

INFLUENCE OF GREEN PURCHASE BEHAVIOR OF NEW ENERGY VEHICLE CONSUMERS

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Abstract:

This study aims to explore the role of green purchase intention in green purchase attitude and the influence of corporate social responsibility on green purchase behavior. By conducting surveys on consumers, we collect data on their attitudes toward green purchases, green purchase intentions, corporate social responsibilities, and actual green purchase behaviors. Through structural equation modeling for data analysis, the study found that green purchase intention plays a mediating role between green purchase attitude and corporate social responsibility on green purchase behavior. Specifically, green purchase attitude and corporate social responsibility have a significant positive impact on green purchase behavior, and green purchase intention plays a partial mediating role between the two. This shows that consumers' green purchase intention plays an important role in deciding whether to make a green purchase, and the company's green purchase attitude and social responsibility have a positive impact on consumers' green purchase behavior. These research results have important guiding significance for enterprises to carry out green marketing and promote sustainable development.

Keywords: Green purchase attitude, corporate social responsibility, green purchase intention, green purchase behavior

Introduction

The growth of the new energy vehicle market provides opportunities for increased environmental awareness. However, although many consumers have expressed their willingness to buy green, the actual green buying behavior is still relatively small. Therefore, understanding consumers' green purchase behavior when purchasing new energy vehicles, especially the impact on their green purchase intention, green purchase attitude, and corporate social responsibility, is crucial for formulating marketing strategies. This paper aims to explore the relationship between these factors and the mediating role of green purchase intention in order to help companies better attract and maintain green consumers, thereby promoting the popularization of environmental awareness and the development of the new energy vehicle market.

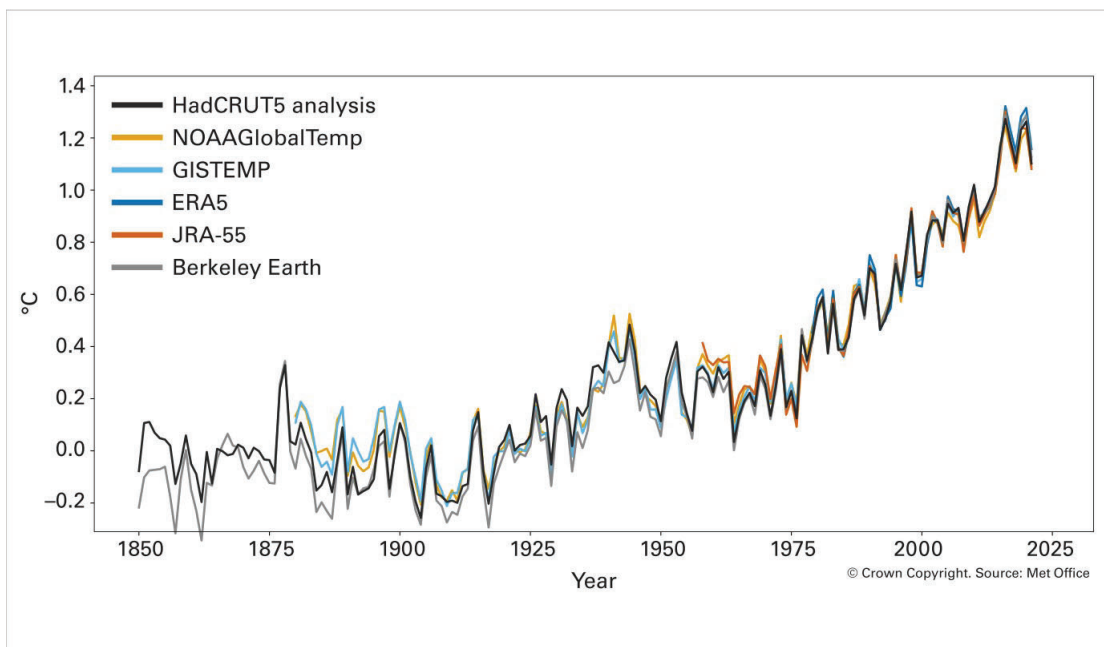
1.1 Research Background

The second industrial revolution's completion accelerated the growth of the world economy, which facilitated the rapid amplification of material prosperity. However, many issues will eventually arise as a result of economic growth, and one of them is environmental degradation. People have developed a lot of hedonistic and consumerist ideals in today's culture, and large-scale production has significantly harmed the environment and wasted a lot of resources. This consumption model has exceeded the earth's carrying capacity (Carrington et al., 2016). Additionally, increasingly harmful improper consuming practices undermine every step of global growth. There are instances where the UK, Germany, and other nations have struggled with air and water pollution and have spent almost a century trying to save them. Additionally, the emerging crown pandemic in late 2019 has negatively impacted public health security and the global economy. People's life have suffered seismic upheavals as a result of the threat. The consumption of non-green animals by consumers is the root cause of the epidemic. All of these demonstrate that the former philosophy of

"development first, governance later" is no longer workable and that the world should instead adhere to green development and realize complete, coordinated, and sustainable development in which man and nature coexist together.

Since the reform and opening up, China's economy has definitely grown quickly, but it also has to be acknowledged that environmental issues have followed. such as the Dalian Xingang crude oil spill disaster in 2010 and the Songhua River water contamination incident in 2005, the Beijing smog incident in 2015, the extreme high temperature incident in Australia in 2020, the wildfires in the western United States, the locust disaster in Africa, and the outbreak of the new crown epidemic worldwide. , and the reasons behind it are all caused by human beings' own behaviors, which have also caused a lot of losses in people, property, and things. Taking one of the most serious environmental problems—climate warming as an example, the overall trend is on the rise, and the global climate situation has reached a precarious level.(Hu & Shi, 2022)

Figure 1.1 Global annual mean temperature difference from pre-industrial conditions(1850–1900) for six global temperature data sets (1850–2021)



Source: Met Office, United Kingdom of Great Britain and Northern Ireland.

With the increasing global demand for green development, governments have launched policies to promote green development, put forward carbon neutrality targets one after another, and continuously strengthened environmental education for people, and as people's awareness of environmental protection increases, the demand for green products is also increasing. For supply chain enterprises must produce green products to seize market opportunities, so that the traditional supply chain management has to change to green supply chain management. Green supply chain management can achieve environmental protection, optimize resource allocation, improve economic efficiency and fulfill corporate social responsibility. The green purchase model embodies the fundamental qualities of energy conservation and environmental preservation, so the environmental advantages brought about by consumer green purchasing behavior match the needs of the new era.

Consumer green purchasing behavior is a nuanced and complex idea. Though studies have shown that CSR has an impact on consumer behavior (Xie & Zhou, 2009), corporate social responsibility (CSR) has recently emerged as one of the hottest themes in management theory and academic research (Tingchi Liu et al., 2014).

1.2 Research Hypothesis

H1: Green purchase attitude affects green purchase intention

H2: Corporate social responsibility affects green purchase intention

H3: Green purchase attitude affects green purchase behavior through green purchase intention

H4: Corporate social responsibility affects green purchase behavior through green purchase intention

H5: Green purchase intention affects green purchase behavior

1.3 Research Scope of the study

The research population scope

1. Population

This study focuses on the green products of new energy vehicles, mainly focusing on Chinese consumers in Guangxi province, China.

2. Sampling

Randomly select consumers aged 18 or over in 14 cities including Nanning, Liuzhou, and Guilin in Guangxi province, China.

The research area scope

Guangxi, an autonomous region in southwest China, is an important gateway to China's coastal economic belt and southwest China's connection to ASEAN, as well as one of China's important industrial bases. In recent years, the focus of Guangxi's industrial development has gradually shifted to areas such as high-end manufacturing and advanced materials, which has promoted the high-quality development of Guangxi's economy. Guangxi's industries are mainly concentrated in Nanning, Liuzhou, Guilin, Guigang and other cities, and Liuzhou is a prefecture-level city in China's Guangxi Zhuang Autonomous Region and one of the important industrial cities in Guangxi. Liuzhou City has actively promoted the development of new energy vehicle industry in recent years and become one of the important bases of new energy vehicle industry in China. At present, Liuzhou has built a number of new energy vehicle production enterprises and supporting enterprises, including well-known enterprises such as SAIC-GM-Wuling and Dongfeng-Liuqi. The annual production capacity of new energy vehicles in Liuzhou has exceeded 200,000 units, which has become an important support for the new energy vehicle industry in Guangxi Province. Therefore, this paper selects Guangxi province of China as the research area, which is representative.

Review of related literature and study

2.1 Green Purchase Attitude

In the research on green purchase behavior, most scholars regard "attitude" as an important psychological variable, and conduct research on the relationship between attitude and behavior. Among them, many scholars have confirmed that there is a significant relationship between consumers' green purchase attitude and green purchase behavior. (Hao & Li, 2020) The degree to which a person values purchasing a green product negatively or favorably is shown by their attitude toward them. Knowledge, green consumers are more mindful of the needs of other people, environment, and their own and other people's health when making purchases. (Kamalanon et al., 2022)

There are numerous definitions of environmental or "green" views in the literature. This idea is described by Milfont and Duckitt as a psychological predisposition exhibited by judging the natural world favorably or unfavorably. Green attitudes are described as "concern for the environment or caring about environmental issues (sometimes referred to as pro-environmental attitudes)" by Gifford and Sussman. Ugulu et al. assert that it is critical to research potential negative environmental attitudes and take appropriate action because it has been found that people with negative environmental attitudes tend to underestimate environmental problems and refrain from engaging in environmentally friendly behavior. The authors were able to confirm a generally valid positive relationship between environmental attitude and engagement in environmentally protective behavior across a sizable pool of countries thanks to these findings, which linked people's environmental attitudes (i.e., their commitment to protecting the environment) with their protective engagement. The attitude-behavior gap, often referred to as the attitude-action gap, has been discovered in some research to exist between customers' professed positive attitudes on green purchasing and their actual purchase behavior. According to certain ideas, there are environmental elements that have a significant impact on the relationship between attitude and behavior (Simanjuntak et al., 2023).

2.2 Corporate Social Responsibility

Corporate Social Responsibility (CSR) is important to a company's profitability and long-term operations (Elias, 2004), and some corporate executives have begun to see CSR as a creative opportunity to both fundamentally strengthen their business and contribute to society at the same time (Vurro & Perrini, 2011). Consumers are one of the important stakeholders of a company and play a crucial role in its development. As a business strategy, many large international companies try to build a positive corporate image in the minds of consumers and develop a competitive advantage through CSR marketing. As a result, more and more companies are now proactively introducing CSR-related activities to the public and their customers and communicating these messages to them (De Grosbois, 2012).

The history of CSR can be traced back to the 1950s, when business and academia began to explore the relationship between business and society (Carroll, 1991). In 1953, in "Social Responsibility of Businessmen", Bowen mentioned that business managers have an obligation to society to do what is good for society or to act in accordance with society's goals and values (Masse, 1953). (Davis, 1974) argued that the public visibility of corporate behavior requires managers to be socially responsible, and as an important part of society, corporations have a responsibility to address social issues (Elias, 2004). Subsequently, Freeman defended this view in 1984 and proposed a stakeholder theory (Freeman R E, 2004)

Corporate social responsibility became popular at the beginning of the 21st century, and studies by scholars at home and abroad have shown that the level of CSR fulfillment determines whether an enterprise can maintain its long-term development. The effective fulfillment of CSR can significantly improve the status of enterprises in the minds of consumers and make them do more things that are beneficial to the development of enterprises subconsciously. Therefore, as a company, the focus should be on how to develop and implement social responsibility around consumers.

2.3 Green Purchase Intention

Green purchase intention is developed from purchase intention, where purchase intention is an important variable in the study of planned behavior theory, emphasizing a subjectivetyendency, and in empirical studies, green purchase intention is usually used to describe consumers' green purchase behavior.

Consumer's willingness to buy is the tendency of the consumer to make an actual purchase of a commodity, which is an inner expression in the sense that the action has not yet occurred, and can be transformed into an actual purchase behavior on a certain basis. It is an important predictor of actual purchase behavior (Ajzen, 1991). Similarly, in the study of green food consumption, green food purchase intention, as the consumer's willingness to purchase green food for this specific behavior, can be used as a predictor of green food purchase behavior and has strong explanatory power. Most of the relevant foreign studies have studied the factors influencing green food purchase intention and the mechanisms influencing it. As early as the 1990s, (Hack, 1995) studied the purchase motives and

preferences of Dutch consumers and found that consumers' familiarity with green food certification, consumers' ability to obtain green food, the price and quality of green food affect consumers' purchase intentions. In the last decade of research, (Ozguven, 2012) used Turkish consumers as the respondents and used health, safety, quality, and price of food products jointly selected by the respondents as influencing factors and used multiple regression models to confirm the importance of these four factors on consumers' willingness to purchase green foods. (Ariff, 2014) selected four variables including health, safety, environmental friendliness and animal welfare, and product quality as explanatory variables for consumers' perceptions of green food and developed a multiple regression model to study Malaysian consumers' willingness to purchase green food and confirmed that there was a significant effect except for product quality. (Yazdanpanah & Forouzani, 2015) used the theory of planned behavior as a theoretical framework, based on which they added self-identity and ethical norms factors to establish a structural equation model to verify the mechanism of influence on Iranian students' willingness to purchase green food, the study found that consumers' willingness to purchase green food is influenced by their attitudes, but the effect of subjective norms and perceptual behavioral control on willingness to purchase was not confirmed, and the model added self-identity and ethical norms factors significantly increased students' willingness to purchase. (Irianto, 2015) added consumer health consciousness, environmental consciousness and green food price as influencing factors of attitude to establish a structural equation model to study the mechanism of influence of consumer's willingness to purchase green food in India based on consumer's attitude and subjective norms to purchase green food and the results showed that health, environmental consciousness, price and subjective norms significantly influence attitude and subjective norms and attitude significantly influence consumer's purchase (Mhlophe, 2016) also chose the theory of planned behavior as the theoretical basis of the model, but replaced the perceptual behavior control with perceived price and perceived availability and introduced health awareness and environmental concern variables, and used these six variables as antecedent variables purchase intentions as outcome variables to develop a structural equation model to study South African consumers' green food purchase intentions, and the results showed that these six variables (Hariyanto, 2018) used correlation analysis to verify that consumer trust in green food, consumer green awareness and their willingness to purchase green food were significantly and positively correlated, and that the trust factor was less correlated with willingness to purchase green food than green awareness. (Auroomooga & Balakrishnan, 2019) considered consumers' environmental attitudes, subjective norms, perceived behavioral control, environmental knowledge, health concerns, and environmental concerns as factors influencing Malaysian consumers' willingness to purchase green food, and tested the significance of these six factors through multiple regression models, and the results showed that all of them were significant except for environmental attitudes and environmental knowledge, which were not significant on the willingness to purchase (Wang et al., 2019) used personal attitude, subjective norms, perceived behavioral control, and health perception as antecedent variables and the degree of consumer knowledge of green food as moderating variables to develop a structural equation model to study consumers' willingness to purchase green food in Tanzania and Kenya, respectively. The results showed that the effect of perceived behavioral control

on purchase intention was not significant in Kenya and the moderating effect of knowledge ability factor on perceived behavioral control was not significant in both countries.

2.4 Green Purchase Behavior

After the United Nations officially introduced the term "sustainable development", the concept of sustainable development has gradually taken root in people's minds. Whether a product is good for the environment has become the biggest competitive advantage. In this context, green purchase behavior has become a hot spot for research, and scholars at home and abroad have put forward their own opinions on the term "green purchase behavior".

2.5.2 Relevant studies on green purchase behavior

Green purchase behavior is an ecologically beneficial behavior, and the concepts related to it are green products, green consumers, and green purchase intentions. Among them, a green product is a product that is produced with an advanced and superior process that is as low as possible in terms of pollution, harm, and energy consumption to ecological and environmental resources, and is an eco-friendly product that meets the requirements of environmental protection (Liobikienė et al., 2016). The green consumer is the main body of green consumption, the person who consumes green products with practical actions. Green purchase intention, on the other hand, refers to the possibility of consumers to purchase environmentally friendly products. In the theory of planned behavior, willingness is the direct influencing factor of behavior, and other influencing factors affect behavior through the mediating role of willingness. In practical studies, green purchase behavior of many products is difficult to measure, therefore, scholars often use green purchase intention as an outcome variable when studying the factors influencing green purchase behavior, so as to study the green purchase behavior of consumers.

Green purchase behavior began with the Green Consumer Movement in the United Kingdom, which promoted the purchase of products with environmental benefits and encouraged the public to actively purchase goods that are more beneficial to the environment, thereby shifting consumer demand and thus the supply focus of manufacturers. In essence, green consumption is a new concept of consumption compared to traditional consumption, focusing on the protection of the ecological environment throughout the consumption process and favoring resource-saving and sustainable products. With the widespread promotion of this movement, scholars have been conducting research on this issue, especially on the green purchase behavior of consumers. Green purchase behavior not only meets the basic requirements of sustainable development, but also can play an important role in promoting the construction of ecological civilization.

2.5 Conceptual Framework

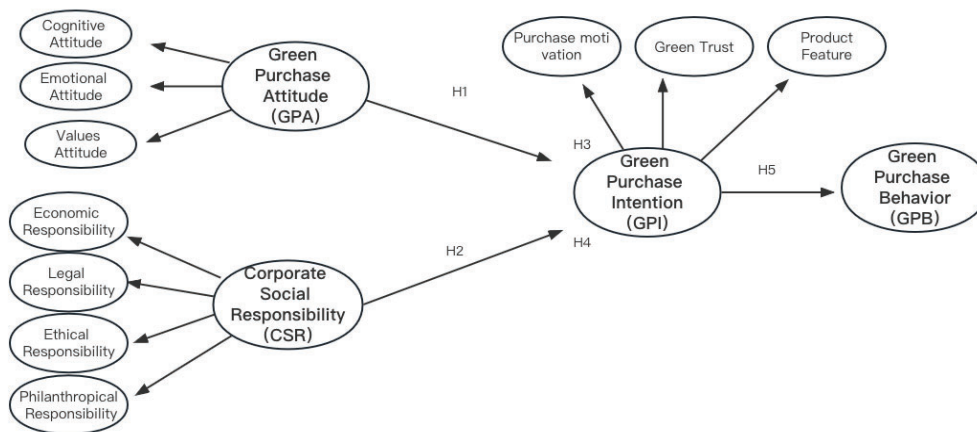


Figure 2.1 Conceptual Framework

Summary and Limitations

3.1 Research Design

This study is a mixture of quantitative and qualitative research its can be described as follows:

1. Quantitative study

The study will use Structural Equation Model (SEM) for data analysis to investigate the influence of green purchase attitude and CSR on green purchase intention and green purchase attitude and CSR on green purchase behavior through green purchase intention. Specifically, a questionnaire survey will be conducted on consumers who purchase new energy vehicles to obtain data on the variables of green purchase attitude, corporate socialresponsibility, green purchase intention and green purchase behavior. The quantitative method of probability sampling will be used in this study, and data analysis will include descriptive statistical analysis, reliability analysis, correlation analysis, and structuralequation modeling analysis. Data were analyzed using SPSS 25.0 and PLS methods, whichaim to "predict and understand the role and formation of individual structures and their interrelationships" (Chin, 1998).

2. Qualitative research

Data collection methods in qualitative studies may include direct observation, document examination, face-to-face interviews, and in-depth interviews (Khan, 2014; Marshall & Rossman, 2016). In this study, semi-structured interviews will be used to survey consumersin cities in Guangxi Province using questionnaires to understand the impact of their attitudes towards green purchase, corporate social responsibility and green purchase intentions on green purchase behavior. The interview transcripts will be content analyzed to obtain a different data source than the quantitative study.

3.2 Summary

This study aims to explore the role of green purchase intention in green purchase attitude and the influence of corporate social responsibility on green purchase behavior. By conducting a questionnaire survey on consumers, the data on their attitude towards green purchase, green purchase intention, corporate social responsibility and actual green purchase behavior are collected. Through the data analysis of structural equation model, itis found that green purchase intention plays a mediating role between green purchase attitude and corporate social responsibility on green

purchase behavior. Specifically, green purchase attitude and corporate social responsibility have a significant positive impact on green purchase behavior, and green purchase intention plays a partial mediating role between the two. This shows that consumers' green purchase intention plays an important role in deciding whether to make a green purchase, and the company's green purchase attitude and social responsibility have a positive impact on consumers' green purchase behavior. These research results have important guiding significance for enterprises to carry out green marketing and promote sustainable development.

3.3 Limitations

Although this study explores the role of green purchase intention, green purchase attitude, and corporate social responsibility in green purchase behavior, there are still some limitations. First of all, this study used the method of questionnaire survey to collect data, and there may be questions that the respondents answered untrue or subjective bias. Second, the sample is limited in scope and only involves specific regions or industries, which may not be broadly representative. Furthermore, this study mainly focuses on consumers' concepts and behaviors, without considering the impact of other factors on green purchasing behavior, such as price, quality and other factors. Finally, there may be some subjectivity and uncertainty in the measurement of green purchase intention. In order to further understand the influencing factors of green purchasing behavior, future research can expand the sample scope, adopt various data collection methods, and comprehensively consider the influence of various factors on green purchasing behavior, so as to improve the accuracy and credibility of the research.

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