

## Consumers Attitude And Purchasing Intention Toward Green

Research Paper (undergraduate) from the year 2018 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 3.8, Limkokwing University of Creative Technology, course: MA in Project Management, language: English, abstract: The growing social and regulatory concerns for the environment lead an increasing number of companies to consider green issues as a major source of strategic change. In particular, this trend has major and complex implications on the technological strategy of a company and on its product innovations. Even though it is increased eco-awareness of Malaysian customers during the past few decades, there are some barriers to the diffusions of more ecologically oriented consumption and production styles. Therefore, companies are increasingly recognizing the importance of green marketing concepts. The purpose of study was to investigate the consumer attitudes and perceptions towards eco- friendly products in FMCG sector and their willingness to pay on green products. This study was based on both primary and secondary data. The primary data were collected from the sample survey that was conducted in the three districts in western province such as Cyberjaya, Kuala Lumpur, and Petaling Jaya. 160 respondents were selected for the survey and respondents were asked to answer the prepared questionnaire. The questionnaire was designed to obtain the consumers attitudes and perception regarding eco-friendly FMCG products under four value added areas such as product designing, packaging, place and promotion that lead towards the motivation of consumption. The secondary data were collected from relevant journals, books and other published data. The study revealed that the green products have substantial awareness among Malaysian customers and they are willing to pay something more on green products. The majority of customers considered that package is most important element of such products. The researchers ha

"It is not thought as such that can move anything, but thought which is for the sake of something and is practical." This discerning insight, which dates back more than 2000years to Aristotle, seems to have been ignored by most psycholo gists. For more than 40years theories of human action have assumed that cogni tion and action are merely two sides of the same coin. Approaches as different as S-O-R behaviorism,social learning theory, consistency theories,and expectancy value theories of motivation and decision making have one thing in common: they all assume that "thought (or any other type of cognition) can move any thing," that there is a direct path from cognition to behavior. In recent years, we have become more and more aware of the complexities in volved in the relationship between cognition and behavior. People do not always do what they intend to do. Aside from several nonpsychological factors capable of reducing cognition-behavior consistency, there seems to be a set of complex psychological mechanisms which intervene between action-related cognitions, such as beliefs, expectancies, values, and intentions,and the enactment of the be havior suggested by those cognitions. In our recent research we have focused on volitional mechanismus which presumably enhance cognition-behavior consistency by supporting the main tenance of activated intentions and prevent them from being pushed aside by competing action tendencies.

The objective of the study is to extend the emerging body and scope of research on consumer's attitudinal and behavioral responses to online consumer reviews by examining the role of both message content and source characteristics. That is, this study investigates how consumers process online consumer reviews within the context of message and source characteristics, and how these two factors influence consumer's attitudes toward the review, attitudes toward the product, perceived credibility of the reviewers, and purchase intention. From this perceptive, the study broadens the understanding and importance of message and source factors to the persuasiveness of online consumer reviews.

The understanding of consumers' processes and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services to satisfy their needs and desires is crucial to guide marketers. Hence, the importance of the concept of source credibility in advertisement i.e. corporate credibility and endorser credibility. The aim of this study is to examine the effect of both the endorser and corporate credibility on consumer's attitude toward ad, brand attitude and purchase intention when brand familiarity is tested. The model developed for this study is an integration of five separate "advertisement effect" models found in the advertising related literature. The study found that of the two source credibility investigated, endorser credibility portrays greater antecedent impact on Attitude toward advertisement than corporate credibility. The study also found that prior attitude toward brand is not a moderator for Attitude toward Advertisement and Attitude toward Brand. Attitude toward Brand is partial mediator for the relationship between attitude toward advertisement and purchase intention.

Globally, it is estimated that over 2,518,200 tons of hides and skins were exported in the year 2011 alone, with an estimated world production yield of 23 billion square feet of finished leather (FA0, 2011; Mwinyihija, 2011). While some manufacturers have adopted eco-friendly production methods, most tanneries still practice the old-fashioned techniques, which can create negative impacts on the environment and the health of industry employees due to the generation of solid (e.g., chromium salts) and liquid (e.g., untreated water) waste full of toxic chemicals (Iyer, & Mastorakis, 2009). While consumer behaviors and their purchase intentions related to their beliefs have been widely studied, researchers have not investigated consumer beliefs and attitude regarding leather production and whether their environmental values and knowledge impact their beliefs about leather products, attitudes towards purchasing leather products, and intentions to purchase leather products. To fill in a gap in the current research on consumer behavior and using the Theory of Reasoned Action (Fishbein, 1967), Dickson's (2000) extension of the theory and Dunlap's (2008) New Ecological Paradigm as a guide, the purpose of this study was to investigate whether exposure to information regarding the environmental and health impact of leather production would ultimately change consumers' beliefs, attitudes and intentions to purchase leather products. A survey questionnaire was used to examine changes in consumers' beliefs, attitudes and intentions to purchase leather products using a modified classical experimental design with a pre-test and post-test format. Two Oregon State University undergraduate classes in the Department of Design and Human Environment were recruited to participate in the study. One class received an informational treatment lecture on leather production, while the other did not. A total of 72 Oregon State University undergraduate students participated in the study. The findings supported the previous works of the Theory of Reasoned Action and its extension, arguing that consumer knowledge and beliefs regarding specific products impact consumer attitudes, specifically consumer attitude toward leather production's health impact. It was also found that within the experimental group relative to their New Ecological Paradigm score, students with a higher New Ecological Paradigm score were found to have more significant changes when comparing pre-test and post-test results at an individual level. These findings provide evidence to support the importance of understanding how knowledge impacts consumer beliefs, attitudes and purchase intentions. Participants in the experimental group demonstrated a change in beliefs toward leather production and its health impact on tannery workers after exposure to the treatment lecture. While beliefs and attitudes toward leather production were not impacted by the treatment lecture, this study still provides information to those hoping to have an impact on consumers via knowledge delivery. Having an understanding of how beliefs, attitudes and purchase intention are impacted by information provides retailers with valuable insight of how to effectively deliver their information to consumers that will reach them on a deeper level. This will help them to better reach their target market, give their messages more impact and influence consumers' beliefs and future buying decisions. Future research in this field will add to the growing research area regarding knowledge and its impact on consumers.

This Handbook contains a unique collection of chapters written by the world's leading researchers in the dynamic field of consumer psychology. Although these researchers are housed in different academic departments (ie. marketing, psychology, advertising, communications) all have the common goal of attaining a better scientific understanding of cognitive, affective, and behavioral responses to products and services, the marketing of these products and services, and societal and ethical concerns associated with marketing processes.

Consumer psychology is a discipline at the interface of marketing, advertising and psychology. The research in this area focuses on fundamental psychological processes as well as on issues associated with the use of theoretical principles in applied contexts. The Handbook presents state-of-the-art research as well as providing a place for authors to put forward suggestions for future research and practice. The Handbook is most appropriate for graduate level courses in marketing, psychology, communications, consumer behavior and advertising.

This book addresses three related questions to explicate the relationships between media images of made-in-China products and consumer behavior. First, we examine the central themes and symbolic devices that journalists in mainstream U.S. media repeatedly employ to frame issues related to China. Then, we investigate whether, or to what extent, such generic "China-related issue frame packages" are applied to present the many quality crises of made-in-China products in U.S. newspapers. Last, but most relevant to marketers both in the U.S. and in China, we probe via a controlled experiment how much such media presentation affects consumer attitude towards made-in-China products, their intention to purchase, and their causal attribution for the quality issues.

The GCBME Book Series aims to promote the quality and methodical reach of the Global Conference on Business Management & Entrepreneurship, which is intended as a high-quality scientific contribution to the science of business management and entrepreneurship. The Contributions are the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields. The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference and resulting volume in the book series is expected to be held and appear annually. The year 2019 theme of book and conference is "Creating Innovative and Sustainable Value-added Businesses in the Disruption Era". The ultimate goal of GCBME is to provide a medium forum for educators, researchers, scholars, managers, graduate students and professional business persons from the diverse cultural backgrounds, to present and discuss their researches, knowledge and innovation within the fields of business, management and entrepreneurship. The GCBME conferences cover major thematic groups, yet opens to other relevant topics: Organizational Behavior, Innovation, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Green Business.

### Consumers' Purchase Intentions and Their Behavior

'Why we eat what we eat?' is a key question for the 1990s, posed again and again in government departments, in sectors of the food industry, by professionals in health, in education, and in catering, to name a few. It is the same question adopted as the springboard for the UK Economic and Social Research Council's (ESRC) Research Programme on 'The Nation's Diet' (1992-1998), a wide ranging, multi-disciplinary set of co-ordinated basic research projects across the social sciences, including economics, psychology, social anthropology and sociology, as well as education and media studies. Contributors include; Annie S. Anderson, Hannah Bradby, Robert G. Burgess, Michael Burton, Helen Bush, Pat Caplan, Mark Conner, G. Jill Davies, Richard Dorsett, Alan Dowey, John Eldridge, Ben Fine, Andrew Flynn, Leslie Gofton, Susan Gregory, Malcolm Hamilton, Michelle Harrison, Michael Heasman, Spencer Henson, Pauline Horne, Rhiannon James, Anne Keane, Debbie Kemmer, Mike Lean, Diana Leat, Zara Lipsey, C. Fergus Lowe, Sally Macintyre, Terry Marsden, David Marshall, Lydia Martens, David Miller, Marlene Morrison, Elizabeth Murphy, Georgina Oliver, Susan Parker, Christine Phipps, Tessa M. Pollard, Rachel Povey, Jacquie Reilly, Richard Shepard, David Smith, Paul Sparks, Andrew Steptoe, Ann Walker, Alan Warde, Jane Wardle, Anna Willetts, Janice Williams, Rory Williams, Judith Wright, Neil Wrigley, Trevor Young.

This book, first published in 2002, compiles psychologists' best attempts to answer important questions about intuitive judgment. Third-Party Product Reviews (TPPRs) are neutral (as far as the producers' interests are concerned) and consumer-orientated product tests that are carried out by experts. The reviews are published in special interest magazines like PC-World, Runner's World, Decanter or Wine Advocate and on the magazines' web pages respectively. Market observations provide strong evidence that Third-Party Product Reviews (TPPRs) significantly influence the success or failure of the products evaluated. Apart from purely descriptive contributions, however, there have not been any studies so far that examine the impact of such test information on purchase behaviour. This work aims at diminishing this gap in marketing research by theoretically and experimentally studying the relevance of TPPRs for product choice decisions on the one hand and for perceived quality, perceived value and purchase intentions on the other.

Consumer behavior is becoming increasingly complex in the current global market. A broader understanding of the psychologically-driven motivation of consumers and characteristics of the consumer decision-making process is vital for effective customer engagement in the global economy. The Handbook of Research on Leveraging Consumer Psychology for Effective Customer Engagement provides current research on topics relevant to consumer beliefs, feelings, attitudes, and intentions and how best to utilize this research improving consumer appeal and relationships. Emphasizing critical topics in the field of consumer behavior research, this publication is a comprehensive resource for marketing professionals, managers, retailers, advertising executives, scholars, and graduate-level students in marketing, psychology, and MBA programs.

This book describes the reasoned action approach, an integrative framework for the prediction and change of human social behavior. It discusses critical issues related to the reasoned action framework, and provides methodological and conceptual tools for the prediction and explanation of social behavior and for designing behavior change interventions.

This book is a collection of selected papers presented at the Annual Meeting of the European Academy of Management and Business Economics (AEDEM), held at the Faculty of Economics and Business of the University of Barcelona, 05 – 07 June, 2012. This edition of the conference has been presented with the slogan "Creating new opportunities in an uncertain environment". There are different ways for assessing uncertainty in management but this book mainly focused on soft computing theories and their role in assessing uncertainty in a complex world. The present book gives a comprehensive overview of general management topics and discusses some of the most recent developments in all the areas of business and management including management, marketing, business statistics, innovation and technology, finance, sports and tourism. This book might be of great interest for anyone working in the area of management and business economics and might be especially useful for scientists and graduate students doing research in these fields.

The purpose of this study was to investigate three factors which influence the purchase intention of environmentally-aware Thai house buyers (consumers). These factors occur when consisted of environmental attitude, social value, and self-image congruence. After reviewing much of the related literature concerning the purchasing intentions associated with environmentally friendly products, and the high-involvement product purchasing intentions and their related forms, three key gaps have been identified as follows: 1) previous researchers have primarily studied specific green products (such as organic food), but no research has focused on 'environmentally friendly houses', 2) previous studies about consumer behaviour regarding house purchasing have not employed the 'Theory of Reasoned Action' and the 'Theory of Planned

Behaviour', which are among the most popular theories today applied to a large varieties of products, and 3) the researcher has established that studies about purchasing intentions regarding buying a 'green' or eco-friendly house, in Thailand, has been limited.

Social media (e.g., Facebook, LinkedIn, Groupon, Twitter) have changed the way consumers and advertisers behave. It is crucial to understand how consumers think, feel and act regarding social media, online advertising, and online shopping. Business practitioners, students and marketers are trying to understand online consumer experiences that help instill brand loyalty. This book is one of the first to present scholarly theory and research to help explain and predict online consumer behavior.

It is critical for the food industry to maintain a current understanding of the factors affecting food choice, acceptance and consumption since these influence all aspects of its activities. This subject has matured in recent years and, for the first time, this book brings together a coherent body of knowledge which draws on the experiences in industrial and academic settings of an international team of authors. Written for food technologists and marketeers, the book is also an essential reference for all those concerned with the economic, social, and psychological aspects of the subject.

This book analyses the importance of consumer behaviour in sustainable fashion and consumption. Consumer behaviour plays a major role in sustainability, and when it comes to textile products, a number of studies have shown that for certain product categories, consumer behaviour during use and disposal stages influences the entire life cycle impacts of the product more than the raw material and manufacturing stages. However green the production, the overall sustainability of a product depends on the consumers who use and dispose of it.

For a century, almost all light-duty vehicles (LDVs) have been powered by internal combustion engines operating on petroleum fuels. Energy security concerns about petroleum imports and the effect of greenhouse gas (GHG) emissions on global climate are driving interest in alternatives. Transitions to Alternative Vehicles and Fuels assesses the potential for reducing petroleum consumption and GHG emissions by 80 percent across the U.S. LDV fleet by 2050, relative to 2005. This report examines the current capability and estimated future performance and costs for each vehicle type and non-petroleum-based fuel technology as options that could significantly contribute to these goals. By analyzing scenarios that combine various fuel and vehicle pathways, the report also identifies barriers to implementation of these technologies and suggests policies to achieve the desired reductions. Several scenarios are promising, but strong, and effective policies such as research and development, subsidies, energy taxes, or regulations will be necessary to overcome barriers, such as cost and consumer choice.

Can ARTIFICIAL INTELLIGENCE intentions Disney visitor behavior be predicted by survey research ?How can be survey research measured that is applicable to intentions, attitude or satisfaction data to predict consumer behavior? Whether surveyed consumers will be predicted how consumers behavior are more easier than non surveyed consumers. Most academic studies of satisfaction use consumers' intention to repurchase as the criterion variable ( for an exception, see Bolton 1998), and most companies rely on consumers' purchase intentions to forecast their adoption of new products or the repeat purchase of existing ones ( Jamieson and Bass 1989).In practice, some consumer psychologists' studies adjust the intention scores by analyzing that actual purchase behavior of consumers whose purchase intentions have been measured previously. For example, the popular ACNIELSEN BASES model forecasts aggregate purchase rates by applying conversion rates to measured purchase intentions ( e.g. it seems that 75% of consumers who checked the top purchase-intentions box will actually purchase the product). To obtain these conversion rates, BASES uses previous studies that measured the purchase intentions of consumers and then tracked their actual purchases. However, investigating whether survey research is useful to measure consumer behavior. It has a weak point, a limitation of these studies is that companies ( businessmen) focus on the internal rather than the external accuracy of purchase-intention measures. That is, the company studies measure the improvement in the ability to forecast the behavior of consumers whose intentions who previously measured for survey research experiments, not the behavior of consumers whose intentions who did not measure. Therefore, the studies assume that the companies can predict the intention-behavior relationship of non-surveyed consumers on the basis of the relationship that surveyed consumer exhibit.It would suggest that studies measure the strength of the association between intentions and behavior on the same sample of consumers overstate that external predictive accuracy of purchase intentions by survey method. This would explain why so many new products fail even after which are performed well in purchase-intention tests by survey method. I shall suggest survey framework distinguished between two sources of measurement reactivity. The first is self-generated validity effects, it is as a strengthened relationship between latent intentions and behavior, due to the measurement of intentions from post-survey research. The second source includes all measurement effects that are independent of latent intentions, such as those that social norms or post-survey intention modifications create.

Consumers' Purchase Intentions and Their Behavior reviews the relevant literature on purchase intentions in marketing, and more generally on the intentions-behavior relationship in social psychology, since purchase intentions are a particular form of the more general construct of intentions. Starting with the importance of purchase intentions to marketing managers, the author then focuses on reviewing the literature that provides an understanding of how strong is the relationship between purchase intentions and purchasing, what factors influence the strength of the relationship between purchase intentions and purchasing, and how a marketing manager should best use purchase intentions to forecast future sales.

The group comprised of Chinese luxury consumers is small, but it is well worth studying. This research quantitatively investigates the correlations between Chinese consumer's social responsibility (CSR) and Chinese luxury consumer's attitude and behavior. It examines the differences in attitudes and behaviors between Chinese luxury consumers and non-luxury consumers towards CSR, by researching Chinese luxury consumers at different purchasing levels, and their awareness of CSR, trust of CSR, perceived service quality, brand affect and purchase intention. Empirical results conclude that (1) Chinese luxury-consumer's awareness of CSR and trust of CSR are positively correlated with brand affect, perceived service quality and purchase intention; (2) Chinese luxury consumers at different luxury-spending levels react differently to CSR. Those at moderate spending level react most positively to CSR. Managerial implications are provided.

The objectives of research were to study the source characteristics of an online influencer, consumers' attitude, and their purchase for the L'Oreal brand and to explore the relationship among these three variabes. Two hundred and six Indian male and female respondents, aged between 18 and 40 year old andcurrently residing in Thailand, were asked to complete an online questionnaire survey. The results depicted the respondents had a positive opinion on the source characteristics of the online influencer (M = 3.69), with likeability receiving the highest score (M =4.27) and similarity receiving the lowest overall score (M = 3.09) Moreover, the respondents had a positive attitude towards the L'Oreal brand (M = 4.10) and were likely to purchase the brands products (M = 3.90). In regard to the relationship among the variables, the research results demonstrated that source characteristics is positively related with the respondents' attitude (r = .551) and their purchase intention on L'Oreal's products ( r = 0512).

The purpose of this book was to examine the emotional responses while consumers are shopping, consumer attitudes toward apparel shopping, subjective norms, individual differences, and demographic factors for U.S. and Taiwan consumers' apparel purchase intentions and purchase behavior.

Aim - The study attempts to investigate the effect ofcontroversial advertisements on consumer attitudeof religious consumers and to find out how it reflectsin their purchase intention and consequently in theirbuying behavior. The study also aims to investigatewhat difference of attitude is prevailing betweenmen and women.Method - 200 participants ranging in age from 20 to25 at first were randomly selected from 3

different institutes of Lahore. Religious Commitment Inventory u2013 10 was distributed to the 200 participants. 40 participants (20 males; 20 females) having the highest and nearly equal scores on the RCI-10 were selected. The selected participants were shown censored advertisements first and their responses were collected on Consumer Attitude Questionnaire and Juster u2013 11 Point Probability Scale. After collecting the questionnaires, participants were shown uncensored versions of the same advertisements, and responses were then collected again on same scales. The pre and post testing allowed recording any disparity in Consumer Attitude and Purchase Intention of the participants that arose after watching the uncensored advertisement. Results - The analysis of results using t test and Pearson Correlation Coefficient suggested that controversial advertisements negatively affect the consumer attitudes of religious consumers. It is suggested that females with high religiosity are more offended by controversial advertisements as compared to males with high religiosity. However, the analysis of results showed that consumer attitude is not a strong predictor of consumer behavior, as there might be other mediating and moderating variables that shape the ultimate purchase intention and consumer behavior of religious consumers.

Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, The University of Chicago, language: English, abstract: The findings of the study are well consistent with close-cut studies of other companies offering hospitality services online. According to Harcar and Yucelt (2012), perceived convenience ranked highest in explaining the consumers' search intention as a dependent variable and as if that is not enough, the same research findings did hold ground for another rather distanced online travel company as can be justified by the fact that perceived convenience by the consumer made the highest contribution in affecting consumers' search intention while they were searching for their services (Peng et al, 2013). These findings were again consistent with of another scholar who in his studies, discovered that perceived convenience had much contribution to make on the customers' search intention (Conyette, 2012). On the other hand, the attitude of the consumer as far as his/her search intention is concerned also gave relatively considerable contribution. The findings of the study place the attitude of the consumer as the second strongest factor likely to affect the search intention of consumers and according to another research, the attitude of the consumer played a great role in affecting the consumer in his/her search intention as far as online travel is concerned (Khandelwal et al, 2012). It is explained that the consumer's attitude has a great effect on the consequential bearing of his search with regards to making reservations online of buying hospitality services online. This study finding is consistent with other studies and much more matches the expectations of stakeholders in this industry who without prior knowledge of customers' preferences and intentions, can not really compete in the industry (Park et al). Knowing the attitude of the consumer and understanding that this attitude would affect his/her search intentions is key to making any online travel business successes (Jha, 2014). Intensive research placed subjective norm on the lower end of affecting consumers' search intention when compared with perceived convenience and consumers' attitude all through the study. [...]

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