

Shaping Purchase Intention Towards Recycled Products Through Brand Attitude, Trust, and Commitment

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Abstract

The study examines the relationship between brand attitude and purchase intention towards recycled products by the notions of brand trust and brand commitment. The data was collected from consumers who had at least once purchased recycled products for a better understanding of the proposed model. The findings of the study indicate that brand attitude has a significantly positive impact on the intention to purchase recycled products. However, when this relationship is analysed through brand trust as a mediator, it becomes insignificant, implying full mediation. Additionally, the relationship between brand attitude and purchase intention for recycled products is mediated by brand commitment. Moreover, this study revealed that brand trust and brand commitment serially mediate the relationship between brand attitude and purchase intention toward recycled products. The study adds to the extant literature pertaining to conservation behavior by examining the relationship between consumers' attitudes toward the brand and their intention to purchase recycled products. Besides this, it also advances the literature on trust-commitment theory by incorporating the perspective of branding. This study assists marketers in raising awareness about recycled products among consumers by showcasing the relationship between consumers' brand attitude and their intention to purchase recycled products. Similarly, trust and commitment towards the brand can create a favorable impression in consumers' minds, resulting in the continued purchase and use of recycled products.

Keywords: Branding; purchase intention; recycled products; sustainability

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SHAPING PURCHASE INTENTION TOWARDS RECYCLED PRODUCTS THROUGH BRAND ATTITUDE, TRUST, AND COMMITMENT

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THE MOTIVATION

- Growth of environmentally and socially conscious consumers.
- In an interview with BBS, Philip Kotler, known as the "father of marketing," stated:

"sustainability will soon become a determining factor in business, as consumers want companies to care about them and the planet, not just their profits." (Bologna Business School, 2020).

- Recycled products have ecological and economic benefits (Bigliardi, Campisi, Ferraro, Filippelli, Galati & Petroni, 2020).

RESEARCH GAP

- Past studies have explored various factors leading to the intention to purchase recycled products (Mugge & Schoormans, 2019; Nguyen, Tran, Nguyen, Luu, Dinh, & Vu, 2020; Park & Lin, 2020; Queiroz, Lima, da Silva, Queiroz, & de Souza, 2021), but none have focused on brand psychology.

RESEARCH OBJECTIVE

- To investigate purchase intention toward recycled products through a branding perspective.
- To examine the relationship between brand attitude and purchase intention towards recycled products by the notions of brand trust and brand commitment.

METHODOLOGY

- **Data collection:** Questionnaire Design using a five-point Likert scale through purposive sampling
- **Sample Size:** 186 valid and usable responses
- **Quantitative Methodology:** EFA, CFA, MEDIATION ANALYSIS, SERIAL MEDIATION ANALYSIS

FINDINGS

- Brand attitude has a significant and positive impact on the intention to purchase recycled products ($B = 0.357$, $t = 5.179$, $p = 0.000$). Hence, H1 is supported.
- Brand trust ($b = 0.123$, $t = 2.700$), and brand commitment ($b = 0.113$, $t = 3.062$), fully mediate the relationship between brand attitude and intention to purchase recycled products. Hence, H2 and H3 are supported.
- Brand trust and brand commitment ($b = 0.059$, $t = 2.650$), serially mediate the relationship between brand attitude and intention to purchase recycled products. Hence, H4 is supported

IMPLICATIONS

- **Theoretical perspective:** It advances the literature on trust-commitment theory by incorporating the perspective of branding.
- **Practical perspective:** It assists marketers in raising awareness about recycled products among consumers by showcasing the relationship between consumers' brand attitude and their intention to purchase recycled products. Similarly, trust and commitment towards the brand can create a favorable impression in consumers' minds, resulting in the continued purchase and use of recycled products.

LIMITATIONS

- This study is conducted in the Indian context only
- The data collection was done cross-sectionally

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The background features a repeating pattern of light brown gear icons, each containing a lightning bolt symbol. This pattern is overlaid with a light blue circuit board design, consisting of lines and circular nodes. The text "THANK YOU" is centered in a bold, teal font.

THANK YOU