The Effect of Value, Motivation, Attitude, Subjective norm on the Environmental Friendly Product Purchase Intention

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Abstract. This study attempts to investigate empirically the environmentally responsible purchase intention of cloth diaper consumers and provide important marketing implications for cloth diaper companies. The purpose of this study is to examine how the values and intrinsic motivation, as antecedents of environmental friendly behavior intention, impact on the attitude, subjective norm and purchase intention for the specific product. Follows and Jobber (2000) developed a consumer behavior model of hierarchical relationship from values to attitude, intention and behavior of environmental friendly product. To further improve Follows and Jobber’s work, it is assumed in this study that not only values but also intrinsic motivation is also an important factor inherent in individuals for inducing the environmental friendly behavior. Thus, we examined the influence of intrinsic motivation on environmental friendly product purchase intention through subjective norm for Korean consumers. The results of this study are as follows. Among the types of values, self-transcendence had a positive effect on the attitude toward the environmental consequences whereas conservation value had a negative effect. Intrinsic motivation had influence on purchase intention through subjective norm. Environmental consequences had a positive effect on the purchase intention whereas individual consequences had a negative one.

Keywords: Values, Attitude, Intrinsic Motivation, Subjective Norm, Environment Friendly Product, Purchase Intention

1. Introduction

Environmental issues are getting increased attention worldwide and becoming an important task to be solved by the mankind. As the quality of life improves, consumers are increasingly concerned about health and environment and show environment friendly behaviors. Many consumers want to make positive contributions to the environment through their purchasing behaviors.

The purpose of this study is to examine how the values and intrinsic motivation, as antecedents of environment friendly behavior intention, impact on the attitude, subjective norm and purchase intention for the specific product. The relationship among attitudes, subjective norm and intention is modeled in this study based upon the Aizen and Fishbein’s TRA (Theory of Reasoned Action) model.

2. Overview of Theory of Reasoned Action

The theory of reasoned action (Ajzen and Fishbein, 1980) has been applied to help understand intentions to engage in a variety of environmental behaviors such as recycling, water conservation and energy conservation. This model suggests that attitudes and subjective norms, mediated by behavioral intention, and finally impact environmental behaviors (Taylor and Todd, 1997).

3. Antecedents of environmental product purchase intention

3.1. Values

Many authors agree that demographics are less important in explaining ecologically friendly consumer behavior than psychographic variables such as values, attitudes and knowledge and the behavioral variables (Getzner and Grabner-Kräuter, 2004). Values are relatively stable criteria that people use to evaluate their own and others’ behavior across situations (Schwartz and Bilkey, 1990). Schwartz (1992) categorized the values domain into self-transcendence, conservation, self-enhancement, openness to change.
value. In their research model, Follows and Jobber (2000) removed the openness to change value, and included remaining three values. However, we included self-transcendence, conservation, and openness to change value except self-enhancement in our model based upon the results of factor analysis on the marker values from Schwartz’s (1992) typology. We also postulated openness to change value is an important factor that explains consumer’s environmental friendly behavior.

3.2. Attitude

According to Follows and Jobber’s research, consumers who consider the environment to be important incorporate social issues into their purchase decisions by evaluating the consequences of their consumption upon society. Therefore they evaluate the environmental consequences associated with the purchase of a product.

Otherwise, one of the difficulties in this area of research has been that consumers often purchase both environmentally responsible behavior that affect an individual’s personal satisfaction. So they divided attitude into two aspects: i.e. attitude towards the environmental consequences and attitude towards the individual consequences and investigate the effect of each attitude.

3.3. Intrinsic Motivation

Intrinsic motivation is defined as the innate tendency to engage in an activity for the sole pleasure and satisfaction derived from its practice. An intrinsically motivated individual acts out of personal choice and interest (Beaton et al., 1998). Perhaps no single phenomenon reflects the positive potential of human nature as much as intrinsic motivation, the inherent tendency to seed out novelty and challenges, to extend and exercise one’s capacities, to explore, and to learn (Ryan and Deci, 2000).

3.4. Subjective Norm

In recent years, researchers started to investigate the norm in the context of environment friendly behavior, and this approach was recognized as a new one. The norm construct refers to the belief that significant referents (other persons or groups) think that one should carry out the behavior and the motivation to comply with these referents (Nilsson et al., 2004). Subjective norms assess the social pressures on the individual to perform or not to perform a particular behavior (Rhodes and Courneya, 2003).

4. Proposed Model

Valuing Self-Transcendence/Openness to Change is a strong predictor of pro-environmental behavior, as is Universalism/Biospheric, whereas valuing Self-Enhancement/Conservation is a strong negative predictor (Karp, 1996).

H1 (a) There will be positive relationship between self-transcendence values to attitude towards the environmental consequences of a product.

(b) There will be negative relationship between self-transcendence values to attitude towards the individual consequences of a product.

H2 (a) There will be negative relationship between conservation values to attitude towards the individual consequences of a product.

(b) There will be positive relationship between conservation values to attitude towards the environmental consequences of a product.

H3 (a) There will be positive relationship between openness to change values to attitude towards the environmental consequences of a product.

(b) There will be negative relationship between openness to change values to attitude towards the individual consequences of a product.

If the environmental consequences are important enough to the consumer, the result may be the purchase of an environmental product (EP).

An increase in perceived personal effort was found to directly reduce the intent to recycle (Dahab et al., 1995). In the same context, individual consequences reduce the intent to purchase the environmental product.
H4 (a) There will be a positive relationship between attitude towards the environmental consequences and environmental product purchase intention.

(b) There will be a negative relationship between attitude towards the individual consequences and environmental product purchase intention.

The reference group's norms become the internalized standard against which individuals judge themselves (Gecas, 1982). According to Bock et al. (2005), an individual's intrinsic motivation (such as sense of self-worth) through knowledge sharing intensifies the salience of the subjective norm.

H6 There will be positive relationship between intrinsic motivation and subjective norm.

The subjective norm construct has received considerable empirical support as an important antecedent to behavioral intention (Bock et al., 2005).

H7 There will be positive relationship between subjective norm and environmental product purchase intention.

5. Method

The study was operationalized for the purchase of the diaper (disposable diaper / cloth diaper). So the questionnaire surveys were targeting 20's to 50's mother who are potential diaper consumer. 216 samples were used in the statistical analysis. A confirmatory factor analysis using LISREL 8.70 was performed as a primary method of statistical analysis in order to test a reliability and validity of the scales. The other statistical method used to test the hypotheses was a SEM (Structural Equation Model) of LISREL 8.70.

6. Results

The fit statistics indicated a satisfactory fit between the model and the data. The estimates for the path coefficients and result of hypothesis are summarized in Table 1.

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Estimate</th>
<th>t-value</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-transcendence→Environmental consequences</td>
<td>0.59</td>
<td>4.97</td>
<td>H1(a) accepted</td>
</tr>
<tr>
<td>Self-transcendence→Individual consequences</td>
<td>-0.33</td>
<td>-2.06</td>
<td>H1(b) accepted</td>
</tr>
<tr>
<td>Conservation→Environmental consequences</td>
<td>-0.35</td>
<td>-4.73</td>
<td>H2(a) accepted</td>
</tr>
<tr>
<td>Conservation→Individual consequences</td>
<td>0.58</td>
<td>5.54</td>
<td>H2(b) rejected</td>
</tr>
<tr>
<td>Openness to change→Environmental consequences</td>
<td>0.22</td>
<td>2.22*</td>
<td>H3(a) accepted</td>
</tr>
<tr>
<td>Openness to change→Individual consequences</td>
<td>-0.26</td>
<td>-1.85</td>
<td>H3(b) accepted</td>
</tr>
<tr>
<td>Environmental consequences→EP Purchase intention</td>
<td>0.54</td>
<td>15.54</td>
<td>H4(a) accepted</td>
</tr>
<tr>
<td>Individual consequences→EP Purchase intention</td>
<td>-0.27</td>
<td>-6.98</td>
<td>H4(b) accepted</td>
</tr>
<tr>
<td>Intrinsic motivation→Subjective norm</td>
<td>0.87</td>
<td>10.28</td>
<td>H5 accepted</td>
</tr>
<tr>
<td>Subjective norm→EP Purchase intention</td>
<td>0.39</td>
<td>8.35</td>
<td>H6 accepted</td>
</tr>
</tbody>
</table>

Fit Statistics : Chi Square(df=154)=360.59 (p=0.000), RMR=0.094, SRMR=0.0472, RMSEA=0.079, GFI=0.856, AGFI=0.804, PGFI=0.628, NFI=0.972, NNFI=0.979, PNFI=0.788, CFI=0.983, IFI=0.983, RFI=0.965

Note: * path coefficient not significant at 0.05

7. Conclusion and discussion
The result of the empirical study suggests the followings for the environment marketing strategies of companies in Korea. First, marketers need to emphasize the positive environmental consequences of environmental products and at the same time to explain the negative consequences of the non-responsible products. Second, marketers still need to consider the individual consequences and therefore, marketing strategies should address both environmental and individual product consequences. Third, to change the consumer attitude toward environment, marketers need to incorporate different consumer values. Finally, to enhance the intrinsic motivation of consumers, marketers need to encourage voluntary environmental behaviors of consumers and eventually make the whole society environmentally response through advertisement and campaign.

8. References