Chapter 12
The Impact of Human Values and Knowledge on Green Products Purchase Intention

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ABSTRACT
Marketing managers keenly seek to understand the green market. However, insufficient information on how to foster consumers’ green behavior is slowing the growth of green markets and becoming a barrier for firms when communicating strategies for effectively promoting green products. Therefore, this chapter attempts to examine the impact of environmental knowledge and cultural values on consumers’ green purchase intentions. A survey was administered and a total of 200 valid questionnaires were obtained. Structural equation modeling (SEM) technique was used to assess the model. The finding shows that cultural values significantly related to green product purchase intention. The results also indicate environmental knowledge is not a significant factor influencing buying intention of green products. The discussions and implications of these findings are further elaborated.

INTRODUCTION
Rapid economic development, technological advances, unsustainable consumption and the increasing global population can no longer be separated from the negative impacts on the environment. This has led to major environmental degradation and disasters faced today. Drastic changes in climate, water and air pollutants, damage to flora and fauna, ozone layer depletion, acid rain and deforestation are among the so often occurring negative environmental disasters and events. Ecological destruction continues unabated due to human activities and economic growth (Selles, 2013). An effective way of reducing this consequence on the environment would be through the green consumption at an individual’s level (Yadav & Pathak, 2017). According to Sreen et al. (2018), companies have started concentrating...
on ‘Sustainability’ as a business aim by embracing strategies of green marketing to encourage green product purchase to potential as well as current customers. This gives an opportunity for marketers to venture into a new category of green products to increase and maximize profits while expanding their market share but in the meantime, they face a big challenge to develop and communicate strategies effectively to arouse intentions to buy green products and ensure optimal sales. Godelnik (2012) states that although consumers’ spending increases, including for green products, “green glass ceiling” still unbreakable and its market share is still very small. The author further clarifies based on the company’s market report by Mintel, that despite that millions of people around the world have adopted an alternative to the traditional use (sustainable consumption) in 2012; this shift seems to still represent a minor share of overall economic activity. In the following year, Gleim et al., (2013) estimated the market share for green products is less than 4% worldwide.

Accordingly, numerous investigations have been carried out over the last 20 years to identify and understand the factors that promote pro-environment behavior among consumers (Suki, 2015; Wu et al., 2015; Thongplew et al., 2013), however, most have addresses marketing strategies rather than consumer behavior. Without an in-depth understanding of consumer behavior for this product category, this seems to be among the greatest barrier to sustainable consumption (Tseng and Hung, 2013) and also difficult to devise effective marketing strategies. Thus, based on mentioned the alarming condition of the environment, very small market share of green products as well as previous research findings, the main objective of this study is to investigate the factors motivating consumers’ intention to purchase green products. Based on an extensive review of the literature and to the best of author’s knowledge, only a few studies focused on the impact of cultural values on green products purchase intentions. This study focuses on purchase intentions rather than behavioral, for intentions has broader implications and often will have a positive impact on individual actions (Schlosser et al., 2006; Pierre et al., 2005; Ajzen & Driver, 1992).

This study brings new insight to understand the role of the culture on green purchase intentions, as for the last few years cultural components have been recognized worldwide to influence individual’s behavior in the market (Sreen et al. 2018; Wang et al. 2017; Kim et al., 2002; Yaveroglu & Donthu 2002; Steenkamp et al., 1999). Culture has a strong influence on consumers’ behaviors (Schiffman & Kanuk, 2010) and the fundamental determinant of a person’s desires and behavior (Kotler, 2003). Strizhakova and Coulter (2013) further suggest investigating individuals’ cultural backgrounds because it can aid to motivate or encourage pro-environment behavioral in general and forming green purchasing intentions in particular. It is explainable that culture is dynamic and plays an important role in shaping attitude and behavior in various aspects of the individuals. Soyez (2013) in his study found that the main drivers of eco-friendly are attitude and norms, which the latter includes individuals’ cultural values. Besides that, although environmental advertising is widely practiced to communicate green products to consumers and has been firmly established as a fairly common practice in the 2000s (Peattie & Crane, 2005), however in academic, little research has focused to investigate on its awareness, perception and effectiveness to form a positive attitude and encourage consumers’ intentions to buy green products.

By investigating the mentioned factors, this research contributes to the understanding of the motivational drivers of consumer purchasing intention and substantiates the body of knowledge in green marketing, which upholds sustainable development and cleaner production. The findings of this research are also anticipated to provide a useful reference for the managerial use (producers and retailers) to further develop appropriate marketing strategies to communicate and promote green products effectively. The findings of this study could be generalized with care to some extent with most South East Asian coun-
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