

CONSUMERS' INTENTION FOR GREEN PURCHASE: AN EMPIRICAL ANALYSIS ON FOREIGN PRODUCTS

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Abstract

The hallmark of this great period of growth is the change in the nature of Indian food. As the global economy becomes more integrated and communication speeds up, food change is inevitable. Over the past decade, it has become clear that globalization has played an important role in transforming the food consumption patterns of Indian households. This is particularly the case in urban areas. Green marketing, it is the aspect of manufacturing, promoting and selling the services / products which are environmentally sustainable and good health benefits for consumers and these are produced and packaged in a eco-friendly way. The theory of planned behaviour (TPB) aims to explain why they deal with people by trying to determine the determining factors of behavior under a study. The core of this theory is that the intention to perform (or not to perform) a specific behaviour is the immediate antecedent of that behaviour (Organic purchase), and the intention itself is considered a function of attitudes towards the behaviour, the considered constructs are consumers attitude, government support, subjective norm and perceived control are identified and evaluated using multiple linear regression analysis an inferential method. Government support is another antecedent considered for the study.

Keywords -- Consumer's attitude, government support, subjective norm and perceived control, intention to organic purchase, foreign products

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INTRODUCTION

India is in a phase of rapid economic and demographic transformation. The income of the population has continued to increase since the 1980s. Life expectancy and birth rates are decreasing. Impressive growth rates have continued for the past decade, with reforms aimed at opening up the Indian economy. Poverty levels continue to decline, prevalence of malnutrition and rainfall (Khwaja, 2004, Addela, S., Sivakoti Reddy, M, 2019). Green marketing, it is the aspect of manufacturing, promoting and selling the services / products which are environmentally sustainable and good health benefits for consumers and these are produced and packaged in a eco-friendly way. It is a view point of the marketer that potential and needed consumers would purchase or show intention to purchase these products because of seeking such benefits and their health conscious.

It is an obvious assumption that consumers of such conscious would prefer more green products than less-green products comparatively were, it is significant to study that factor which influence (Dev & Dev, 2012; Khwaja, 2004, Vijaya, P., Sivakoti Reddy, M, 2019). In the present study along with product, price, promotion the intervening effect of socio-demographics such as age, gender and educational qualifications are studied. The hallmark of this great period of growth is the change in the nature of Indian food. As the global economy becomes more integrated and communication speeds up, food change is inevitable. Over the past decade, it has become clear that globalization has played an important role in transforming the food consumption patterns of Indian households. This is particularly the case in urban areas.

Changing consumer tastes and demands have crucial implications for the entire food supply system. (Dev & Dev, 2012; Khwaja, 2004; Pandey & Singh, 2012, Sravanichari, V., Sivakoti

Reddy, M, 2019). In India, the number of consumers converting to organic purchase has increased in the recent past despite the lack of government support in providing knowledge and extension to the consumers. The aim of this article is to investigate the consumers attitude, government support, subjective norm and perceived control to a intention to organic agriculture with government support (Panneerselvam et al, 2012, Addela, S., Sivakoti Reddy, M, 2019). The study questions the following: Do consumers attitude, subjective norm and perceived control intends for purchasing foreign organic products and on the other side government interventions are questioned.

RESEARCH OBJECTIVES

1. To observe consumers attitude intensity over purchasing foreign organic products.
2. To observe subjective norm of consumers intensity over purchasing foreign organic products.
3. To observe consumers perceived control intensity over purchasing foreign organic products.
4. To observe government support intensity over purchasing foreign organic products.

LITERATURE REVIEW

Organic purchase is a comprehensive production system based on the active management of the agricultural system and not on external inputs (Pandey & Singh, 2012; Panneerselvam et al, 2012). Organic purchase consists of certified and unverified food systems. Although agro-ecosystems or farms are not certified organic, agricultural systems that actively follow organic principles are considered organic (Panneerselvam et al, 2012; Shankar & Maraty, 2014). Studies (e.g. A. Manideep sai, 2019) around the world have shown that there are two economic factors, such as increased revenues, lower input costs, and higher

prices for harvest, and non-economic factors such as growth(Manideep, 2019e). Soil fertility, environmental protection, food quality and health are influenced by the farmer's decision to introduce organic agriculture (Panneerselvam et al., 2012).

In business, the words "green product" and "environmental product" are generally used for efforts to protect or stimulate the natural environment by conserving energy and / or resources and reducing or eliminating the use of harmful factors, pollution and waste. The price that the consumer pays is actually the price of the product(Pandey & Singh, 2012; Panneerselvam et al., 2012). It is a critical component of the marketing mix. Most consumers will only be willing to pay a premium if there is a perception of the added value of the product. Green advertising aims to influence consumers' purchasing behavior by encouraging them to buy products that do not pollute the environment and draw attention to the positive results of their purchasing behavior for themselves and the environment (Panneerselvam et al., 2012; Shankar & Maraty, 2014). Purchase intention can be defined as "the likelihood that a consumer intends to purchase a product or service in the future". Positive purchase intention leads to real purchase or negative purchase intention that restricts consumer not to buy.

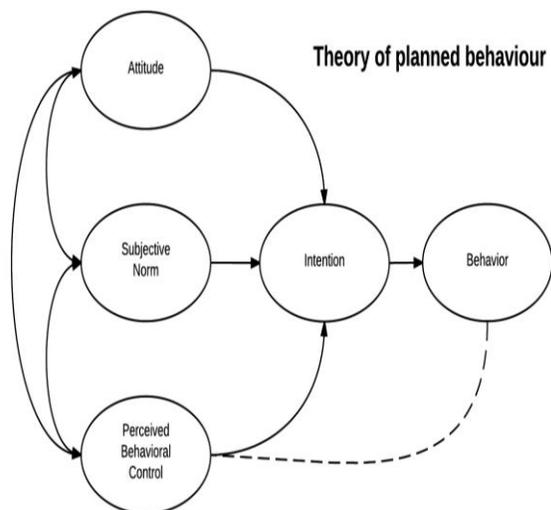


Figure 1. Source: (Ajzen Icek, 1991)

The theory of planned behaviour (TPB) aims to explain why they deal with people by trying to determine the determining factors of behavior under a study. Figure 1 demonstrates a graphical representation of the TPB, as applied in our study(Manideep, 2019d;Hou & Hou, 2019). The core of this theory is that the intention to perform (or not to perform) a specific behaviour is the immediate antecedent of that behaviour (Organic purchase), and the intention itself is considered a function of attitudes towards the behaviour, the considered constructs are consumers attitude, government support, subjective norm and perceived control are identified and evaluated using multiple linear regression analysis an inferential method(Manideep, 2019a).

Government support is another antecedent considered for the study.

HYPOTHESIS CONSTRUCTION

Thus, hypothesis was developed as follows:

- H1: Consumers' attitude positive direct significantly impacts intention for purchasing foreign organic products.
- H2: Government support positive direct significantly impacts intention for purchasing foreign organic products.
- H3: Subjective norm positive direct significantly impacts intention for purchasing foreign organic products.
- H4: Perceived control positive direct significantly impacts intention for purchasing foreign organic products.

RESEARCH FRAMEWORK

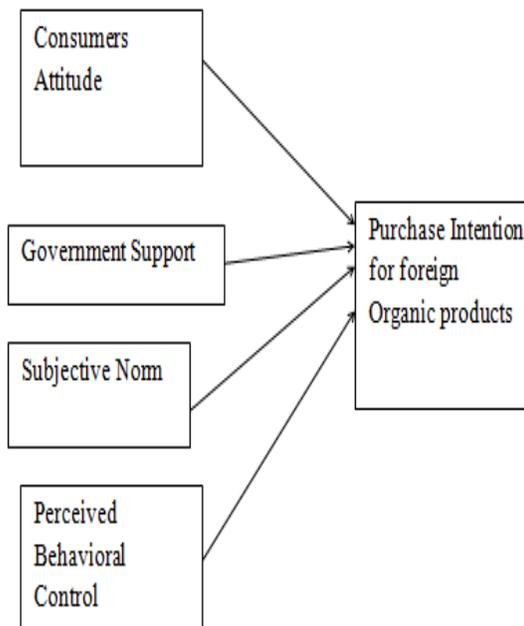


Figure 2. Proposed Model

RESEARCH METHODOLOGY

The sample is convenience sample and the sample size is 756 employees. The data is collected through survey(Manideep, 2019b). The questionnaires are distributed to the employees of software organizations / companies and Performed Chi-square test to explore the association between constructed hypothesis and respondents' demographic characteristics(Manideep, 2019a, 2019f, 2019c, 2019e).

TESTING HYPOTHESIS

H1: Consumers' attitude positive direct significantly impacts intention for purchasing foreign organic products.

Table 1. Consumers' attitude positive direct significantly impacts intention for purchasing foreign organic products

| Demographic of Respondents | | Total sample n=756 | Very much Unlikely | Unlikely | Neutral | Likely | Very much Likely | Chi-square |
|----------------------------|-------------|--------------------|--------------------|----------|----------|------------|------------------|------------------|
| Age | 20-30 Years | 466(61.64) | 0(0) | 21(4.51) | 41(8.8) | 319(68.45) | 85(18.24) | 12.25,df8, <0.05 |
| | 31-40 Years | 252(33.33) | 6(2.38) | 12(4.76) | 21(8.33) | 152(60.32) | 61(24.21) | |

| | | | | | | | | |
|---------------------------------|-------------------|------------|---------|----------|-----------|------------|-----------|------------------|
| | 41-50 Years | 38(5.03) | 0(0) | 0(0) | 7(18.42) | 24(63.16) | 7(18.42) | |
| Monthly Income | Rs. 20,000-30,000 | 346(45.77) | 2(0.58) | 11(3.18) | 26(7.51) | 238(68.79) | 69(19.94) | 34.90,df12,<0.05 |
| | Rs 30,000-40,000 | 244(32.28) | 0(0) | 12(4.92) | 29(11.89) | 155(63.52) | 48(19.67) | |
| | Rs 40,000-50,000 | 120(15.87) | 4(3.33) | 10(8.33) | 10(8.33) | 70(58.33) | 26(21.67) | |
| | >Rs 50,000 | 46(6.08) | 0(0) | 0(0) | 4(8.7) | 32(69.57) | 10(21.74) | |
| Work Experience in Organization | 0-2 Years | 278(36.77) | 0(0) | 8(2.88) | 28(10.07) | 200(71.94) | 42(15.11) | 47.84,df12,<0.05 |
| | 2-5 Years | 346(45.77) | 6(1.73) | 19(5.49) | 31(8.96) | 217(62.72) | 73(21.1) | |
| | 5-10 Years | 62(8.2) | 0(0) | 4(6.45) | 2(3.23) | 34(54.84) | 22(35.48) | |
| | > 10 Years | 70(9.26) | 0(0) | 2(2.86) | 8(11.43) | 44(62.86) | 16(22.86) | |
| | | | | | | | | |

INTERPRETATION

It can be interpreted or understood from the above contingency table that respondents perception who Consumers' attitude and with their age has a positive significant association (12.25,df8,<0.05) i.e., the demographic factor age will have positive effect in developing Consumers' attitude. It can be interpreted or understood from the above contingency table that respondents perception who Consumers' attitude and with their monthly income has a positive significant association (34.90,df12,<0.05) i.e., the demographic factor monthly income

will have positive effect in developing Consumers' attitude. It can be interpreted or understood from the above contingency table that respondents perception who Consumers' attitude and with their work experience has a positive significant association (47.84,df12,<0.05) i.e., the demographic factor work experience will have positive effect in developing Consumers' attitude.

H2: Government support positive direct significantly impacts intention for purchasing foreign organic products.

Table 2. Government support positive direct significantly impacts intention for purchasing foreign organic products

| Demographic of Respondents | | Total sample n=756 | Very much Unlikely | Unlikely | Neutral | Likely | Very much Likely | Chi-square |
|---------------------------------|-------------------|--------------------|--------------------|----------|-----------|------------|------------------|------------------|
| Age | 20-30 Years | 466(61.64) | 4(0.86) | 15(3.22) | 57(12.23) | 311(66.74) | 79(16.95) | 17.88,df8,>0.05 |
| | 31-40 Years | 252(33.33) | 2(0.79) | 8(3.17) | 25(9.92) | 157(62.3) | 60(23.81) | |
| | 41-50 Years | 38(5.03) | 0(0) | 0(0) | 5(13.16) | 24(63.16) | 9(23.68) | |
| Monthly Income | Rs. 20,000-30,000 | 346(45.77) | 0(0) | 13(3.76) | 34(9.83) | 234(67.63) | 65(18.79) | 22.62,df12,>0.05 |
| | Rs 30,000-40,000 | 244(32.28) | 4(1.64) | 6(2.46) | 31(12.7) | 154(63.11) | 49(20.08) | |
| | Rs 40,000-50,000 | 120(15.87) | 4(3.33) | 10(8.33) | 10(8.33) | 70(58.33) | 26(21.67) | |
| | >Rs 50,000 | 46(6.08) | 0(0) | 0(0) | 4(8.7) | 32(69.57) | 10(21.74) | |
| Work Experience in Organization | 0-2 Years | 278(36.77) | 0(0) | 8(2.88) | 28(10.07) | 200(71.94) | 42(15.11) | 35.61,12df,<0.05 |
| | 2-5 Years | 346(45.77) | 6(1.73) | 13(3.76) | 39(11.27) | 211(60.98) | 77(22.25) | |
| | 5-10 Years | 62(8.2) | 0(0) | 2(3.23) | 2(3.23) | 46(74.19) | 12(19.35) | |
| | > 10 Years | 70(9.26) | 0(0) | 2(2.86) | 6(8.57) | 42(60) | 20(28.57) | |

INTERPRETATION

It can be interpreted or understood from the above contingency table that respondents perception who possess Government support and with their age has a positive significant association (17.88,df8,>0.05) i.e., the demographic factor age will have positive effect in developing government support. It can be

interpreted or understood from the above contingency table that respondents perception who Government support and with their monthly income has a positive significant association (22.62,df12,>0.05) i.e., the demographic factor monthly income will have positive effect in developing government support. It can be interpreted or understood from the above contingency table that respondents perception who possess Government support

and with their work experience has a positive significant association (35.61,12df,<0.05) i.e., the demographic factor work experience will have positive effect in developing government support.

H3: Subjective norm positive direct significantly impacts intention for purchasing foreign organic products.

Table 3. Subjective norm positive direct significantly impacts intention for purchasing foreign organic products

| Demographic Description | | Total sample n=756 | Very much Unlikely | Unlikely | Neutral | Likely | Very much Likely | Chi-square |
|---------------------------------|-------------------|--------------------|--------------------|----------|-----------|------------|------------------|-------------------|
| Age | 20-30 Years | 466(61.64) | 2(0.43) | 6(1.29) | 49(10.52) | 348(74.68) | 61(13.09) | 4.42,df8, >0.05 |
| | 31-40 Years | 252(33.33) | 0(0) | 4(1.59) | 25(9.92) | 187(74.21) | 36(14.29) | |
| | 41-50 Years | 38(5.03) | 0(0) | 0(0) | 7(18.42) | 25(65.79) | 6(15.79) | |
| Monthly Income | Rs. 20,000-30,000 | 346(45.77) | 0(0) | 2(0.58) | 38(10.98) | 261(75.43) | 45(13.01) | 10.13,df 12,>0.05 |
| | Rs 30,000-40,000 | 244(32.28) | 2(0.82) | 6(2.46) | 25(10.25) | 177(72.54) | 34(13.93) | |
| | Rs 40,000-50,000 | 120(15.87) | 4(3.33) | 10(8.33) | 10(8.33) | 70(58.33) | 26(21.67) | |
| | >Rs 50,000 | 46(6.08) | 0(0) | 0(0) | 4(8.7) | 32(69.57) | 10(21.74) | |
| Work Experience in Organization | 0-2 Years | 278(36.77) | 0(0) | 8(2.88) | 28(10.07) | 200(71.94) | 42(15.11) | 16.15,df 12,<0.05 |
| | 2-5 Years | 346(45.77) | 2(0.58) | 6(1.73) | 37(10.69) | 247(71.39) | 54(15.61) | |
| | 5-10 Years | 62(8.2) | 0(0) | 2(3.23) | 2(3.23) | 48(77.42) | 10(16.13) | |
| | > 10 Years | 70(9.26) | 0(0) | 0(0) | 8(11.43) | 50(71.43) | 12(17.14) | |

INTERPRETATION

It can be interpreted or understood from the above contingency table that respondents perception who possess effected by others and with their age has a positive significant association (4.42,df8,>0.05) i.e., the demographic factor age will have positive effect in developing intention. It can be interpreted or understood from the above contingency table that respondents perception who possess effected by others and with their monthly income has a positive significant association (10.13,df12,>0.05) i.e., the demographic factor monthly income

will have positive effect in developing intention. It can be interpreted or understood from the above contingency table that respondents perception who possess effected by others and with their work experience has a positive significant association (16.15,df12,<0.05) i.e., the demographic factor work experience will have positive effect in developing intention.

H4: Perceived control positive direct significantly impacts intention for purchasing foreign organic products.

Table 4. Perceived control positive direct significantly impacts intention for purchasing foreign organic products

| Demographic Description | | Total sample n=756 | Very much Unlikely | Unlikely | Neutral | Likely | Very much Likely | Chi-square |
|---------------------------------|-------------------|--------------------|--------------------|----------|-----------|------------|------------------|--------------------|
| Age | 20-30 Years | 466(61.64) | 2(0.43) | 19(4.08) | 51(10.94) | 323(69.31) | 71(15.24) | 9.197,df8, <0.05 |
| | 31-40 Years | 252(33.33) | 2(0.79) | 8(3.17) | 25(9.92) | 165(65.48) | 52(20.63) | |
| | 41-50 Years | 38(5.03) | 0(0) | 0(0) | 8(21.05) | 23(60.53) | 7(18.42) | |
| Monthly Income | Rs. 20,000-30,000 | 346(45.77) | 0(0) | 13(3.76) | 37(10.69) | 243(70.23) | 53(15.32) | 10.393,df 12,<0.05 |
| | Rs 30,000-40,000 | 244(32.28) | 2(0.82) | 8(3.28) | 29(11.89) | 158(64.75) | 47(19.26) | |
| | Rs 40,000-50,000 | 120(15.87) | 2(1.67) | 6(5) | 12(10) | 78(65) | 22(18.33) | |
| | >Rs 50,000 | 46(6.08) | 0(0) | 0(0) | 6(13.04) | 32(69.57) | 8(17.39) | |
| Work Experience in Organization | 0-2 Years | 278(36.77) | 0(0) | 10(3.6) | 32(11.51) | 202(72.66) | 34(12.23) | 18.280,df 12,<0.05 |
| | 2-5 Years | 346(45.77) | 4(1.16) | 15(4.34) | 38(10.98) | 221(63.87) | 68(19.65) | |
| | 5-10 Years | 62(8.2) | 0(0) | 0(0) | 4(6.45) | 44(70.97) | 14(22.58) | |
| | > 10 Years | 70(9.26) | 0(0) | 2(2.86) | 10(14.29) | 44(62.86) | 14(20) | |

INTERPRETATION

It can be interpreted or understood from the above contingency table that respondents perception who possess Perceived control and with their age has a positive significant association (9.197,df8,<0.05) i.e., the demographic factor age will have positive effect in developing intention. It can be interpreted or understood from the above contingency table that respondents perception who Perceived control and with their monthly income has a positive significant association (10.393,df12,<0.05) i.e., the demographic factor monthly income will have positive effect in developing intention. It can be interpreted or understood from the above contingency table that respondents perception who possess Perceived control and with their work experience has a positive significant association (18.280, df12, <0.05) i.e., the demographic factor work experience will have positive effect in developing intention.

CONCLUSION

We asked to write overall experience and perception towards the study. Further, suggested them to mention any of their views in the implementation of the above-mentioned topic. Many of the respondents consider Green products are eco-friendly and highly sustainable, widely acceptable for consumers health aspects(Manideep, 2019g). In this connation, it is considerable factor for a marketer to indulge his self to identify that what consumers' percept about the company's product, price and as promotion factor that would influences them most(Manideep, 2019g, 2019b).

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