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Antecedents Affecting Consumers' Green Purchase Intention Towards Green Products

A.M.S.S. Adhikari¹, F. B. Kennedy^{1*}

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Ecological Knowledge, Green Perceived Trust, Green Perceived Values, Green Purchase Attitudes, Green Purchase Intention, Green Products

ABSTRACT

Green marketing is a process of producing environment friendly product. Such type of products that are safe from different hazards. The aim of the study is to measure the antecedents affecting consumers' green purchase intention towards green products special reference with Nikaweratiya Divisional Secretary area, Kurunegala District. This study uses four dimensions as the independent variable of antecedents such as green purchase attitudes, green perceived values, green perceived trust, and ecological knowledge, while green purchase intention was taken as the dependent variable. For this study, 250 questionnaires were distributed. Further, the researcher used convenience sampling methods to select the sample from Nikaweratiya Divisional Secretariate area. The Pearson's correlation analysis showed that the green purchase attitudes, green perceived values, green perceived trust and ecological knowledge had a medium positive relationship with green purchase intention. Regression analysis indicated that there was a significant positive impact on green purchase intention towards green products.

INTRODUCTION

Technological and economic developments bring more comfort to people; hence it challenges the environment such as acid rains, air pollution, global warming and depletion of the ozone layer. These issues affect the sustainability of the economic growth, environment and society as a whole. Environmental conscious consumers have significantly involved environmentally protection activities and considering purchasing, people are willing to pay more for environmentally friendly green products, which have less effect on the environment. These changes affect the personal values and lifestyles of the consumers. Consumers began to change their lifestyles and business activities, and gradually tended to increase consumption of green products (Kong *et al.*, 2014). Green products are easily decomposable, renewable, reusable and /or recyclable and less impact on environment (Dangelico and Pontrandolfo, 2010).

The demand for green products increased the demand for the green production and marketing of green production. As sustainable development is focused the sustainable consumption on green products also demanded in the market place. Therefore, companies also intent to produce and market green products to meet the consumers' need (Dangelico and Pontrandolfo, 2010). Even though companies are more willing to produce environmentally friendly products, comparing with the demand in the market it is insufficient. Young *et al.*, (2010) stated that about 30% of consumers expressed concern about the environment and tried to translate this into their purchase behavior. Hence, the rate of purchase of green products is very low. The development of green product market depends on the changes of the buying

behaviour of the consumers which is affected by many factors of consumers' green behaviours. In this regard, it is important to study green purchase intention of the consumers. There are many studies focus on the green purchase intention (Gil and Jacob, 2018; Sun and Wang, 2019; Hashim *et al.*, 2020; Wang *et al.*, 2020).

Consumers' attitude towards green purchase can affect their purchase intention (Sreen *et al.*, 2015). Further, perceived value is critical to marketing performance, because companies can nurture consumers' purchasing intentions through consumers' perceived value (Zhuang *et al.*, 2010). Green trust has been found to have positive influence on consumers' purchase intention (Konuk *et al.*, 2015), as such have consumers' subjective norms (Bong Ko and Jin, 2017). In addition to this environmental knowledge is also being considered as an influencing factor in determining the green purchase intention. The literature proposes that as consumers gather more environmental knowledge, their intention toward purchasing green products increases. Environmental knowledge has a significant positive impact on consumers' intention to purchase environmentally friendly products (Wang *et al.*, 2014).

The main theoretical method of marketing is the theory of consumer behaviour (Engel *et al.*, 1995). The theory of planned behaviour explains the factors those influence the intentions driven by knowledge and experience (Ajzen's, 1991). According to this theory the research constructs the framework for green purchase intention. Sri Lankan context, there are a few researches have been undertaken regarding the behavior of consumers green purchase intention. The purpose of this study is basically to identify that what kind of antecedents are affecting the green purchase intention of consumers of Sri Lanka.

¹ Department of Management, Faculty of Commerce & Management, Eastern University, Sri Lanka

* Corresponding author's e-mail: kennedyb@esn.ac.lk

LITERATURE REVIEW

Green Purchase Intention

According to (Chen, 2011), the pollution and other environmental issues that are being produced, the society and public are taking more seriously noticed about such issues. Green purchase intention significantly influences the green purchase behavior. People are much conscious about the environmental problems, many customers have environmental beliefs and they are willing to purchase green products that have less harmful impact on the environment (Peattie, 1995). To achieve the consumer's environmental beliefs, the marketers and manufacturers needed to change their manufacturing and business models (Rizwan *et al.*, 2013).

Green Purchase Attitudes

Attitude is a person's increasingly satisfactory or unsatisfactory valuations, trends and feelings toward an object or intimation (Armstrong & Kotler, 2009). According to Eagly & Chicken (1995), with some degree of favor or disfavor attitudes is a psychological trend that is expressed by evaluating a particular object. Chen (2009), trusts that ecological attitudes governs a person's attitude on the way to organic foods and if a person is governing to become better, he or she will show a positive attitude. Swait & Sweeney (2000), stated that perceived value associated with customer attitude. The attitudes are predilections to respond leads towards actual consumer behavior.

Green Perceived Values

Green perceived value refers the total features, benefits and performance of a green product in the mind of customer. Green perceived value is a customer valuation about his overall benefit from green product (Spreng & Patterson, 1997) According to Chang & Chen (2008), if consumers perceive that the value of a product is higher, they are more likely to purchase the product. Moreover, perceived value has significant effects on consumers' trust (Kim *et al.*, 2008).

Green Perceived Trust

Trust affected from four things, integrity, goodwill, beliefs and ability. It is an anticipation held by one party that the word, promise, or statement of another party (Rotter, 1971; Schurr & Ozanne, 1985). According to Hart & Saunders (1997), trust is a level of the assurance that another party would behave as expected. Customer trust is a vital factor of long-term consumer behavior (Lee *et al.*, 2011). Consumer purchase intentions are affected by consumer trust (Harris & Goode, 2010). Past literature theorizes that customer trust is a factor of consumer purchase intentions (Schlosser *et al.*, 2006). Green perceived trust would affect consumer's purchase behaviors in the environmental era (Chen, 2010). Thus, buyer trust is an antecedent of customer purchase intentions. Customer trust would positively influence customer purchase intentions (Schlosser *et al.*, 2006).

Ecological Knowledge

Eco knowledge is knowledge about environment and its concern. Basic knowledge about environment like basic needs also included. According to Hoch & Deighton (1989), says that the behavioural literature in general advocates a positive association between knowledge and behavior that ecological knowledge has little approach on the performance of ecologically acts. On the other hand, ecological knowledge refers that to have the knowledge about the effects of a product on environment. When the people evaluate a product and its features and benefits in the context of environment, it is called ecological knowledge. A person, who will have more knowledge about product and its performance, will be more intend to purchase it. It is in the case of green purchase intention.

Conceptual Framework

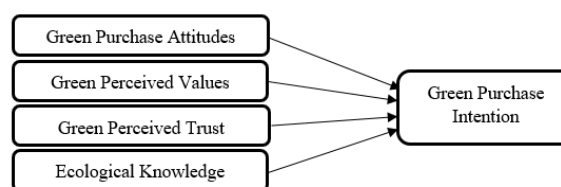


Figure 1: Conceptual Framework

Source: Akhbar *et al.*, 2014

MATERIALS AND METHODS

In this research, the total study population was covered the total number of customers are living in Nikaweratiya Divisional Secretary area in Kurunagela district. Out of these populations, the sample size was selected through convenience sampling technique. The researcher has taken as a sample size of 250 respondents for study purposes. Questionnaires were distributed over an online survey and a printed questionnaire. The survey instrument was posted online through Google Survey Form. The "Five Point Likert Scale" was used to measure the dependent variable (green purchase intention) and the independent variable (antecedents). This scale consisted of five boxes ranging from "Strongly Disagree" to "Strongly Agree" was applied in part II of the questionnaire to identify responses. Pearson's correlation analysis and regression analysis were used to analyze the collected data.

RESULTS AND DISCUSSION

According to Ratner (2009), decision attributes for the above result of Pearson's correlation analysis are $r=0.1$ to 0.29 (weak positive), $r=0.3$ to 0.69 (medium positive), $r=0.7$ to 1.0 (strong positive), -0.1 to -0.29 (weak negative), -0.3 to -0.69 (medium negative) and -0.7 to -1.0 (strong negative).

Table 1 shows that the dimensions of antecedents such as green purchase attitudes, green perceived value, green perceived trust and ecological knowledge have a medium positive relationship with green purchase intention.

Antecedents were defined as independent variable and Green Purchase Intention was the dependent variable in this research model.

Table 1: Results of Pearson's Correlation analysis.

Relationships	Correlation Coefficient	Sig. Value	Decision Attribute
Green Purchase Attitudes and Green Purchase Intention	0.422	0.000	Medium Positive
Green Perceived Values and Green Purchase Intention	0.578	0.000	Medium Positive
Green Perceived Trust and Green Purchase Intention	0.307	0.000	Medium Positive
Ecological Knowledge and Green Purchase Intention	0.420	0.000	Medium Positive

Source: Survey data (2020)

Table 2: Results of Regression analysis.

Independent Variable	R	R ²	F- value	a-constant	b-value	Beta	p-value
Antecedents	0.535	0.286	99.359	1.254	0.666	0.535	0.000

Source: Survey data (2020)

Table 3: Results of Regression analysis.

Independent Variable	R	R ²	F-value	a-constant	b-value	Beta	p-value
Green Purchase Attitudes	0.422	0.178	53.880	2.023	0.477	0.422	0.000

Source: Survey data (2020)

Following table specifies 0.286 of R square statistics of antecedents and it means antecedents have 28.6% of impact on Green Purchase Intention towards Green Products.

According to the table, sig value is 0.000 ($p < 0.05$). The under standardized constant statistic is 1.254 and it shows the model would predict if the independent variable were zero. Regression results indicate that the b value of Antecedents is 0.666. It means if Antecedents increased

by one point, Green Purchase Intention Increased by 0.666. Beta value is 0.535.

Table 3 shows that regression model was significant where F-value = 53.880; $R^2 = 0.178$; $P = 0.000$. Further R^2 describes 17.8% of variation in Green Purchase Attitudes can be explained by Green Purchase Intention. The proposed model was adequate as the F-statistics ($F = 53.880$) were significant at the 5% level ($p < 0.05$). Beta is 0.422.

Table 4: Results of Regression analysis.

Independent Variable	R	R ²	F- value	a-constant	b-value	Beta	p-value
Green Perceived Values	0.578	0.334	124.452	1.808	0.560	0.578	0.000

Source: Survey data (2020)

Table 4 shows that regression model was statistically significant where F-value = 124.452; $R^2 = 0.334$; $P = 0.000$. Further R^2 describes 33.4% of variation in Green Perceived Values can be explained by Green Purchase Intention. The proposed model was adequate as the F-statistics ($F = 124.452$) were significant at the 5% level ($p < 0.05$). Beta is 0.578.

Table 5 shows that regression model was statistically significant where F-value = 25.753; $R^2 = 0.094$; $P = 0.000$. Further R^2 describes 9.4% of variation in Green Perceived Trust can be explained by Green Purchase Intention. The proposed model was adequate as the F-statistics ($F = 25.753$) were significant at the 5% level ($p < 0.05$). Beta is 0.307.

Table 6 shows that regression model was statistically

significant where F-value = 53.096; $R^2 = 0.176$; $P = 0.000$. Further R^2 describes 17.6% of variation in Ecological Knowledge can be explained by Green Purchase Intention. The proposed model was adequate as the F-statistics ($F = 53.096$) were significant at the 5% level ($p < 0.05$). Beta was 0.420.

To find out the relationships, the Pearson correlation technique was applied. It indicated that there is a medium positive relationship between antecedents such as green purchase attitudes, green perceived values, green perceived trust, ecological knowledge and green purchase intention.

The result of regression analysis indicated that there is a significant positive impact of green purchase attitudes, green perceived value, green perceived trust,

Table 5: Results of Regression analysis.

Independent Variable	R	R ²	F- value	a-constant	b-value	Beta	p-value
Green Perceived Values	0.307	0.094	25.753	2.861	0.274	0.307	0.000

Source: Survey data (2020)

Table 6: Results of Regression analysis.

Independent Variable	R	R ²	F- value	a-constant	b-value	Beta	p-value
Ecological Knowledge	0.420	0.176	53.096	2.176	0.436	0.420	0.000

Source: Survey data (2020)

and ecological knowledge on green purchase intention towards green products in Nikaweratiya Divisional Secretary area, Kurunegala District.

CONCLUSION AND IMPLICATIONS

This study uses correlation and regression analysis to understand the influences of antecedences of green purchase intentions. The results have showed the effects of Antecedents on Green Purchase Intention towards Green Products. According to the study results Antecedents have significant positive impact on Green Purchase Intention towards Green products with the special reference of Nikaweratiya Divisional Secretary area.

The results have shown that the green perceived trust has highest contribution to green purchase intention. Managers should be aware on these results when they practice their green concepts. When the marketers are doing direct marketing, they want to focus on the trust that the consumers are having. Marketers, managers as well as the sales representatives should try to create the trust within the consumers. Further they should assume that the products have zero or negative effect on the environment. When the perceived trust of the consumers towards the green products is high, then automatically their attitudes, perceived values will be increased.

Furthermore, green perceived value gives effect to the green purchase intention. Managers should take into consideration more on selected four antecedents such as green purchase intention, green perceived trust, green perceived value, and ecological knowledge when they are doing their marketing activities and also production managers should try to produce products which are less harmful to the environment.

In addition to that sales representatives, showroom officers can give ecological knowledge to the customers. That will create more favorable thoughts towards the products. Further creating the knowledge will support to increase the trust towards the products as well as add value to the products. Finally, it will increase the green purchase intention. So, marketers need to concern about innovative ideas to capture consumers' intention towards green products.

Besides this perceived risk also plays a role in explaining consumer purchase behavior, because consumers are often motivated to reduce risk rather than maximize effects in the purchase process. Because green perceived risk reduces green purchase intention, marketers need to eliminate and reduce their perception of green risk in purchasing products.

Further, the moderating effect test for the relationship was not conducted in this research to study the effects on purchase intention. This would lead to future research. Moreover, attention should be paid to the perceived behavioural control, perceived consumer effectiveness and subjective norm on green purchase intention. Future studies should be focused with these elements.

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