

A Research on the Determination of Environmentally Friendly Car Purchasing Behaviors

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Extensive Summary

Introduction

Businesses that have been working hard to understand the behavior of consumers have realized that they have to work to protect natural balance. The natural balance and ecology issues that have become more prominent in recent years have allowed businesses to be cautious about the environment during the production phase and consumers to prefer environmentally friendly products in their preferences (Çabuk & Nakıboğlu, 2003, p. 40). The reason why businesses go for eco-friendly products is due to the fact that the consumers demanding eco-friendly products are increasing day by day. Concerns about environmental issues have increased considerably over the last 50 years (Kalafatis et al., 1999, p.441), and environmental pollution and the protection of the environment have been included in this process.

1. Conceptual Framework

When the studies on marketing related to the environmental issue are examined, it is observed that the sensitivity towards the environment increases day by day. Academically, in the 1970s and 1980s environmental issues became a focus of interest. The aim of the studies carried out in this period is generally to examine the consumer's interest in environmental issues (Menon et al., 1999, p. 2). In the 1990s, there was a widespread awareness of environmental degradation (Grove et al., 1996, p. 56). In this

period, environmentalism has been identified as potentially the greatest trade issue (Kirkpatrick, 1990, p. 44). After this period, environmentalism became an important social issue, and widespread acceptance of the global environmental crisis has led to an increase in the environmental movement (Follows & Jobber, 2000, p. 723).

When viewed as a process, consumer perceived sensitivity to the environment, 1960's an "awakening" period, 1970's years "time to act," 1980's "time to be affordable," and the 1990s "market power" (Kalafatis et al., 1999, p. 442 from Makower, 1993). In recent years, environmental awareness in consumer behavior has begun to increase even more, as the realization that natural resources are in serious danger. This has also increased demand for environmentally friendly products in markets around the World (Kumar & Ghodeswar, 2015, p. 330). In the light of these developments, businesses see increasing consumer sensitivities as a business opportunity in environmental issues, while producing environmentally friendly products, they are transforming production processes with less resources and less damage to the environment (Ay & Ecevit, 2005, p. 243). This has caught the attention of the academic community, and a number of studies have been conducted to identify consumers' purchasing behaviors for environmentally friendly products. These studies not only contribute to the relevant literature, but also guide the business to understand the customers.

2. Research of Consumers' Environment-Friendly Procurement Behaviours

2.1. Data and Method

The aim of this study is to investigate the purchasing behaviors of the academic staff working at Selçuk University for environmentally friendly automobiles. The aim of this study is to investigate the sensitivity of the academicians participating in the survey to the environment, whether they are conscious of the damage caused by the use of traditional automobiles, and purchasing behavior towards environmentally friendly automobiles is not examined.

Survey method was used to collect data in Selçuk University academicians' investigation of purchasing behaviors towards environmentally friendly automobiles. In the questionnaire form, the relevant literature and similar studies carried out in this regard were taken into consideration. The questionnaire form consists of two parts. In the first part demographic questions are asked to determine the personal characteristics of the survey participants and in the second part questions are asked to determine the buying behaviors. While creating the scales in the survey, Afroz et al., benefited from the "Consumer Purchase Intention Towards Environmentally Friendly Vehicles: An Empirical Investigation in Kuala Lumpur, Malaysia". After the first design, the questionnaire was answered by 30 academicians, and both the intelligibility of the questionnaire, the response time, and so on, the factors were researched and pilot study on the study was made and the final decision of the questionnaire was decided. Participants in the pilot study were specially selected to be academicians and to study research methods in social sciences.

After the pilot study, the final questionnaire forms were made through random sample selection with face-to-face interviews with the academicians working at Selçuk University. The universe of the research was specifically chosen because of the lack of studies in academics in the literature and their different levels of income and education. In determining the number of samples, Yazicioglu and Erdoğan (2004) sample selection table was used. As a result of the weekly surveys, a total of 135 surveys were answered,

and finally 127 surveys were taken into consideration. Considering the size of the universe, the number of surveys reached with 10% sampling error was found to be statistically sufficient. The obtained data were coded in accordance with the "Statistical Package for Social Sciences (SPSS) / Windows 2.0 Version" statistical analysis program and analyzed with appropriate tests for the purpose of study.

2.2. Findings and Discussions

Within this information consumer's environmentally friendly car buying behavior was examined and the following results were obtained:

- It is seen that there is a meaningful relationship between the factors that we have determined as environmental subjective norms and the fact that traditional automobiles will create environmental and air pollution, negative effects on human health and factors that include materials and academicians' environment friendly car purchasing intentions.
- There is a meaningful relationship between environmental subjective norms and the individual purchasing behavior of environmentally friendly cars that are comfortable and safe, and the environment in which they can be bought.
- There is a meaningful relationship between perceived behavioral control, which is determined by environmental subjective norms, disciplined, and factors in which a clean and orderly environment is indicated as important.
- There is a significant relationship between environmental subjective norms and attitudes towards environmentally friendly automobiles, including fuel savings and factors that reduce oil use and greenhouse gas emissions.
- There is a significant relationship between purchasing intentions and environmentally friendly automobiles that are comfortable and safe, and individual purchasing behavior, including items that can be bought with such environment in mind.
- There is a significant relationship between perceived behavioral control, which is defined as factors that are measured, disciplined and clean and organized by the individual buying behavior variable.

The increase in demand for environmentally friendly automobiles is thought to be achieved by vaccinating the consumers with environmental awareness and increasing the sales figures with special support from these automobiles. Eco-friendly cars in Turkey to evaluate the sales figures, and hence the demand for these cars is important in order to understand the sensitivity to the environment. In the final analysis, the study is of importance both to address such a serious issue and to form the basis for similar work and other work to be conceived thereafter.