
Impact of Eco-Labeling on Consumer Purchase Intention: The Role of Gender

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In the creation of environmental marketing, eco-labels play a potentially significant role. Eco-labels express relevant social or environmental benefits and enable customers to make more sustainable choices. Eco-label was debated in the related literature as an important method for encouraging certain sustainable commodity information from the manufacturer to the consumer; however, previous studies addressed inadequately the impact of eco-labelling on the consumer purchase intention in Sri Lankan context. Moreover, even gender shapes purchase decisions, the existing literature base has hardly discussed it in this regard yet. Therefore, there is a research gap in this arena in Sri Lanka. In order to fill this research gap exists in terms of theory and knowledge, the current study analysed the impact of eco-labelling on purchase intention of Sri Lankan consumers emphasizing on trust, motive and gender-based perception. The sample of 150 consumers from the total of 939 of Mapalana Magin Pahala Grama Niladari (GN) division was selected through simple random sampling technique for the study. Data were gathered through administering a pre-tested structured questionnaire survey. Results revealed that 82.7% of the respondents' trust and the majority (52%) of them normally purchase eco-labelled products. Furthermore, there was a statistically significant difference in the perceived motive for purchasing of eco-labelled products ($\chi^2(3) = 146.2, p < 0.001$). Interestingly, independent samples t-test revealed that there is a significant difference ($t(147) = 2.097, p = 0.038$) in the level of awareness of the eco logo between males and females. Females ($M=2.84, SD=1.250$) have more awareness of eco labels than their male counterparts ($M=2.46, SD=0.921$). In addition, independent samples t-test unveiled that there is a significant difference ($t(147) = 3.064, p = 0.003$) in the influence of product information on purchasing decision of eco-labelled products between males and females. Females ($M=3.05, SD=1.331$) relies more on product information during the purchasing of eco-labelled products than males ($M=2.43, SD=1.150$). Furthermore, independent samples t-test revealed that there is a significant difference ($t(147) = 3.370, p = 0.001$) in the repeat purchasing of products with eco labels between males and females, while females ($M=1.89, SD=0.707$) repeatedly purchase eco labelled products than their male counterparts ($M=1.51, SD=0.635$). Hence, the findings of the study will be instrumental in promoting eco-labelled products while implementing gender-based strategies on eco-friendly attributes and characteristics.

Keywords: Eco-labelling, Gender, Motive, Purchase Intention