

CONSUMER ALTRUISTIC BEHAVIOUR AS KEY DRIVE OF PRO-ENVIRONMENTAL PURCHASING BEHAVIOUR: A NORM ACTIVATION THEORY PERSPECTIVE

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Abstract

Natural disputes have become a global concern. Though man has a moral obligation to care for the earth, there is serious doubt when they act. It is universally accepted that accelerated pollution has been triggered due to human conduct, and thus, changing human behaviour is a prerequisite for sustainable solutions. Although ecological behaviours have been examined over decades, the ultimate question of bridging the gap between nature and human needs remains unchanged, though demanding extensive attention. People's choices, decisions, and behaviour have commonly been theorized using emotions and social norms. In relation to ecological behaviour, altruistic behaviour serves as a key driver, whereas the benefits to others are prioritized over self-interest and have given an absence of focus by scholars. Having noted the paucity of literature that explains altruistic behaviour together with socio-psychological elements, this conceptualization endeavours to extend the Norm Activation Theory by proposing the influence of social norms as an antecedent and emotional intelligence as a moderator in the activation of pro-environmental purchasing behaviour. This theorization intends to make a cherished contribution to the existing literature by advancing the grounded Norm Activation Theory by assimilating the arguments of Social Norms Theory and the Triarchic Theory of Human Intelligence. Moreover, it will provide a building block for future studies on this subject while having several implications for production and consumption.

Keywords: Altruistic behaviour, Emotional intelligence, Norm activation theory, Pro-environmental purchasing behaviour, Social norms