

IS THIS CLEAN? A STUDY ON THE ANTECEDENTS OF PURCHASE INTENTION OF CRUELTY FREE CLEANING SUPPLIES

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Objetivo do estudo

This article aims to understand the antecedents of purchase intention of cruelty free products in Brazil and to trace the profile of such consumers, as well as to verify the existence of consumer groups based on their characteristics.

Relevância/originalidade

Users are more concerned with how products are tested and what components are used. Companies that use animals in product testing are seen as inappropriate and termed Cruelty Free, making it a research theme of great interest to academia and the market.

Metodologia/abordagem

To carry out the research, a survey was conducted with 304 cleaning supplies users in Brazil and the analysis was performed through structural equation modeling (SEM).

Principais resultados

The results highlight the positive relationships of the constructs analyzed as antecedents of the intentions to buy, with a greater weight for environmental consciousness.

Contribuições teóricas/metodológicas

The contributions, in academic terms, deal with the expansion of results and the use of important markets that should be seen as a trend of consumption.

Contribuições sociais/para a gestão

In a managerial way, it is believed that the results allow the understanding of audiences that grow and have purchasing power, as well as knowledge to discern and influence other consumers.

Palavras-chave: Environmental consciousness, Social norms, Price sensitivity, Attitude, Purchase intention

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Study purpose

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Relevance / originality

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Methodology / approach

To carry out the research, a survey was conducted with 304 cleaning supplies users in Brazil and the analysis was performed through structural equation modeling (SEM).

Main results

The results highlight the positive relationships of the constructs analyzed as antecedents of the intentions to buy, with a greater weight for environmental consciousness.

Theoretical / methodological contributions

The contributions, in academic terms, deal with the expansion of results and the use of important markets that should be seen as a trend of consumption.

Social / management contributions

In a managerial way, it is believed that the results allow the understanding of audiences that grow and have purchasing power, as well as knowledge to discern and influence other consumers.

Keywords: Environmental consciousness, Social norms, Price sensitivity, Attitude, Purchase intention