

Price, Materialism, and Impulsive Consumption: Effects on the Credibility of Green Marketing and the Perception of Environmental Benefits

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Introdução

This study investigates how price as an indicator of quality, materialism and impulsive consumption influence consumer attitudes towards green marketing claims and the perceived environmental benefits of green products. The research seeks to understand how these factors interact in the context of sustainable consumption, contributing to the advancement of discussions on consumer behavior and offering subsidies for more effective marketing strategies aligned with sustainability.

Problema de Pesquisa e Objetivo

This study is based on the question of how factors such as perceived price, materialism and impulsive consumption influence attitudes towards green marketing and the perception of environmental benefits. The aim is to analyze the relationships between these constructs in order to understand consumer behavior towards sustainable products, contributing with insights for more effective marketing strategies aligned with sustainability.

Fundamentação Teórica

The theoretical framework addresses how perceived price influences materialism and perceived quality, especially in contexts of uncertainty. It also explores the role of materialism in intensifying impulsive consumption and its link to emotional factors. In addition, it discusses the impact of green marketing claims on attitude formation and perceived credibility, considering consumer skepticism and the importance of clear and coherent sustainable communications.

Metodologia

The research is descriptive and quantitative, with online data collection carried out between October and December 2024, totaling 370 respondents. Non-probabilistic convenience sampling was used. The constructs were measured using a 5-point Likert scale. The analysis was carried out using structural equation modeling in AMOS V.24, without identifying outliers or missing values.

Análise dos Resultados

The sample is mostly female, with an average age of 30 and a high income. Structural equation modeling showed satisfactory fits. The results confirm significant relationships between price and materialism, materialism and impulsive buying, and between impulsive consumption and attitude towards green products. However, there was no significant relationship between belief in green claims and perception of environmental benefits.

Conclusão

The study confirmed that perceived price influences materialism, which in turn impacts impulsive consumption, which favors positive attitudes towards green products. It also identified that high prices reduce the credibility of green claims and that believing these claims does not increase the perception of environmental benefits. The research contributes by integrating symbolic aspects into sustainable consumption and suggests more segmented and transparent marketing strategies.

Contribuição / Impacto

Integrating materialism and impulsive consumption into the analysis of green marketing behavior, broadening the understanding of symbolic factors that influence sustainable consumption. The results provide support for more effective marketing strategies that consider emotional and social motivations, as well as clear and segmented environmental communication, strengthening the connection between brands and consumers in search of value and purpose.

Referências Bibliográficas

The references include national and international studies on consumer behavior, materialism, impulsive consumption, green marketing, price perception and sustainability. They cover theoretical and empirical approaches that underpin the relationship between symbolic factors and purchasing decisions, highlighting authors such as Richins, Dawson, Dangelico, Davari, Mendini, Floriano, Silva and others who contributed to consolidating the model proposed in this study.