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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 (i.e. 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.

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.

**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 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 Justeru2019s 11 Point Probability Scale. After collecting the questionnaires, participants were shown uncensored versions of
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the same advertisements, and responses were then collected again on the same scales. The pre and posttesting 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 Co-efficient 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.

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 or TPPRs for product choice decisions on the one hand and for perceived quality, perceived value and purchase intentions on the other hand.

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 marketers, the book is also an essential reference for all those concerned with the economic, social, and psychological aspects of the subject.

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 perspective, the study broadens the understanding and importance of message and source factors to the persuasiveness of online consumer reviews.

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.

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.

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 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. This is an edited book that contains the chapters contributed by budding researchers. The works reported by these researchers are mostly outcome of their research dissertation submitted for award of higher research qualifications.

Dynamics in the business environment warrants managers to be abreast of latest changes happening around it that has potential to impact the business. Some of the forces in the environment put detrimental impact where as others bring new opportunities. Being aware of these opportunities is essential to be competitive and develop sound strategy. Further being knowledgeable of potential threats in the environment allows taking proactive steps to mitigate the risks. Scanning the environment and collecting relevant information are important steps to understand the environment. Academic researches provide much needed information to industry through their research outputs. Though academic
research is fundamental by nature, yet managers could get deep insights about changes happening in the business environment, expectations of consumers and stakeholders etc. This book presents compilation in form of chapters of some latest research conducted by young academic researchers in field of business and management studies. These researches can prove to be vital for practicing managers by simplifying decision making. The researches presented in this book are from diverse areas and cover wide range of contemporary issues. The book is intended to serve both academic as well as industrial application.

"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 2000 years to Aristotle, seems to have been ignored by most psychologists. For more than 40 years theories of human action have assumed that cognition 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 involved 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 behavior 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 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.

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.

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.

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.

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
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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.

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.

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

Consumers' Purchase Intentions and Their Behavior

Master's Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.0, - (Thames Valley University London), course: Marketing, language: English, abstract: This dissertation is a study in the area of e-commerce. The aim of this study was to examine the adoption of online shopping and online shopping for clothing in particular and factors influencing the intention to purchase clothing online. A quantitative research method was used and a questionnaire designed on the website www.surveymonkey.com and then distributed by sending out the link leading to the survey via facebook and emails. 94 useful questionnaires were gathered from female and male UK students. SPSS 17 was used to analyse the collected data by conducting chi-square tests and Spearman's rho correlation tests to examine the relation between different variables. The constructs of the
technology acceptance model (TAM) were used as a framework and basis for this research and were extended by further constructs. Therefore, the impact of perceived usefulness, perceived ease of use, prior online shopping experience, perceived risk and product involvement on the intention to purchase clothing online was analysed. Perceived usefulness, perceived ease of use and prior online shopping experience had positive effects on the intention to purchase clothing online. Perceived risk had a negative effect on the intention to purchase clothing online. These findings supported the hypotheses. Other than hypothesised, clothing product involvement did not have a significant positive effect on the intention to purchase clothing online.

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.

This book, first published in 2002, compiles psychologists' best attempts to answer important questions about intuitive judgment.

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 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. (?????? ??????????????????????????????????????????????????????????????????????????????????????????????)?? ??????????????Copyright: bf6bfe01eec3fb416a49506ad69817d