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Impacts of Value Inclination and Self-Expressive Consuming Propensity upon Eco-Friendly Product Purchasing Intention

Beet-Na Choi**, Hyen-Ho Lee***, Hoe-Chang Yang****

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Abstract

Purpose – This study classified consumers' value inclination to find out ways to enhance consumers' eco-friendly product purchase intention. Further, it verified the differences among eco-friendly product purchase intentions depending upon value inclination.

Research design, data, and methodology – The structured model and hypotheses were established, and 202 copies of effective questionnaires were used. In order to verify the hypotheses, we used single regression analysis, multiple regression, 3-step mediating regression, and path analysis.

Results – Individualism had a positive influence upon materialism, need for uniqueness, and face wants, and collectivism had a positive influence upon materialism only. Factors of self-expressive consumption inclination had a positive influence upon eco-friendly product purchase intention, and factors of value inclination also had a positive influence. Finally, self-expressive consumption inclination mediated between value inclination and eco-friendly product purchase intention.

Conclusion – Consumers with individualism inclination felt the need to connect the ownership of an eco-friendly product with their extended self and, further, it was clear that not only the government but also enterprises should build up their public image regarding eco-friendly products.

Keywords: Value Inclination, Self-expressive Consuming Propensity, Eco-friendly Product, Purchasing Intention.

1. Introduction

Menkind's wrong behavior produced environmental problems (Maloney & Ward, 1973) to threaten Their lives by environmental disaster and new types of diseases. Since the Industrial Revolution in the 18th century, consumers had satisfied their material richness and desire with intemperate desire, and many countries contaminated and destroyed environment by economic growth and development first policy to increase seriousness gradually and to let not only government but also enterprises cognize values of the environment and to make effort to preserve environment. As a result, enterprises built up environment management system and introduced EDDS (Environmentally Sound and Sustainable Development) that could protect environment from strategical point of view and sell products to produce opportunity of management creation: And, they made efforts to make change and to produce environment management, environmental marketing and green marketing. Consumers made change of their consciousness to increase the ones who wanted to consume considering the environment, and to be interested in effects of their consumption upon the environment. So, eco-friendly marketing market increased to be focused on research on consumers' purchase behavior (Peattie, 2001). Consumers' social factors, values and personal feeling had influence upon eco-friendly purchase behavior (Pickett et al., 1993): In foreign countries, researches were actively done by using an individual's values that were exogenous variables to forecast eco-friendly behavior, while in Korea, almost no study on forecast of eco-friendly behavior has not been made except for some of researches (Choi, 2010, Kim & Choi, 2005; Yang, 2014).

Investigation into consumer who may proliferate eco-friendly product in the market is thought to be important to establish marketing plans. So, investigation into not only consumers with values and inclination of purchase behavior of eco-friendly products but also relation between consumers' consumption inclination and purchase intention of eco-friendly products may give very much important conditions that can develop eco-friendly product markets. The findings of consumers' cognition on

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** 1st Author, Part-time Lecturer, Department of Distribution Management, Jangan University, Korea. Tel: +82-10-3240-6508, e-mail: bnlove20@naver.com

*** 2nd Author, Ph D Candidate, Department of Business Management, Anyang University, Korea. Tel: +82-10-8285-8131, e-mail: saenuri@hanmail.net

**** Corresponding Author, Assistant professor, Department of Distribution Management, Jangan University, Korea. Tel: +82-31-299-3133, e-mail: pricezzang@naver.com

eco-friendly products showed that 58% of the people were interested in eco-friendly products and that 73% of them wanted to buy eco-friendly products despite expensive price (ME, 2005). Sales of eco-friendly market at discount store grew up as high as more than 40% a year (KCCI, 2003). In other words, consumers worried about their own health and/or their children's future to be very much interested in the environment (Howarth & Norgaard, 1995) and to be likely to produce difference of purchase intention depending upon inclinations despite poor economic conditions. Consumption inclination under complicated environment had various types of purchase intention so that testing of influence may give very much important conditions.

Therefore, this study divided consumers' value inclination into individualism and collectivism to investigate difference of purchase intention of eco-friendly goods depending upon value inclination. And, the study examined effects of consumers' consumption inclination upon purchase of eco-friendly goods as well as effects of path upon purchase intention.

Consumption inclination analysis provided consumers with various kinds of wide information to investigate consumers' purchase intention of eco-friendly goods and to find out consumers' needs from point of view of enterprises and to give important material for product development, and to find out consumers' inclination from point of view of consumers and to give motives of reasonable consumption. The findings gave conditions for establishment of eco-friendly marketing strategy to let consumers suggest reasonable consumption of eco-friendly goods.

2. Theoretical Background

2.1. Eco-friendly goods

Environmental problems in the nation and foreign countries disclosed seriousness to say word of 'eco-friendly' often. International society made great effort to keep environment and took actions: In the nation, many enterprises did public relations of eco-friendly management such as green management and eco-friendly goods production to express interest and desire of environment protection. Environmental product declaration issued by KEITI (Korea Environmental Industry & Technology Institute) was 1,302 businesses obtained declaration of 5,922 products on January 31, 2009, and 1,768 businesses did declaration of 10,619 products to increase in double in 5 years (GPIS website). Manufacturers of eco-friendly goods that were limited to some of enterprises in the past were gradually expanded to spread product areas and various kinds of fields. Despite more production of eco-friendly goods, terminologies of environment friendly goods have not been defined clearly and consistently yet.

Henion (1976) argued that the eco-friendly goods may have different scope depending upon expansion of scope of environmental problem to be difficult to define it clearly. Terminologies of environmental friendly goods, green goods and environmental goods have been often used to make use of them without clear definition of meaning (Min & Rhee, 1996). Henion (1976) re-

ported that a terminology of environmentally beneficial product (EN-product) was used, and EN-product was defined to be product made by using raw material having less impact upon the environment or to help lessen environmental contamination in the future (Darnoni, 1991). Berchicci & Bodewes (2005) said that environment-friendly goods could lessen effects upon the environment at stages of development, production, use and disposal as many as possible, and Ottman (1993) defined that it was made of natural material and/or recycling material to have no environment contaminating matter and to be packed in minimum amount of material. On the other hand, according to Albono et al.(2009), environment-friendly goods provides consumers with high quality and low cost to help the society and to lessen environmental effects as many as possible at all of the processes of the products looking for being sustainable.

According to KEGPA (Korea Eco Green Product Association), the environment-friendly goods was said to lower environmental contamination and to lessen use of natural resources and harmful matters at all of the processes of production, consumption and disposal as many as possible, and ME(the Ministry of Environment) defined that the environment-friendly goods to be made of material that was human friendly to love the environment and to revive the economy and to make use of resources and energy less at all of processes of procurement, production, use and disposal to lower discharge of contaminants and to have good quality.

2.2. Value Inclination

The value that controls human behavior to have influence is principle of ideology that individuals, groups and the society think to be right and desirable. Therefore, the value gives fundamental rating standards on the subject to be precedent factor making change of behavior and to be important to understand and forecast behavior (Cho, 2014; Fischer & Poortinga, 2012; Li & Cai, 2012, Yang et al., 2013; Yang et al., 2013; Yang & Ju, 2012a,b). The value with abstract concept exceeds specific situation to induce behavior, outcome and rating (Madrigal, 1995), and it can be defined when men experience and learn (Kahle, 1996), and the value from point of view of psychology has overcome specific situation and/or immediate goal to produce behavioral forecast and attitudes and to understand consumers' internal state (Rokeach, 1969). As, the value that is internal standard of one's behavior can justify behavior itself, and difference of value inclination may take different actions and similarity of value inclination may take similar actions. Judgment standard that are used when making decision of various kinds of things at men's lives shall be cognitive expression of the most fundamental desire and goal (Kamakura & Novak, 1992) to think much of it considering influence upon various kinds of believes and behaviors (Rohan, 2000). And, the value that is important factor of attitudes and concept system has important influence upon making decision of individuals's believes and attitude to be critical factor of attitude formation. The value decides upon sequence of human thought and behavior to give directions and to

require investigation into types of values (Kahle, 1996).

Eco-friendly behavior comes from beliefs that are thought to be important at individual's cognition and/or concept or alleviate threat (Stern et al., 1999), and it forecasts attitudes and/or behavior from an individual's value (Poortinga et al., 2004). Variables of the value can check on consumers' performance of environment-oriented so that researches on individuals' value have been done, and the value is thought to be important variable that accounts for consumers' attitudes and behavior on the environment (Neuman, 1986).

Values might vary depending upon scholars. For example, Gagnon et al. (1994) defined that environmental values had two values, that is to say, ecosystem-oriented value and men-oriented value, and Schwartz (1992) argued that values had four levels, that is to say, openness, self-expansion, preservation and self-transcendence. Stern & Deitz (1994) reported that values had four levels, that is to say, egoism, altruism, openness to the changes and traditional values. And, Groot et al. (2012) argued that values had three levels, that is to say, egoism, altruism and ecosystem having influence upon eco-friendly behavior.

This study selected individualism and collectivism of individual's value inclination that was suggested by Triandis (1993) and others since Hofstede (1980). Being different from the Western society, Cho et al. (2005) reported that the Oriental society had strong collectivism inclination. These days, the Oriental society had not only individualism but also collectivism: Investigation into effects of mixed value inclination upon purchase intention and individuals' consumption inclination was important to establish marketing strategy. Kim (2014) reported that individualism thought much of autonomy, independence and individual's goals and believes to look for personal satisfaction and to have low interest in group unity and have emotional distance (Hui, 1988; Schwartz, 1994; Triandis et al., 1988). Individualism should distinguish oneself from others to express independent and unique characteristics according to norms and to have independent self. On the other hand, collectivism has shown interest in other persons to worry about others and to think of oneself as a part of group. Collectivism has sense of belong to the group, emotional support, mutual dependence and respect toward seniors (Hofstede, 1991; Hui, 1988; Triandis, 1989; Triandis et al., 1988). Collectivism has features, for instance, less difference between oneself and others, similarity with members in the group, relationship orientation, thinking oneself as a part of the society, being influenced by other person's thought, feelings and behavior, and dependent self (Markus & Kitayama, 1991; Kim, 2014).

2.3. Consumption Propensity

Consumption propensity that consistently occurs at consumption process may decide upon characteristics of consumption behavior. Holt (1995) defined that consumer propensity is said to buy and make use of product and to express thought and feeling on the product, and Woo & Lee (2008) reported

that consumers' consumption activities have consumption propensity and consumption trends so that consumption propensity identifies consumption inclination of consumers and consumption trend, phenomenon of consumption itself, does consumption flow and/or directions and fashion styles. Consumption propensity with consumption style that has reflected the society and environment may produce consumption trends in accordance with flow of the times (Shin & Hong, 2000). Matters owned and/or consumed by consumers regulate self-identity (Ahn et al., 2004; Chang & Arkin, 2002; Philips, 2003; Yoo, 2003), and consumers' self-concept has been concentrated in accordance with changes of points of view of consumption and purchase (Litvin & Goh, 2002). Therefore, investigation into consumption propensity was needed to express one's psychological satisfaction and to express him or her by communication mechanism with others (Cho & Lee, 2008).

This study examined self-expressive consumption propensity. This is because the Korean society has disclosed difference between classes clearly at today's rapid economic growth that connects difference of not simple income but consumption ability and/or brands to have close relations with self-identity of consumers and to produce various kinds of psychological symptoms (Han, 2005). For instance, consumers may consume excessively not to coincide with one's own social status and to solve psychological conflict on status inconsistency (Park & Bae, 1997), and may make use of products and/or brands being suitable to oneself to express one's status and to be satisfied (Veblen, 1953). Eventually, consumers' desire has been closely connected with individual's ego, and source of changes of desire can be made by one's consumption related inclination.

Therefore, this study divided self-expressive consumption inclination into three of sub factors, that is to say, materialism inclination, desire of uniqueness and awareness of face wants, and investigated effects of the sub factors upon purchase intention of eco-friendly goods and effects between consumers' value inclination and purchase intention. In other words, materialism inclination has indicated self-expressive consuming propensity based on Veblen effect. Consumers having such an inclination connect individual's self-respect by ownership of properties and select consumption methods and subject that can produce private comfort and face wants to be suitable to their levels (Veblen, 1953). Mason (1984) explained that those consumers thought much of not utilitarian value such as product prices and quality but consumers' personal status and/or symbolic consumption process of reference group. First, conspicuous consumption can have harmful effect upon the society from point of view of positional economy: This is because visible goods in the society have been limited to compete each other and to lower social values of the goods (Mason, 2000). Second, desire of the uniqueness can be explained by consumers' motives and/or goals of buying of a brand and/or product (Woods, 1960). Desire of the uniqueness has reflected ego-involved consumption that has relations with product properties and/or consumers' individuality, and product symbol that represents and elevates ego is thought to be important more than economic motive is (Han, 2005). Lastly, face wants that is another way of

self expression being aware of other person makes a person have red face in front of other persons to be embarrassed and to feel uncomfortable and to have confidence (Goffman, 1956; Ting-Toomey & Kurigi, 1998). The face wants is generally said to be sense of self-worth that one expects from other persons to be sense of self-worth (Ting-Toomey, 1988), and to be self-image at relational situation, in other words, public self-image (Brown & Levinson, 1987). So, sub factors of self-expressive consumption propensity were likely to have different influence upon purchase intention of environment-friendly goods.

2.4. Purchase Intention of Eco-friendly Goods

Eco-friendly behavior that is a planned strategy plans, puts into practice and reflects to attain affirmative environment-friendly goal (Emmons, 1997). Eco-friendly behavior was said to control personal behavior and to manage and preserve natural environment and living environment in order to lessen and prevent damages caused by environmental contamination (Kaiser et al., 2010; Kaiser & Fuhrer, 2003; Kaiser & Gutscher, 2003; Kaiser & Keller, 2001; Kaiser & Wilson, 2000). Purchase intention of eco-friendly goods means consumers' purchase intention considering environmental characteristics and product characteristics before buying to indicate behavioral intention of buying of environmental friendly goods and/or green related goods (Jian-xin, 2007). Purchase intention of eco-friendly goods shall apply environmental standards to selection of products and/or services to select products and/or services having the least harmful effects at product cycle of production, delivery, after use, recycling and disposal and to be important reference of buying behavior of eco-friendly goods (Barber & Taylor, 2013; Vazifehdoust et al., 2013).

3. Research Models and Hypotheses

Many precedent studies investigated effects of consumers' environmental values upon purchase behavior of eco-friendly products (Laroche et al. 1996; Yam-Tang & Chan, 1998), and researches have been recently expanded from point of view of consumer characteristics (Greaker, 2002; Hansla, 2011; Jansson et al., 2010; Sharma & Shukul, 2012). Noh (1996) reported his study on relations between consumers' environmental consciousness behavior and lifestyle variables, environmental consciousness consumers had different lifestyles of non-environmental consciousness consumers. Choi (1999) reported at his study on relation between lifestyles and environmental friendly behavior of eco-friendly consumers' characteristics and marketing strategy, environment friendly consumers lived more healthy lives than non-environment friendly ones did, and the former had low impulse purchase inclination and bought thriftily. The former was interested in environment problem to cognize seriousness of environment contamination.

Individualism inclination has accounted for focusing on oneself, and individualists think that they could be distinguished from others in their group, and rely upon individuals' accomplish-

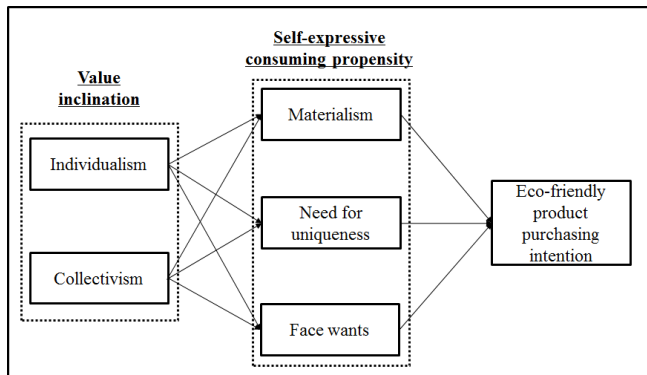
ment rather than membership to compete with other to get their position. But, collectivists say that personal priority has priority to group. Specially, McCarty & Shrum (1994) reported that collectivists are inclined to be environmental friendly, while individualists are done not to environmental friendly (Lee, 2006). When individualists distinguish them from others by buying eco-friendly goods to be independent from others and to be independent and to express independent self, they may increase purchase of eco-friendly goods despite argument of McCarty & Schrum (1994).

As noted in Veblin effect, When materialism inclination is based on conspicuous consumption to stimulate consumers' self-enhancement by consumption of eco-friendly goods, consumption of eco-friendly goods can promote consumption despite waste consumption (Tillman, 1999). Consumers' cognition on prestige product that symbolizes leader of environmental protection of eco-friendly goods may give symbolic and social values of the product rather than efficiency of the product (Grubb & Grathwohl, 1967; Grubb & Hupp, 1968; Grubb & Stern, 1971; Mason, 1984; Woods, 1960). Consumers are likely to have propensity for conspicuous consumption from point of view of status emulation to increase purchase intention of eco-friendly products (Mason, 2000), Purchase intention of eco-friendly goods may rise. Need for uniqueness to distinguish from others makes consumers express them not by consumption of products but by symbol of the products (Kim, 2004). Product bought and/or purchase intention can be important to be objective substance and to be cognized as subjective symbol (Bhat & Reddy, 1998; Fournier, 1991; Hirschman, 1994; Ligas, 2000; Prentice, 1987). Consumers have regulated self-identity by ownership and/or consumed matter (Belk, 1990; Chang & Arkin, 2002; Phillips, 2003). When purchase of eco-friendly goods is socially and psychologically important, purchase intention of eco-friendly goods is likely to rise. Lastly, face want has been called either social face or social esteem (Choi & Choi, 1999): The Korean people think much of other person's rating rather than self-rating to make efforts to keep face want of social status to be likely to have great influence upon consumer behavior such as product purchase (Lee & Chang, 1994).

And, individualism inclination may have affirmative influence upon not only materialism inclination but also uniqueness, and face want is likely to be affirmatively influenced by individualism inclination. When not only group but also reference group has propensity for conspicuous consumption, collectivism inclination may have affirmative influence.

Not only environmental consciousness but also eco-friendly behavior may have influence upon consumers' eco-friendly goods buying and purchase intention according to empirical analysis (Baldassare & Katz, 1992; Schwepker & Cornwell, 1991), and features and motives of eco-friendly behavior may differ from purchase related behavior (Shrum et al., 1995). Eco-friendly behavior is taken when eco-friendly behavior is likely to make change of the society in affirmative way because consumers' interest in environmentally conscious behavior is based on commitment of deep procedure of complex and ethical

reasons (Kim, 2004). Therefore, sub factors of self-expressive consuming propensity of consumers are likely to have influence upon not only consumers' value inclination but also purchase of eco-friendly products. Structured research models and hypotheses were established:



<Figure 1> Research Model

Hypothesis 1. Individualism inclination has influence upon self-expressive consuming propensity.

- Hypothesis 1-1. Individualism inclination has positive influence upon materialism consuming propensity.
- Hypothesis 1-2. Individualism inclination has positive influence upon need for uniqueness.
- Hypothesis 1-3. Individualism inclination has positive influence upon face wants.

Hypothesis 2. Collectivism inclination has influence upon self-expressive consuming propensity.

- Hypothesis 2-1. Collectivism inclination has positive influence upon materialism consuming propensity.
- Hypothesis 2-2. Collectivism inclination has positive influence upon need for uniqueness.
- Hypothesis 2-3. Collectivism inclination has positive influence upon face wants.

Hypothesis 3. Value inclination has positive influence upon eco-friendly product purchase.

- Hypothesis 3-1. Individualism inclination has positive influence upon eco-friendly product purchase intention.
- Hypothesis 3-2. Collectivism inclination has positive influence upon eco-friendly product purchase intention.

Hypothesis 4. Self-expressive consuming propensity has positive influence upon eco-friendly product purchase intention.

- Hypothesis 4-1. Materialism consuming propensity has positive influence upon eco-friendly product purchase intention.
- Hypothesis 4-2. Need for uniqueness has positive influence upon eco-friendly product purchase intention.
- Hypothesis 4-3. Face wants has positive influence upon eco-friendly product purchase intention.

Hypothesis 5. Self-expressive consuming propensity mediates between consumers' value inclination and eco-friendly product purchase intention.

- Hypothesis 5-1. Materialism inclination mediates between individualism and eco-friendly product purchase intention.
- Hypothesis 5-2. Need for uniqueness mediates between individualism and eco-friendly product purchase intention.
- Hypothesis 5-3. Face want mediates between individualism and eco-friendly product purchase intention.
- Hypothesis 5-4. Materialism inclination mediates between collectivism and eco-friendly product purchase intention.
- Hypothesis 5-5. Need for uniqueness mediates between collectivism and eco-friendly product purchase intention.
- Hypothesis 5-6. Face want mediates between collectivism and eco-friendly product purchase intention.

4. Methodologies

4.1. Data Collection

A questionnaire survey was additionally done to investigate citizens in connection with studies on undergraduate students. 202 copies of effective questionnaires were used after excluding 9 copies with poor answers from 211 copies. Both SPSS 19.0 and AMOS 19.0 were used. Frequency analysis, descriptive analysis, correlation analysis, single regression analysis, multiple regression and 3-step mediating regression were used, and path analysis with structural equation was done. Demographic characteristics of the participants was showed in <Table 1>.

<Table 1> Demographic Characteristics

Characteristics	Sub-dimension	Frequency	Ratio(%)
Gender	Male	119	59.2
	Female	82	40.8
Age	Under 25	113	55.9
	26~35	22	10.9
	36~45	19	9.4
	46~55	35	17.3
Marriage status	Over 56	13	6.4
	Married	74	37.0
	Unmarried	126	63.0

Note) Gender 1, Marriage status 2 were missing

4.2. Methods

The study investigated individuals' value inclination by 3 questions of individualism and 5 questions of collectivism by Likert 5-point scale based on McCarty & Shrum (2001), and did self-expressive consumption inclination by 7 questions based on Richins & Dawson (1990), and did need for uniqueness by 4 questions based on Tepper et al. (2001), and did face wants by 6 questions

based on Ting-Toomey & Kurogi (1998) by using Likert 7-point scale. The study investigated 4 questions of eco-friendly product purchase intention after making correction by Likert 7-point scale based on Zeithaml et al. (1996). All variables were converted into z-score to make correction of difference of the scales.

5. Empirical Analysis

5.1. Reliability and Validity

To verify internal consistency of test items, Cronbach α was used to test reliability. Che (2002) argued that Cronbach α coefficient of 0.6 or more was thought to have reliability. In this study, variables were found to be 0.669 ~ 0.893 and to be reliable. A confirmatory factor analysis was done to test validity of variables. Individualism, materialism and face wants had AVE of less than 0.5 to confirm validity by comparing coefficient of determination of R-squared, and collectivism, need for uniqueness, and eco-friendly product purchase intention had AVE of more than 0.5 to have validity.

<Table 2> Reliability and Validity

Variables	Sub-dimension	first items	Final items	Cronbach α	Construct Reliability	AVE
Value Inclination	Individualism	3	3	.669	.688	.429
	Collectivism	5	5	.868	.899	.641
Consuming Propensity	Materialism	7	5	.828	.748	.375
	Need for Uniqueness	4	3	.872	.753	.504
	Face wants	6	3	.815	.686	.422
Eco-friendly product purchasing intention		4	4	.893	.808	.514

5.2. Correlation Analysis

A confirmatory factor analysis investigated direction and causal relation of the variables, and correlation analysis was done to confirm validity of the variables reported in <Table 3>.

<Table 3> Results of Correlation analysis (n=202)

	1	2	3	4	5	6
1. Individualism	(.429)					
2. Collectivism	.337**	(.641)				
3. Materialism	.198**	.311**	(.375)			
4. Need for uniqueness	.384**	.031	.097	(.504)		
5. Face wants	.240**	.116	.346**	.446**	(.422)	
6. Purchasing intention	.225**	.253**	.328**	.205**	.202**	(.514)
Mean	3.15	3.64	4.89	3.84	4.10	4.56
Standard deviation	0.77	0.70	1.01	1.33	1.21	1.23

Note) ** p<.01, AVE marked in ().

5.3. Verification of the hypothesis

Single regression analysis was done with control of demographic variables to do direct effect test. Specifically, Individualism inclination had positive influence upon materialism ($\beta=.219$, $p<.01$), need for uniqueness ($\beta=.359$, $p<.01$) and face wants ($\beta=.202$, $p<.01$). So, Hypothesis 1-1, 1-2 and 1-3 were adopted. Collectivism inclination had only positive influence upon materialism ($\beta=.310$, $p<.01$), but, need for uniqueness ($\beta=.057$, n.s) and face wants ($\beta=.134$, n.s) were not significant as shown in correlation analysis. So, Hypothesis 2-1 was adopted and Hypothesis 2-2 and 2-3 were rejected.

Multiple regression analysis was done with control of same demographic variables to verify which factor had more significant influence upon materialism inclination between two factors, only Collectivism inclination ($\beta=.266$, n.s) had significantly positive influence upon materialism inclination.

And, Individualism inclination ($\beta=.243$, $p<.01$) and collectivism inclination ($\beta=.220$, $p<.01$) had positive influence upon eco-friendly product purchase intention. So, Hypothesis 3-1 and 3-2 were adopted. On the other hands, materialism ($\beta=.298$, $p<.01$), need for uniqueness ($\beta=.307$, $p<.01$) and face wants ($\beta=.267$, $p<.01$) had significantly positive influence upon eco-friendly product purchase intention. So, Hypothesis 4-1, 4-2 and 4-3 were adopted. Although we did not set hypothesis, the results of multiple regression analysis showed that need for uniqueness ($\beta=.307$, $p<.01$) and materialism ($\beta=.298$, $p<.01$) in order had influence upon eco-friendly product purchase intention, but face wants ($\beta=.267$, $p<.01$) was not significant. Individualism ($\beta=.267$, $p<.01$) and collectivism ($\beta=.154$, $p<.05$) in order had positive influence upon eco-friendly product purchase intention.

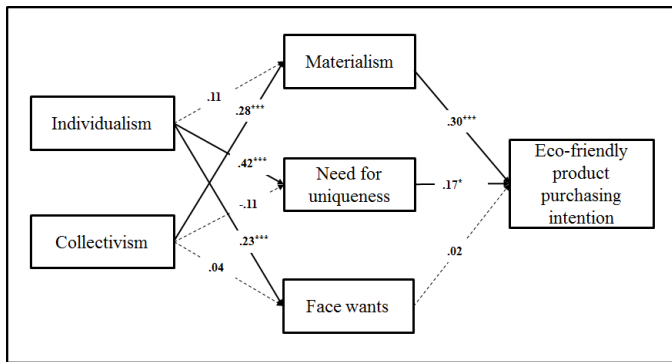
3-step mediated regression analysis was done to test mediating effects of factors of consumption inclination between value inclination and eco-friendly product purchase intention (Baron & Kenny, 1986) was shown in <Table 4>.

<Table 4> Mediation effects of consuming propensity

Independent(IV)	Mediation(MV)	Step	Results	R ²	F
Individualism	Materialism	1(β_1)	.219**	.200	9.641**
		2(β_2)	.243**		
		3(β_3 , IV)	.187**		
		3(β_3 , MV)	.257**		
	Need for Uniqueness	1(β_1)	.359**	.187	8.862**
		2(β_2)	.243**		
		3(β_3 , IV)	.154*		
		3(β_3 , MV)	.249**		
	Face wants	1(β_1)	.202**	.184	8.689**
		2(β_2)	.243**		
		3(β_3 , IV)	.198**		
		3(β_3 , MV)	.226**		
Collectivism	Materialism	1(β_1)	.310**	.185	8.757**
		2(β_2)	.220**		
		3(β_3 , IV)	.141*		
		3(β_3 , MV)	.255**		

Note) * p<.05, ** p<.01, R², Dependent variable is purchasing intention

The findings were as follows. Factors of consumption inclination partially mediated between individualism and eco-friendly product purchase intention, and materialism inclination did between collectivism and eco-friendly product purchase intention. So, Hypothesis 5-1, 5-2, 5-3 and 5-4 were adopted, but hypothesis 5-5 and 5-6 were rejected.



Note) * $p < .05$, ** $p < .01$, *** $p < .001$

<Figure 2> Results of Path Analysis

Path analysis was done by using structural equation to verify effective path between variables. Available Individualism path was as follows. Path that had influence upon eco-friendly product purchase intention through need for uniqueness was effective, and individualism inclination had influence upon face wants only. On the other hand, Available collectivism inclination was as follows. Path that had influence upon eco-friendly product use intention through materialism was effective. Goodness-of-fit of the research model was $\chi^2=89.796$, $d.f=6$, $p=.000$, $GFI=.877$, $NFI=.529$, $CFI=.523$ and $RMR=.147$ to be lower than goodness-of-fit suggested. Further studies should add paths and give new research model through other variables. Result of path analysis was shown in <Fig 2>.

6. Discussion and Limitations

This study classified consumers' value inclination into two, in other words, individualism and collectivism to find out ways to elevate consumers' eco-friendly product purchase intention, and verified difference of eco-friendly product purchase intention depending upon value inclination. This study investigated effects of consumers consumption inclination upon eco-friendly product purchase intention, and paths that had influence upon purchase intention.

The findings and implications were as follows:

First, consumers' individualism inclination had positive influence upon materialism, need for uniqueness and face wants, and collectivism inclination had positive influence upon materialism only to have no influence upon need for uniqueness as well as face wants. Cho et al. (2005) pointed that, collectivism inclination was converted into individualism inclination in South Korea, and individuals put emphasis upon their responsibility re-

gardless of face wants consciousness to rely upon entity of their behavior and to think much of their rating and judgment (Okabe, 1983) so that individualism' affirmativeness had positive influence upon self-expressive consumption inclination. On the other hand, one thought much of other's rating rather than his or her own rating to be shameful of 'behavior of losing of face' at collectivism inclination to have positive influence upon materialism by collectivism inclination at the results of multiple regression. Because, collectivism inclination may have affirmative influence upon materialism of self-display consumption when one has pride on his group or has reference group.

Second, factors of self-expressive consumption inclination had positive influence upon eco-friendly product purchase intention, and factors of value inclination had positive influence. Factors of not only consumers' value inclination but also self-expressive consumption inclination could promote eco-friendly product purchase intention. At multi-regression analysis, not only need for uniqueness but also materialism was very much important to promote eco-friendly product purchase in the future. So, consumption could be promoted not by cognition on use of eco-friendly product being good for health but by campaign of contribution to not only protection of the nature but also healthy society making. Therefore, affirmative Veblen effect could promote consumption of eco-friendly product.

Third, self-expressive consumption inclination mediated between value inclination and eco-friendly product purchase intention: Factors of self-expressive consumption inclination partially mediated between individualism and eco-friendly product purchase intention, and materialism inclination partially mediated between collectivism and eco-friendly product purchase intention. Therefore, individuals' value inclination and self-expressive consumption inclination were important to raise eco-friendly product purchase intention. Value inclination was difficult to make change by short-term stimulus, while consumption inclination was likely to make change.

Lastly, at path analysis, individualism inclination had influence upon eco-friendly product purchase intention through need for uniqueness, while collectivism inclination through materialism. Therefore, consumers with individualism inclination needed to connect ownership of eco-friendly product with extended self. In other words, when use of eco-friendly product is thought to be socially desirable and respectable, consumers buy and keep eco-friendly product to keep and complete his or her own images toward other persons. Therefore, not only the government but also enterprises should build up public image on eco-friendly product. To help consumers with collectivism inclination consume, consumers should think much of group, in other words, 'we' rather than 'I' to do symbolic consumption by reference group argued by Veblen(1953), and conspicuous consumption of positional economy should be converted in affirmative way reported by Mason (2000). Such an effort may produce sense of belonging of same social position group by position symbol that is a means of position differentiation, and consumers are likely to show similar type of behavioral inclination of the one who has similar social and economic position (Goffman, 1951) to promote purchase of eco-friendly product.

The study also had several limitations. First, the participants for investigation into personal value inclination and self-expressive consumption inclination included many college students who had no authority of consumption not to reflect consumers who had authority of purchase. Further studies should expand the subject to consumers having purchasing power to examine relations between them clearly. Second, each variable had reliability and validity: But, not only individualism inclination (C.R =.688) but also face wants (C.R =.686) at concept reliability test did not reach 0.7 that precedent studies suggested. Further studies should investigate questions again and examine more answers and faithful replies precisely. Lastly, this study suggested individuals' value inclination by individualism and collectivism, and limited consumption inclination to self-expressive consumption inclination: But, as shown in investigation into goodness-of-fit of structural equation path analysis, various kinds of value inclinations and consumption inclinations of consumers should be included in the research to get findings and to give strategic implications for promotion of eco-friendly product consumption.

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