



The Purchase of Green Products in Retail is Influenced by Environmental Concern?

KEYWORDS

Consumer behavior, environmental concern, environmental responsibility, declared purchase, sustainable

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ABSTRACT *The purpose of this study was to evaluate whether environmental concern influences declared purchase of products at retail. Thus, it was observed as the individual buying and how it will purchase the remaining notes in a survey of 328 respondents from the city of São Paulo in Brazil. This response format, to assess whether there is a charge of social desirability in the responses submitted. The scale used was assembled and validity by experts in the field and in the data analysis, the structural equation model was used based on variance, PLS-PM. The results show that the environmental concerns of consumers, this research, is focused on buying concentrated products and organic products and not reflected in a larger context. These findings were only possible to be seen by the fact that the final model adjusted items have similar behavior fied purchase for him and how he observes the others.*

1. INTRODUCTION

Environmental issues are the concern of all and entrepreneurs are increasingly seeking alternatives to decrease or eliminate possible environmental and social negative impacts. Environmental administration has actually become an investment and not a liability (Xueming & Bhattacharya, 2006).

Since several firms have tried to adapt themselves to these trends, they have incorporated sustainability practices to strategic planning through environmental management and social actions within their communities (Barbieri, 2007). Such practices are frequently linked to environmental management (Creyer & Ross, 1997; Seyfang & Paavola, 2008).

Foregrounded on the above context, studies on retail supermarket have become relevant to verify whether consumers perceive the relevance of environmental and social practices (Gupta, Shalu & Kapoor, 2014). The possibility of evaluating whether firms' environmental and social practices are acknowledged lies in the purchasing and consumption of the final product. The above occurs through the consumers' environmental concern transformed into purchase intention and subsequent buying declaration. The issue that foregrounds current re-search may be expressed by the following question: Does Environmental Concern affect declared purchase of retailed green products?

No. Results show that environmental concern is not directly reflected on declared purchase for green products on the retail. However, the perception of respondents showed focus on organic products and concentrates products and. This is confirmed in the final model that has not suffered significant interference of social desirability, both for the environmental concern and for declared purchase.

PURCHASE ATTITUDE AND BEHAVIOR

Market-given stimulus tries to transform purchase intention into purchase attitude and behavior. According to Bagozzi (1981), attitudes will only affect behavior through behavioral intentions, or rather, intentions directly affect behavior and only indirectly attitudes affect consumers' behavior.

According to Ajzen and Fishbein (1977), attitudes are formed by some aspects within the consumers' weltanschauung which represent the evaluation of the product concerned. Attitude measurements are the activities that consumers decide to take in their behavior purchasing in retail supermarkets (Hameedunissa, 2013).

Ajzen (2001) explains that there is a general agreement that attitude represents a quick evaluation of a psychological object caught in attribute dimensions as something good-bad, dangerous-beneficent, pleasant-unpleasant and sympathetic-antipathetic. The above author explains further that attitude facilitates the adaptation of the subjects to the social environment in which they are inserted so that they express and defend their behavior and adequate themselves to it.

SOCIAL DESIRABILITY

According to Ribas Junior et al. (2004, p. 84), social desirability is "the trend of people participating in psychological research to answer questions biasedly". Respondents are inclined to give answers that they think socially more acceptable and correct even though such replies are against their attitudes, or rather, their true inclinations remain covert if they are not socially acceptable. The term 'social desirability' may also indicate answers given for the sake of pleasing the interviewer (Gouveia et al., 2009).

The theory of social desirability explains that politically correct cultural norms and standards affect subjects' answers especially in research that foments self-report, such as personality or psychological content research (Gouveia et al., 2009).

A response influence is extant when social and cultural standards affect the subjects' answers. It may be defined as a trend perspective to provide positive answers, or rather, answering positively when questioned, or giving negative answers (always answer negatively), according to Gouveia et al. (2009).

OBJECTIVES

- The aim is to evaluate whether consumers acknowledge and effectively declare that they buy green products on the retail market.
- How do they perceive the attitude of people with regard to purchase behavior for green products on the retail market.

METHODOLOGICAL PROCEDURES

The method used is descriptive wherein have used structured questionnaire and a five point balanced likert scale. The survey was undertaken with 328 subjects residing in Sao Paulo, Brazil.

SPSS 15.0 was used for data analysis of frequency tests and Smart PLS 2.0 – M3 was employed to evaluate structural equations modeling (SEM) (RINGLE, WENDE & WILL, 2005)

SEM was employed as the main method for data analysis. In fact, the model evaluates the causal relationships between the constructs and the subsequent hypotheses test by evaluating past coefficients.

ANALYSIS OF RESULTS

During the modeling analysis, issues that represented environmental concern and which did not present acceptable minimum adherence in the model's adjustments were removed. These issues reflect an aspect of collective routine behavior purchase. Respondents failed to understand these aspects as factors that interfere in their environmental concern.

Issues in the construct declared purchase which failed to have the minimum acceptable adherence to the model were also removed. They were actually linked to possible social and environmental attitudes (intention) and to the price of green products. On the other hand, the adjusted items featured biodegradable or compacted products or with scanty wrappings.

Average variance extracted (AVE), compound reliability, R², Cronbach's Alpha, Commuality, Redundancy and Q² of the constructs were evaluated after the adjustments (Table 1). In the case of structural model, another essential criterion was the coefficient of determination (R²), considered weak between 0.19 and 0.33; fair between 0.34 and 0.66; strong when over 0.67 (Henseler, Ringle & Sinkovics, 2009).

It may be observed that when R² was evaluated, only Environmental Concern attributed to society (others) was weak in the context of Applied Social Sciences. The above aspect showed that the item composing the construct 'Environmental Concern Others' did not represent substantially the respondents' perception for the construct. It may be stated that the subjects had environmental concern but failed to notice this aspect in the people around them (society).

The above may be corroborated when AVE rates above the references (>0.50) were analyzed, besides the Compound Reliability and Cronbach's Alpha rates, demonstrating well-adjusted model, with quality for interpretation.

TABLE – 1

| | AVE | Composite Reliability | R ² | Cronbachs Alpha | Commuality (Q ²) | Redundancy (f ²) |
|--------------------------|----------|-----------------------|----------------|-----------------|------------------------------|------------------------------|
| Declared purchase | 0,549457 | 0,879676 | 0,220867 | 0,836026 | 0,108578 | 0,365755 |
| Declared purchase Others | 0,565855 | 0,866946 | 0,515816 | 0,808917 | 0,281037 | 0,342924 |
| Environment concern | 0,517563 | 0,895477 | | 0,868758 | 0,361659 | 0,361659 |
| Reference value | >0,50 | >0,70 | See Text | >0,60 | Positivo | Positivo |

INDICATORS OF ADJUSTMENT MODEL

Square root of AVEs of each construct was analyzed by Pearson's co-relation coefficients to confirm the discriminating validity of data, as Table 2 shows (CHIN, 1996). The model had discriminating validity when RMS-AVE was higher than Pearson's co-relation coefficients. Table 2 shows RMS-AVE rates higher than co-relations and the existence of the model's discriminating validity.

**TABLE – 2
DISCRIMINATING VALIDITY**

| | Declared purchase | Declared purchase Others | Environment concern |
|--------------------------|-------------------|--------------------------|---------------------|
| Declared purchase | 0,74125 | | |
| Declared purchase Others | 0,393027 | 0,75223 | |
| Environment concern | 0,713772 | 0,617382 | 0,71942 |

The model's general quality was calculated by indicator GoF (Goodness-of-Fit) which is the geometric mean of mean R² and mean AVE (TENENHAUS et al., 2009). Result was given as 0.403 and indicated a well-adjusted model, since, according to the authors, rates over 0.36 were good in the case of Applied Social Sciences (WETZELS et al., 2009).

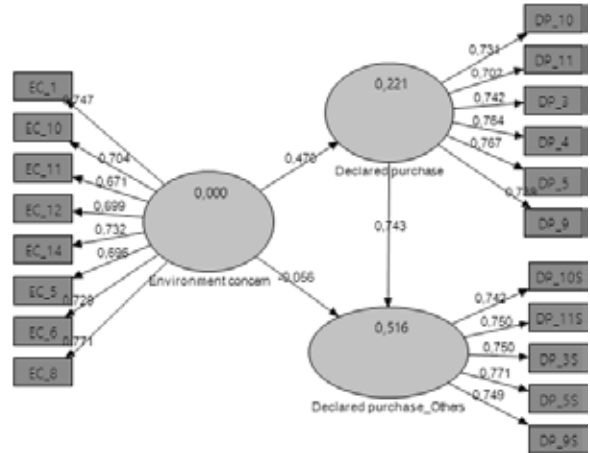


Figure 1: Model adjusted in research

Owing to research data and the relationship between environmental concern and declared purchase, the reflexive model was estimated by structural equations modeling (SEM) in which indicators were construct manifestations (Figure 1).

FINDINGS AND CONCLUSIONS

It was possible to prove statistically that the relationship between environmental concern and declared purchase are not supported (0.470 for her declared & -0.056 for others). This is demonstrated by the low relationship between the constructs of the model. However, there is a strong relationship exists between your declared purchase and that he observes the other declared purchase (0.743).

Current research evaluated whether consumers were declaring the purchase of retailed green products. It has been observed that there was no statistically based relationship to justify the link between the two constructs. The subjects' environmental concern did not interfere in their purchase decision with regard to retailed green products.

According to Bagozzi (1981), the subjects' purchase behavior was preceded by the intention of purchasing, which was what really mattered in their decision. When retailed green products were concerned, the above relationship was valid and should be the object of other investigations and researches on the same subject. Frequently the decision taken by a subject is not the desired one but that which attended to their needs for the moment. On the other hand, society in which the subjects were inserted failed to produce adaptation conditions and did not require from them attitudes that were not part and parcel of society.

Current analysis was limited since it was a convenience and homogeneous sample, albeit balanced in terms of gender. However, one cannot go beyond these results for the population under analysis. On the other hand, results indicate further knowledge on the theme since it may be observed that environmental concern exists. In fact, people in the sample deemed important the social and environmental attributes. However, it was not reflected wholly in purchase behavior for retailed green products.

Current analysis contributed towards the broadening of the investigation field on the evaluation of purchase intention and declared purchase on environmental concern. Although several debates have been going on the subject, there is only

scanty evidence on the success or failure of the initiatives.

The research's contribution for firm management is also accordingly. It should be underscored, however, that the approximation between scholars and market needs upgrading.

In fact, little information exchange occurs on research by firms towards development. Great efforts should be employed to link scholarship and market, the two most important information sources on the subject.

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