

Sustainable Consumption Intention: An Analysis of Its Relationship with the NEP Scale, Sustainable Consumption Trust and Green Purchases

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Intenção de Consumo Sustentável: Uma Análise Sobre Suas Relações com a Escala NEP, Confiança de Consumo Sustentável e Compras Ecológicas

ABSTRAT

Modern society has undergone significant changes in recent years due to the influence of the sustainability paradigm. This study aimed to investigate the intention of sustainable consumption. To this end, the Sustainable Consumption Intention scales, the New Ecological Paradigm (NEP), Sustainable Consumption Trust and Ecological Purchasing scales were adopted, thus measuring the relationship between the scales used. The methodology used was a quantitative and descriptive research, through Exploratory Factor Analysis and Multiple Linear Regression. The results obtained in the analyzes show that the Intention of Sustainable Consumption predicts Sustainable Consumption, that is, that Sustainable Trust is related to the Intention of Sustainable Consumption, being able to observe that the individual's concern with the environmental aspect and make conscious choices in their decision to personal consumption, thus showing confidence in sustainable consumption. It also shows that sustainable consumption when related to the NEP scale does not take into account the impact of consumption on the environment. However, other results demonstrate consumer awareness as they aim to purchase environmentally friendly products and thus demonstrate behavior related to sustainable consumption.

Keywords: Sustainable Consumption, Low Consumption, Ecological Purchasing, Environmental Awareness, Sustainable Consumption Intention

RESUMO

A sociedade moderna passou por mudanças significativas nos últimos anos devido à influência do paradigma da sustentabilidade. Este estudo teve como objetivo investigar a intenção de consumo sustentável. Para tanto, foram adotadas as escalas de Intenção de Consumo Sustentável, o Novo Paradigma Ecológico (NEP), Confiança de Consumo Sustentável e Compras Ecológicas, medindo a relação entre as escalas utilizadas. A metodologia utilizada foi uma pesquisa quantitativa e descritiva, por meio de Análise Fatorial Exploratória e Regressão Linear Múltipla. Os resultados obtidos nas análises mostram que a Intenção de Consumo Sustentável prediz Consumo Sustentável, ou seja, que Confiança Sustentável está relacionada à Intenção de Consumo Sustentável, podendo observar que a preocupação do indivíduo com o aspecto ambiental e fazer escolhas conscientes em seus decisão de consumo pessoal, demonstrando confiança no consumo sustentável. Também mostra que o consumo sustentável, quando relacionado à escala da NEP, não leva em consideração o impacto do consumo no meio ambiente. No entanto, outros resultados demonstram conscientização do consumidor, pois visam a compra de produtos ecológicos e, portanto, demonstram comportamento relacionado ao consumo sustentável.

Palavras-chave: Consumo Sustentável, Baixo Consumo, Compras Ecológicas, Consciência Ambiental, Intenção de Consumo Sustentável

1. INTRODUCTION

Changes in consumer behavior aimed at reducing consumption drive the development of cleaner and more efficient technologies (OSKAMP, 2000). The ecological engagement of companies is a way of dealing with consumers who demand greater responsibility for the preservation of nature. Given that the high consumerism of industrialized countries, being one of the main causes of environmental degradation, sustainable development has become necessary, which requires alternative consumption patterns. Given the complexity of the factors involved, it is clear that no simple solution is sufficient to achieve low long-term consumption (PEATTIE, 2001; TANNER, 2003).

Therefore, a multifaceted effort is required to achieve a broad coalition of interrelated actors, that is, changes in people's attitudes, beliefs and behaviors can stimulate changes in the political and economic systems, which in turn can generate

changes in style of life. On the other hand, product manufacturers can affect the market and consumers, encouraging new developments. It seems that there is considerable potential for green consumerism to develop, but that its growth is inhibited by several barriers (TANNER, 2003).

Taking behavioral intent into account refers to the willingness to try to engage with a behavior. It follows the theory of rational action (TRA) and theory of planned behavior (TPB), the intention is assumed as capturing the motivational factors that influence a certain behavior (AJZEN, 1991). Specifically, people are considered prone to adopt pro-environmental behavior, because they have the corresponding intention. Hines et al. (1987) developed a model of environmental behavior that considers the intention to act as an important determinant of pro-environmental behavior, which is later reflected in Bamberg (2003) and Qu et al. (2014) who provided additional evidence that purchase intent is the strongest predictor of buying behavior. Based on Ajzen's (1991) TPB model, attitude, subjective norm and perceived behavioral behavior control are positively associated with behavioral intention, which in turn influences behavior (AJZEN, 2002).

The growing global trend regarding sustainable consumption generates greater engagement by different social actors in preserving the environment, thus becoming a key aspect in the development of eco-innovations that meet the new consumption pattern (SEVERO, 2018). Therefore, research on ecologically conscious consumption is relevant, that is, sustainable consumption in order to understand this behavior. This article aims to analyze the relationship between the intention of sustainable consumption, confidence in sustainable consumption, the New Ecological Paradigm scale - NEP and ecological purchases.

If the adoption of sustainable consumption practices are responsible for the process of demand for products and services that are also environmentally sustainable, we are interested in understanding the relationship between the intention of sustainable consumption (ICS), confidence in sustainable consumption (TRS), the Novo scale Ecological Paradigm (NEP) and ecological purchasing (EP). For this, we will test three hypotheses, which are: H1 - the Intention of Sustainable Consumption is positively related to Trust in Sustainable Consumption; H2 - The Intention of Sustainable Consumption is positively related to the NEP scale; and H3 - The Intention of Sustainable Consumption is positively related to Ecological Purchases.

This article is composed, in addition to this introduction, by the theoretical framework, where these three hypotheses are built, the section of methodological procedures, the presentation and discussion of the main results and the final considerations.

2. THEORETICAL REFERENCE

2.1 Intention of Sustainable Consumption and Trust in Sustainable Consumption

Consumer purchasing decisions are likely to be influenced by this growing awareness and inclination towards sustainable consumption (ROBERTS; BACON, 1997). Severo et al. (2018) suggested motivating the assumption of green products among customers to advance achieving sustainability. To promote these products, sellers need to

understand consumer preferences and decision making process in the context of green products (CHERRIER et al., 2011; VALOR et. al, 2020).

Many studies have found a positive relationship between environmental concern and intention to purchase green products. For example, Irawan and Darmayanti (2012) found that students with a high environmental concern at Indonesian universities have more ecological purchasing intentions. Aman et al. (2012) also indicate a positive correlation between environmental concern and intention to purchase green products.

The positive relationship between environmental concern and sustainable consumption behavior is examined not only in countries, but also in eastern countries None, (2011). Thus, the growing environmental concern is positively associated with consumers' sustainable consumption behaviors, expanding the market for environmentally friendly products. Specifically, in our research context, consumers who have a high level of concern are likely to have greater purchase intentions for sustainable consumption during the period.

Although there is a consensus that sustainable consumption is desirable and important (PHIPPS et. Al, 2013) it is notable that positive attitudes towards sustainable consumption may not become real consumption behaviors (PROTHERO et al. 2011). Thus, the main agenda for sustainable consumption is to encourage consumers to buy ecological products and maximize sales of ecological products in the short term, encouraging consumers to adopt an ecological lifestyle, such as buying less and buying better in the long run (MCSPIRIT, 1998; BONINI, 2008).

Given the above, the first hypothesis of the study is listed:

Hypothesis 1 (H1): The Intention of Sustainable Consumption is positively related to Trust in Sustainable Consumption.

2.2 Sustainable Consumption Intention and NEP Scale

The consumer's intention to purchase ecologically manufactured products helps to build a sustainable environment. Ajzen, (1991) stated that behavioral intention is motivation, the individual's effort to perform a behavior that controls whether or not a behavior is performed. So attitude is the degree to which a person has a favorable or unfavorable assessment or appreciation of the behavior in question. The subjective norm is the perceived social pressure to perform a behavior or not.

However, the need for a transformation to sustainable consumption highlights the relevance of a broader palette of motivations and concerns. In practice, many companies are taking a broader view of people not only as consumers, but also concerned citizens. Seyfang (2005) suggested that sustainable consumption not only takes into account the impact of consumption on the environment, but also guarantees protection for the needs of the future generation.

The NEP scale was developed by Dunlap and Van Liere (1978) and updated by Dunlap et al. (2000), in view of the concept of ecological dependence of societies, inserting them in the complex network of interdependent relationships of the ecosystem. This scale aims to identify and measure the notion of ecological scarcity of the global ecosystem, on a finite planet, the limits of humanity will be, despite technological ingenuity, the laws of nature.

Dunlap and Van Liere's (1978) objective was to create a scale to measure the new proposed paradigm and endorse it. From its last reformulation in 2000, a larger scale was used, now with 15 items instead of the 12 of the 1978 scale, in order to achieve: a better understanding of the key points of the ecological world view, offering a more balanced set of pro and anti-environmental items, avoid sexist terminology, previously detected and make it possible to measure the degree of adherence of a given population to the new ecological values. According to Dunlap et al. (2000), the NEP scale presents five faces of an ecological vision: the reality of growth limits, anti-anthropocentrism, the fragility of nature's balance, the rejection of exceptionalism, and the possibility of an ecological crisis.

This is likely that a sustainable transformation of consumption and lifestyles depends or will be integrated with fundamental principles, changes in the dominant worldview towards a new mental and environmental paradigm (NEP) that incorporates elements such as the idea of how the human being sees within this ecosystem that is the Earth and the importance of preserving the balance of nature, thus recognizing the inevitability of limits to growth becomes paramount (PROTHERO, 2011; DUNLAP, 2000).

Given the above, the first hypothesis of the study is listed:

Hypothesis 2 (H2): The Intention of Sustainable Consumption is positively related to the NEP scale.

2.3 Intention of Sustainable Consumption and Ecological Purchases

Environmental issues have increasingly become a part of public concern in recent decades, motivating consumers to buy green products. The growing awareness among consumers to buy ecological products has led to an increasing focus focused on ecological consumerism (KONG, 2014; SEVERO et al., 2019).

Environmentally responsible consumers are more aware of environmental problems, we believe in the effectiveness of behaviors, participate in ecological activities in everyday life and actively seek products / services sold by ecologically and socially responsible companies. Consumer ecological behavior reflects a conscious decision by individuals not to engage in buying / consuming activity that harms the environment (CHIU et al. 2014; MOBLEY et al. 2010).

The behavior of ecological purchases refers to the consumption of products that can be reused or recycled, that is, being ecologically responsible. This pattern of behavior generates an increase in consumer awareness of environmental issues, thereby increasing the demand for environmentally friendly products. Ecological purchases are the result of consumers who adopt the environment and thus generate a new pattern of behavior and also a new market demand. There are many factors that influence the decision of ecological purchases such as economic, social, financial and demographic factors (RAMESH, 2019; DALMORO et. Al 2020).

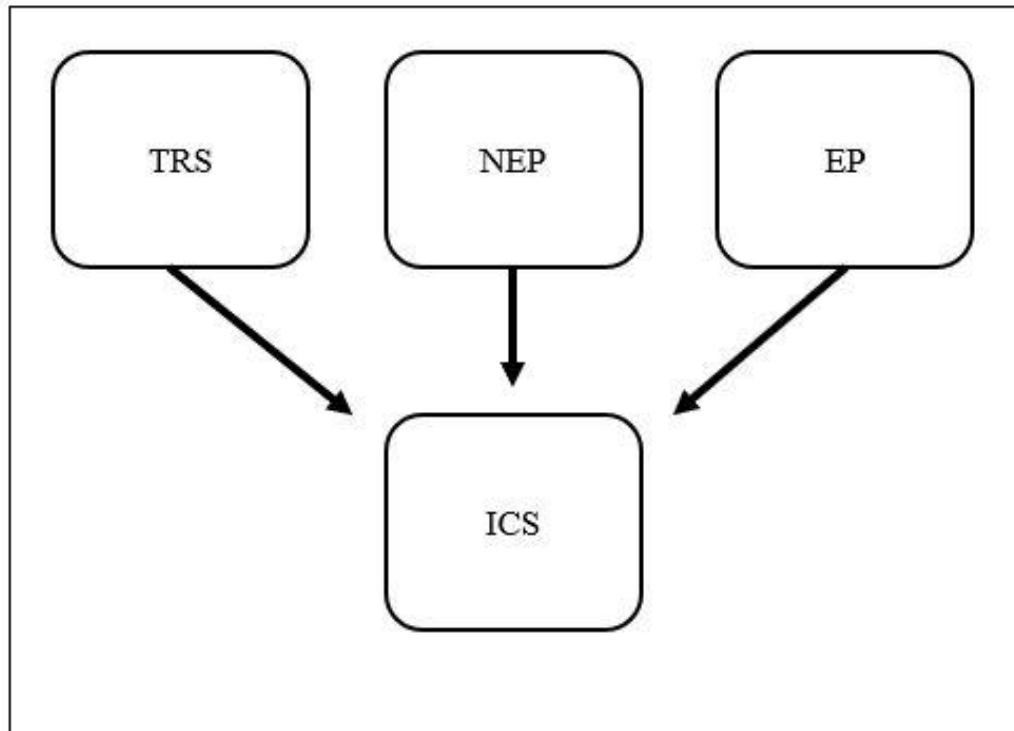
In this context, ecological purchases go beyond the environmental concern, ensuring and managing the existing resources that, not only capable of meeting the current demand, but also without compromising the need of the future generation. Thus, they ensure at least three aspects, which are quality of life, protection and preservation of the

environment and thus maintaining natural resources useful for the future generation (MOHAMMAD et al. 2018).

Given the above, the first hypothesis of the study is listed:

Hypothesis 3 (H3): The Intention of Sustainable Consumption is positively related to Ecological Purchase.

Figure 1 - Graphical representation of the hypotheses



Source: Data from the survey, (2020).

3 METHODOLOGICAL ASPECTS

Data collection took place through a survey, with the application of the questionnaire, to identify the opinion of a statistically significant number of respondents (HAIR Jr. et al. 2010).

The questionnaire used in this research was based on the studies of Frederico, Quevedo-Silva, De Lamônica Freire, (2013) who studied the Intention of Sustainable Consumption and Sustainable Trust, the Nep scale developed by Dunlap and Van Liere (1978) and on Ecological Purchasing the study by Dong et al. 2020. In which they were adapted to meet the hypotheses of this study, consisting of statements, which were answered, considering the five-point Likert scale, with a degree of agreement or disagreement, being: 1 - I totally disagree; 2 - Partially disagree; 3 - I neither agree nor disagree; 4 - I partially agree; 5 - I totally agree. The multivariate analysis of the data took place using the SPSS® software (Version 21) for Windows® in accordance with the recommendations and steps of the AFE and Multiple Linear Regression described by Hair Jr. et al. (2010).

In the data collection process, the questionnaires were sent online, being sent to researchers' contacts, through social networks, in different countries, using the snowball effect to disseminate the research instrument, using the convenience criterion . Using the

electronic form, Google Docs, considering different countries, the questionnaires were prepared in three languages: Portuguese, English and Spanish, thus enabling and facilitating the application of the questionnaire. Thus, this study counted with respondents from several countries such as Brazil, Chile, United States, Portugal, Pakistan, Mexico, Colombia, China and Germany. The link for this study was sent from October 15 to December 7, 2019, resulting in a collection of 307 valid respondents, 20 respondents were discarded because they had outliers.

To verify the combination of observable variables in factors (Constructs), it occurred through Exploratory Factor Analysis (AFE) between blocks, preceding Multiple Linear Regression. The factorial loads have values above 0.5, which is recommended by Hair Jr. et al. (2010) to measure the contribution of each observable variable in the formation of the construct.

The simple reliability of the set of observable variables and the research instrument were measured by calculating Cronbach's Alpha, resulting in values above the recommended of 7.0 (HAIR Jr. et al. 2010) and the corrected item-total correlation (CITC) (values above 0.5 are recommended), according to Hair et al. (2009), thus demonstrating data consistency. Subsequently, the averages of each construct were analyzed according to the hypotheses presented in Figure 1, thus, the Multiple Linear Regression, according to Pestana and Gageiro (2005), emphasize that this method is a statistical, descriptive and inferential technique of analysis between a dependent variable (y), and independent variables (x's). In this way the multiple linear regressions were analyzed in their hypotheses following the illustration of figure 1, following the order. H1 = ICS + TRS, H2 = ICS + NEP and H3 = ICS + EP.

4 ANALYSIS OF RESULTS

The first analysis to validate the research instrument was measured by calculating Cronbach's Alpha in which it presented the value 0.872, thus demonstrating that the research instrument is reliable according to Hair Jr. et al. (2010). Subsequently, Cronbach's Alpha and CITC for each construct were analyzed, which can be seen in Table 1. The ICS construct presented Cronbach's Alpha above that indicated by Hair Jr. et al. (2010), however, when analyzed, the CITC presented some items with values lower than those indicated by Hair Jr. et al. (2010), which are ICS7, ICS8 and ICS9, in this way the items were excluded and later Cronbach's Alpha was recalculated, which showed a result superior to that previously calculated, demonstrating that the exclusion of the items was adequate and the construct as a whole is appropriate and corresponds to the purpose of the study.

The TRS construct presented a Cronbach's Alpha above the one indicated, however when the CITC was analyzed and the items TRS6 and TRS8 presented values lower than indicated by Hair Jr. et al. (2010), in this way the items were excluded and later Cronbach's Alpha was recalculated, which demonstrated a result superior to that previously calculated, demonstrating that the exclusion of the items was adequate and the construct as an everything is adequate and corresponds to the purpose of the study.

The NEP construct presented Cronbach's alpha values recommended by Hair Jr. et al. (2010) thus demonstrating that the construct is adequate, but does not satisfactorily correspond to the purpose of this study, all items showed lower values than indicated by

the aforementioned author, thus the exclusion criterion of the items was performed by selecting those that presented lower values to 0.2. Items NEP2, NEP10, NEP11, NEP12 were excluded from this construct and had CITC values that were much lower than adequate, items NEP3 and NEP15 even presenting values below 0.2 were maintained as they are important items in the construct, later the Cronbach's alpha of this construct in which it presented values closer to the indicated but did not present results with values above that indicated by Hair Jr. et al. (2010), in the same construct when recalculating the CITC, the items NEP4, NEP8, NEP9 AND NEP14 presented lower CITC values than indicated and also lower than the previous CITC analysis, thus in table 1 the results of the last CITC analysis will be presented. , but they were maintained because they are necessary for the purpose and to make sense of this construct.

The CE construct presented Cronbach's Alpha value above the value indicated by Hair Jr. et al. (2010), when the CITC was calculated, they presented values higher than those indicated by the aforementioned author, and it is not necessary to recalculate Cronbach's Alpha as in the previous constructs, demonstrating that this construct in its integral format corresponds to the purpose of this study.

Therefore, the results mentioned above can be seen in Table 1.

Table 1 - Demonstration of Cronbach's Alpha and CITC of constructs

INTENTION OF SUSTAINABLE CONSUMPTION – ICS	
Construct Cronbach's Alpha - 0,834	CITC
ICS1 - Whenever possible, I buy environmentally friendly products	0,717
ICS2 - Whenever possible, I buy organic food	0,619
ICS3 - Whenever possible, I use products made from recycled material	0,708
ICS4 - I try to buy products with recyclable packaging	0,642
ICS5 - I would pay more to buy products that promote environmental protection	0,600
ICS6 - Would pay more to buy organic products	0,554
ICS7 - I have already sought information on how it could help reduce pollution	0,489
ICS8 - I contribute financially to an environmental organization	0,333
ICS9 - I have a subscription to an environmental magazine	0,229
Cronbach's alpha of the construct after item exclusion ICS7, ICS8 e ICS9 - 0,852	
SUSTAINABLE TRUST – TRS	
Construct Cronbach's Alpha - 0,760	CITC
TRS1 - Sustainable companies are reliable	0,750
TRS2 - We believe in information passed on by sustainable companies	0,754
TRS3 - When making important decisions, sustainable companies also look at the consumer side	0,750
TRS4 - Sustainable companies care about our priorities	0,746
TRS5- Sustainable companies deliver what they promise	0,760
TRS6- Sustainable companies are not always honest with us	-0,035
TRS7- Sustainable companies are genuinely concerned with consumers	0,749
TRS8 - It is necessary to be cautious with sustainable companies	-0,097
Cronbach's alpha of the construct after item exclusion TRS7 e TRS8 - 0,911	
NOVO PARADIGMA MENTAL E AMBIENTE – NEP	
Construct Cronbach's Alpha - 0,565	CITC
NEP1 - We are reaching the number of people that the Earth can support	0,306
NEP2 - Human beings have the right to modify the natural environment to meet their needs	0,146
NEP3 - When human beings interfere with nature, disastrous consequences often occur	0,353
NEP4 - Human insight will ensure that we will NOT make the Earth uninhabitable	0,058
NEP5 - Human beings are seriously abusing the environment	0,508

NEP6 - The Earth has riches in natural sources, we just have to learn how to develop them	0,317
NEP7 - Plants and animals have as much right to exist as humans	0,434
NEP8 - The natural balance is stable enough to absorb the impacts of modern industrial nations	0,110
NEP9 - Despite our special abilities, human beings remain subject to the laws of nature	0,135
NEP10 - The so-called "Ecological Crisis" facing humanity has been greatly exaggerated	0,092
NEP11 - Earth is a spaceship with very limited space and sources	0,148
NEP12 - The human being was made to reign over the rest of nature	0,149
NEP13 - The natural balance is very delicate and easily shaken	0,422
NEP14- Human beings will learn enough about how nature works to be able to control it	0,063
NEP15 - If things continue on the current course, we will soon experience a major ecological catastrophe.	0,353

Cronbach's alpha of the construct after item exclusion NEP2, NEP10, NEP11 e NEP12 - 0,604

Ecological Purchasing - EP

Construct Cronbach's Alpha - 0,804	CITC
EP1 - I pay attention if a product has an eco-label when buying it	0,707
EP2- I buy or ask the family to buy clothes using natural materials and environmental dyes	0,537
EP3 - Buy green or organic foods	0,531
EP4 - I pay attention if the producer highlights environmental protection when buying a product	0,713

Source: Data from the survey, (2020).

The second analysis of this study was exploratory factor analysis (AFE), with the aim of evaluating the factors that are strongly associated with each other, and thus representing a unique concept (HAIR JR. Et al. 2010). AFE calculations were performed using the Varimax rotation, where their results can be seen in Table 2, where they present the factorial loads considering the exclusions of the aforementioned observable variables, in which they present adequate values according to Hair Jr. et al. (2010), the items ICS6, ISC7, ICS8, ICS9, TRS6, TRS8, NEP2, NEP3, NEP4, NEP8, NEP9, NEP10, NEP11, NEP12 and NEP15 did not present a load, so they are not shown below. The item NEP6 had a factor load of less than 0.5, but it is close to the minimum value, thus recommending that it be maintained as it is a relevant item for the construct.

Also stressing that there is a moderate commonality between the observable variables, thus meeting the criteria of Hair Jr. et al. (2005), in which he suggests that the variables must be above 0.4. Items ICS5, NEP13 and EP2. presented values lower than the recommended, however they are close to the values that the author recommends in this way they were maintained, as they are relevant to the construct.

Given the above, Table 2 shows the results obtained with AFE, showing the factorial loads and the commonality of the items.

Table 2 - Factor loads of the observable variables - Varimax rotation

Construct Name	Observable Variable	Factorial Load	Communality
Sustainable Consumption Intention – ICS	ICS1	0,746	0,671
	ICS2	0,602	0,733
	ICS3	0,772	0,674
	ICS4	0,755	0,631
	ICS5	0,587	0,470

Sustainable Trust – TRS	TRS1	0,780	0,694
	TRS2	0,785	0,696
	TRS3	0,808	0,695
	TRS4	0,816	0,717
	TRS5	0,803	0,699
	TRS7	0,797	0,692
	New Mental Paradigm and Environment – NEP	NEP1	0,658
NEP5		0,714	0,628
NEP6		0,300	0,513
NEP7		0,689	0,547
NEP13		0,610	0,423
Ecological Purchasing – EP	EP1	0,774	0,667
	EP2	0,623	0,464
	EP3	0,644	0,717
	EP4	0,784	0,666

Source: Data from the survey, (2020).

Previously, multiple linear regression was performed in order to verify the significance of the research instrument, ANOVA was performed, in which it demonstrates that this model is significant according to the recommendations of Hair Jr. et al. (2010), which can be seen in Table 3. To assess the quality of the model proposed in this study, the determination coefficient was used. Basically, this coefficient indicates how much the model was able to explain the data collected in this research. The results from this analysis can be seen in Table 3, which shows that this study explains 67% of the data collected.

Table 3 - Income Statements

		Correlações			
		ICSMEAN	TRSMEAN	NEPMEAN	EPMEAN
ICSMEAN	Pearson's correlation	1			
	Sig. (2 ends)				
	N	307			
TRSMEAN	Pearson's correlation	0,528**	1		
	Sig. (2 ends)	0,000			
	N	307	307		
NEPMEAN	Pearson's correlation	0,338**	0,485**	1	
	Sig. (2 ends)	0,000	0,000		
	N	307	307	307	
EPMEAN	Pearson's correlation	0,797**	0,450**	0,264**	
	Sig. (2 ends)	0,000	0,000	0,000	
	N	307	307	307	

** . The correlation is significant at the 0.01 level (2 ends).

	Média	Desvio padrão
ICSMEAN	2,9222	0,81725
TRSMEAN	3,1042	0,65968
NEPMEAN	3,3368	0,44319
EPMEAN	2,8713	1,05551

ANOVA^a

Model		Sum of Squares	df	Medium Square	F	Sig.
1	Regression	137,889	3	45,963	209,469	0,000 ^b
	Waste	66,486	303	0,219		
	Total	204,376	306			

The. Dependent variable: ICSMEAN

B. Predictors: (Constant), EPMEAN, NEPMEAN, TRSMEAN

Template summary

Model	R	R square	R adjusted square	Standard error of estimate
1	0,821 ^a	0,675	0,671	0,46843

The. Predictors: (Constant), EPMEAN, NEPMEAN, TRSMEAN

Source: Data from the survey, (2020).

The third analysis performed for the follow-up of the research was the multiple linear regression, whose purpose is to evaluate the influence of the independent variables on the dependent variable. The analysis of relations of the Multiple Linear Regression of this study was constituted between the mean of the construct (dependent variable) with the average relation of the other construct (independent variables) (PESTANA; GAGEIRO, 2005). These analyzes can be seen in Table 5 where it shows that the ICS predicts TRS, that is, that Sustainable Trust is related to the Intention Sustainable Consumption, and it can be observed that there is significance in this H1, thus corroborating the studies by Aman et al. 2012, Phipps et al. 2013 and Prothero et al. 2011, thus proving H1 is positively adequate. However, H2 was not confirmed as we can see in Table 5, so NEP is not preceded by ICS, that is, the NEP scale is not directly and positively related to the Sustainable Consumption Intention, which can be seen in Table 5, which shows that there is no significance in H2. In Table 5, we can see that H3 shows that the ICS predicts CP, that is, that Ecological Purchasing is related to the Intention to Sustainable Consumption, and it can be observed that there is significance in this H3, thus corroborating the studies of Kong 2014, Ramesh, 2019 and Chiu et al. 2014, thus proving H3 is positively adequate.

Given the above, the results of Multiple Linear Regression and are in accordance with the recommendations of Pestana and Gageiro, (2005), which can be seen in Table 4.

Table 4 - Search results

Model	Coefficients ^a								
	Nonstandard coefficients		Standardized coefficients		t	Sig.	Correlations		
	B	Beta	Beta	Zero order			Partial	Part	
1	(Constante)	0,267	0,206		1,296	0,196			
	TRSMEAN	0,226	0,050	0,182	4,494	0,000	0,528	0,250	0,147
	NEPMEAN	0,121	0,069	0,065	1,745	0,082	0,338	0,100	0,057
	EPMEAN	0,540	0,028	0,698	18,994	0,000	0,797	0,737	0,622

a. Dependent variable: ICSMEAN

Source: Data from the survey (2020).

5 DISCUSSION OF RESULTS

The sustainable agenda is progressively generating greater engagement by different social actors in the preservation of the environment, thus building new patterns of behavior and, consequently, new market demands. This study aimed to analyze the relationship between the intention of sustainable consumption, confidence in sustainable consumption, the New Ecological Paradigm - NEP scale and ecological purchases.

The results obtained in this study demonstrate that the intention of sustainable consumption is positively related to confidence in sustainable consumption, thus confirming the H1 proposed in this study and corroborating with the studies by Aman et al. (2012) and Severo (2018), thus demonstrating the individual's concern with the environmental aspect and making conscious choices in their personal consumption decision, thus demonstrating confidence in sustainable consumption.

However, H2 was not confirmed in this study, thus demonstrating that the NEP scale is not positively related to the intention of sustainable consumption, thus not corroborating the studies by Dunlap et al. (2000) who state that sustainable consumption when related to the NEP scale does not take into account the impact of consumption on the environment, thus demonstrating the importance of updating the NEP scale, since studies such as Seyfang (2005) showing results opposite to the findings of this study.

Regarding H3, in which it was positively confirmed, demonstrating that the intention of sustainable consumption is positively related to ecological purchases, thus ratifying the studies carried out by Kong, (2014) and Mohammad et al. (2018). These results demonstrate consumer awareness as they aim to purchase environmentally friendly products and thus demonstrate behavior related to sustainable consumption.

This study demonstrated that the NEP scale may be getting out of date for the current context, as its estimate before the respondents did not demonstrate relevance. In this way, it was observed that the respondents had a different behavior from previous studies that used the NEP scale, showing new or different behavioral patterns regarding the environment.

In view of this, this study corroborates the existing literature with its findings and, consequently, filling in supporting future studies on the theme addressed in this study. This study used a convenience sample, as the respondents were contacts of the researchers, thus being able to analyze the perception of several respondents located in different continents, with the majority of respondents being located in South America.

6 FINAL CONSIDERATIONS

The results of this research have interesting implications for academia, as the methodological structure of this study can provide useful information and guidelines for future studies that aim to develop and validate new constructs containing the NEP scale. With regard to the intention of ecological purchases, this study can help shape its strategies to meet the growing demands of environmentalists, given that the scale of confidence in sustainable consumption can be used to determine the individual awareness of conscious consumers, associated with updating of the NEP scale can assist in a greater understanding of responsibility in the sense of living a quality life, environmental well-being, sustainable consumption and sustainability responsibility for current and future generations. Thus, future research can develop new strategies, policies and educational programs that can improve and advance consumer awareness of these sustainable environmental practices.

The limitation of this study is the data collection time and the number of respondents, as it obtained little adherence in some continents. As a recommendation for future research, it is

recommended to increase the number of respondents and the collection time in order to deepen the analysis of the citations mentioned above, enabling a greater understanding of the variables mentioned above. It is recommended to analyze and make it possible to update the NEP scale. It is also recommended to improve the analysis of the constructs through MEE.

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