

CONSUMER PURCHASE INTENTION TOWARDS RECYCLABLE PRODUCTS A CONCEPTUAL FREAMWORK

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Abstract

This paper will explore the regulatory function of advertising in shaping consumer purchase intention towards recyclable products within the context of growing environmental awareness. The increasing global demand for organic and eco-friendly products highlights the influence of social and moral values, alongside traditional factors like price and quality, on consumer choices. Recognizing the detrimental impact of human activity on the environment, and mirroring global efforts like those of the Chinese government, this study examines how advertising can be leveraged to promote environmentally responsible behavior. Specifically, it proposes a conceptual framework for understanding how advertising, as a regulatory tool, can encourage the adoption of recyclable products and contribute to mitigating environmental damage.

Keywords: Purchase Intention, Recyclable Product, Global market

Introduction

Growing environmental consciousness has been a defining characteristic of consumer behavior over the past three decades. Factors such as media coverage, heightened awareness of ecological issues, advocacy group initiatives, increasingly stringent regulations, and the impact of industrial disasters have all contributed to this shift (Tapon & Leighton, 1991). Some argue that marketing itself plays a role in environmental degradation, citing the production of short-lived products and the encouragement of consumption through advertising as contributing factors (Yam-Tang & Chan, 1998). Indeed, both production processes and consumer behavior can directly and indirectly exacerbate environmental problems (Said, Ahmadun, Paim, & Masud, 2019), leading to issues like climate change, ozone depletion, water pollution, and acid rain (Ramlogan, 1997).

Background

Grunert (1993) even suggests that a substantial portion of environmental damage, potentially 30-40%, can be attributed to household consumption. China, as a rapidly developing nation experiencing significant economic growth, provides a compelling case study. While industrialization, agriculture, and tourism have fueled its economic expansion, China also grapples with significant environmental challenges, including deforestation, water pollution, soil degradation, overfishing, and waste disposal issues (Hawthorne & Alabaster, 1999). This research explores the regulatory function of advertising in influencing consumer purchase intention towards recyclable products, proposing a conceptual framework for understanding how advertising can be leveraged to mitigate these environmental concerns and promote sustainable consumption.

1.1 Research problem

What is the conceptual framework of Consumer purchase intention towards recyclable product?

1.2 Research Objectives

The research objective is to investigate the conceptual framework of factors influencing job satisfaction

Literature Review

This literature review has explored the multifaceted relationship between advertising, consumer behavior, and environmental consciousness, laying the groundwork for a conceptual framework examining the regulatory function of advertising in promoting recyclable product adoption. Beginning with an examination of environmental understanding, the review highlighted the dual components of awareness and information (Laurian, 2019), and the importance of consumer knowledge regarding both product impact and production processes (D'Souza, Taghian, & Lamb, 2019). The review emphasized the role of environmental education in fostering ecological citizenship (Wilcox, 1994; Macnaghten & Jacobs, 1997; Smyth, Blackmore, & Harvey, 1997; Hawthorne & Alabaster, 1999) and enabling informed decision-making (McComas & Scherer, 1999). The influence of knowledge on consumer choice regarding recyclable products was further reinforced by Chan (2019), Smith, Self, and Cheeseman (1990), and Laroche, Bergeron, and Barbaro-Forleo (2019), with evidence suggesting that increased environmental awareness correlates with a greater propensity to purchase recyclable items.

Moving beyond knowledge, the review delved into environmental perception, defining attitude as an individual's evaluation of a particular behavior (Fishbein & Ajzen, 1975; Ajzen, 1991). The complex interplay between knowledge and attitude was explored, acknowledging that while environmental knowledge can contribute to a positive ecological disposition (Kaiser, Ranney, Hartig, & Bowler, 1999), the relationship is not always straightforward (Ramsay & Rickson, 1976; Synodinos, 1990). Studies by Bradley, Waliczek, and Zajicek (1999) demonstrated a positive correlation between environmental education and both knowledge and attitude. The review also considered the influence of perceived urgency and inconvenience on consumer behavior (Amyx, DeJong, Lin, & Wiener, 1994; Laroche, Bergeron, & Barbaro-Forleo, 2019; McCarty & Shrum, 1993; Wiener & Sukhdial, 1990), noting that perceived inconvenience can be a significant barrier to pro-environmental actions.

The ethical dimensions of marketing, particularly within the context of environmental responsibility, were then addressed. Friedman's (2019) argument that a business's sole responsibility is profit maximization was juxtaposed with the growing recognition of the interconnectedness between business practices and environmental sustainability. The historical context of industrial pollution and the subsequent rise of environmentalism underscored the need for businesses to adopt ethical and sustainable practices. The review then examined consumer behavior regarding recycling, differentiating between the dedicated "recyclable consumer" and the concept of "recycle consumerism." It highlighted the factors influencing purchasing decisions of environmentally conscious consumers (Ottman, 1993; Ottman, 2019) and the challenges of promoting sustainable consumption.

Will discussed the role of advertising endorsement in influencing consumer behavior. The AIDA model (Vakratsas & Ambler, 1999) and the objectives of advertising endorsement (Bendixen, 1993; Percy & Rosenbaum-Elliott, 2019; Fill, 2019) were outlined. The mechanisms of advertising endorsement, including cognitive and emotional responses (Vakratsas & Ambler, 1999; Dahlén, Lange & Smith, 2019), and the use of emotional and rational appeals (Percy & Rossiter, 1992; Albers-Miller & Stafford, 1999) were also considered. The specific challenges of recyclable advertising endorsement, including the potential for misleading claims and consumer skepticism (Kangun, Carlson, & Grove, 1991; Davis, 1993; Zinkhan & Carlson, 1995; Morris, Hastak, & Mazis, 1995; Ahmad, Shah, & Ahmad, 2019), were highlighted. The review concluded by emphasizing the need for specific,

tangible, and genuine environmental claims in recyclable advertising to effectively influence consumer behavior and promote sustainable consumption. This comprehensive overview provides a foundation for developing a conceptual framework that explores how advertising can be leveraged as a regulatory tool to encourage the adoption of recyclable products and contribute to a more sustainable future.

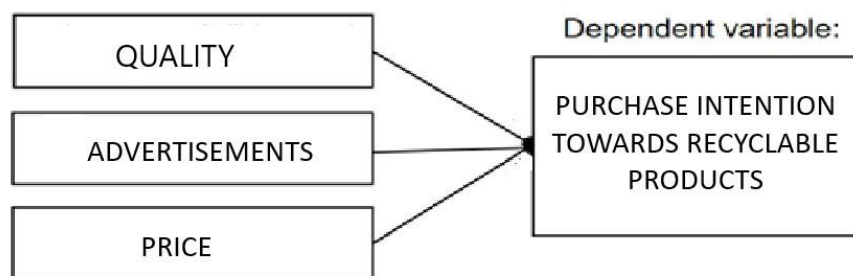
Methodology

Research Design

This study will literature review methodology to construct a conceptual framework. Through a systematic analysis of scholarly articles, industry reports, and relevant publications, the research will identify key concepts, theories, and empirical findings related to the regulatory function of advertising in influencing consumer purchase intention towards recyclable products. The review will synthesize the collected information to establish relationships between relevant variables and constructs, culminating in the development of a comprehensive conceptual framework. This framework will serve as a basis for future research and offer a structured perspective for understanding the complex interplay of factors within.

Concept Framework

Independent variable:



Concept Framework

Conceptual framework shown the relationship between independent and dependent variables related to employee job satisfaction. Salary and benefits, job responsibilities and pressure, career development and promotion, work atmosphere, and corporate culture are independent variables hypothesized to influence the dependent variable: employee job satisfaction.

Conclusion

Researcher explores the factors influencing consumer purchase intentions towards recyclable products, focusing on price, quality, and the role of advertising. The hypotheses posit positive correlations between price influence, quality influence, and advertisement influence on the propensity to purchase such products. Furthermore, the research proposes that advertising plays a moderating role, impacting the relationship between both price and quality with purchase intention. By investigating these relationships, this study aims to contribute to a deeper understanding of consumer behavior in the context of sustainable consumption and provide insights for marketers seeking to promote environmentally friendly products. Further research is needed to empirically test these hypotheses and explore the nuances of these relationships.

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