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Consumer Attitudes and Intentions Toward Personalization of Fair Trade Apparel LAP

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Aim - The study attempts to investigate the effect of controversial advertisements on consumer attitude of religious consumers and to find out how it reflects in their purchase intention and consequently in their buying behavior. The study also aims to investigate what difference of attitude is prevailing between men and women. Method - 200 participants ranging in age from 20 to 25 at first were randomly selected from 3 different institutes of Lahore. Religious Commitment Inventory u2013 10 was distributed to the 200 participants. 40 participants (20 males; 20 females) having the highest and nearly equal scores on the RCI-10 were selected. The selected participants were shown censored advertisements first and their responses were collected on Consumer Attitude Questionnaire and Justeru2019s 11 Point Probability Scale. After collecting the questionnaires, participants were shown uncensored versions of the same advertisements, and responses were then collected again on same scales. The pre and post testing allowed recording any disparity in Consumer Attitude and Purchase Intention of the participants that arose after watching the uncensored advertisement. Results - The analysis of results using t test and Pearson Correlation Co-efficient suggested that controversial advertisements negatively affect the consumer attitudes of religious consumers. It is suggested that females with high religiosity are more offended by controversial advertisements as compared to males with high religiosity. However, the analysis of results showed that consumer attitude is not a strong predictor of consumer behavior, as there might be other mediating and moderating variables that shape the ultimate purchase intention and consumer behavior of religious consumers.

LAP Lambert Academic Publishing

The large Muslim population in the world, especially Indonesia, has attracted the attention of many companies to work on this market, both online and offline. In terms of food and drink, it is clear the rules made in the holy book of the Koran which emphasizes whether or not the food and drink is halal, but in terms of fashion there are also provisions that say how a Muslim woman should dress, especially how to wear the hijab. But lately there have been advertisements that use celebrities how to use products with the halal label. One of them is a famous Indonesian celebrity who shows how to wear a trendy hijab. Although the procedure is not quite appropriate according to religious provisions, but the followers show a pretty fantastic figure. This study reveals that celebrity attractiveness and expertise significantly influence customer attitude towards the advertisement. On the other hand, the customer purchase intention influences by celebrity expertise and trustworthiness. This study also confirms that religiosity does not mediate the relationship between customer attitude towards the ads and their purchase intention which means that the role of religiosity does not influence Muslims in Indonesia in making a decision. Furthermore, it is also found that favorable attitude towards the advertisement significantly influences customer purchase intention.

Consumer Learning and 3-D Ecommerce Springer Science & Business Media

The objective of the study is to extend the emerging body and scope of research on consumer's attitudinal and behavioral responses to online consumer reviews by examining the role of both message content and source characteristics. That is, this study investigates how consumers process online consumer reviews within the context of message and source characteristics, and how these two factors influence consumer's attitudes toward the review, attitudes toward the product, perceived credibility of the reviewers, and purchase intention. From this perspective, the study broadens the understanding and importance of message and source factors to the persuasiveness of online consumer reviews.

The Influence of Consumer's Brand Evaluation on Attitude and Purchase Intention Between Types of

Co-branding-An Example of Using NIKE as Primary Brand GRIN Verlag

The understanding of consumers' processes and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services to satisfy their needs and desires is crucial to guide marketers. Hence, the importance of the concept of source credibility in advertisement i.e. corporate credibility and endorser credibility. The aim of this study is to examine the effect of both the endorser and corporate credibility on consumer's attitude toward ad, brand attitude and purchase intention when brand familiarity is tested. The model developed for this study is an integration of five separate "advertisement effect" models found in the advertising related literature. The study found that of the two source credibility investigated, endorser credibility portrays greater antecedent impact on Attitude toward advertisement than corporate credibility. The study also found that prior attitude toward brand is not a moderator for Attitude toward Advertisement and Attitude toward Brand. Attitude toward Brand is partial mediator for the relationship between attitude toward advertisement and purchase intention.

Los temblores de 1880 Yayasan Pendidikan Cendekia Muslim

Abstract: The primary goal of this research is to investigate U.S. consumer purchase behavior of organic personal care products base on the Theory of Planned Behavior (TPB) by Ajzen (1985). In particular, this research examines 1) the influence of consumer values (i.e., health consciousness, environmental consciousness, and appearance consciousness) on attitude toward buying organic personal care products, 2) the influence of attitude, subjective norm, and perceived behavioral control on purchase intention for organic personal care products, 3) the effect of consumers' past experiences on their purchase intentions for organic personal care products, and 4) the moderating influence of perceived behavioral control on the relationship between attitude toward buying organic personal care products and purchase intention for the products. For this research, an organic shampoo and body lotion were used as sample products. An online survey was conducted with 207 online panel members, and multiple regression analysis was used to examine the proposed relationships. The findings of this research indicated that only two consumer values, environmental consciousness and appearance consciousness, influenced positive attitude toward buying organic personal care products. In addition, the results revealed that attitude, subjective norm, perceived behavioral control, and past experiences significantly predicted purchase intention for organic personal care products. Furthermore, the relationship between attitude and purchase intention was moderated by perceived behavioral control.

An Investigation of Antecedents and Consequences of Consumers' Attitudes Toward an Apparel Website Psychology Press

The purpose of this study was to examine the attitudes and purchase intentions of customers of Marketplace: Handwork of India (MarketPlace) toward personalized apparel. The theory of uniqueness, theory of perceived risk, involvement, and body size were used as theoretical frameworks. These frameworks were integrated into the part of the theory of reasoned action being tested in the study. The proposed model was empirically tested through an online survey. Structural equation modeling was used to examine the fit of the proposed model. Various scales were used to measure all the variables included in the research. Body size was measured using the body mass index formula. The online survey was e-mailed to a random sample of 2,500 Marketplace customers. A total of 246 usable responses were received making the response rate 12.32%. A non-response bias test was conducted to confirm the generalizability of results. The multi-item scales used to measure each construct were tested for reliability, based on Cronbach alphas, and all the scales were found to be reliable. The two measures of perceived risk, financial and social perceived risks, were tested to ensure they were distinct constructs. Structural modeling analysis included analysis of the measurement model and analysis of the hypothesized model. Based on the results of the hypothesized model, an alternate model was proposed and tested. Marketplace customers were highly educated customers with an average age of 52 years, had a high level of familiarity with the

Internet and often used the Internet to gather information and make purchases. The respondents were satisfied with MarketPlace purchases, and willing to pay more and wait longer for a personalized product as compared to a regular Marketplace product. Analysis of the hypothesized model showed that consumers with greater need for self-uniqueness and higher BMI had a positive attitude toward personalized apparel. Consumers with a positive attitude toward personalized apparel had an intention to purchase personalized fair trade apparel. Greater need for self-uniqueness was associated with lowered perceived financial and social risks among fair trade consumers and increased consumer apparel involvement. The results of this study provide fair trade organizations with direction toward implementing personalization of apparel.

The Role of Message and Source Characteristics Consumers' Purchase Intentions and Their Behavior Consumers' Purchase Intentions and Their Behavior reviews the relevant literature on purchase intentions in marketing, and more generally on the intentions-behavior relationship in social psychology, since purchase intentions are a particular form of the more general construct of intentions. Starting with the importance of purchase intentions to marketing managers, the author then focuses on reviewing the literature that provides an understanding of how strong is the relationship between purchase intentions and purchasing, what factors influence the strength of the relationship between purchase intentions and purchasing, and how a marketing manager should best use purchase intentions to forecast future sales. The Role of Knowledge and Environmental Values on Consumer Beliefs, Attitude, and Purchase Intention Toward Leather Products Globally, it is estimated that over 2,518,200 tons of hides and skins were exported in the year 2011 alone, with an estimated world production yield of 23 billion square feet of finished leather (FAO, 2011; Mwinyihija, 2011). While some manufacturers have adopted eco-friendly production methods, most tanneries still practice the old-fashioned techniques, which can create negative impacts on the environment and the health of industry employees due to the generation of solid (e.g., chromium salts) and liquid (e.g., untreated water) waste full of toxic chemicals (Iyer, & Mastorakis, 2009). While consumer behaviors and their purchase intentions related to their beliefs have been widely studied, researchers have not investigated consumer beliefs and attitude regarding leather production and whether their environmental values and knowledge impact their beliefs about leather products, attitudes towards purchasing leather products, and intentions to purchase leather products. To fill in a gap in the current research on consumer behavior and using the Theory of Reasoned Action (Fishbein, 1967), Dickson's (2000) extension of the theory and Dunlap's (2008) New Ecological Paradigm as a guide, the purpose of this study was to investigate whether exposure to information regarding the environmental and health impact of leather production would ultimately change consumers' beliefs, attitudes and intentions to purchase leather products. A survey questionnaire was used to examine changes in consumers' beliefs, attitudes and intentions to purchase leather products using a modified classical experimental design with a pre-test and post-test format. Two Oregon State University undergraduate classes in the Department of Design and Human Environment were recruited to participate in the study. One class received an informational treatment lecture on leather production, while the other did not. A total of 72 Oregon State University undergraduate students participated in the study. The findings supported the previous works of the Theory of Reasoned Action and its extension, arguing that consumer knowledge and beliefs regarding specific products impact consumer attitudes, specifically consumer attitude toward leather production's health impact. It was also found that within the experimental group relative to their New Ecological Paradigm score, students with a higher New Ecological Paradigm score were found to have more significant changes when comparing pre-test and post-test results at an individual level. These findings provide evidence to support the importance of understanding how knowledge impacts consumer beliefs, attitudes and purchase intentions. Participants in the experimental group demonstrated a change in beliefs toward leather production and its health impact on tannery workers after exposure to the treatment lecture. While beliefs and attitudes toward leather production were not impacted by the treatment lecture, this study still provides information to those hoping to have an impact on consumers via knowledge delivery. Having an understanding of how beliefs, attitudes and purchase intention are impacted by information provides retailers with valuable insight of how to effectively deliver their information to consumers that will reach them on a deeper level. This will help them to better reach their target market, give their messages more impact and influence consumers' beliefs and future buying decisions. Future research in this field will add to the growing research area regarding knowledge and its impact on consumers. *Limbic in the Environment of Sustainability and Green Consumerism. The Relationship between Consumers' Attitude, Purchase Intention and Actual Buying Behaviour* Along with the prosperity of the Internet, WOM (or eWOM) has become one of the most powerful forces emerging in marketing today as it is widely accepted by consumers as a critical information source. However, there has been little formal research published in scholarly journals until recent years, especially to understand the process of how consumers form their attitudes towards a brand/product based on online consumer reviews. The goal of the current study is two-fold. The study investigates how affective and cognitive processing - two of the main components in forming an attitude - play roles in the impact of online consumer reviews on brand/product attitude formation, and, consequently, on purchase intention formation. The study develops and tests a conceptual model to explain this process by using the Structural Equation Modeling (SEM) technique. The study also examines individuals' affective and cognitive responses formed by their thinking about the product/brand under various conditions (e.g., product type, level of involvement, and valence of eWOM messages).

Source Characteristics of an Online Influencer, Consumers' Attitude, and Their Purchase Intention on L'oreal Brand GRIN Verlag

This Handbook contains a unique collection of chapters written by the world's leading researchers in the dynamic field of consumer psychology. Although these researchers are housed in different academic departments (ie. marketing, psychology, advertising, communications) all have the common goal of attaining a better scientific understanding of cognitive, affective, and behavioral responses to products and services, the marketing of these products and services, and societal and ethical concerns associated with marketing processes. Consumer psychology is a discipline at the interface of marketing, advertising and psychology. The research in this area focuses on fundamental psychological processes as well as on issues associated with the use of theoretical principles in applied contexts. The Handbook presents state-of-the-art research as well as providing a place for authors to put forward suggestions for future research and practice. The Handbook is most appropriate for graduate level courses in marketing, psychology, communications, consumer behavior and advertising.

Antecedents and Moderators of Purchase Intention Toward Environmentally Friendly Apparel □□□□

The OTC (over-the-counter) pharmaceutical industry is an ever-expanding field where significant investments are made to enhance marketing and sales performance. The buyer of an OTC drug is not only a mere customer but is also a patient with certain health conditions. This significance of the OTC drug creates a sense of urgency not only to buy a product, but to treat an ailment. Therefore, targeting consumer preferences and understanding the purchasing intention consumers have when buying OTC drugs is of increased importance. The objective of this thesis is to discover and analyse the most significant factors that influence the consumer behaviour of OTC drugs and

alter purchasing intention. Moreover, the implementation of Ajzens Theory of planned behaviour is reflected on the research by establishing a hierarchical structure regarding whether attitude, subjective norms or perceived behavioural control has the most influence on purchasing intention. To obtain feasible answers for the thesis objectives, an empirical research design was set up through a quantitative study and an online questionnaire. The findings of the empirical research suggest that attitude has the most influence on purchasing intention that is also statistically significant. Attitude is followed by subjective norms. Perceived behavioural control does not have a statistically significant influence on purchasing intention. The findings of the literature review suggest that other factors such as price, past experience and perceived trust towards the pharmaceutical brand also contributes to altering purchasing intentions. These results might have certain implications for marketers to properly assess consumer preferences and target them accordingly whilst satisfying patient needs. Moreover, actors of the pharmaceutical industry can benefit through obtaining first-hand consumer insights and apprehensions when buying their products. In addition, consumers can also gain an elaborate understanding on their *A Cross-Cultural Study of Consumer Attitudes and Emotional Responses of Apparel Purchase Behavior* Routledge

Consumers' Purchase Intentions and Their Behavior reviews the relevant literature on purchase intentions in marketing, and more generally on the intentions-behavior relationship in social psychology, since purchase intentions are a particular form of the more general construct of intentions. Starting with the importance of purchase intentions to marketing managers, the author then focuses on reviewing the literature that provides an understanding of how strong is the relationship between purchase intentions and purchasing, what factors influence the strength of the relationship between purchase intentions and purchasing, and how a marketing manager should best use purchase intentions to forecast future sales.

Consumers' Attitude Towards Social Network Advertising and Its Impact on Purchase Intention Abstract not available.

The Mediating Effect of Pricing Image

The purpose of this study was to investigate three factors which influence the purchase intention of environmentally-aware Thai house buyers (consumers). These factors occur when consisted of environmental attitude, social value, and self-image congruence. After reviewing much of the related literature concerning the purchasing intentions associated with environmentally friendly products, and the high-involvement product purchasing intentions and their related forms, three key gaps have been identified as follows: 1) previous researchers have primarily studied specific green products (such as organic food), but no research has focused on 'environmentally friendly houses', 2) previous studies about consumer behaviour regarding house purchasing have not employed the 'Theory of Reasoned Action' and the 'Theory of Planned Behaviour', which are among the most popular theories today applied to a large varieties of products, and 3) the researcher has established that studies about purchasing intentions regarding buying a 'green' or eco-friendly house, in Thailand, has been limited.

The Role of Affect and Cognition in the Impact of Positive/Negative Online Consumer Reviews on Brand Attitude and Purchase Intention

Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, The University of Chicago, language: English, abstract: The findings of the study are well consistent with close-cut studies of other companies offering hospitality services online. According to Harcar and Yucelt (2012), perceived convenience ranked highest in explaining the consumers' search intention as a dependent variable and as if that is not enough, the same research findings did hold ground for another rather distanced online travel company as can be justified by the fact that perceived convenience by the consumer made the highest contribution in affecting consumers' search intention while they were searching for their services (Peng et al, 2013). These findings were again consistent with of another scholar who in his studies, discovered that perceived convenience had much contribution to make on the customers' search intention (Conyette, 2012). On the other hand, the attitude of the consumer as far as his/her search intention is concerned also gave relatively considerable contribution. The findings of the study place the attitude of the consumer as the second strongest factor likely to affect the search intention of consumers and according to another research, the attitude of the consumer played a great role in affecting the consumer in his/her search intention as far as online travel is concerned (Khandelwal et al, 2012). It is explained that the consumer's attitude has a great effect on the consequential bearing of his search with regards to making reservations online of buying hospitality services online. This study finding is consistent with other studies and much more matches the expectations of stakeholders in this industry who without prior knowledge of customers' preferences and intentions, can not really compete in the industry (Park et al). Knowing the attitude of the consumer and understanding that this attitude would affect his/her search intentions is key to making any online travel business successes (Jha, 2014). Intensive research placed subjective norm on the lower end of affecting consumers' search intention when compared with perceived convenience and consumers' attitude all through the study. [...]

Consumer Analysis of Purchasing Behavior for Green Apparel

The aim of this thesis is to investigate Spanish consumers purchase motivations and behavior towards organic food by means of determining the key factors that take part on building their behavior. An important contribution of this work consists on providing more evidence on consumers' underlying motivations to buy organic food for the particular case of Spain and to test the role of sensory "experience" in defining individual new WTP for a post purchasing situation. This thesis investigates the role of personal, economic and social elements in predicting Spain consumers' attitudes and purchase intentions toward organic food. It place together all the relevant variables identified by previous studies developing a new and complex behavioral model on consumers' organic decision making process. The new conceptual model is developed and tested via structural equation modeling. Results show that attitudes, knowledge, as well as environmental and health concern partially mediates the effects of trust in market agents and risk perceptions on attitudes toward organic food. Furthermore, price and subjective norms have been detected to explain organic food purchase intention. Next, this thesis analyzes the factors affecting consumer's willingness to pay (WTP) for organic food. In this context, the most widely used valuation methods have been Conjoint Analysis and Choice Experiments. However, discrete choice and conjoint data do not offer immediate financial consequences for the participants. As a consequence, consumers tend to overestimate their real WTP. For that reason, this thesis investigates approaches to incorporate incentives into the traditional conjoint and choice methodologies. In this research, we analyze the "Calibrated Auction-Conjoint Valuation method" (CACM), by comparing Non-adjusted values from a self-explicated conjoint method to the final calibrated values entered using a non-hypothetical auction in a context well suited to the CACM: preferences for sustainable farming. We noticed that consumers significantly reduced their WTP when moving from the initial stage of the CACM to the final stage, primarily by placing less importance on product prices, implying that WTP values from a self-explicated conjoint method used alone would likely lead to overstated estimates of WTP. Finally, consumers' willingness to pay and sensory "experience" is assessed through an experimental auction. Two auctions have been designed: the first consists on consumers' evaluation of different

food options based on search attributes (before purchase) and the second after tasting it (simulating a post purchasing situation). In between a hedonic sensory test is performed. Simultaneously, as a complementary exercise, a trained panel sensory test has been employed to identify the main organoleptic characteristics that consumers associate with the hedonic taste satisfaction. Finally, factors affecting consumers' WTP differences in the two auctions are analyzed. We have detected that the Spanish consumers have a positive attitude towards sustainable food due to environmental concerns, health concerns, and trust in certification and market agents. However, the premium they are willing to pay for these products is lower than the current market price. Furthermore, both "search" and sensory "experience" do influence consumers' purchase behavior.

Investigations on Attitude and Purchase Intention Toward the Brand

Master's Thesis from the year 2020 in the subject Business economics - Miscellaneous, grade: 1,3, Ingolstadt University of Applied Sciences (Business School), language: English, abstract: The responsible use of resources and the environment as well as further aspects of sustainability play an important role in the modern world of trade. This thesis aims to present the most important aspects and factors regarding these aspects and to research the underlying consumer behaviour. In the first part, the findings from the literature that relate to the topics of sustainable development, Corporate Social Responsibility and green consumption are described. Furthermore, consumer behaviour and the associated connections between attitude, purchase intention and buying behaviour are examined and introduced to the neuromarketing concept of Limbic®. In the second part, current insights are gained through the method of quantitative research, which should generate a better understanding of the modern customer. Finally, the theoretical findings are related to the new survey results and further analysed focusing the various Limbic® Types. Finally, a development of the CSR-fields in Retail is given as well as recommendations for action and possibilities for retailers are derived and optimisation potentials are presented.

Handbook of Consumer Psychology

This study has been conducted on 'Celebrity endorsement affecting consumer's attitude towards the advertisement and purchase intention' to understand the impact of celebrity endorsement on the young generation via different channels. It includes the consumer's behavior and in what direction advancements should be made so as to know how celebrity endorsement of a product can enhance the company's sales. The right match of celebrity for endorsing the brand or product is important to know about the perception of viewers and consumers purchase intention. The manuscript consists of five chapters. The first chapter deals with the introduction which discusses the concept of celebrity endorsement and consumer behavior. Chapter two contains the summary of various studies which have been carried out by different authors in the related field. Chapter three focuses on the need for study of the objectives, research methodology, managerial implications and limitations. Chapter four contains data analysis and interpretation based on the responses received. Conclusions on the basis of findings are the components of chapter five.

Consumer Attitude And Behavior Of Religious Consumers Towards Offensive Advertisements

The purpose of this research is to evaluate consumer knowledge, beliefs, norms, motivations and attitudes on purchase intention and purchase behavior for green apparel. Specifically, the study examines the impact of consumer knowledge of green industry initiatives and green textile brands, consumer beliefs related to the general environment, subjective norms influencing green apparel purchasing, the motivation to purchase green apparel, consumer attitudes towards green products on the intention to purchase green apparel products and actual purchase behavior. The Theory of Reasoned Action provided the theoretical framework for the research. The TRA, often referred to as the behavioral intentions model, was constructed to explain the relationships between attitude and behavior (Ajzen and Fishbein, 1980). According to the theory, a person's intention is a function of two basic determinants, one personal in nature and the other reflecting social influence (Ajzen and Fishbein, 1980). To increase the scope of the model, beliefs, knowledge and motivations were added as items that influence intention to purchase. This research is performed on a convenience sample of college students which represents an important future market for environmentally friendly products both within and outside the textile industry. Data was collected from student respondents (N=303) in the College of Textiles at North Carolina State University using a self-administered survey. Measurements for the model's constructs were adopted from the literature and in some cases adapted for the study. Cronbach's Alpha was used to evaluate the internal consistency of the scale items and linear regression was used to test the proposed hypotheses. Results indicated significant relationships for all nine proposed hypotheses. Results suggest that consumer knowledge of green industry initiatives and green brands, beliefs relating to corporate responsibility, subjective norms, motivations to rese.

The Effects of Covert Marketing on Consumers' Brand Attitude and Purchase Intention

This book addresses three related questions to explicate the relationships between media images of made-in-China products and consumer behavior. First, we examine the central themes and symbolic devices that journalists in mainstream U.S. media repeatedly employ to frame issues related to China. Then, we investigate whether, or to what extent, such generic "China-related issue frame packages" are applied to present the many quality crises of made-in-China products in U.S. newspapers. Last, but not most relevant to marketers both in the U.S. and in China, we probe via a controlled experiment how much such media presentation affects consumer attitude towards made-in-China products, their intention to purchase, and their causal attribution for the quality issues.

The Impact of Communication on Consumers' Knowledge, Attitude and Purchase Intention Related to Sustainable Apparel

Abstract: Cause-related marketing is an emerging area within the marketing discipline, originating in the United States in the 1980s. This thesis defines the term cause-related marketing as a marketing strategy whereby the firm makes a contribution, financial or otherwise, to a nonprofit organisation(s) contingent upon the customer engaging in a revenue providing exchange that satisfies business and individual objectives. This strategy may include additional elements such as sponsorship, sales promotion, co-branding and employee involvement. -- In examining the literature relating to cause-related marketing, a need for further research was identified for a number of reasons. First, there is considerable investment and growth in this strategy both in Australia and overseas. Second, academic and practitioner research have indicated strong consumer support for the concept of cause-related marketing, yet there has been limited evidence to date regarding the effectiveness of this strategy, especially in comparison to other marketing strategies. Finally, in an increasingly challenging business environment, marketing practitioners are seeking to explore new strategies and the efficacy of traditional forms of marketing communications is subject to debate. As such, this thesis explored the following research questions: What is the impact of cause-related marketing on the consumer's response in terms of attitude to the strategy, attitude toward the brand and purchase intention? and, Do consumers respond more positively toward cause-related marketing than toward sponsorship or sales promotion? -- To address these questions, an experimental research design incorporating self-administered questionnaires was used. The major finding of this research is that consumers may have a more favourable attitude to cause-related marketing than to either sponsorship or sales promotion, however the brand must be perceived to have a natural association or fit with the cause. Further, cause-related marketing has the ability to engender a more favourable change in attitude to the brand than does sales promotion. This change in attitude is affected by the consumer's attitude to the strategy itself. This study did not, however, demonstrate that exposure to cause-related marketing, sponsorship or sales promotion had a significant effect on purchase intention. Finally, neither gender nor personal values have been shown to influence the above outcomes. The findings of this research have a number of practical implications for the effective use of cause-related marketing.

Factors with Strongest Contribution to Explaining Consumers' Search Intention as a Dependent Variable

Globally, it is estimated that over 2,518,200 tons of hides and skins were exported in the year 2011 alone, with an estimated world production yield of 23 billion square feet of finished leather (FAO, 2011; Mwinyihija, 2011). While some manufacturers have adopted eco-friendly production methods, most tanneries still practice the old-fashioned techniques, which can create negative impacts on the environment and the health of industry employees due to the generation of solid (e.g., chromium salts) and liquid (e.g., untreated water) waste full of toxic chemicals (Iyer, & Mastorakis, 2009). While consumer behaviors and their purchase intentions related to their beliefs have been widely studied, researchers have not investigated consumer beliefs and attitude regarding leather production and whether their environmental values and knowledge impact their beliefs about leather products, attitudes towards purchasing leather products, and intentions to purchase leather products. To fill in a gap in the current research on consumer behavior and using the Theory of Reasoned Action (Fishbein, 1967), Dickson's (2000) extension of the theory and Dunlap's (2008) New Ecological Paradigm as a guide, the purpose of this study was to investigate whether exposure to information regarding the environmental and health impact of leather production would ultimately change consumers' beliefs, attitudes and intentions to purchase leather products. A survey questionnaire was used to examine changes in consumers' beliefs, attitudes and intentions to purchase leather products using a modified classical experimental design with a pre-test and post-test format. Two Oregon State University undergraduate classes in the Department of Design and Human Environment were recruited to participate in the study. One class received an informational treatment lecture on leather production, while the other did not. A total of 72 Oregon State University undergraduate students participated in the study. The findings supported the previous works of the Theory of Reasoned Action and its extension, arguing that consumer knowledge and beliefs regarding specific products impact consumer attitudes, specifically consumer attitude toward leather production's health impact. It was also found that within the experimental group relative to their New Ecological Paradigm score, students with a higher New Ecological Paradigm score were found to have more significant changes when comparing pre-test and post-test results at an individual level. These findings provide evidence to support the importance of understanding how knowledge impacts consumer beliefs, attitudes and purchase intentions. Participants in the experimental group demonstrated a change in beliefs toward leather production and its health impact on tannery workers after exposure to the treatment lecture. While beliefs and attitudes toward leather production were not impacted by the treatment lecture, this study still provides information to those hoping to have an impact on consumers via knowledge delivery. Having an understanding of how beliefs, attitudes and purchase intention are impacted by information provides retailers with valuable insight of how to effectively deliver their information to consumers that will reach them on a deeper level. This will help them to better reach their target market, give their messages more impact and influence consumers' beliefs and future buying decisions. Future research in this field will add to the growing research area regarding knowledge and its impact on consumers.

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