

## Consumers Attitude And Purchasing Intention Toward Green

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.

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 percentage of U.S. consumers shopping and purchasing through the Internet is growing. The consumer has adapted to using the Internet to purchase products and retailers have profited from this new channel. Although the Internet is becoming an important part of business as well as consumers' daily lives, little is known about how a website provides competitive advantage to a retailer and what makes a website appealing to consumers. In order to address the gap in research that exists regarding why and how consumers identify with online apparel retailers, the purpose of this research is to examine the relationship between website attributes (e.g., perceived attractiveness, informativeness), e-service quality (e.g., efficiency, fulfillment, system availability) and consumer-company identification for online information search and purchase behavior. More specifically, this research examines the links between consumer-company identification, perceived usefulness, and attitude toward a website, and their implications for the behavioral intention of consumers. Behavioral intention includes the consumer's intention to search for information and intention to purchase within the online environment. Very little research has been done that connects consumer-company identification with information search and purchase behavior of apparel consumers in the online context. Combining elements from Social Identity Theory and Technology Acceptance Model, this study proposes a conceptual model that builds on the Technology Acceptance Model and tests a total of seven hypotheses developed based on the key constructs and literature. Survey data were collected from a convenience sample of 291 students at the ii University of North Carolina at Greensboro, based on a pre-selected website (American Eagle: [www.ae.com](http://www.ae.com)). Structural Equation Modeling was used to test the hypothesized relationships. Findings revealed that six of the seven hypothesized relationships were supported. This study makes several contributions to the literature. First, this study tests consumer-company identification to provide implications for Internet retailing. Second, the research provides important insights into consumers' search and purchase intentions in relation to consumer-company identification with, perceived usefulness of, and attitude toward a website. Third, discussion of the relationship between website design attributes, e-service quality attributes and perceived usefulness provides suggestions for online marketing strategy. Fourth, this research connects psychological concepts like identity and organization identification with business strategies and consumer decision-making. Finally, this research confirms the unique value of Internet technology to retailing and emphasizes the importance of online store attributes to search and purchase intention."--Abstract from author supplied metadata.

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 variables. Two hundred and six Indian male and female respondents, aged between 18 and 40 year old and currently 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 brand's 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 Effect of Online Consumer Reviews on Attitude and Purchase Intention  
The Role of Message and Source Characteristics

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

**Abstract:** Cause-related marketing is an emerging area within the marketing discipline, originating in the United States in the 1980s. This thesis defines the term cause-related marketing as a marketing strategy whereby the firm makes a contribution, financial or otherwise, to a nonprofit organisation(s) contingent upon the customer engaging in a revenue providing exchange that satisfies business and individual objectives. This strategy may include additional elements such as sponsorship, sales promotion, co-branding and employee involvement. -- In examining the literature relating to cause-related marketing, a need for further research was identified for a number of reasons. First, there is considerable investment and growth in this strategy both in Australia and overseas. Second, academic and practitioner research have indicated strong consumer support for the concept of cause-related marketing, yet there has been limited evidence to date regarding the effectiveness of this strategy, especially in comparison to other marketing strategies. Finally, in an increasingly challenging business environment, marketing practitioners are seeking to explore new strategies and the efficacy of traditional forms of marketing communications is subject to debate. As such, this thesis explored the following research questions: What is the impact of cause-related marketing on the consumer's response in terms of attitude to the strategy, attitude toward the brand and purchase intention? and, Do consumers respond more positively toward cause-related marketing than toward sponsorship or sales promotion? -- To address these questions, an experimental research design incorporating self-administered questionnaires was used. The major finding of this research is that consumers may have a more favourable attitude to cause-related marketing than to either sponsorship or sales promotion, however the brand must be perceived to have a natural association or fit with the cause. Further, cause-related marketing has the ability to engender a more favourable change in attitude to the brand than does sales promotion. This change in attitude is affected by the consumer's attitude to the strategy itself. This study did not, however, demonstrate that exposure to cause-related marketing, sponsorship or sales promotion had a significant effect on purchase intention. Finally, neither gender nor personal values have been shown to influence the above outcomes. The findings of this research have a number of practical implications for the effective use of cause-related marketing.

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.

This SpringerBrief offers a state of the art analysis of electronic word-of-mouth (eWOM) communications and its role in marketing. The book begins with an overview of traditional word-of-mouth (WOM) and its evolution to eWOM. It discusses the differences between traditional and online WOM. The book examines why people engage in eWOM communications, but also how consumers evaluate its persuasiveness. It also looks at the effects of eWOM. The book identifies current gaps in the eWOM research, but also highlights future directions for this growing field. eWOM is an important marketing technique in brand communications, and it plays an important role in modern e-commerce.

Marketers become extremely interested in enhancing the power of eWOM developing loyalty programs and building brands. Studying the effect of eWOM can be beneficial for companies. This book should be a good resource for scholars and practitioners that need to understand the pervasive effects of eWOM.

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.

**Abstract:** The primary goal of this research is to investigate U.S. consumer purchase behavior of organic personal care products based on the Theory of Planned Behavior (TPB) by Ajzen (1985). In particular, this research examines 1) the influence of consumer values (i.e., health consciousness, environmental consciousness, and appearance consciousness) on attitude toward buying organic personal care products, 2) the influence of attitude, subjective norm, and perceived behavioral control on purchase intention for organic personal care products, 3) the effect of consumers' past experiences on their purchase intentions for organic personal care products, and 4) the moderating influence of perceived behavioral control on the relationship between attitude toward buying organic personal care products and purchase intention for the products. For this research, an organic shampoo and body lotion were used as sample products. An online survey was conducted with 207 online panel members, and multiple regression analysis was used to examine the proposed relationships. The findings of this research indicated that only two consumer values, environmental consciousness and appearance consciousness, influenced positive attitude toward buying organic personal care products. In addition, the results revealed that attitude, subjective norm, perceived behavioral control, and past experiences significantly predicted purchase intention for organic personal care products. Furthermore, the relationship between attitude and purchase intention was moderated by perceived behavioral control.

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.

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 (FAO, 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.

**Aim -** The study attempts to investigate the effect of controversial advertisements on consumer attitude of religious consumers and to find out how it reflects in their purchase intention and consequently in their buying behavior. The study also aims to investigate what difference of attitude is prevailing between men and women. **Method -** 200 participants ranging in age from 20 to 25 at first were randomly selected from 3 different institutes of Lahore. Religious



?????????"212B38"????????????????"212B38"?????????????. Limited edition of co-branding products are employed by marketers in an attempt to affect consumer's decision-making. Many marketers have designed limited edition products to stress the unavailability of products and thus increase consumers' purchase intention. However, how perceived scarcity affect consumers' evaluation and attitude toward co-branding are not clear. In the past, some researchers tried to explain the scarcity effects from the perspectives of expensive-quality-value mechanisms; for instance, Lynn's (1992b) S-E-D model and Monroe and Krishnan's (1985) price-perceived quality model. In addition, according to need for uniqueness theory, the perceptions of uniqueness of a product are that customers view the product as different from other products. If a product is difficult to obtain, consumers' perceptions of uniqueness are likely to be high. Therefore limited edition of co-branding products themselves could augment consumers' perceived scarcity and uniqueness. This study integrates relevant theories and develops a comprehensive framework for a better understanding how scarcity affects consumers' attitude toward co-branding and their purchase intention. Survey questionnaires are used to collect data and 529 valid samples are collected for hypotheses testing. Major findings of this research are as the followings. Firstly, perceived scarcity positively influences attitude toward co-branding and purchase intention through other mediating factors, such as assumed expensiveness, perceived quality, perceived value, perceived sacrifice, social acceptance, and perceived uniqueness. Secondly, perceived uniqueness positively influences perceived sacrifice and social acceptance. Finally, social acceptance and perceived value both has significant positive impacts on consumers' attitude toward co-branding

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