

WHY DO CONSUMERS BUY THE GREEN PRODUCTS? THE ANTECEDENTS AND MODERATORS OF PURCHASE INTENTIONS ON GREEN PRODUCTS

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ABSTRACT

Due to the environment changes, people pay more attentions to environment protection. More and more companies launch green products to meet the market demands and try to make explosive growth. But the sales performances are not always good, and therefore we would like to explore what are the factors influencing consumers' purchase intentions on green products.

We collected 600 respondents via internet questionnaires. There are 51% males and 49% females. The age is between 19 and 35 (90%). Most of them ever purchased green products within one year, and 86% respondents bought green products at least once during the past 6 months. The Cronbach's α coefficients of all constructs are greater than 0.87 to show that the constructs are reliable. The adequacy of the measurement models was evaluated on the criteria of overall fit with the data, convergent validity, discriminant validity and reliability. The results showed that the overall fit of the measurement models was within acceptable levels. The research results showed that product quality perception, environment certification, perceived usefulness, and perceived ease of use consumers will influence consumers' attitudes and purchase intentions toward the green products positively. However, perceived price is not the first priority to consumers when purchasing green products. Besides, the effects will not be the same since consumption ethics are different. For those consumers with lower consumption ethics, the perceived price will affect their product attitudes but the environment certification will not. The perceived ease of use will not influence consumers' attitudes when they have higher consumption ethics. The effects of environment certification and perceived usefulness on product attitudes will be much higher among high consumption ethics consumers than lower consumption ethics.

Perceived product quality, environment certification, perceived usefulness, and perceived ease of use are important attributes when consumers making purchase decisions no matter what kind of products. Manufacturers should emphasize these benefits of green products, and design different information to persuade consumers with different consumption ethics.

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