories which are growth mind-set and fixed mind-set. Fixed mind-set refers to the belief that intelligence is fixed. This kind of mind-set has the element of close-mindedness whereby a person thinks restrictively and tend to avoid challenges and this will impede the learning process. On the other hand, growth mind-set has a more open-minded approach because a person believes that intelligence can be nurtured and there are always room for improvement. The way we live our lives depends on our mind-set (Lucian, 2017). A favourable mind-set is influenced by many factors depending on the social environment that we are in. Having the growth mind-set is beneficial to achieve social innovation (Campbell et al., 2020). This can be related to having the mind-set that allows us to accept new ideas and way of thinking to improve ourselves and thus creating a better society.

In Malaysia, the awareness of environmental issues is widely spread. Many are aware of the consequences of environmental pollutions and the various problems that come with it (Norazah Mohd Suki, 2016). The millennials in particular even have the appropriate education and the motivation as well as social awareness to participate in green movements (Naderi & Van Steenburg, 2018). However, the consumers do not actually fully integrate their beliefs and actions. They do not necessarily act favourably due to many reasons. Some of the reasons are the pressure in cost of living, peer pressure and self-conflicting values. For example, some may

have the knowledge, awareness and the intention to buy, but they can't afford it or they feel the green functionality part is inconvenient (Degirmenci & Breitner, 2017; Kardooni et al., 2016; Sreen et al., 2018; Yadav & Pathak, 2017). Some may buy green products out of genuine environmental concerns and some may buy green products just to showcase their interest in environmental preservation to enhance their social status (Naderi & Van Steenburg, 2018). This is why having the right mind-set plays an important role in inculcating the right behaviour in favour of preserving the environment. Having the right mind-set will affect your way of thinking and is assumed to increase motivation to integrate beliefs and action (F. Ali et al., 2020).

The effects of environmental pollutions that have been going on for decades have left so much negative impact on our lives. This have prompt us to make necessary changes before it's too late. Moreover, we are also depleting in our natural resources and this has prompt us to come up with new ideas such as creating alternative energies to compensate with it (Ellabban et al., 2014; Nazir et al., 2019). On top of that, there are many challenges of creating new ideas that come with new conservation efforts, renewable energies and spreading awareness about green practices and lifestyle. Therefore, it is believed that having the right mind-set can help people to act in favour of preserving the environment. The right mind-set would be the green mind-set which will be explored in this study.

The flow of this conceptual paper will include exploring each green mind-set factors and the mediator which is the consumer purchase behaviour. Then, the relationship between consumer purchase behaviour and social innovation will be explored. This flow is designed in such way because it is expected that the consumer purchase behaviour with the influence of the green mind-set factors will give impact on social innovation. This is because, according to Signori & Forno (2019), the consumption pattern is able to affect consumer lifestyle. Consumers make more responsible choices and their sense of social effectiveness is enhanced. They also added

that consumers with similar mind-set and patterns of consumption will increase and foster sustainable behaviours. Relating to this conceptual paper, instilling the green mind-set into Malaysians consumers may collectively encourage them towards social innovation. This study will investigate the green mind-set factors of green conscience, nurtured values, and religiosity which will be explained further as follows.

5.2.1 Green conscience

The Cambridge Dictionary of the English Language defines conscience as "the part of you that judges the morality of your own actions and makes you feel guilty about bad things that you have done or things you feel responsible for". Our conscience is something that we experience internally or intrinsically. A person with good conscience do good things for their own self-esteem or for them to feel good about themselves. It is an individualistic feeling with minimum social influence. Sahelices-Pinto et al. (2021), discovered that millennials with good conscience, behave pro-environmentally mainly because they believe they are doing something good that reflect them to being a genuinely good person. They may not have the best knowledge about pro-environmental behaviour but they still purchase green products because they feel that it is the right thing to do.

Looking at the purchase behaviour of green products among millennials which possess high purchase power and strong effect on societies, they are actually inconsistent in terms of pro-environmental behaviours (Naderi & Van Steenburg, 2018; Sahelices-Pinto et al., 2021). There are still some of them that has insufficient knowledge, affected by social status, and simply do not care about the consequences that they know they will have to deal with if they continue non-green practices and lifestyle. This is why the green mind-set that is influenced by green conscience can be beneficial for consumers to act in favour of the environment well-being.

Green conscience is also related to a person's morality because being good to the environment will lead to mother nature to be

good to us. This means that we will be able to live in a healthy and safe environment (Mann, 2020). Therefore, it is important for practitioners to include green conscience elements in the marketing strategies because by touching consumer's emotions and relating to their rationality are the symbolic of conscience (Frunza, 2019). This kind of marketing strategy is effective in the brand recognition process. Consumers will be more interested in pro-environmental behaviour if it touches their heart and serve their conscience.

The green conscience among consumers will affect their buying behaviour that will create collective consumption pattern that will grow into social innovation (Tortia et al., 2020). The growing numbers of social enterprises have attracted consumers to not only be aware of green practices and behaviour, but also drove them have the desire to be more responsible in their purchasing behaviour.

5.2.2 Nurtured values

The green mind-set can also be influenced by nurtured values which are instilled since childhood, or since the start of something long term (Abdulrazak & Quoquab, 2018; Lucian, 2017). For example, nurtured values can be achieved by exposing and educating someone in the long term for them to embed it in their minds. Values in general will determine how people act and behave. However, it is quite hard to instil values in people because values are internal and intrinsic and it cannot be measured clearly like knowledge and skills (Balakrishnan, 2021). For example, a person can be highly skilled and rich in their career, but their low morality manipulates people out of greed and power. This shows that education does not guarantee that good values are instilled. Especially in the midst of this Covid - 19 pandemic, it is crucial to have the right values and mind-set to effectively deal with the challenges that come with it.

In terms of purchase behaviour, having nurtured values plays an important role for the consumers to be willing to behave in favour of preserving the environment. Even though the consumers might have extensive knowledge

about green products, but if they don't have the right nurtured values instilled in them, they might choose to buy more expensive conventional products that contribute to environmental pollution. This can be just for them to show off and be a part of the high class in social status that disregard environmental concern (Nguyen et al., 2017; Pino et al., 2019). In addition, a person's culture can determine what nurtured values they possess. This is because, our values are some of the elements that make up our culture (Gao, 2017; O. Johnson et al., 2013).

Looking at the green practices and behaviour which are much needed to strive for social innovation, consumers' nurtured values can potentially affect their behaviour to include environmental concerns before making purchase decision. This is because a person's nurtured values can potentially create favourable consumption behaviour pattern (Sharma & Jha, 2017). This can potentially lead to social innovation which is the focus in this study.

5.2.3 Religiosity

Religion also plays an important role in instilling the right mind-set to make responsible and ideal decisions. Since religion includes beliefs and way of life, it can contribute to developing positive mind-set (Bukhari et al., 2019). This is because, logically, all religions deliver positive morality teachings of life through practices and behaviour. Therefore, religiosity may considerably affect consumer purchase behaviour (Geiger-oneto et al., 2017). However, there are different levels of religiosity that also affect consumer behaviour. For example, a pious person would most likely purchase things for a cause or for a good deed. Religion teachings include appreciating and caring for mother nature. Therefore, it is assumed that religion will be a motivation for consumers to purchase with the thought of caring for the environment.

However, different religions will have their own version of doing the right thing for the environment. Moreover, the level of impact that religions have on people's mind varies. This will affect the extent of willingness

to purchase green products. For Muslims, the religion of Islam is a way of life. The teachings include all aspects of life and can be used for all generations. According to Arauf (2021), there is such thing as Mahdhah worship under the Shari'a rule that include ecological perspective of Muslims who understand the meaning of worship in relation to nature. Nonetheless, the balance of the ecosystem can be created with support of religious influences.

In addition, with the religiosity contributing to a positive mind-set favourable to the environment, this will lead towards social innovation (Assouad & Parboteeah, 2018). The discipline, drive, consistency generated by religiosity are able to create attitudes, practices and behaviour that are favourable to the environment This will lead to socialization and networking that will be beneficial towards business practices. A person's religious background can shape their values and beliefs inherited by their ancestors. With the evolving generation, people are starting to incorporate the benefits of religious values and beliefs in their everyday life (Abdelgawad & Zahra, 2020). This will also include their purchasing behaviour. Moreover, religiosity will encourage ethical purchasing behaviour that will lead to good practices and norm which contribute towards social innovation.

5.3 Consumer Purchase Behaviour

Consumer purchase behaviour include not only consumer intention, but also the decision in making purchase. Many studies have shown that consumer's intention do not always translate into actual purchase decision (Barber et al., 2012; Chen et al., 2017; Lee & Lee, 2009; Tan et al., 2019). The mind-set factors are believed to contribute towards favourable consumer purchase behaviour which can influence their intention and/or decisions. In the context of this research, the environmental concern is taken into account in the relationships between green mind-set factors and consumer purchase behaviour as well as the goal of achieving social innovation. Consumer purchase behaviour will be analysed as a mediator between green mind-set factors

and social innovation. The green mind-set factors to be assessed in this research include green conscience, nurtured values and religiosity.

The purchase behaviour of consumers are influenced by their mind-set (Yen et al., 2017). Before consumers decide to make a purchase, they would have intention first. The mind-set plays a significant role in creating the right intention to make actual purchase. In the context of this research that focuses on the green aspect of mind-set and social innovation, purchase behaviour is assumed to affect the significance of the mind-set to achieve social innovation. Green purchasing is quite complex because it involves the mind-set that not only concerns the environmental friendly aspect of it but also in terms of functionality, convenience and other criteria that are different than conventional products. Consumers may not be willing to pay extra or do anything extra for the added benefit to the environment (Agarwal & Kasliwal, 2017). This is why it is beneficial to get to know the consumers' mind-set so that we can make efforts and arrange new strategies to create a mind-set that will encourage them to practice green behaviour and attitudes which will potentially lead to social innovation.

6.0 UNDERLYING THEORY

The underlying theory for this study is the Theory of Planned Behaviour (TPB) developed by Ajzen (1991). The theory involves three main elements which are attitudes, subjective norms and perceived behavioural control. These elements affect the behavioural intention and behaviours. This theory is relevant to be used as the underlying theory of the proposed theoretical framework because it is somewhat serves the same purpose which is to predict intention as well as behaviour.

The variables involve in this study include the green mind-set factors of green conscience, nurtured values, and religiosity. Consumer purchase behaviour, and social innovation variables are also included. These variables can be fit in with the TPB variables. The green mind-set factors of green conscience, nurtured values and religiosity are the factors of (1)

behavioural beliefs that leads to attitude towards behaviour, (2) normative beliefs that leads to subjective norms and (3) control beliefs that lead to perceived behavioural control.

The variables will lead to intention that is assumed to be present before actual behaviour. The behaviour part is the goal for this research which is social innovation that includes the society to practice new environmental friendly behaviour that is beneficial to the society as well as the environment. The addition to the theory will be the presence of a mediator of consumer purchase behaviour that can potentially influence social innovation. It is assumed that the consumer purchase behaviour will create the consumption pattern that can be the source for social innovation.

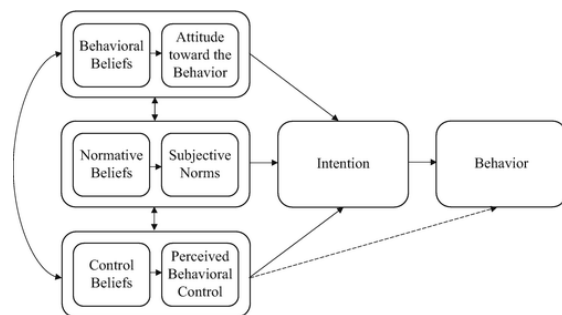


FIGURE 7.1
Theory of Planned Behaviour (Ajzen, 1991)

7.0 THEORETICAL FRAMEWORK

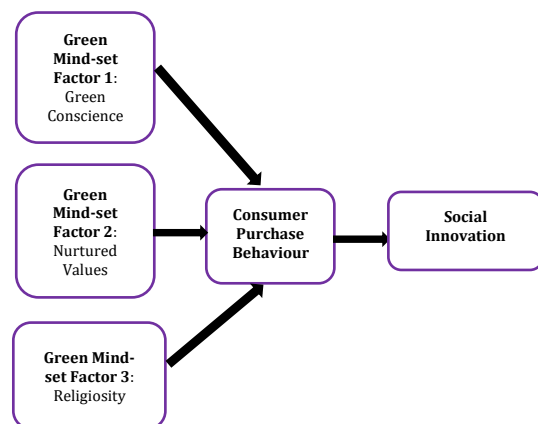


FIGURE 8.1
Proposed Theoretical Framework

The theoretical framework proposed in this conceptual paper include independent variables which are the green mind-set factors of green conscience, nurtured values, and religiosity. The mediating variable is the consumer purchase behaviour. The dependant variable is social innovation. TPB is the underlying theory that guides the development of this theoretical framework. This study will examine the relationship between each variable.

8.0 HYPOTHESES DEVELOPMENT

- i) Green conscience as a green mind-set factor has a positive relationship with Malaysian consumers' purchase behaviour.
- ii) Nurtured values as a green mind-set factor has a positive relationship with Malaysian consumers' purchase behaviour.
- iii) Religiosity as a green mind-set factor has a positive relationship with Malaysian consumers' purchase behaviour.
- iv) There is a positive relationship between Malaysian consumers' purchase behaviour and social innovation.
- v) Malaysian consumers' purchase behaviour mediate the relationship between green conscience as a green mind-set factor and social innovation.
- vi) Malaysian consumers' purchase behaviour mediate the relationship between nurtured values as a green mind-set factor and social innovation.
- vii) Malaysian consumers' purchase behaviour mediate the relationship between religiosity as a green mind-set factor and social innovation.

9.0 METHODOLOGY

9.1 Research Design

This study will employ correlational research, where data will be collected to investigate the existence of any relationship between research variables and to what degree the relationships exist (Bordens & Abbott, 2002).

However, this study did not suggest cause-effect relationship because it used hypotheses to discover the significance of relationships among variables (positive or negative direction). This is a hypothesis testing study and a confirmatory research because it examines the significance of the relationships that exist between the variables (Lehmann, 1993).

Furthermore, this is a field study because the data will be collected in a non-contrived setting or in the natural environment that does not involve any manipulation of the variables (Kumar et al., 2013). Moreover, this study is neither an exploratory nor a descriptive research because this area of study has been studied by other researchers across the globe. This means that this study has an established foundation of research.

The extent of researcher involvement will be very minimal because data will be collected through self-administered approach via the distribution of questionnaires. The questionnaires will be distributed online through various channels and social media platform. This study's unit of analysis is Malaysian consumers of various products. Priority will be given to current green product consumers and potential green product consumers. This study is cross-sectional because data were collected at one point of a time.

This study will be targeted to a wide range of Malaysian consumers. Therefore, a wide sampling frame allowed this study to use non-probability sampling technique (Fox & Xu, 2017; Wretman, 2010). In regard to this, judgemental sampling method was adopted because the researcher selects units to be sampled based on researcher's own existing knowledge or professional judgment.

9.2 Target Population

The target population of this study will be Malaysians particularly green product consumers and potential green product consumers. According to Department of Statistics Malaysia as of 2020, Malaysia's population was estimated at 32.7 million people with about 3 million non-citizens. Out

of the 29.7 million citizens, the composition of Bumiputera recorded 69.6 per cent. However, Chinese and Indians population was estimated to be 22.6 per cent and 6.9 per cent while others remained at 1.0 per cent. The target population will also focus more in the urban areas as they are more likely to support green movements and purchase behaviours.

9.3 Data Collection Procedures

This study was subject to time and cost constraint, hence, sample was used instead of census. As mentioned earlier, a wide sampling frame allowed this study to use non-probability sampling technique. A judgemental sampling method was used and the respondents were selected based on researcher's judgement and assumptions due to factors like age, income level, and education level (Kumar et al., 2013). This method is relatively cheaper, convenient, and fast, but it is subjective and cannot be generalised.

The questionnaires created using Google Form will be distributed online through various communication channels and social media platform. The communication channels will include selected WhatsApp groups, e-mails and selected websites. The social media platforms will include Facebook, Instagram, and Twitter. Since this study is using judgemental sampling method, the researcher will choose the best way to reach the target respondents which will be Malaysian consumers purchasing green products and also potential green product consumers. The duration of data collection is estimated to be three months.

Sample size was determined at the early stage of this study using rule of thumb (Vanvoorhis & Morgan, 2007), where the response rate was expected to be 60%. Therefore, 1000 questionnaires were distributed and the target number of respondents is expected to be 600 (60% response rate). This amount of 1000 total questionnaires is chosen in reference to previous studies (Jin et al., 2015; Lim et al., 2016; Lin et al., 2010). The questionnaires will be distributed to the selected communication channels and social media platform

accordingly. The target respondents will be divided to different states of Malaysia with more emphasis on urban areas.

Minimum sample size could be determined using power analysis that is calculated using the G*Power software (Faul et al., 2009). This study initially used priori power calculation to determine the sample size based on the effect size estimated before data collection started. In this study, the test family used was F-test and the statistical test chosen was linear multiple regression: fixed model, R2 deviation from zero. The input parameters include (i) effect size f^2 of 0.15 which is a commonly used medium-effect size (Cohen, 1992), (ii) alpha error with probability of 0.05 confidence level, (iii) power of 0.80, and (iv) number 3 as predictors which is also the number of independent variables. The calculation result showed that the minimum sample size in this study should be 43.

9.4 Data Analysis technique

The statistical tool that will be used to generate descriptive data will be Statistical Package for the Social Sciences (SPSS), whereas the statistical tool to analyse, process, and manage data will be SmartPLS. SPSS is a well-known software package used for statistical analysis while SmartPLS is a software with graphical user interface for variance-based structural equation modelling (SEM) using the partial least squares (PLS) method.

10.0 CONCLUSION

In a conclusion, this study includes predictor variables which are the green mind-set factors of green conscience, nurtured values and religiosity. The response variable is social innovation and the mediating variable between them is consumer purchase behaviour. These variables are analysed and synthesized in literature review. Along this process, questionnaires will be constructed and later be distributed online if this conceptual paper is approved to be carried out. The methodology includes research design, target population, data collecting procedures, and data analysis technique. The

statistical tool to be used for this research are SPSS and Smart PLS software.

This conceptual paper is expected to reveal the significance of the relationship between each variable involved, whether they are positively or negatively related. The common problem of people accepting green movements, green practices or even green products is usually related to their individuality. Their individuality may potentially involve conscience, moral values, religiosity, way of thinking or other possible factors that resulted from how they were brought up and also the environment and society they have been with.

Anything “green” or environmental friendly is considered “different” and of course anything different or new will require change or transformation. Since consumers’ acceptance and interest towards anything green is fairly new in Malaysia (Chekima et al., 2016; Kardooni et al., 2016; Mohd Suki, 2016), more studies should be done to understand Malaysian consumers. The outcome of this study is to contribute to the knowledge of consumer behaviour particularly in the realm of green movements, green practices or willingness to buy green products. The variables of the green mind-set (green conscience, nurtured values, religiosity) are expected to give impact on social innovation in the perspective of the consumers’ purchase behaviour. Given the fact that consumer purchase behaviour is connected to the way they live their lives, the new age of green purchase behaviour will benefit the society to be innovative in their lifestyle and practices.

This study is expected to be beneficial for consumers, the government, policy makers, as well as researchers. The previous studies as well as the government incentives and encouragements have presented many opportunities for local business practitioners to start investing as well as inventing new green products. Malaysian researchers should use this opportunity to showcase their innovative yet brilliant ideas to contribute towards social innovation. Furthermore, this study is expected to provide a clearer picture about social innovation. This study is also expected to evoke a stronger spirit of

environmentalism particularly in the area of consumerism and social innovation.

The significance of this study can mainly be seen in the contributions that it can bring to the body of knowledge related to the green aspect of the mind-set, purchase behaviour as well as social innovation. Due to the growing concerns of the deteriorating health of our environment, more studies are needed to explore the potential of improving our way of life while also including environmental concerns (Liu & Mu, 2016). The theoretical part of this study can also contribute to the body of knowledge in the realm of social innovation. This opens up the opportunity for researcher to expand the body of knowledge.

The business practitioners will benefit from this study by incorporating the result of this study for the benefit of designing the business strategy that do not only maximize profits but also catering the well-being of the society as well as the environment. Businesses nowadays are revamping their strategies to cater for the pressure of the demand for healthier environment and practices (Shao & Ünal, 2019).

Understanding the concept of social innovation in Malaysia calls for further discussion on the role played by local authorities. The government can benefit from this study by enforcing more campaigns to increase the awareness of the benefit of green practices and behaviour in the short and long term. This will motivate them be more open towards social innovation and become a better society. The government can also strengthen the effectiveness of the green mind-set factors to encourage social innovation. In addition, the government can take more initiatives to boost the economy and provide more employment so that the living standard is improved, leading to more willingness to purchase green technology products even though they are at a higher price point. The government can also provide incentives to increase consumers’ motivation and confidence to support green purchasing.

At the same time this study will opportunity for innovators to come up with new ideas of green products that can cater for

the well-being of the people and the environment. This can also encourage social innovation and will benefit the society and the economy as a whole.

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