"ROLE OF THEORY OF PLANNED BEHAVIOR IN INFLUENCING GREEN PURCHASE INTENTION."

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Abstract:

People's intentions to act on behaviors' are influenced by their beliefs about the importance of the activity (objective norm), the strength of social pressure to act (subjectivity norm), and their belief in their ability to regulate the behavior (central rule of Ajzen's Theory of Planned Behavior). Just the attitude & subjective norm subcomponents of TPB were discussed in this article. Other potential precursors to the primary constructions might be added to the theory in principle. The significance of this study lies in the inclusion of this additional criterion as well as the fact that it offers helpful insight into the as-yet- unexplored field of young consumers' green purchase behavior in southern India. Data were collected from 386 young consumers who were familiar about green products and its advantages. The research indicated that green buying intentions were significantly predicted by both attitudinal & subjective norm.

Key Words: Attitude, Green Purchase Intention, Subjective Norm, Theory of PlannedBehavior

Introduction

It is no secret that the environment is deteriorating continuously. Every single one ofus has seen, felt, and experienced different aspects of this depressing reality. Climate change, resource depletion, ecological degradation, population increase, and the insatiable demand for capitalist economic development all play a role in shaping the current scenario. The environment is no longer just a "strange" few people's issue; it has become a pressingconcern for all of us. Media coverage of environmental catastrophes, the rise of environmental non-governmental organizations, and the ease with which information can be obtained have all contributed to this heightened public consciousness of environmental concerns. It is anticipated that greater consumer interest inand awareness of sustainable consumption will affect their purchasing decisions (DeMoura et al., 2012). Moreover, corporate decision-makers are giving sustainable consumption greater consideration as a result of increased environmental rules and rising participant demand for environmental protection. According to the operational perspective, promoting the use of green products can promote sustainable consumption. "Green goods" are those that aren't harmful to the environment, don't squander natural resources, and can be reused or preserved. Promoting environmentally friendly goods requires marketers to pay close attention to customer tastes and buying habits. However, despite a notable increase in these customers, marketers have not been successful in marketing green items due to consumers' shifting preferences for these goods.

Throughout time, models have become more and more intricate in an effort to capture the basic traits that define and shape human perspective, purpose, and action. The topic of discussion is

the purchase of environmentally friendly products, or more specifically the formation of the desire to do so. The theoretical foundation of our study is the "Theory of Planned Behavior (TPB)". This research aims to add to the existing body of knowledge by examining the significance of the motivating factors underlying "green" consumer behavior as conceptualized by TPB.

Indians were once thought to be ecologically concerned by scholars. Indian consumers scored higher on the Greendex scale than those from "China, Brazil, Russia,Germany, Canada, Australia, and America in 2012" because they were more aware of their environmental impact. Researchers have failed to determine why Indian customers behave in this way and why their low consumption of green products doesnot correspond to their high environmental sensitivity. Consumer green purchasing behavior has been studied using social psychology models including "Fishbein and Ajzen's (1975) Theory of Reasoned Action ("TRA") and Ajzen's (1991) Theory of Planned Behavior (TPB) (Albayrak et al., 2013). Although consumers probably do not have whole or partial volitional control over their green purchases," given the already documented function of country-context in consumption, applications of these models need to be confirmed.

Literature Review
Green Purchase Intention

The 1990s saw the emergence of significant environmental issues like global warming, which elevated public awareness of environmental concerns by bringing them out ofthe background and into the headlines. Consumers were exposed to a new dimensionwhen the environment transitioned from a niche to a mainstream issue, that of environmental responsibility, which gave rise to one specific type of conduct, pro-environmental behavior. The formal definition is as Kollmuss and Agyeman (2002) defined pro-environmental behavior as "…behavior that consciously seeks tominimize the negative impact of one's actions on the natural and built world (e.g. minimize resource and energy consumption, use of non-toxic substances, and reduce waste production)."

According to the stages of the consuming process, authors distinguish three types ofgreen consumer behavior: buying, using, and recycling. According to researchers, these three activities each have a unique intrinsic drive. By means of as interpreted byconservation behavior fundamentally suggests that one has to modify his or her wayof life, as customers are required to pay extra for ecologically responsive products inorder to ensure public benefits. Recycling is a metaphor for pursuing a private interestin order to interact.

This most current set of factors, which likewise hasn't produced any conclusive findings, investigates how underlying values affect behavior. According to the available evidence, values are subjective judgments about what really matters in life, and like beliefs and worldview assumptions, they have an effect on how people behave. Just a few examples of these concepts include caring about the environment and taking action to protect it, as well as morality, social responsibility, conservationism, etc.

"Theory of Planned Behavior"

The Theory of Planned Behavior (TPB) is an extension of Fishbein and Ajzen's original Theory of Reasoned Action (TRA). The Theory of Planned Behavior (TPB) is an expectancy-value paradigm that investigates the connections between beliefs, values, and actions. According to the idea, behavioral decisions are based on a deliberative processing model that takes into account all of the information that is available (Conner and Armitage, 1998). TPB has been extensively used in many different domains because to the high amount of diversity in behavior and intentions that can be accounted for by its components in areas like as marketing, consumer behavior, health psychology, and more.

A person's propensity to engage in TRA is based on two factors: their attitude (ATT) towards the activity and their subjective norm (SN). Overall evaluations of a person's conduct, or "the degree to which a person has a good or negative judgement or appraisal of the action in issue," are what attitudes are, according to Ajzen (1991, p. 188). Subjective norms, as defined by Ajzen (1991, p. 188), quantify how restricted individuals feel they are from acting in accordance with community expectations. Thus they learn to regulate themselves inside. This basically implies that it doesn't work based on whether or not other people the individual considers significant (such as friends, parents, political parties, religious groups, etc.) approve of the person's actions (Kalafatis et al., 1999).

Methodology

Study is quantitative in nature in which structured questionnaire was developed and used as a survey instrument for collection of data. Energy efficient air conditioner was the selected product category under specialty goods segment. The questionnaire asked respondents to rate their level of agreement with statements about their attitudes, subjective norms, and intentions to make environmentally friendly purchases. Extensive literature was mined for the things used to gauge each build. Items used to assess Green Purchasing intent were culled from Bagozzi et al.(2001), while those used to gauge attitude were culled from Aizen(2002). Subjective norm scale was selected from Han's. (2010). All the construct were measured using Likert 5.0 rating scale which has the labels of "1: Strongly Disagree, 2: Disagree, 3: Neither Agree nor Disagree, 4: Agree, 5: Strongly Agree."

Through mall intercept method, responses were collected from 412 respondents who were randomly selected out of which 386 samples were found useful for data analysis. It was around three of period had been spent for data collection.

Conceptual Model
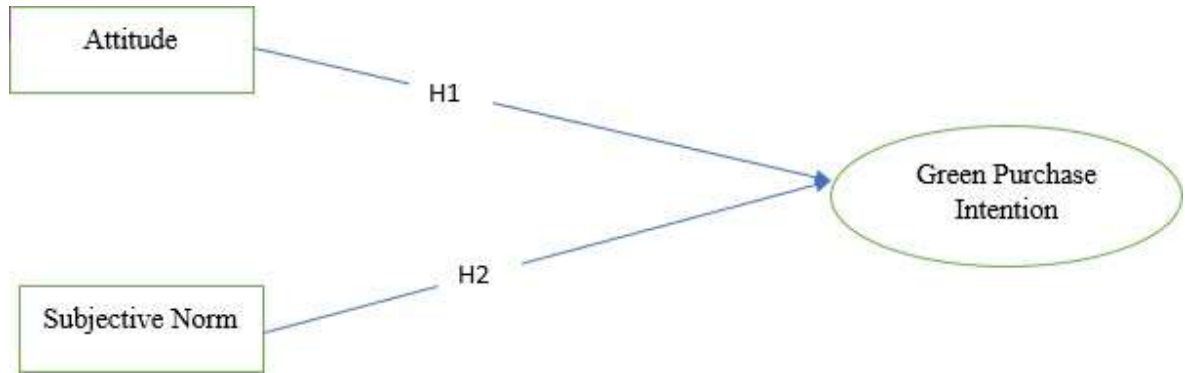
Source: Authors' Own

Research Hypotheses:

H1: "Attitude towards green products has a significant impact on green purchase intention of the consumers

H2: Subjective norm of the individual has a significant impact on green purchase intention of the consumers."

Results and Discussions:

Table 1
Respondents Demographic Profile

Demographic Variable	Number of Respondents	Percentage
Gender		
Male	284	73
Female	102	27
Age		
20-25 Years	98	25
25-30 Years	32	08
30-35 years	176	46
35- 40 Years	49	13
Above 40 years	31	08
Income		
20000-30000 INR	113	29
30000-40000 INR	182	47
40000-50000INR	32	08
Above 50000 INR	59	16
Education		
Primary Education	08	2
Secondary Education	16	4
Under Graduation	286	74
Post-Graduation	76	20
Green Product Purchase		

Experience		
Yes	386	100
No	00	00

The respondents' basic demographic information is shown in Table 1. Purchase history of eco-friendly goods, as well as gender, age, education, and income. Study portraits 284 male respondents whose percentage is 73 which is higher than female respondents whose number is 102 (27%). Majority (46%) of respondents were found with 30 to 35 years of age whereas remaining respondents age was found in between 20 to 25 years (25%) ; 35 to 40 years (13%); 25 to 30 years (8%); and above 40 years (8%). Higher number of respondents was found with 30000 to 40000 INR monthly incomes (47%) while 74% of respondents were holding under graduation as their educational qualification. The mean response rate on each construct along with its central deviation and correlation were shown in table 2. Respondents shared their acceptance towards each items measure corresponding construct positively since the mean score of green purchase intention was found 3.8 and standard deviation was 0.94 whereas mean response of perceived behavioral control was found as 3.98 whose standard deviation is 1.02. Green product knowledge has been rated at 4.04 mean score and 0.56 standard deviation. Bivariate correlation between the constructs was in the range of 0.3 to 0.5 normally.

Table 2

Mean, SD and Bivariate Correlation

Sl. No	Variables	Mean	SD	Correlation		
				Attitude	SN	GPI
1	Attitude	4.11	0.98	1		
2	Subjective Norm	3.98	0.86	0.421***	1	
3	Green Purchase Intention	3.76	1.01	0.342***	0.287***	1

Measurement Model

Convergent Validity, Discriminate Validity, and Reliability Analysis As suggested by Hair et al (2006), reliability analysis was performed to check the latent variables scale reliability such that to see whether these reliability scores are above the threshold of 0.70. All the three constructs were found with above 0.70 reliability scores thus confirmed reliability test was satisfactory in the present study (see table 3). Our next step was to examine the convergence reliability of the notions by comparing the extracted average variance to a known standard. Selected constructs have got above 0.50 average variance extracted which confirms there is less error and more valid variance explained by each measurement item of each construct in the study "(Gotz 200; Fornell and Larcker, 1981) see table 3."

Table 3
"Reliability Analysis, Convergent and Discriminate Validity"

"Sl. No	Items	Standardized Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
1	Attitude				
	A1	0.765	0.72	0.821	0.652
	A2	0.804	0.79	0.833	0.732
	A3	0.821	0.71	0.801	0.678
	A4	0.834	0.74	0.811	0.721
	A5	0.845	0.71	0.854	0.767
2	Subjective Norm				
	SN1	0.721	0.65	0.711	0.611
	SN2	0.832	0.72	0.810	0.751
	SN3	0.789	0.69	0.712	0.621
3	Purchase Intention				
	PI1	0.843	0.78	0.711	0.701
	PI2	0.876	0.72	0.767	0.732
	PI3	0.821	0.75	0.798	0.715"

In addition, we have shown evidence for discriminatory validity from the aforementioned table, demonstrating that the square root of the variance explained from the factors has a value smaller than the shared variance of those factors (Fornell and Lacker, 1981). Table 4 shows the values of inter construct correlation and square root of AVE wherein perceived behavioral control square root value is greater than the inter construct correlation (AVE square root: 0.732 > r: 0.421 & r: 0.389) while green purchase intention "square root of average variance extracted is greater than the inter construct correlation" (see table 4).

Table 4
AVE square Root, Inter Construct Correlation, Mean, and Standard Deviation

Sl. No	Variables	Attitude	Subjective Norm	Green Purchase Intention
1	Attitude	**0.710**		
2	Subjective Norm	0.421	**0.729**	
3	Green Purchase Intention	0.342		**0.754**

Global Goodness-of-fit-index

Ratio between geometric mean of average variance extracted and average R2 was the criterion to look at global "goodness-of-fit-index of the hypothesized model in the present study. Usually, the GFI ranges from 0 to 1. Global goodness-of-fit-index into three levels as small (GoF < 0.25), medium (0.25< GoF < 0.35), and large (GoF > 0.35). Present study GoF was

achieved at 0.634 which comes under large level of GoF. The model has well explaining control in assessment with the baseline values defined above. Thus, the model offers acceptable care to validate the PLS model globally."

Present study model has predictive capability since the cross-validated redundancy result was 0.528 and this is greater than 0. The endogenous variable (Attitude) R2 value accounts 67 % of variance explained in the exogenous variable (Green Purchase Intention) therefore model has strong power of explanatory. Estimates of standard errors were calculated using a bootstrapping test so that statistical relevance of path coefficients from means of -tests could be seen; the subjective norm R2 value explains 48% of the exogenous variation (Green Purchase Intention).

Particularly, path coefficients along with "corresponding t values were shown in the table 5. Consumer's attitude has shown a significant relationship with green purchase intention (β1=0.670, value= 10.231, <0.05) in which hypothesis H1 remains acceptable and Consumer's subjective norm has also shown a significant relationship with green purchase intention" (β1=0.484, value= 9.324, <0.05) in which hypothesis H2 remains acceptable Therefore, we accept consumer Green purchase intention is influenced by attitude and subjective norm even in Indian context also especially in specialty goods product category.

Table 5
Path Results

Hypothesized Path	Path Coefficient	t-value	Alternative hypothesis supported/not supported
"Attitude ➔ Green Purchase Intention	0.670	10.231	Supported
Subjective Norm ➔ Green Purchase Intention	0.484	9.324	Supported"

Recommendations

The purpose of this research was to test whether or not the Theory of Planned Behavior could be used to accurately predict the likelihood that Indian consumers would make environmentally conscious purchases. According to the results, the Theory of Planned Behavior (TPB) is useful for understanding the motivations behind customers' decisions to purchase environmentally friendly products. The TPB's hypothesis that its components (attitude, subjective norm,) positively correlate with future green buying intent are corroborated. As an added bonus, there was a positive relationship between the direct composite measures of attitude and subjective norm and the belief-based measures of attitude and beliefs about others' behavior. In accordance with previous research, we find that both attitude and subjective norm are important predictors of green buying intentions, with theoretical TPB components explaining 42.3% of the variation in green purchase intentions. The findings demonstrating statistical significance did provide supporting evidence for the inclusion of satisfaction from prior experiences. However, the predictive power of the basic model was only slightly improved by this inclusion

in an extended "TPB model. There is proof, as shown by exploratory factor analysis, that this idea is likewise closely related to the respondents' opinions regarding environmentally friendly purchasing practices."

We used the well-known theoretical concept of the Theory of Planned Behavior to identify the decisive elements. Discovering what motivates customers to buy green may guide strategy development, campaign rollout, and ultimately lead to more conscientious spending. It is critical to make a change, particularly for a nation like Greece where the word "green" frequently evokes mistrust and ideas of "green washing." The replies show that just a small portion of respondents prefer an "ecologically friendly product to a more well-known and less priced conservative one," which is indicative of the aforementioned. The most noteworthy finding of this thesis was that attitudes about green purchasing behavior are crucial since they are the best predictors of the desire to purchase environmentally friendly goods. The respondents' sentiments regarding green purchasing are only sporadically good and favorable, which is a sad and difficult reality. The secret to advertising such things is to foster a pleasant and upbeat attitude. Marketing strategies, environmental themes, and product positioning should emphasize the importance of connecting green products with beneficial outcomes.

Conclusion

Customers' intents to buy and their attitudes about environmentally friendly items are closely tied to satisfaction from prior experiences. This is not surprising because a pleasant previous shopping experience would increase a person's desire to buy an eco-friendly product again and cause them to develop favorable attitudes regarding eco-friendly goods. Thus, it is crucial for marketers to foster ¨brand loyalty among customers, ensuring that a great experience¨ would encourage repeat purchases of eco-friendly goods.

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