

Factors Affecting Pro-environmental Search and Purchase Behavior

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Abstract

This study examines the demographic variables in terms of their influence on the pro-environmental search and purchase variables, identifies key factors favoring pro-environmental search and purchase behavior and its impact on consumers' propensity to buy environmentally friendly goods. Data were collected and analyzed from 660 respondents using a structured questionnaire. Chi-square, factor analysis, multiple regression and Garrett ranking technique were used to analyze the data. Findings demonstrate the significant relationship between age, education, occupation, and income, and searching for green products. The finding that consumers' general concern for the environment had a substantial total effect on their search intentions would imply that enhancing external information, savings and implementation of eco-label and providing environmental information can be a fundamental and very effective way to increase consumers' adoption of eco-friendly searching. The findings help the green marketers to reach the consumers with their marketing communication, and to provide information about the features and benefits of their products so as to increase sales. This study provides insights into the green search behavior and helps the marketers to understand and meet the consumers' needs to adopt the green search behavior.

Key Words

Consumer behavior, Eco-label, Environmental concern, Environmental information, External information, Green-search

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