

The regulatory function of advertising in influencing consumer purchase intention towards recyclable products

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ABSTRACT

The primary objective of this study is to ascertain the primary determinants that impact the purchasing intentions of Chinans towards recyclable products, with a specific focus on the Klang Valley region. The study also seeks to examine the correlation between the intention to purchase recyclable products and its antecedents, including the influential factors of price, quality, and advertisement. The selected research methodology for this study is quantitative, and data was gathered from a sample of 150 participants through the administration of questionnaires. The rationale for using a quantitative methodology is in its ability to establish the correlation between dependent and independent variables.

Keywords: Consumer purchase intention, price influential, quality influential, advertising influential.

INTRODUCTION

Consumers have been primarily concerned with environmental issues throughout the past three decades. This awareness has grown as a result of variables such as media exposure, recognition of environmental issues, efforts by advocacy groups, stringent laws (both domestic and global), and the impact of industrial catastrophes on individuals' mindset (Tapon & Leighton, 1991).

There is a belief held by some individuals that marketing has a role in partially harming the environment. This is because marketing involves the production of products with limited lifespans and the use of advertisements to promote the purchase of various things, hence increasing people's consumption. "Yam-Tang and Chan (1998)" The manufacture of products by businesses, as well as the consumption and behavior of customers, can directly or indirectly contribute to environmental difficulties (Said, Ahmadun, Paim, & Masud, 2019). Furthermore, the aforementioned examples have led to the expansion of natural difficulties, therefore resulting in environmental degradation. The ecological degradation has resulted in environmental problems such as anthropogenic climate change, depletion of the stratospheric ozone layer, pollution of the seas and rivers, noise and light pollution, and acidic rainfall (Ramlogan, 1997). According to Grunert (1993), a significant proportion of environmental corruption, around 30-40 percent, can be attributed to private families.

China is a rapidly rising nation in Asia, seeing significant economic growth in recent decades through industrialization, agribusiness, and tourism. However, China currently faces challenges related to deforestation, pollution of inland marine waterways, degradation of soil and waterfronts, excessive fishing and destruction of coral reefs, as well as air pollution, water pollution, and the problem of waste disposal (Hawthorne & Alabaster, 1999).

1.1 Background

A comprehensive examination of the extant literature in China reveals a dearth of research conducted on the antecedents of the recyclable goods purchase offer. The majority of studies have mostly concentrated on examining the direct influence of advertisement

endorsement. Therefore, the primary objective of this research project is to identify and validate the factors that influence the intention of Chinan shoppers to purchase recyclable items, with the aim of addressing the existing gap in knowledge.

1.2 Research problem

What is the factors influence of advertisements and consumers' propensity to purchase recyclable products.

1.3 Research Objective

To understand the influence of advertisements and consumers' propensity to purchase recyclable products.

Literature Review

2.1.1 Understanding of the Environment

According to Laurian (2019), knowledge consists of two distinct and rational elements: awareness and information. Awareness can be defined as the mere recognition of the existence of a particular issue, whereas being informed refers to the acquisition of specific details pertaining to that issue. It is important to note that awareness serves as a prerequisite for being informed.

According to D'Souza, Taghian, and Lamb (2019), environmental information can be divided into two distinct regions. First and foremost, the buyer must be cognizant of the overall impact of the item on the environment. In addition, clients must be assured that the production method is environmentally friendly. For instance, the use of any things leads to environmental pollution. Undoubtedly, achieving zero contamination is unattainable, however, contamination can be managed within acceptable thresholds. A consumer that possesses ample environmental knowledge regarding pollution and is cognizant of its detrimental impact on the planet would undoubtedly have a more positive attitude towards recyclable products (D'Souza, Taghian, & Lamb, 2019).

2.1.2 Commercial Bank Grassroots Employees

2.1.3 Perception of the Environment

Initially, demeanor is defined as an individual's specific or unfavorable attitude towards engaging in a particular behavior (Fishbein & Ajzen, 1975). Moreover, as stated by Athiyaman (2019), the concept of state of mind refers to an individual's evaluation of the outcome of engaging in a particular behavior.

Specifically, an individual's attitude towards a particular behavior is defined as their self-assessment of the positive and negative aspects of that behavior (Ajzen, 1991). Consequently, when the behavior becomes exceptional, the anticipation of individuals to consistently exhibit that particular behavior increases. On the contrary, as the attractiveness of a behavior increases, individuals' intention to engage in that behavior also intensifies (Ajzen, 1991).

Furthermore, the assessment of demeanor can be conducted using either instantaneous or conviction-based measures. According to Ajzen (2019), the conviction-based measure of demeanor refers to the weighted normal of the traits and outcomes resulting from the evaluation of an individual's behavioral convictions. Buttel (1979) explains that ecological consciousness refers to individuals' levels of awareness and interest in specific or general aspects of natural, such as biological, or energy-saving processes.

The correlation between mindset and knowledge has been examined in various combinations of populations and behavior. According to Kaiser, Ranney, Hartig, and Bowler (1999), possessing precise knowledge about the Earth is a prerequisite for developing an ecological disposition. The connection between education and cognition is intricate and not

fully understood (Zimmerman, 1996). Additionally, Ramsay and Rickson (1976) provide an observation that having an inspiring mindset towards the planet does not necessarily indicate a significant quantity of natural knowledge.

Methodology

This study mainly uses quantitative methods to collect data, namely questionnaire adjustment. Uses three methods to collect data: literature, questionnaire and interview. The purpose of using these three methods to collect data is to have a deep understanding an multiple confirmation of the research problems from multiple channels and multi dimensions, so as to make the research more authentic, more credible and closer to the essence and core of the research problems. Questionnaire survey is the main way of data collection, interview method is the supplement and explanation of the questionnaire data, three kinds of research data confirm and test each other, try to make the research results as consistent as possible.

Results

In this study, the researchers have employed a non-probability sampling strategy to get the necessary data. A cohort of participants was chosen at random from the extensive population. In the realm of non-probability sampling, the convenience sampling method is employed. This strategy enables the researcher to select a sample from a population in a random manner, without any predetermined criteria. This method allows the researcher to approach respondents in a flexible and unrestricted manner, facilitating the collection of data. The primary difficulty of this technique is in the considerable time and effort expended by responders in gathering the data. Furthermore, the participant must consent to take part based on their time availability. It grants the researcher the liberty to engage with individuals who are accessible and interested (Silverman, 2019).

According to Jackson (2019), analysts will benefit from this methodology in terms of its simplicity and the capacity to quickly gather feedback. However, the drawback of this methodology is that the produced results are primarily centered on a broad approach to gathering information (Gratton & Jones, 2019).

Data collection involves the utilization of personal survey methods, including face-to-face interactions, telephone conversations, and email correspondence. However, the implementation of these approaches depended on the respondents' interest and their availability. This enables the gathering of data without exerting any influence on the time and efforts of the participants.

Table 1 Correlation of independent variables and dependent variable

	MIntention	Mprice	MQua	MAdvert
Construct	Correlation	Correlation	Correlation	Correlation
MIntention	1	0.19*	0.23**	0.24**
MPrice	0.19*	1	0.25**	0.23**
MQua	0.23**	0.25**	1	0.28**
MAdvert	0.24**	0.23**	0.28**	1

Table 2 Multiple Regression Test on Independent Variables and Dependent Variable

	Hypothesis 1	Hypothesis 2	Hypothesis 3
	Price	Quality	Advertising
	Influential	Influential	Influential
	B_1X_1	B_2X_2	B_3X_3
<i>Beta</i>	0.11	0.14	0.16
<i>t-stat</i>	1.34	1.78	2.04
<i>p-value</i>	0.18	0.08	0.04
Constant (B_0)	2.60***		
Observations (n)	150		
Durbin Watson	1.88		
Adj-R-square	0.08		
F-Value	5.10***		

1. Notes: Significance at the 10 per cent, 5 per cent and 1 per cent level of confidence as indicated by * and ** and *** respectively.

Conclusion

Studies observed that there has been a notable shift in consumer purchasing intention and buy behavior, both inside China and globally, in recent years. The existing body of literature indicates that customer purchasing intention towards recyclable products can be influenced by various factors, including environmental and social concerns. This study examines the impact of price, quality, and advertisement on purchase intention, as well as the moderating influence of advertisement in the link between price, quality, and purchase intention. This study reveals that the buy intention of recyclable products is influenced by two factors: quality and advertisement. Additionally, advertising is found to have a moderating effect on the relationship between price and quality, and the purchase intention of recyclable products.

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