

12th International Strategic Management Conference, ISMC 2016, 28-30 October 2016, Antalya, Turkey

The Exploring Relationships between Environmental Concern, Collectivism and Ecological Purchase Intention

İbrahim Arısal^a, Tarık Atalar^b, a*

^{a,b} Mustafa Kemal University, Hatay, 31060, Turkey

Abstract

The relationships between Environmental Concern and Ecological Purchase Intentions were tried to analyze with a structural equation model in this study. A random sample survey of 304 individuals from Mustafa Kemal University in Turkey was used to verify the conceptual model and framework. This model was assessed initially by confirmatory factor analysis and subsequently by structural equation modelling. Structural equation modeling confirmed a good fit of the data with the proposed model. The study came up with the result that there were significant relations among collectivism, environmental concern and ecological purchase intention. Collectivist individuals were more concerned on environmental issues, environmental concern had effect on environmental purchase intention of the individuals and, furthermore, the gender differences had effect on individuals' ecological purchase intention.

© 2016 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).
Peer-review under responsibility of the organizing committee of ISMC 2016.

Keywords: Environmental Concern, Environmental Purchase Intention, Collectivism, Structural Equation Modeling

1. Introduction

For the last 30 years, there has been substantially an increase in concern with the environment. At first, individuals were occupied with finding the fundamental ecological issues (Fraj and Martinez, 2007). Then, it changed to mainly concerns about the future life standards and the situation of the environment that next generation will live in (Zinkhan and Carlson, 1995).

Researches related to the consumers' selection of purchasing environmental products take place in majority of the literature. Studies in recent years, have demonstrated a reliably abnormal state of attention to and sympathy toward ecological issues. Hence, in developed countries, there has been significant exploration enthusiasm for comprehension of determinants of consumers' ecological disposition (Abdul-Muhmin, 2007). Besides, understanding relationships

* Corresponding author. Tel. +90-326-221-3317 Fax. +90-326-221-3320

Email address: iarisal@mku.edu.tr

between environmental concern and ecological purchase intention in developing countries will gain importance. Although there has been a rapid increase in the number of consumers that have environmental awareness and concern, it can be said that environmentalist products, nowadays, are not effective as they can cause stereotyped movements on consumer behavior (Cabuk and Nakıbođlu, 2003). Therefore, when literature is analyzed, there has been different models related to environmental attitude and behavior (Chan, 2001; Kim and Choi, 2005; Abdul-Muhmin, 2007; Fraj and Martinez, 2007; Martinez et al., 2015). In this study, by implementing the mixture of present and already implemented models, whether consumers' environmentalist attitude has effects on consumer behaviors in a developing country has been studied. Because, researching factors that lead the improvement of environmentalist attitude and behaviors of consumers are crucial. For this purpose, with the help of literature, a new Structural Equation Model has been offered for the effects of university student's environmentalist attitude and behaviors on ecological purchase intention, the suitability of the model has been tested considering many consistency measurements.

This paper will be organized as stated below. At first, there is an outline of the literature. Secondly, the proposed model is summarized, clarifying each one of the variables, the technique for measurement and the hypotheses. Thirdly, sample characteristics and the analysis carried out are related. The principle discoveries and their suggestions in the new ecological business sector are then laid out. At last, the conclusions demonstrating the study limit and essential future examination lines are proposed.

2. Conceptual Model And Hypotheses

The purpose of this study was to explore the influence of green purchase behavior of university students' susceptibility to environmental issues based on regional and global environmental problems according to the individualist and collectivist attitudes. The proposed model of the study was stated in Figure.1

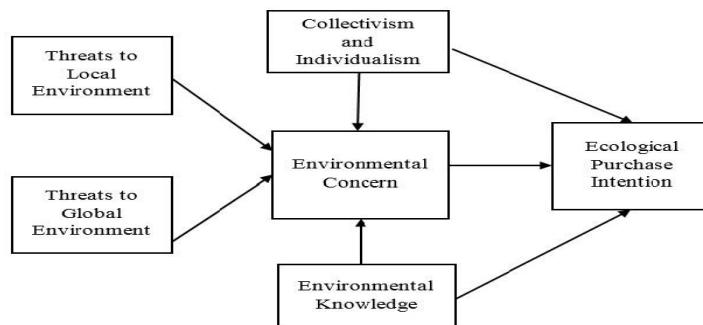


Figure 1. The proposed model of the study

As seen clearly, conceptual framework was developed in this model to explain university students' green purchase intention based on environmental susceptibility by taking previous studies' output as basis. This model was developed with the help of the model stated in Abdul-Muhmin (2007) and Chan (2001)'s study.

The measurement instruments of the present study were developed based on input from previous studies. Conceptual sides of the variables based on the model were explained below.

2.1. Environmental Concern and Threats to Local/Global Environment

Nowadays, environmental problem becomes more of an issue. Common interest toward natural issues has steadily expanded in the course of recent decades since the commencement of Earth Day (Kim and Choi, 2005). At the same time, environmental issues are individual's concern. Especially, on an individual basis, the effects of ecological issues on consumers' choice have gradually gained importance.

Nowadays, studies show a reliably abnormal state of consciousness and sympathy toward ecological issues. Ecological concern is conceptualized as a general character that mirrors the degree to which the purchaser is concerned about dangers to the earth, the results of such dangers for the harmony of nature and next generations, and the absence of human activity to secure the earth for next generations (Abdul-Muhmin, 2007). According to Kinnear, Taylor and Ahmed (1974), for those who have ecological concern; (a) Their perceived consumer activity against pollution is high, (b) Their opening to new ideas is high, (c) They are interested in how products work, (d) They satisfy their curiosity, (e) Their need for ensuring personal safety is high. Excessive natural resource consumption via

Download English Version:

<https://daneshyari.com/en/article/5126081>

Download Persian Version:

<https://daneshyari.com/article/5126081>

[Daneshyari.com](https://daneshyari.com)