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The role of consumer typology on the consumers' green involvement and its effect on green purchase behaviour

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Abstract

This paper attempts to investigate how green, pseudo-green and non-green consumers differ in their rational and emotional determinants of desire for green consumer behaviour, and derive distinct advertising implications for each group through a theoretical underpinning. We distinguish consumers into three categories (green, pseudo-green and non-green) and test them as a moderating variable. The research is two-fold. At the first level, in an attempt to identify the pseudo-green consumer scale. The scale items will be identified basis rigorous literature review and interviews conducted among consumers. The study is the theoretical insight to explain the outcomes of the interviews conducted for identifying the pseudo-green consumer criteria in detail.

Keywords: Green consumers, pseudo-green consumers, green purchase behaviour, consumer typology, green involvement

Introduction:

Consumers are a key driver when it comes to sustainable production as they are seen to opt for products differently according to their understanding on the impact of their consumption choice on ecology and the environment (Bonini & Oppenheim, 2008). Green consumers are the ones who engage in a set of pro-environmental behaviours for environmental reasons (Barbarossa & Pelsmacker, 2014). They are characterised basis their purchase choice, product use and post-use, household management, collective, and consumer activism behaviours, reflecting some degree of environmental- related motivation (Peattie, 2010), purchase and use of products with lower environmental impacts (Pinto et. al, 2014), purchase products and services perceived to have a positive (or less negative) influence on the environment (Haws et. al, 2013). Non- green consumers on the other hand do not engage in pro-environmental behaviour (Barbarossa & Pelsmacker, 2014).

In general sense, conventional consumers are defined as being non-green consumers for not being able to emphasize on the environmental impact of their purchase decision (D'Souza, 2004). Although, it is observed that the green behaviours are not consistent among certain consumers, and such consumers tend to selectively opt for green product in certain product categories (Straughan & Roberts, 1999) and not in others. Such behaviour are also observed to be situation specific and are a result of factors such as peer influence (Lee, 2010), local environmental involvement (Lee, 2010), pricing variations (D'Souza, Taghian, & Khosla, 2007; Chen et. al, 2006), unavailability of green alternatives (Shamdasani et. al, 1993), etc. To cater to this category of green consumers, a new typology of consumer called 'pseudo-green consumers' is introduced in the current study that suits such consumers who do not consistently engage in green behaviours. The 'pseudo-green consumers' are theatrically green and do not engage in consistent environmental behaviours. The definition of the term 'pseudo-green' is referred from a study by Mahdavinejad et. al (2014). Thus, Pseudo-green players are expected to be adopting green behaviours in the consumer market for some

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