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## Investigating the factors affecting female consumers' willingness toward green purchase based on the model of planned behavior

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### Abstract

International researches show that consumers' environmental concerns have caused them to change their buying behavior gradually and rethink about the products they buy. Green purchase means adding environmental aspects to criteria such as price and performance when deciding to buy the ultimate goal of which is to reduce environmental effect on sourcing and to increase efficiency of resources. Therefore, the main objective of this study is to investigate the factors affecting female consumers' willingness for green purchase based on the model of planned behavior in Iran. The research method is applied, fundamental and developmental in terms of its objective and it is descriptive-survey in term of its method. The study population consists of women living in the West of Tehran. The results show that positive attitude toward green products affects personal self-image, social impacts and willingness to buy green products. The willingness to buy green products does not affect environmental concerns and subjective norms; therefore, consumers' willingness to buy green products increases by increasing environmental concerns. However, positive attitude toward green products does not affect environmental concerns, subjective norms and personal naturalism. Willingness to buy green products also does not affect the social impact and personal self-image.

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*Keywords:* green marketing; green products; consumer's buying behavior; environmentally friendly

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### 1. Problem statement

In the wake of increase in environmental concerns all over the world, consumers have been very keen to protect and support the environment. Therefore, conducting scientific research and studies in this regard seems necessary

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(Ebad Askari and Hagh Talab, 2013). Based on the scientific researches of Mr. Atman in 16 countries, more than 50% of consumers in each country have claimed that they are concerned about the health of the environment. In Australia, 84% of consumers believed that the responsibility for the environment will guarantee the health of future generations (Ranjbar and Kheiri, 2011). This concern is to an extent that many consumers are demanding products that are one hundred percent in line with environmental standards, even if they have to pay more (Rex and Baumann, 2014).

Green marketing and its position in the business environment and trade issues in Iran is highly regarded and environmental issues and environmental protection is one of the most important standards that are considered by producers, distributors and consumers in the time of shopping.

With regard to the highlighted role of women than men in household purchases (Resalat newspaper, 21 April, 2013) as well as the promotion of women through independent activities in support of environmental sustainability that has been defined based on the activities of the Association for Women supporting environment and sustainable development in 1992 (Zarrin Joy Alvar, 2011), recognizing their intended values and investigating their shopping style when encountered with green products as well as their ecological behavior and above all, predicting their green purchase patterns are the basis of their study. In fact, the researcher in this study seeks to find and to investigate the factors influencing the patterns of women's behavioral patterns when buying green products based on the model of "planned behavior". Therefore, based on the results of previous researches, the following model is proposed.(Fig 1)

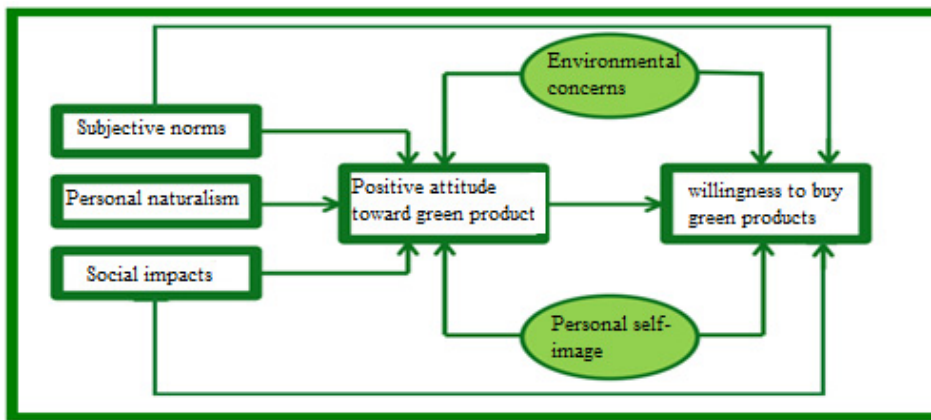


Fig 1. planned behavior

## 2. Research hypotheses

Hypotheses studied in this study are consisted of the following 10 main hypothesis:

H1: Environmental concerns affect the positive attitude of women towards green products.

H2: Environmental concerns affect women's willingness to buy green products.

H3: subjective norms affect the positive attitude of women towards green products.

H4: Subjective norms affect women's willingness to buy green products.

H5: Social impacts affect the positive attitude of women towards green products.

H6: Personal naturalism affect women's willingness to buy green products.

H7: Personal naturalism affects the positive attitude of women towards green products.

H8: Women's personal self-image affects their positive attitude towards green products.

H9: Women's personal self-image affects their willingness to buy green products.

H10: The positive attitude of women towards green products affects their willingness to buy green products.

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