

## GREENER CARS



The ever-growing environmental impact that consumer products exert has been a topic of major concern in 21<sup>st</sup> century society. Products that are non-biodegradable, pollutants and compounds, which have a considerably long lifespan after consumption, are the major concern in the eyes of consumers in today's market. This has led to the introduction of many new and innovative eco-friendly products (e.g. processes, technology, labelling and packaging) that counteract or reduce the harmful effects of polluting products.

A study was conducted by Adam Szpytko, a [Master's](#) student in the [Department of Marketing Management](#), focused on investigating the underlying factors that lead to consumers' intention to purchase eco-friendly cars. The study was conducted with consideration of social and non-discretionary components, which provided further insight into the consumer's decision-making process in relation to the purchase intention of eco-friendly vehicles.

The purpose of this study was to apply the constructs of subjective norms, attitudes and behaviour, from the theory of planned behaviour, towards eco-friendly vehicles in South Africa. The study extended to whether a consumer's attitude, behaviour and/or subjective norms towards eco-friendly products would lead to an elevation in their intention to purchase eco-friendly products.

The study provided measures and interpretations for the contribution of several factors in predicting consumers' green purchasing. An analysis was done to determine the relationships between subjective norms, attitudes towards eco-friendly vehicles, environmental behaviour and purchase intent. The results revealed that all of these constructs influence buying behaviour positively, but that subjective norms have the strongest influence. That means that peer influence (the opinions of friends and family) is the most powerful predictor of people's intent to purchase eco-friendly vehicles.

The recommendation from the research is that marketing professionals need to take these factors into consideration in order to develop targeted marketing models and campaigns that attract consumers to eco-friendly vehicles.

*This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2014 with the [Department of Marketing Management](#) by Adam Szpytko, under the supervision of [Dr T. Maree](#).*