

GREEN PURCHASE INTENTIONS OF ROMANIAN CONSUMERS

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ABSTRACT: This study examines the green purchase intentions of Romanian consumers. The purpose of this paper is to identify major factors that affect Romanian consumers' green purchasing behaviour. Variables that influence purchasing decisions considered in the study are: Perceived Product Price, Perceived Product Quality, Organization's Green Image, Environmental Knowledge. We conducted a quantitative research, a self administered questionnaire was preferred as a survey instrument. We made a study about of current situation regarding consumers' attitude about green purchase intentions. The study on a sample of 110 persons led to the identification of key factors influencing the GPI and the dividing population variables under investigation were age, gender and education. Research was conducted at "1 Decembrie 1918" University.

Key words: Green Purchase Intention, Perceived Product Price, Perceived Product Quality, Organization's Green Image

JEL code: M31

Aims and Background

Green Purchase Intention is defined as the probability and desire of a person to preference and has intention to buy organic products eco-friendly.

Authors such as Beckford (2010) and Chan (2001) started in their research studies, analyzing GPI. In their opinion GPI is a important predictor of green purchase behavior, which means that purchase intention is directly affecting the probability of a customer decision that he will buy eco-friendly products.

Another study was conducted by Chan and Lau (2002) which conducted a cross-cultural research study in China and America. In this study Shanghai and Los Angeles consumers were surveyed, concluded that the influence of green purchasing intention on green purchasing behavior warrants further attention (2012). In the last few years numerous researchers in world conducted studies regarding purchasing behavior of green products and green purchase intentions.

GPI is a concept analyzed by A. Afzaal and A. Israr (2012) for Pakistanian consumers. In their study undertaken in Pakistan concluded that in the case of the Pakistani consumer the behavior is influenced by price, perceived quality of the products, environmental knowledge on the product.

In this study we aimed to identify factors that influence purchasing decisions in the case of organic products in Romania. This study will provide information also for marketing specialists also that will be able to improve company communication policy for these categories of products. This approach can provide useful insights regarding the consumption of these products in Romania or other countries with similar economies. The overall aim of the study is: to find determinants of purchase intentions in the case of organic products.

Experimental

Objectives:

- O1. Identify the main factors influencing purchasing decisions in the case of organic products
- O2. The influence of price and perceived quality on the decision to purchase

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The Green Purchase Intention is influenced by the Organization's Green Image, the Environmental Knowledge, Perceive Product Price and Perceive Product Quality.

Proposed hypotheses:

- H1. Between the Environmental Knowledge (EK) (of the consumer) and the Consumer Green Purchase Intention (GPI) there is a direct connection
- H2. Between the Organization's Green Image and the GPI there is a positive connection
- H3. The GPI is influenced by the Perceive Product Quality
- H4. The GPI is influenced by the Perceive Product Price

Methodology

The conducted study was a probabilistic quantitative research based on a questionnaire. The sampling method was random. The master samples were university students and master degree students from the "1 Decembrie 1918" University of Alba Iulia. The representative sample was selected using specific techniques. The sample consisted of 110 students.

We chose to use this type of population out of economic reasons, because we had better access to the respondents but also for one other reason. The young generation is very receptive to the new and has knowledge in this area due to their studies. Marketing specialists are often turning to the younger generation with promotional campaigns. And last but not least educating the young generation about green products should be a priority.

The questionnaire consisted of 12 items, 4 for each variable analyzed. The identification variables used in the analysis were age, gender and education.

Results and discussion

After interpreting the responses we obtained the following results. For the Environmental Knowledge mean=1.6000 and Std. Deviation =0.7566. Perceived Product Price mean=1.4000 and Std. Deviation =0.4921, Perceive Product Quality mean = 1.3364, Std. Deviation 0.4746, Organization's Green Image mean 1.2909, Std .Deviation =0.4563.

The situation of the answers from the identification questions is presented in figure 1.

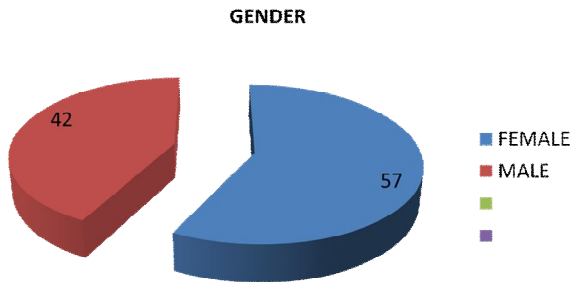


Figure no. 1. - Gender

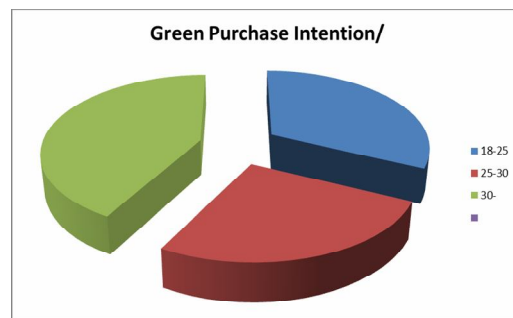


Figure no. 2. - Relation GPI -ages

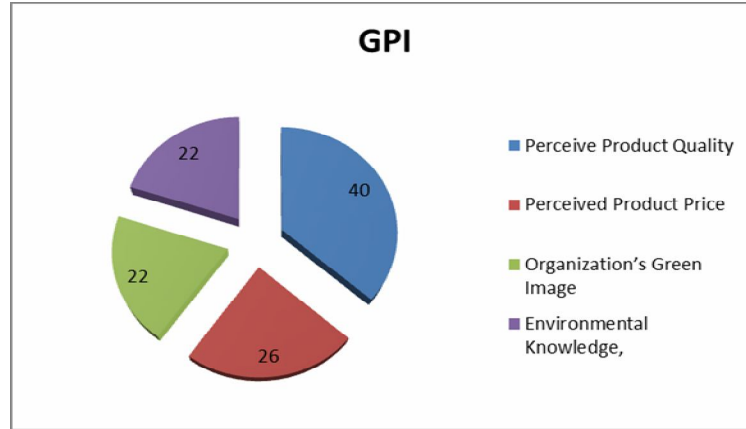


Figure no. 3. - Factors of influence

Correlation analysis of the variables to test the hypothesis H1: Between the Environmental Knowledge (EK) (of the consumer) and the Consumer Green Purchase Intention (GPI) Pearson Correlation 0.147 and sig 2-tailed 0.124. Results confirm correlation.

Using the correlation matrix of variables for hypothesis testing H2: Organization's Green Image and GPI- Pearson Correlation 0.097 and sig 2-tailed 0.316.

Correlation analysis of the variables to test the hypothesis H3: GPI is influenced by the Perceive Product Quality Pearson Correlation 0.069 and sig 2-tailed 0.316.

Correlation analysis of the variables to test the hypothesis H4: GPI is influenced by the Perceived Product Price, Pearson Correlation 0.021 and sig 2-tailed 0.826.

Table no.1.

Correlation analysis of the variables Environmental Knowledge and Gender

		Environmental Knowledge	Gender
Environmental Knowledge	Pearson Correlation	1.000	.044
	Sig.(2-tailed)		.649
	N	110	110
Gender	Pearson Correlation	.040	1.000
	Sig.(2-tailed)	.649	
	N	110	110

Table no.2.

Correlation analysis of the variables Green Purchase Intention and Age

		Green Purchase Intention	Age
Green Purchase Intention	Pearson Correlation	1.000	.144
	Sig.(2-tailed)		.235
	N	110	110
Age	Pearson Correlation	.144	1.000
	Sig.(2-tailed)	.235	
	N	110	110

Table no 3

Correlation analysis of the variables Perceive Product Quality and Gender

		Perceive Product Quality	Gender
Perceive Product Quality	Pearson Correlation	1.000	.085
	Sig.(2-tailed)		.375
	N	110	110
Gender	Pearson Correlation	.085	1.000
	Sig.(2-tailed)	.375	
	N	110	110

Table no 4

Correlation analysis of the variables Organization's Green Image and Education

		Organization's Green Image	Education
Organization's Green Image	Pearson Correlation	1.000	.653*
	Sig.(2-tailed)		.000
	N	110	110
Education	Pearson Correlation	.653*	1.000
	Sig.(2-tailed)	.000	
	N	110	110

*correlation is significant at the 0.01 level(2-tailed)

Conclusions

The undertaken study confirmed once more the studies of other researchers (2008), that is the GPI is influenced by the Organization's Green Image Environmental Knowledge, Perceived Product Price, Perceive Product Quality.

The results show that the interviewed consumers tend to purchase and consume organic products. Branding and corporate efforts to form an image of Green Organization show that these are not meaningless. They have shaped and contributed to the development in our country of the use of these types of products.

The behavior of the surveyed respondents show that GPI is influenced first by the product quality and the price then by and after that by the image of the production company (figure no 3). The gender variable is not an influence on GPI (Pearson Correlation is -0.084) the correlation for age variable is 0.114 (table no 2)and 0.201 for education. Correlation analysis of the variables Perceive Product Quality and Gender- Pearson Correlation is .085 (table no 3) and correlation analysis of the variables Organization's Green Image and Education is 0.653 (table no 4).

The limits of this study are related to the sample size and the sampled population. Financial constraints did not allow a study on a sample at several universities in Romania which will form the basis for a future research.

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