

Sustainable Decisions: How Social Norms, Recyclability, and Advertisements with Constraining Appeals Affect Green Purchase Intentions

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Introdução

Concerns about sustainability have led to shifts in consumption practices, including in Brazil. Green products are increasingly valued for their reduced environmental impact. In this context, recycling behavior, social norms, and embarrassment-based appeals emerge as relevant variables to understand green purchase intentions.

Problema de Pesquisa e Objetivo

Given the limited research integrating embarrassment appeals, social norms, and recycling behavior, this study investigates how these factors influence green purchase intentions. The objective is to assess the effects of social norms, sustainable recycling behavior, and embarrassment-based persuasion on consumers' intention to buy green products, through an empirically tested theoretical model.

Fundamentação Teórica

Green consumption involves purchasing decisions motivated by environmental concerns. Embarrassment-based appeals can stimulate moral reflection and socially desirable behavior. Social norms shape expected behavior in social groups. Appreciation for recycling reflects internalized sustainable values and increases green purchase intention (Rašić et al., 2024; Sangwan et al., 2024).

Metodologia

This quantitative and descriptive study used an online survey ($n = 218$), with convenience sampling. Data were analyzed using structural equation modeling (AMOS). Validated scales measured embarrassment-based persuasion, social norms, recycling behavior, and purchase intention. Respondents evaluated an ad designed to evoke embarrassment and promote a recyclable product.

Análise dos Resultados

Two hypotheses were confirmed: social norms ($\beta = 0.716$; $p < 0.001$) and recycling behavior ($\beta = 0.150$; $p = 0.011$) positively influenced purchase intention. Embarrassment-based persuasion ($\beta = 0.028$; $p = 0.638$) showed no significant effect. The model showed acceptable fit indices (CFI = 0.98; RMSEA = 0.049) and validity criteria (CR > 0.80; AVE > 0.50; Fornell & Larcker, 1981).

Conclusão

Social norms and recycling behavior positively influence green purchase intention. Embarrassment-based persuasion did not have a significant effect in this context. Results suggest that negative emotional appeals alone may not effectively promote green consumption. Perceived social approval and prior sustainable behavior are more relevant in influencing consumers' purchasing decisions.

Contribuição / Impacto

The study contributes by integrating constructs often examined separately. It reinforces the role of social norms and environmental habits in promoting green consumption. From a managerial perspective, it suggests that marketing strategies should emphasize social approval and message credibility, rather than relying solely on emotional appeals.

Referências Bibliográficas

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