

**THE HONG KONG POLYTECHNIC UNIVERSITY  
DEPARTMENT OF MANAGEMENT & MARKETING**

**DEPARTMENTAL RESEARCH SEMINAR**

**Applying Ethical Concepts to the Study of "Green"  
Consumer Behavior: An Analysis of Chinese Consumers'  
Intentions to Bring their Own Shopping Bags**

**By**

**Dr Ricky Chan**

**Date: Monday, 23 April 2007**

**Time: 3:35 p.m. - 4:35 p.m.**

**Venue: M802**

**All interested are welcome**

# **Applying Ethical Concepts to the Study of “Green” Consumer Behavior: An Analysis of Chinese Consumers’ Intentions to Bring their Own Shopping Bags**

## **ABSTRACT**

Dr Ricky Chan

Drawing on the general ethics and psychology literature, this study presents a model to delineate the major factors likely to affect consumers’ intentions to bring their own shopping bags when visiting a supermarket (called “bring your own bags” or “BYOB” intention). The model is empirically validated using a survey of 250 Chinese consumers. Overall, the findings support the hypothesized direct influence of teleological evaluation and habit on BYOB intention, as well as that of deontological evaluation and teleological evaluation on ethical judgment about the BYOB practice. Teleological evaluation exerts a much stronger influence on ethical judgment than does deontological evaluation. In addition, the findings reveal that consumers who perceive the BYOB practice to be more important are more inclined to rely on their ethical judgment to derive their BYOB intention. Implications of these findings are also discussed.