

# A Model of the Antecedents of Consumers' Green Purchase Behavior\*

## 친환경제품구매 결정요인들에 관한 모델

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In the growing field of green marketing there are various psychological influences that can lead to green purchase behavior. An understanding of these influences can lead to greater green marketing effectiveness. The purpose of this paper is to analyze the effects of several value types, environmental attitudes, and preference for product attributes on green purchase behavior. To this end, a conceptual model has been proposed and tested for empirical verification with the use of a survey. Data collected from 266 Korean respondents are analyzed using path analysis. Results provide support for the proposed model, demonstrating positive links among universalism, environmental attitudes, preference for environmental attribute, and green buying behavior. It indicates that individuals with universalism as a preferred value type are high in their environmental attitudes and finally, tend to buy green products through their preference for environmental attribute. The mediating role of preference for price is not significant between environmental attitudes and green purchase behavior. The present findings, in addition, contribute the width of understanding of various proenvironmental behaviors by focusing on green purchase behavior and surveying with a Korean sample. The implications for the practices of green marketing are discussed.

Key words: green purchase behavior, personal values, environmental attitudes, green marketing, environmental attribute

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# I. Introduction

The last three decades have witnessed a dramatic increase in consumer environmental consciousness worldwide. Consequently, consumers have become more concerned about their every day habits and the impact that these can have on the environment (Krause 1993). Marketers viewed this phenomenon as offering business opportunities, and a number of organizations developed and implemented green marketing strategies (Pujari and Wright 1995). Such efforts have been quite evident in an increasing number of environmentally considered products (Kohl 1990) and the environmental appeals in advertising (Polonsky 1995; Zinkhan and Carlson 1995). Nevertheless, green products in many consumer product categories have not achieved the level of market success that would have been expected. Paradoxically, the high level of consumer concern about the environment appears to have had little discernible impact on consumers' shopping behaviors. It becomes, thus, clear that the prediction of green purchase behavior needs to be investigated in a more comprehensive manner. According to a review of the literature, little research has addressed green purchase behavior. As elaborated on below, while some descriptive research has been applied to green purchase consumer behavior little has been done in the way of explanatory investigation. Most of studies

focused on the other types of proenvironmental behaviors such as recycling and conserving energy. Literature implies that different variables may be useful for characterizing individuals who participate in related but distinct proenvironmental behaviors (Granzin and Olsen 1991). That is, predictors of recycling or energy conservation activities may not determine individual's green purchase behavior. Also previous environmental studies have been criticized due to the lack of universality (Schultz and Zelezny 1998) because most of them were focused on the U.S. and western cultures.

## 1.1 Purpose of the Study

Given that: (1) a growing number of consumers still support environmental movement, (2) green purchase behavior is being recognized as a means of alleviating environmental problems, and (2) the identification of consumer motivation underlying green purchase behavior becomes important, it seems worthwhile to attempt research to better understand its dynamics. Accordingly, the purpose of this paper is to find antecedents of green purchase behavior and to present a conceptual model of demonstrating their causal relationships. It intends to report an explanatory empirical test of this model and discusses implications of the findings. Some psychological factors that are found to be important in understanding environmental protection activities (Shrum et

al. 1995; Granzin and Olsen 1991) will be elaborated and examined below as the antecedents of green purchase behavior.

## II. Background Literature and Hypotheses

### 2.1 Environmental Consciousness and Green Purchase Behavior

Environmental consumerism has been on the rise internationally. Recent polls showed that a growing number of consumers were considered targets for green marketing efforts (e.g., Marketing News 1997). In response to changing consumer values, green marketing, appealing to consumers with products that are “green” or “environmentally friendly,” emerged as a new strategy. Market research in the United States has found that green products account for 9.5% of all new-product introductions (Ottman 1998) and analysts have identified the growth and opportunities in green markets as “the next big thing” for small business (Murphy 2003). The increased availability of green products worldwide has also prompted numerous certification (or “ecolabeling”) programs that are designed to verify the environmental claims of thousands of products in more than 31 countries including Korea. A casual review of

the business press suggests that a majority of organizations already consider themselves to be environmentally sensitive (Goldman 1991; Winski 1991). As more organizations become participants in the burgeoning environmental movement (e.g., Bird 1990; Eisenhart 1990; Woodruff 1991), product claims, such as “safe for the environment” and “biodegradable” (Hastak, Horst, and Mazis, 1994), appear more often in ecologically themed advertising (advertising that links a product to environmental benefits as the key selling point) (Davis 1993; Ottman 1998).

As implied above, heightened environmental concern has been reflected in increased intention to purchase green products (environmentally friendly products). For instance, consumers with a higher level of environmental concern would be more likely to engage in environmentally friendly consumer behavior (Roberts 1991; Shabecoff 1993). Nevertheless, a number of post 1990 studies have produced results that do not fully support the above. For example, the 1991 Simmons Market Research Bureau’s study reported low correlation between environmental concern and consumers’ willingness to change their buying behavior in favor of green products. One survey of 1,000 shoppers nationwide of America showed only 14 percent of shoppers consider environmental factors when buying an item (International Wildlife 1992), while some 65% said they consider nutrition first or second, 45% cited price and 37% taste. Such findings are in line with

research carried out by some others (e.g., Kleiner 1991; Schlossberg 1991; Winski 1991). Those studies failed to provide the findings that positive attitudes towards environmental issues are manifested in the form of actual purchase behavior. According to the report (Fowler 2002) by "Wall Street Journal," after a decade of designing promotional messages and products to meet consumers' environmental sensibilities, companies increasingly found that shoppers were choosing economic value over ecological benefits. Traditionally, consumers have been reluctant to buy green products, distrusting their claims or believing that they are not as effective as "non-green" products (Fowler 2002). However, the news isn't all bad. A new recent survey indicated larger acceptance of green consumerism in America (Johnson 2003). This phenomenon was not limited to Western countries. Beijing Review (2002) reported that the market for green products in China has expanded and the sales volume of green products would continuously increase. In Korea, the scope of products labeled and promoted as "green products" has been varied as public's concern about environmental problem was heightened (Ro and Son 1993). Korean consumers claimed that they were concerned about environmental problem (Seoul City 1997; Government Information Agency 2003) and that they considered environmental benefits in purchasing a product as well as other product attributes such as price and

quality. For example, a growing number of people are willing to pay a premium for organic foods and energy-efficient appliances because consumers realize those products appeal to their self-interest (e.g., healthier and safer, saving money) while at the same promoting environmental benefits. Accordingly, environmentally conscious consumer group becomes an important target segment for many national and international brand marketers (In Business 2004). Green marketing has not died. Rather, companies need to take a more effective approach to appeal consumers' growing need for ecological benefits as well as their concern for traditional product attributes such as convenience, price, and quality.

Thus, a comprehensive approach to environmental purchase behavior first requires (1) identifying some key psychographic factors that lead green consumerism, that is, green buying behavior, and (2) explaining their dynamic relationships by developing a conceptual model that incorporates the possible psychological antecedents of green buying behavior (see <Figure 1>).

## 2.2 Psychological Antecedents of Green Buying Behavior

While buying green may not appeal to everyone, there are substantial numbers of consumers who are potentially receptive to a green appeal (Roper ASW 2002). Understanding the target consumer will help marketers to know whether "greenness" is an appropriate

selling attribute and how it should be incorporated into the marketing mix. Buying green products is a voluntary environmental protection activity in which consumers are recently increasingly encouraged to participate. However, green purchase behaviors need to be approached differently from general purchase behaviors. Engaging in a general purchase behavior is driven by an assessment of its benefits and costs that are relevant solely to the individual consumer performing the behavior. Instant gratification offered to the buyer, that is, is importantly evaluated. By contrast, environmentally conscious buying behavior is motivated by the future-oriented outcome (e.g., cleaner environment) that often benefits society as a whole (McCarty and Shrum 2001) rather than instant personal gain or gratification. Therefore, proenvironmental shopping behavior has been researched in terms of socially responsible consumer buying. Consumers are more motivated to buy environmentally responsible product when they believe that their individual buying behavior may bring about positive social impact or public consequences such as protecting ecological condition (e.g., Webster 1975). Consumer's zeal for socially responsible buying tends to be rooted in a commitment based on a complex and often deeper process of moral reasoning. Previous research into the characteristics of the socially conscious consumer has found that psychological variables are better predictors than demographic

and socioeconomic variables (Kassarjian 1971; Anderson and Cunningham 1972).

Literature on environmentalism and consumer behavior indicates some important psychological factors, such as personal values, attitudes toward environmental issues, personality, and beliefs in specific issues related to acting proenvironmentally, that influence individual engagement in environmental protection activities. The researcher consolidates findings from the previous studies that have considered environmental behaviors and advances a conceptual base new to the understanding of green purchase behavior - preference for specific product attributes. With this paper, the researcher focuses on personal values, attitudes, and preference for specific product attributes. The inclusion of preference for specific product attributes would contribute to enhance the understanding of individual's response to green products.

## 2.2.1 Personal Values

Most marketers have used personal values to identify motivations underlying individual consumption-related behaviors for decades. The cognitive path between personal values and behavior gives important implications to marketing managements. Williams (1979) theorizes that values have an impact on consumers' judgments, preferences, and choices. Values, as conceptualized in the tradition of

social psychology, are the guiding foundations for attitude development, and consequently, are considered causal determinants of behavior (Tolman 1951; Parsons and Shils 1951). Hence, a deeper understanding of ecological consumption should include basic values.

Especially, personal values have been shown to be useful in explaining people's attitudes and activities toward environmental protection. Placing a high value on preserving the natural environment, closeness to nature and living in a beautiful world have been linked positively to environmental protection attitudes and activities (Dunlap, Grieneeks, and Rokeach 1983; Neuman 1986; Rankin 1983). The importance of living a prosperous comfortable life has been shown to be negatively related to environmental protection activities (Dunlap, Grieneeks, and Rokeach 1983; Rankin 1983). On a more general level, valuing helpfulness and accomplishment, as well as altruistic values, has been related to prosocial behavior (Batson et al. 1986). In sum, previous research suggests that values reflecting concern for the welfare of others are related to environmental attitudes and behaviors than the values of personal wealth and success (e.g., Shean and Shei 1995).

The role of values in understanding environmentally conscious behavior was given impetus by Schwartz (1977) who developed a paradigm for explaining altruistic behavior on the basis of individual values. According to the Schwartz model, individual values are the

motivational basis for attitudes and behavioral choices. Proenvironmental behavior would follow an individual's general orientation toward the welfare of others, also known as an altruistic value orientation. More recently, Schwartz (1992) developed a more sophisticated approach to understanding complex value structures and has identified ten motivationally distinct types of values. According to the Schwartz's individual value structure theory (1994), the ten value types are organized in four higher order value domains that form two basic bipolar dimensions, that is, self-transcendence versus self-enhancement and openness to change versus conservation. These two bipolar dimensions constitute the most fundamental aspect of the Schwartz value system. The structure and content of Schwartz's value system has been tested and proven reliable across several Western and Eastern countries.

In the context of consumer environmentalism, the bipolar dimension of self-transcendence versus self-enhancement appears especially important. Theoretically, self-transcendence is in opposition to self-enhancement. Self-transcendence is a measure of the degree to which a person values goals and ideals that are not directly linked to their notion of self- while self-enhancement is the degree to which a person values goals and ideals that are directly linked with tangible rewards for self. Self-enhancement values are associated with the value types of achievement and power

(indicating the extent to which a person is motivated by self-interest), and self-transcendence with the value types of benevolence and universalism (motivation to promote the welfare of others and nature). The literature suggests that particularly achievement, power, benevolence, and universalism (among the Schwartz's ten value types) may relate to proenvironmental behaviors (Stern, Dietz, and Guagnano 1995). Further, the direction of relationship between each of the value types and individual's environmental involvement might be predicted by the Schwartz's theory. As suggested in the Schwartz's value theory, self-enhancement and self-transcendence value domains are inversely related. That is, people who tend to possess strong self-enhancement values tend not to possess strong self-transcendence values, and conversely, people who possess strong self-transcendence values tend not to possess strong self-enhancement values. Some research results support the inverse impact of the value domains on proenvironmental behaviors (Karp 1996; Schultz and Zelezny 1998; Follows and Jobber 2000). That is, proenvironmental behavior is positively associated with altruistic and biospheric values (which are indicated by benevolence and universalism). On the contrary, egoistic values (reflecting achievement and power) show a negative relationship with proenvironmental behavior. Taken together, it is hypothesized that benevolence and universalism (under self-

transcendence) are positively related to environmental protection behaviors, but achievement and power (under self-enhancement) are negatively related.

However, the direct link between abstract values and concrete behavior has been limited and rather the existence of mediator between the constructs has been suggested and empirically supported (Connor and Becker 1979; Homer and Kahle 1988; McCarty and Shrum 1994; Follows and Jobber 2000). The findings of the studies suggest a pattern of values → attitude → behavior. Notably, global values alone cannot predict behavior (Kahle 1996). Rather, values are viewed as "anchor or cognitive sources" (Kahle 1996, p 136), allowing attitude appearance. Generally, attitudes are considered to be less stable and less abstract than values, and a large number of attitudes are based upon values. Therefore, a hierarchical model of value-attitude-behavior will serve as the conceptual framework for predicting green purchase behavior.

### 2.2.2 Environmental Attitudes

Attitude has been a fundamental part of environmental studies. Environmental attitude has been found to be a useful predictor of environmentally conscious behavior ranging from recycling behavior (Arbuthnot and Ligg 1975; Kellgren and Wood 1986; Simmons and Widmar 1990) to green buying behavior (Chan

1996; Donaton and Fitzgerald 1992; Kerr 1990; Ottman 1993; Schlossberg 1992). An individual's environmental attitude has been found to relate to his or her values (e.g., Schultz 2000; Stern et al. 1995). For example, environmental attitudes may stem from any of three value orientations: egoistic, social-altruistic, and biospheric. However, as indicated above, individuals' environmental attitudes would be positively influenced by altruistic and biospheric values emphasizing caring for the welfare of others and nature but negatively influenced by egoistic values enhancing self (Schultz and Zelezny 1998). Based on the summary of research evidence and theories, benevolence and universalism is expected to positively relate to environmental attitudes while achievement and power is hypothesized to negatively relate to environmental attitudes.

H1: Benevolence is positively related to environmental attitudes.

H2: Universalism is positively related to environmental attitudes.

H3: Achievement is negatively related to environmental attitudes.

H4: Power is negatively related to environmental attitudes

### 2.2.3 Values and Preference for Product Attribute

Consumer value structures have been shown

to directly influence the product attributes the individual evaluates in making purchase decisions. Personal values appear to be related to salient product attributes that the prospective buyer uses to differentiate between brands when deciding on which brand to purchase (e.g., Pitts and Woodside 1983; Howards 1977), preference for specific product attributes, and actual behavior (Boote, 1981; Vinson, Scott, and Lamont 1977). That is, it is suggested that consumers might have differential value orientations due to their own social-cultural process, and their value orientations may affect their evaluation of product attributes, and finally will lead to variations in preferences for products and brands. Accordingly, consumers' preference for environmentally considered product could be predicted from their values. For instance, consumers who strongly possess favorable values to environmental protection are still interested in purchase of products that reflect that value because ecologically motivated consumption choices are likely to be value based. That is, a strong underlying concern for the welfare for others would lead to place more importance on the environmental consequences of a product because a product that damages the environment would be detrimental to society. Thus, consumers who consider benevolence or universalism to be important are more likely to give greater salience to ecological benefits of product during product selection. To the



contrary, consumers who consider achievement or power to be important are more likely to prefer price to ecological aspects of product because their preferred value types seem to be more related to preference for price. Achievement and power are all concerned with a self-centered orientation about one's physical gains and success. These values were found to negatively affect the importance of recycling (McCarty and Shrum 1994) and positively be related to the individual consequences of a product such as convenience and quality (Follow and Jobber 2000). It is, thus, proposed that the goals of self-indulgence and personal gratification are consistent with preference for price rather than environmental attribute because these goals seem to be related positively to the individual consequences resulting from the purchase and consumption of a product. Generally, price, as an important traditional product attribute, has been compared to environmental attribute in understanding choice process (Roe et al. 2001) and found to be processed carefully over environmental information. Price may be more salient than environmental benefit during choice process especially for consumers who strongly value achievement and power.

H5: Benevolence is positively related to preference for environmental attribute.

H6: Universalism is positively related to preference for environmental attribute.

H7: Achievement is positively related to preference for price.

H8: Power is positively related to preference for price.

#### 2.2.4 Environmental Attitudes-Preference for Product Attribute-Green Purchase Behavior

As mentioned above, environmental attitudes predict a variety of proenvironmental behaviors. However, the varying degrees of the attitude-behavior link have been controversial (e.g., Hines et al. 1987). General measures of environmental attitudes have not been found to be highly correlated with environmentally responsible behavior especially at the individual level (Gill et al. 1986; Schwepker and Cornwell 1991) and appear to have a limited influence on behavior (Wall 1995). The analysis of consistency between attitudes and behavior suggests that rather weak to moderate relationship between attitudes and behavior is attributed to several reasons and that one of them is exclusion of other variables that may influence the attitude-behavior link (Shrum, Lowrey, and McCarty 1994; Smith and Haugtvedt 1995). In order to increase the attitude-behavior relationship, preferences for specific product attribute is used to mediate the relationship in this paper. Environmental attitude is typically operationalized by combining statements reflecting concern for a variety of

environmental issues (Samdahl and Robertson 1989; Schwepker and Cornwell 1991; Tucker 1980) and this attitude is examined in connection with specific behaviors such as recycling, donating, and purchasing. Therefore, a mediator can be attempted between attitude and behavior as an effort of increasing the link. In such a context, preference for certain product attribute, as a specific belief toward a behavior intended, is considered more specific and closer to green purchase behavior than general environmental attitude. That is, it is assumed that preference for specific product attribute is affected by the extent to which consumer is concerned about environmental issues, and the preference for specific product attribute affects the choice of green product. For instance, consumers with a stronger concern for the environment are more likely to purchase products as a result of their environmental claims (Mainieri et al. 1997) than those who are less concerned about the environmental issues. Environmentally more concerned consumers would be intrinsically motivated to attend to the environmental attributes of products when they decide to buy green products. Inversely, environmentally less concerned consumers tend to focus more on non-environmental attribute, such as price and quality.

H9a: Environmental attitudes are positively related to preference for environmental

attribute.

H9b: Environmental attitudes are negatively related to preference for price.

Finally, the relationship between consumer preferences for specific product attribute and actual purchase behavior can be hypothesized based on the findings that preference for product attribute (i.e. choice criteria) influence purchase decisions (Kerin and Peterson 1974; Henion et al. 1980). Products perceived as having environmental benefits are more likely to be purchased by consumers who perceive environmental benefit of product more importantly (because they are more environmentally concerned) but they are less likely to be purchased by consumers who perceive price of product more importantly (because they are less environmentally concerned).

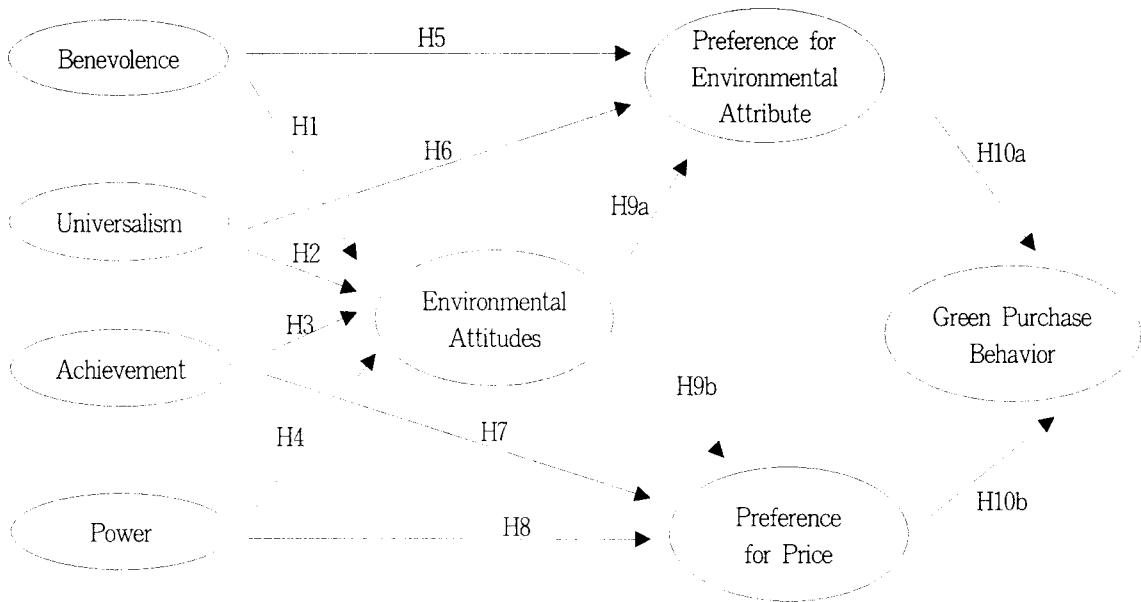
H10a: Preference for environmental attribute is positively related to green purchase behavior.

H10b: Preference for price is negatively related to green purchase behavior.

## 2.2.5 The Proposed Model

With reference to the foregoing literature review, a conceptual model is proposed to explain consumers' green purchase behavior. It postulates direct causal links between each of the four value types and attitudes toward the

<Figure 1> Proposed Model



environment and between the value types and preference for product attributes. Furthermore, individual's attitudes toward the environment were postulated to affect his/her green purchase behavior via preference for product attributes. Last, preference for environmental attribute and price was hypothesized to influence green purchase behavior in different manner (see <Figure 1>).

### III. Research Method

#### 3.1 Measures

A five-page questionnaire was developed to measure value types, environmental attitudes,

the purchase of green products, the product involvement, preference for product attributes, and demographics. Each construct was measured using multiple items, mostly adapted from previous literature. To measure consumer personal values, the survey included items from Schwartz's Value Survey (1992, 1994). Respondents rated each of the value-items "as a guiding principle in my life" from 1 (not importance at all) to 7 (extremely important). The value items used in the survey, the 4 value-types, and the two higher order value domains are presented in <Table 1>.

Environmental attitudes were assessed on a seven-point, five-item, Likert-type scale respectively with endpoints of (1) "strongly disagree" to (7) "strongly agree." The four items were borrowed from the New

<Table 1> Value Types

<i>Value Type</i>	<i>Defining Goal</i>	<i>Value Items**</i>	<i>Value Domain</i>
benevolence	Preserving and enhancing the welfare of those with whom one is in frequent contact ("in-group")	<i>helpful, honest, loyal</i> , forgiving, responsible, true friendship, mature love	self-transcendence
universalism	Understanding, appreciation, tolerance and protection for the welfare of all people and for nature	<i>broad-minded, unity with nature, protecting the environment</i> , social justice, equality, world at peace, world of beauty	self-transcendence
achievement	Personal success through demonstrating competence according to social standards	<i>ambitious, successful, influential</i> , capable	self-enhancement
power	Social status and prestige, control or dominance over people and resources	<i>authority, wealth, social power</i>	self-enhancement

\* Source: Schwartz (1994)

\*\* Italicized value items are those included in the indices of the value types hypothesized to be related to environmental consciousness

Environmental Paradigm Scale (NEP; Dunlap and Van Liere 1978; Noe and Snow 1989-1990) and one item was made to measure respondents' environmental concerns in general (e.g., I am extremely worried about the state of the world's environment.).

This study employed three low-involvement products in order to measure respondents' reactions to green products. The three products that are supposedly purchased on a regular basis are such as laundry detergent, toilet paper, and fruits and vegetables. There are some reasons to select those low-cost, consumer nondurable products. First, this study intended to minimize subjects' involvement with the product. Consumers' choice criteria

may vary depending on their involvement with the products. According to a study by Sriram and Forman (1993), less expensive and frequently purchased products (e.g., low-involvement) appeared more appropriate to assess the importance placed in a product's environmental attribute than more expensive and less frequently purchased products (e.g., high-involvement). Secondly, the subjects who participated in this study should have a good knowledge of the alternatives and attributes regarding the products in testing. Finally, the usage of these products should be related to environmental protection. Each of the products has impacted ecological pollution. When consumers purchased laundry detergent and toilet paper products

they reported they were affected by environmental impact due to the usage of the products (e.g., Mainieri et al. 1997). Recently vegetables and fruits received great attentions in relation to environmental friendliness-e.g. organically grown. Consumer involvement with each of the products was measured by the reduced Zaichkowsky's Product Involvement Inventory (PII) (1994). Consumers' involvement with each of the three products indicated that the three products were moderately involved with the respondents.

Respondents were asked to rate an environmental attribute inherent to each of the three products as a preferred attribute when purchasing the product. Also preference for price as an economic attribute was measured in the same way. For rating, a 5-point Likert-type response format was used with the end points labeled "strongly preferred" and "strongly not preferred." Six items including purchases specific to the three products measured the purchase of green product. Six items were asked along a 5-point scale: "never" (1), "rarely" (2), "sometimes" (3), "often" (4), "always" (5). Demographic measures included gender, age, and major.

### 3.2 Respondent Profile

The data for the study was collected through a self-administered survey distributed to students enrolled at a university located in a

mid-sized city. A total of 275 undergraduate students participated in the study. Missing data was treated with listwise deletion of cases and 266 cases were used for analysis. The respondents ranged in age from 18 years to 29 years, with an average of 21.6 years. Of the respondents, 40 percent were male and 60 percent were female. About 75 percent of the participants majored in advertising and public relations.

## IV. Data Analyses and Results

Following data collection, the survey scales were assessed for construct validity and reliability. The scales for the four value types, environmental attitudes, preference for product attribute, and green purchase behavior were assessed using both reliability analysis via chronbach's  $\alpha$  (Nunnally 1978) and confirmatory factor analysis (CFA) using AMOS 4.0, within a measurement model (Gerbing and Anderson 1988). <Table 2> lists the scale items for each factor, factor loadings, and Cronbach's  $\alpha$ . All the factor loadings are significant at the .01 level.

To test the hypotheses, a proposed model (<Figure 1>) was estimated that reflects the posited relationships using path analysis in AMOS 4.0. These results are presented in <Table 3>. As shown, the model was well-

<Table 2> Results of CFA

<i>Constructs</i>	<i>Items</i>	<i>Factor loadings</i>	<i>Cronbach's <math>\alpha</math></i>
Benevolence	helpful	.782	.649
	honest	.702	
	loyal	.446	
Universalism	unity with nature	.556	.632
	protecting the environment	.745	
	broad-minded	.522	
Achievement	ambitious	.481	.520
	successful	.489	
	influential	.569	
Power	wealth	.596	.685
	social power	.720	
	authority	.644	
Environmental Attitudes	The balance of nature is very delicate and easily upset.	.558	.698
	When humans interfere with nature it often produces disastrous consequences.	.712	
	Humans must live in harmony with nature in order to survive.	.521	
	Mankind is severely abusing the environment.	.488	
	I am extremely worried about the state of the world's environment.	.581	
Preference for environmental attribute	When I purchase a laundry detergent, how important is nonpolluting ingredient such as biodegradable to me?	.735	.621
	When I purchase a toilet paper, how important is it to me that it is made from recycled paper?	.577	
	When I purchase fruits and vegetables, how important is it to me that they are organically grown?	.508	
Preference for price	When I purchase a laundry detergent, how important is its price to me?	.727	.771
	When I purchase a toilet paper, how important is its price to me?	.806	
	When I purchase a fruits and vegetables, how important are their price to me?	.667	
Green purchase behavior	I make a special effort to buy household chemicals such as detergents and cleansing solutions that are environmentally friendly.	.666	.739
	I make a special effort to buy paper (e.g., toilet paper) that are made from recycled materials.	.536	
	I make special effort to buy fruits and vegetables grown without pesticides or chemicals, also known as organic fruits and vegetables.	.481	
	I have avoided buying a product because it had potentially harmful environmental effects.	.553	
	I have switched products for ecological reasons	.638	
	When I have a choice between two equal products, I purchase the one less harmful to other people and the environment.	.552	

fitting with a  $\chi^2$ , CFI, and RMSEA values of 15.160, ( $df=10$ ).987, and .044 respectively. Overall fit indicators fell above .90, indicating a good fit of the model (see <Table 3>). According to the obtained results, universalism and be-

nevolence are significantly related to environmental attitudes ( $p<.01$ ), but achievement and power are not significantly related to environmental attitudes, despite the evidence that the relationship between achievement and the

<Table 3> Path Analysis Results  
Standardized Path Estimates, Overall Fit Indices, and Squared Multiple Correlations

<i>Standardized Path Estimates (t-values)</i>	
Benevolence→Environmental Attitudes (H1)	.197 (2.65)**
Universalism→Environmental Attitudes (H2)	.261 (3.65)**
Achievement→Environmental Attitudes (H3)	-.016 (-.23)
Power→Environmental Attitudes (H4)	.080 (1.32)
Benevolence→Preference for Environmental Attributes(H5)	.120 (1.63)
Universalism→Preference for Environmental Attribute (H6)	.164 (2.21)*
Achievement→Preference for Price (H7)	-.166 (-2.55)*
Power→Preference for Price (H8)	.215 (3.35)**
Environmental Attitude→Preference for Environmental Attribute (H9a)	.176 (2.80)**
Environmental Attitude→Preference for Price (H9b)	.202 (3.34)**
Preference for Environmental Attribute→Green Purchase Behavior (H10a)	.414 (7.21)**
Preference for Price→Green Purchase Behavior (H10b)	.013 (.32)
<i>Overall Fit Indices</i>	
$\chi^2$	15.160 ( $p=.126$ )
Goodness of Fit Index (GFI)	.986
Adjusted Goodness of Fit Index (AGFI)	.950
Normed Fit Index (NFI)	.965
Incremental Fit Index (IFI)	.988
Comparative Fit Index (CFI)	.987
Tucker-Lewis Index (TLI)	.964
Root Mean Squared Error of Approximation (RMSEA)	.044
<i>Squared Multiple Correlations</i>	
Environmental Attitudes	.181
Preference for Environmental Attribute	.134
Preference for Price	.084
Green Buying Purchase Behavior	.172

\*\*  $p<.01$ , \* $p<.05$

attitudes can be negative as expected. On the other hand, the tests concerning the relationships between the value types and preference for specific product attributes provide mixed results.

Findings reveal that only universalism positively affects preference for environmental attribute and that power also positively affects preference for price as hypothesized. But achievement is negatively related to preference for price unlike H7. That is, individuals with universalism as a preferred value type perceive importantly environmental benefit of product attributes but those with power perceive price importantly. The negative relationship between achievement and preference for price indicates that individuals for whom achievement is a relatively important value type perceive the

price of product less importantly in deciding a purchase.

Interestingly, environmental attitudes are found to be important predictors of both preference for environmental attribute and price. Unlike H9b, individuals who are environmentally concerned evaluate importantly the price of product as well as the environmental aspect of product. Lastly, the relationship between preference for environmental attribute and green purchase behavior (H10a) is significant and positive but the relationship between preference for price and the behavior (H10b) is insignificant. The results of the hypotheses are summarized in <Table 4>.

The results suggest that benevolence and universalism within the self-transcendent value domain provide an important basis of environmental

<Table 4> The Results of Hypotheses Testing

<i>Hypotheses</i>	<i>Results</i>
Benevolence→Environmental Attitudes (H1)	Accepted
Universalism→Environmental Attitudes (H2)	Accepted
Achievement→Environmental Attitudes (H3)	Rejected
Power→Environmental Attitudes (H4)	Rejected
Benevolence→Preference for Environmental Attribute (H5)	Rejected
Universalism→Preference for Environmental Attribute (H6)	Accepted
Achievement→Preference for Price (H7)	Partially Accepted
Power→Preference for Price (H8)	Accepted
Environmental Attitude→Preference for Environmental Attribute (H9a)	Accepted
Environmental Attitude→Preference for Price (H9b)	Partially Accepted
Preference for Environmental Attribute→Green Purchase Behavior (H10a)	Accepted
Preference for Price→Green Purchase Behavior (H10b)	Rejected



consciousness but that universalism seems more important in leading to proenvironmental decision. Unlike the expectations, achievement and power within the self-enhancement value domain do not affect negatively individuals' environmental attitudes. Environmental attitudes impact positively preference for specific product attributes, such as environmental attribute and price, but the impact of environmental attitudes on green purchase behavior are mediated only by preference for environmental attribute.

The model with the path coefficients is shown in <Figure 2>. The model in <Figure 2> indicates that specific value types provide a basis for environmental attitudes, and environmental attitudes, in turn, influence

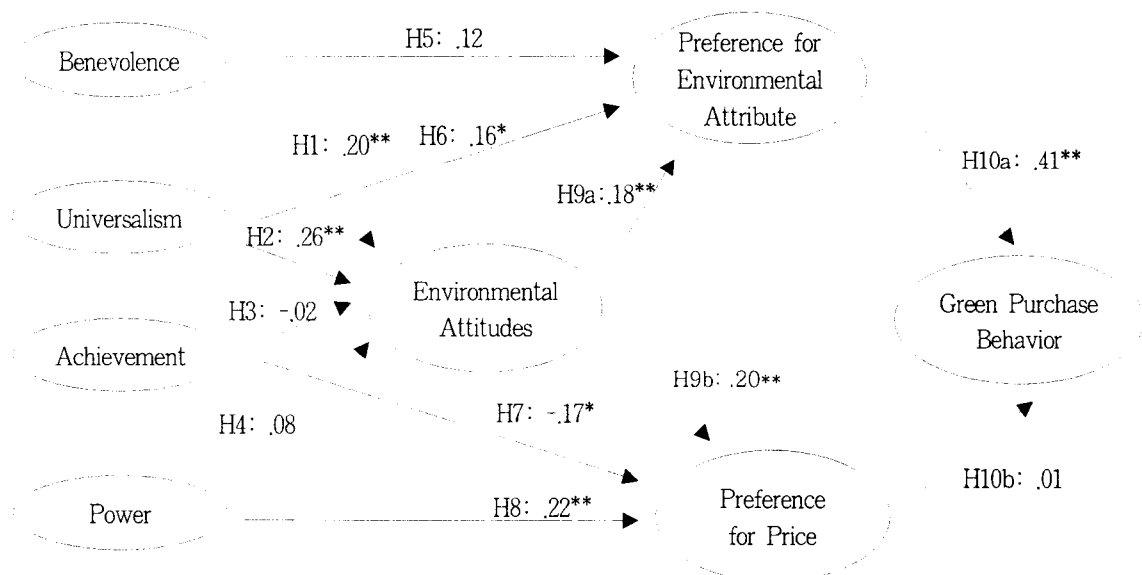
preference for environmental attribute and finally, green purchase behavior. In addition, a higher level of environmental attitudes is significantly related to price as a choice criterion, but preference for price is not led to green purchase.

## V. Discussion and Implications for Marketers

### 5.1 Discussion

The growing number of consumers demanding environmentally considered products has prompted marketing managers to understand consumer

<Figure 2> Results of analyses on the proposed model showing standardized coefficients



Note: All the path parameters are standardized coefficients.

\*\* relationship is significant at  $p < .01$ ; \* relationship is significant at  $p < .05$ .

response to green products. To this end, this study examined several psychological antecedents to green purchase behavior based on the literature and sought to build the causal relationships among the antecedents. As the starting point for the model, certain value types appeared to positively influence individuals' tendency to buy green products through their positive attitudes toward the environment and preference for environmental attribute. Consumers with strong universalism might be highly motivated to make proenvironmental choices through their value-based high environmental attitudes and perceived importance of green attribute. These findings seem to reflect well the unique nature of proenvironmental behavior. Unlike general product purchase decisions, ecological consumption choices become affected more by value types placing greater importance on the long-term welfare of all people and the nature than by value types emphasizing instant personal gains and gratification. Based on the findings, the choice of green products often tends to be made under the attempts to benefit the entire society in the long term. The findings about achievement and power under the self-enhancement domain provide limited and mixed support for the related hypotheses. Findings broadly suggest that achievement and power don't appear to play a role in leading to green purchase. In addition, the mediating role of preference for environmental attribute between environmental attitudes and green

purchase behavior is supported while the mediating role of preference for price between them is not found.

While unexpected, the outcome suggests that environmentally concerned consumers consider both price and greenness as important product attributes. For green products to be competitive, they must be reasonably priced instead of trusting poll that reports environmentally interested consumers are willing to pay a higher price for a product (e.g. Chase 1991). Consumers will not give up the other major product attributes such as price and quality even though they say they are significantly influenced by environmental claims. That is, environmentally conscious consumers are unlikely to compromise on traditional product attributes, such as convenience, price, and performance.

## 5.2 Implications for Marketers

The results of this study provide both a practical and theoretical contribution to the understanding of green purchase behavior. Theoretically, the approach used in this study resembles the conceptual framework of previous environmental studies that emphasize the role of intervening variables between values and behavior (Homer and Kahle 1988; McCarty and Shrum 1993, 1994, 2001). Findings of this study highlight the mediating role of consumer attitudes and beliefs towards issues in understanding the relationship between

values and behavior. Fundamental values that individuals hold at an abstract level can motivate and drive environmental behavior, but it becomes obvious when appropriate mediating variables such as attitudes and beliefs are considered between values and behavior. That is, it emphasizes that the influence of abstract values could be salient on specific behavior when some mediators are present. Further, the effect of environmental attitudes on purchase of green product is also mediated through preference for environmental attribute. It implies that the controversial relationships between general attitudes toward the environment and specific behavior may be improved by considering mediating variables between them. Therefore, a better predictor of target behavior can be obtained by considering the level of specificity of antecedent attitudinal or motivational variable and consequent behavioral variable.

In a practical term, there are some useful implications for green marketers and public policy makers. This study provides an important role of universalism value type in causing proenvironmental attitudes and activities. Therefore, continuous reinforcement of the values caring for all people and the nature should be made for further promoting consumer commitment to green purchase. It can offer useful insights into developing effective communication effectiveness for educational and promotional campaigns. For example, promotional message can be tailored to appeal

that consumers' well-being is closely related to living in a harmony with nature or that environmental deterioration might hazardously impact on their well-being. To those with such realization, promoting green products or ideas can become more real and persuasive. Further, demonstrating an individuals' green choice in the connection to the well-being of the community they belong to might effectively encourage people who are already environmentally concerned to buy or consume green products. Additionally, the positive relationship between environmental attitudes and preference for product attributes implies empirically for marketers that green products must match up on those traditional attributes against non-green products in order to earn choice from the majority of consumers.

## VI. Limitations and Future Research

This study has some limitations that need to be addressed in future research. First, it used data from a convenience sample from a university so the findings can't be generalized. Future studies would gain external validity by using probability samples of consumers. Second, measurements regarding values, attitudes, and purchase behavior need to be refined for future studies.

This study was restricted to the investigation

of low involvement products. Thus, the model should be tested with high-involvement products as well as different types of low-involvement ones that are purchase on a regular basis. Also, as consumers' interests in green products are increasingly growing, the model needs to be extended to include more specific consumer reactions to green products, such as attitudes toward the environmental and the individual consequences of green products. Such issues offer potential for future research contributions.

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# 친환경제품구매 결정요인들에 관한 모델

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## 국문요약

본 연구는 친환경제품구매행위에 영향을 미치는 심리적 선행요인들을 설명한다. 먼저 친환경제품구매행위에 영향을 미치는 것으로 여겨지는 세 가지 주요 심리요인-개인가치, 환경태도, 제품속성에 대한 선호도-를 논의하고, 이들이 어떻게 친환경구매결정과 관계하는지를 검토한다. 이를 위해 논의된 주요 변인들간의 상호관계를 보여주는 개념적 모델을 제안하고 설문조사를 통해 수집된 자료를 사용하여 실증적으로 검토하였다. 실증분석 결과, 박애 및 보편주의 성향이 강한 가치관은 개인의 환경태도에 직접적인 영향을 미치며 보편주의 가치성향은 제품의 친환경속성 선호도에도 직접적인 영향을 미친다. 특정가치성향은 환경태도와 제품의 친환경속성에 미치는 영향을 통해 환경제품구매행위에도 간접적인 효과가 있는 것으로 나타났다. 또한 제품의 친환경속성에 대한 선호는 환경태도와 친환경제품구매행위 사이의 중요 매개변수로 나타났으나 제품의 가격속성에 대한 선호는 두 변수간 매개변수의 역할에는 실패했다. 본 연구의 특징은 친환경제품구매행위의 근간으로 개인가치의 중요성을 확인해 주었으며 그들의 설명력을 높여주는 주요 매개변인들의 역할을 보여주었다. 이는 적합한 매개변인의 고려가 기존의 가치-행위 그리고 태도-행위간의 관계를 강화시킬 수 있음을 시사한다. 마지막으로, 친환경마케팅에 유용한 실제적인 적용들을 제시한다.

핵심개념: 친환경제품구매, 개인가치체계, 환경태도, 친환경마케팅, 친환경제품속성

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