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**CONSUMERS' BUYING BEHAVIOUR ATTITUDES AND PURCHASE
INTENTION TOWARDS GREEN FOOD PRODUCTS**

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Abstract

The objective of this research was to understand and analyse the impact of the constructs of Green Perceived Value (GVP) on Attitudes of Consumers towards Green Food Products and their intention to buy. The hypothetical study framework espoused four exogenous variables from Green Perceived Value like Functional Value, Conditional Value, Social Value and Emotional Value and two endogenous variables like attitudes of consumers towards purchasing green food products and purchase intention and studied the relationships between them. 250 respondents were taken for the study. The study employed Confirmatory Factor Analysis and Structural Equation Modelling to examine the relationships between

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the constructs. The results revealed that all the dimensions of GPV had exerted positive and significant impact on consumers' attitudes, impacting the buying intention in the process. Finally, practical implications in the domain of buying behaviours of green food products and suggested strategies for marketers, have also been discussed.

Keywords: *Green Perceived Value, Consumers' Attitudes & Buying Behaviour, Green Food Products, and Purchase Intention.*

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1. Introduction

According to **Holbrook, 2006; Lin and Huang, 2012; Masini and Menichetti, 2012; Schuitema et al., 2013; Suki, 2016**, the demand for green products and the ever-increasing consciousness towards environment, have led to heightened interest among the consumers towards GPV of products, both in the field of academia and the food industry. The terms “Green”, “Eco-Friendly” and “Environmentally Responsible” are widely used and all of them correspond to actions that are environment friendly (**Roberts, 1996; Manaktola and Jauhari, 2007; Aschemann-Witzel and Aagaard, 2014**). Nowadays, people have become more conscious of issues pertaining to environment around them and these environmentally sentient customers or the “Green Consumers” are more inclined to act in the most responsible ways in addressing the environmental problems (**Worsley et al., 2015; Menozzi et al., 2017; Pipatprapa et al., 2017**). According to **Honkanen et al. (2006)**, one of the main justifications for purchasing organic food items is consumer's awareness of environmental issues and desire for harmony with nature. **McCarthy et al., (2016)** are of the opinion that the preference for organic products reduces the damage caused to the environment and they urge support for the “Green Products”.

The green foods can reduce the negative impact on the environment and save the health of people and the environment (**Laureti and Benedetti, 2018**).

A one-dimensional construct of Green Perceived Value (GPV) was developed by **Chen and Chang, 2012**, to evaluate how GPV affects buyers' intention to purchase green products. However, due to scant research on this one-dimensional construct of GPV, it failed to clarify the complicated and multi-dimensional nature of the value perceived (**Sangroya and Nayak, 2017**). Although a GVP scale, with four dimensions viz., functional, conditional, social and emotional, was developed by them, it did not establish the association between GPV, consumer purchasing behaviour and purchase intention (**Sangroya and Nayak, 2017**). To assess the relationship between the constructs of GPV, Consumer Buying Behaviour and Purchase Intention, **Woo and Kim (2019)** conducted a study and found that all the three constructs had reported a positive and significant relationship between themselves. The present study was based on the hypothetical conceptual model (**Figure-1**), proposed by **Woo and Kim, 2019**, to find out whether consumers' attitude towards buying green food products served as a moderating variable on purchasers' buying intention in the food industry in Odisha, India.

2. Literature Review

2.1. Green Perceived Value (GPV)

Perceived Value is more of a subjective concept that is a major determining factor of buying behaviour of consumers (Suki, 2016). Patterson and Spreng (1997) also concurred that the people's attitudes on the performance and quality, including price, are mostly reflected in perceived value. Sherry (1990) categorized the perceived value of consumers into two types: Utilitarian and Hedonic. Utilitarian corresponds to the functional benefits and it is motivated by the desire to possess goods or services of highest quality and may fluctuate depending on an individual's traits (Holbrook and Hirschman, 1982; Babin et al., 1994). But consumers, who attach a lot of importance to pleasure element while carrying out certain tasks, are guided by the Hedonic Value (Bloch and Richins, 1983). Hur et al., 2013 and Sangroya & Nayak, 2017 recommended a multi-dimensional construct of Green Perceived Value, that includes Functional, Conditional, Social and Emotional values, which would be, according to Sanchez et al., 2006 and Masini & Menichetti, 2012, more meaningful and purposeful in nature. Taewoo Roh., Junhee Seok and Yaeri Kim (2022) too found out that green perceived value impacts consumer attitudes and does have a significant positive impact on purchase intention.

2.2 Attitude and Purchase Behaviour towards Green Food Products

An attitude is defined as a person's persistent opinions, emotions, and dispositions towards a thing or an idea (Kotler and Armstrong, 2009). According to Chen (2009), an "attitude is a psychological inclination that is represented by rating a certain entity favourably or negatively. It is generally accepted that consumers, who report a favourable attitude

towards green products, enjoy consuming green products, and the opposite is also true". Suki (2013) also claimed that consumers' intentions to buy green products increase in direct proportion to how strongly they feel about them. As a result, customers' intentions to buy green items can increase when there is a high level of environmental awareness (Hartmann and Ibanez, 2012; Lasuin and Cheng, 2014; Lestari and Hanifa, 2020).

2.3 Purchase Intention

According to Laroche et al., 2001; Ajzen, 2001; Manaktola and Jauhari, 2007; Chou et al., 2012, intention to purchase is nothing but a behaviour that is planned or anticipated that has the tendency to change the attitudes and beliefs of consumers towards a particular product and their subsequent behaviours thereafter. Opportunities must be provided to raise consumer interest in buying environmentally friendly items, based on previous valued products (Rizwan et al. (2014). Green purchasing intention is a component of green customer behavior, that may be evaluated by using a number of criteria, including intend to buy, expect to buy, glad to buy, willing to buy, and high plan to buy (Alamsyah et al., 2020; Huang et al., 2014).

2.4. Exogenous Variables from Green Perceived Value

Perceived value mostly reflects people's attitudes towards overall performance or behaviours (Patterson and Spreng (1997). Generally, attitudes are summative assessments of products and services. More specifically, attitude refers to positive or negative thoughts that influence behavioural intentions to purchase goods or things (Ajzen, 2001; Ekinci et al., 2008). According to Chen (2016), the association between GPV and green activities can be moderated by a person's attitude towards

the environment. The practical utilities and economic value acquired by consumers by their purchase decisions, will definitely have an influence on their attitudes towards buying behaviours, leading to purchase intention where *Functional Value* is a crucial determinant based on convenience, quality and price (Lin and Huang, 2012; Sangroya and Nayak, 2017; Schuitema et al., 2013; Han et al., 2017). Even though positive attitudes of consumers are controlled by functional value, prices exceeding the cost of products may lead to attitudes that are negative in nature (Gottschalk and Leistner, 2013; Liang, 2016). *Conditional value* is defined as “perceived utility, acquired as a result of the particular scenario or combination of circumstances, facing the choice makers such as rebates, promotions, etc” (Sheth et al., 1991). These factors may encourage the consumers to buy environment friendly products (Caird et al., 2008). *Social value* is concerned with one-to-one relationships comprising personality, attitudes, behaviours, social image, self-concept and status in society (Sweeney and Soutar, 2001; Sangroya and Nayak, 2017; Hall and Winchester, 2001; Kim et al., 2009; O’Cass and Frost, 2002).

3. Statement of the Problem

The need to protect the environment has become one of the most discussed topics on all continents, and people are becoming more aware of the problems affecting their immediate surroundings (Menozzi et al., 2017; Pipatprapa et al., 2017). They consequently believe that it is necessary to take action to safeguard the environment, and this has led to a personal attitude change towards eco-friendly green foods. Green food items are one of the most important market segments nowadays (Laureti and Benedetti, 2018). According to McCarthy et al. (2016), this shift towards organic products over non-organic ones not only

lessens environmental harm but also creates a strong incentive for supporting agricultural products, dubbed “Green Products” as well. Honkanen et al. (2006) claim that consumer knowledge of environmental issues and a desire for peace with nature are two of the primary arguments for buying organic food products. Additionally, it is crucial to comprehend and research the influences, which operate on consumers while making food purchases because these influences will affect the food products that have environmental qualities (Worsley et al., 2015). Based on the aforementioned facts, the authors have formed their own views and have carried out the research on the topic of consumers’ attitudes towards green food products and their purchasing behaviour.

4. Need of the Study

Over the last few decades, the consumption of resources by humans has increased many times than in the previous period. We are living at a time when the protection of environment has become a global concern and consumers are becoming more interested in environmental subjects and in their decision towards green food products. Many researchers have explored the topic of consumer buying behaviour towards the green products and have presented different perspectives. However, in the context of the State of Odisha, India, no studies have been carried out to analyze the impact of the constructs of Green Perceived Value (GVP) on Attitudes of Consumers towards Green Food Products and their intention to buy. Therefore, this study is unique and will contribute to the body of literature by fulfilling the gap on the topic under study. The findings of this study will also help the researchers aspiring to conduct further investigation on the topic from various perspectives, within the context of the region specified or beyond.

5. Objective of the Study

The main objective of this research was to understand and analyse the impact of the constructs of Green Perceived Value (GVP) on Attitudes of Consumers towards Green Food Products and their intention to buy.

6. Hypotheses of the Study

- H1:** 'Functional Value' and Attitude towards buying Green Products have positive relationship with each other.
- H2:** 'Conditional Value' and Attitude towards buying Green Products have positive relationship with each other.
- H3:** 'Social Value' and Attitude towards buying Green Products have positive relationship with each other.
- H4:** There is a positive association between 'Emotional Value' and Attitude towards buying Green Products.
- H5:** There is positive association between Attitude towards buying Green Products and Purchase Intention.

7. Research Methodology

7.1 Sample Selection

To carry out the study, the researchers used stratified random sampling method, in which the population was divided into different subgroups on the basis of gender, age, educational qualification and income. The samples of the study was identified online, comprising respondents from Khurda, Cuttack and Puri districts. A structured questionnaire on google form was prepared and administered to the respondents and the data were collected accordingly. 273 respondents took part in the survey out of which 250 of them completed it, and 23 respondents failed to adequately respond to structured questionnaires. The response rate was found to be 91.57 per cent, which was quite good to be considered for further analysis.

7.2 Sources of Data

The researchers used structured questionnaire, to obtain primary data from the respondents who were primarily from the State of Odisha, India. Secondary data were also collected from various books, journals, research publications, and other related information from websites.

7.3 Period of the Study

The collection of data for the study was carried out from 10th November 2022 to 18th Jan 2023.

7.4 Tools used in this Study

To test the veracity of the hypotheses, statistical tools such as Descriptive Statistics (mean and standard deviation), CFA and SEM were applied, using SPSS 23 & SPSS AMOS 23 software. Multi-item scales were used to measure each construct. A total of 19 items were taken for the scales - GPV and Consumer Behaviours (Holbrook, 2006; Sanchez et al., 2006; Suki, 2016; Sangroya and Nayak, 2017). 13 items were included for the four dimensions of Green Perceived Value, three items were created to assess Customers' Attitudes and three items were espoused to measure Consumers' Purchase Intentions. Five-point Likert Scale was employed, in which 1 represented strongly disagreed and 5 represented strongly agreed.

8. Data Analysis of Consumers' Buying Behaviour Attitudes and Purchase Intention towards Green Food Products

To analyse the data, statistical tools such as Descriptive Statistics (mean and standard deviation), CFA and SEM were applied, with the help of SPSS 23 & SPSS AMOS 23 software. *Demographic profiling of the respondents* was completed by taking the variables such as gender, age, education and

income (**Table-1**). The demographic profiling of the respondents revealed that females accounted for a total of 185, representing 74 per cent of the sample and the remaining 65 constituted males, with 26 per cent of the total sample. As far as the age group was concerned, 65 of them were in the under 30 age group, at 26 % and under the age group of 41-50, there were 67 respondents, at 26.8 per cent. Additionally, the study revealed that 71 of them were under graduates, at 28.4 % of the entire sample whereas 121 of them were graduates, accounting for 48.4 % of the total sample. In the annual income category, 88 respondents were in the Rs.31,000 - Rs.40,000 income bracket, at 35.2 % whereas only 24 of them earned Rs. 50,000 at 9.6 % of the total sample.

Table-2 represents the results of the *Confirmatory Factor Analysis*, with the calculated figures of χ^2 (df) = 289.766 (157); χ^2/df = 1.88; Good of Fit Index (GFI)= 0.889; Normed Fit Index (NFI)= 0.904; Tucker-Lewis Coefficient (TLI)= 0.912; Comparative Fit Index (CFI) = 0.961, Root Mean Square Residual (RMR) = 0.50, and Root Mean Square Error of Approximation (RMSEA) = 0.061], revealing that the model fits the data (**Hu & Bentler, 1999**). The CR of Attitude towards purchasing green products variable was 0.80 and the AVE was 0.56 (**Fornell & Larcker, 1981**). The factor loadings of all the items ranged between 0.71 and 0.93 (significant with $p < .05$), and the model was valid and supported its convergence (**Bagozzi & Yi, 1988**). All the items' Cronbach's alphas were adequate, meaning that they were at least .70 (**Nunnally, 1978**). At 95 percent confidence intervals, none of the inter-construct correlations had a unity in value, and none of the correlated inter-constructs, which were squared, had more variance than could be retrieved for each construct (**Anderson & Gerbing, 1988; Fornell & Larcker, 1981**).

Together, these results demonstrated strong measurement integrity, enabling the exploration of potential relationships. On this basis, a *Structural Equation Modelling* was employed to determine the relationships among the six constructs viz., Green Perceived Value, comprising Functional, Conditional, Social and Emotional values (exogenous latent construct), along with Attitude towards procuring Green Products (endogenous latent construct) and Purchase Intention (dependent variable), as per the proposed model (**Figure-1: Hypothetical Conceptual Model**). The outcome of the study showed the structural model, used for the data, to be a 'good fit', with the results of χ^2 (df) = 291.745 (160); χ^2/df = 1.85; Good of Fit Index (GFI)= 0.867; Normed Fit Index (NFI)= 0.899; Tucker- Lewis Coefficient (TLI)= 0.939; Comparative Fit Index (CFI) = 0.966; Root Mean Square Residual (RMR) = 0.052 and Root Mean Square Error of Approximation (RMSEA) = 0.058 (significant with $p < 0.05$). The exogenous constructs together accounted for 56 per cent of the consumer attitude towards purchasing green food products, and the consumers' attitude accounted for 32 per cent of purchase intention. The results of the analysis confirmed that the dimensions of green perceived value did have significant and positive impact on consumers' attitude towards buying green food products, which, in turn, had a significant influence on Purchase Intention.

Structural Equation Modelling was employed to test the hypotheses (**Figure-2: Results of Structural Equation Modelling**). The standardized coefficient values revealed that the exogenous latent construct, the Functional Value, did impact Consumers' Attitude towards buying green products ($\beta = 0.323$, $t = 3.43$, $P < 0.05$) and supported the hypothesis -1. Similarly, the standardised coefficient values revealed that the conditional value, the exogenous latent construct,

did impact the consumers' attitude ($\beta = 0.234$, $t = 2.56$, $P < 0.05$) and supported the hypothesis-2. The values of the standardised coefficients revealed that the social value, the exogenous latent construct, did affect the Consumers' Attitude ($\beta = 0.189$, $t = 3.40$, $P < 0.05$) and supported the hypothesis-3 and the estimates of the standardised coefficients revealed that the emotional value, the exogenous latent construct, Positively influenced the Consumers' Attitude ($\beta = 0.258$, $t = 2.41$, $P < 0.05$) and supported the hypothesis-4. Finally, the standardized coefficients values revealed that Consumers' Attitude towards buying Green Food Products significantly impacted Purchase Intention of the consumers ($\beta = 0.563$, $t = 7.44$, $P < 0.05$) and supported the Hypothesis- 5.

9. Findings of the Study

The study made a conscious attempt to assess the underlying relationships between green perceived value, attitudes of customers and intention to purchase, with regard to food industry in Odisha. Specifically, it examined whether these constructs like functional value, conditional value, social value, and emotional value influenced consumer attitudes and green food product purchasing behaviour. The study's results demonstrated that all dimensions of GPV impacted the consumers' attitude towards buying green goods and the consumers' purchase intentions. The findings of these connections are theoretically in line with those of earlier investigations (**Chen and Chang, 2012; Hur et al., 2013; Sangroya and Nayak, 2017**). The multidimensional GPV construct can improve customers' attitudes towards eco-friendly behaviours and their intentions to make green purchases (**Sangroya and Nayak, 2017**). Further, consumer perception of these functional, social, and emotional qualities affected how customers behaved while making purchases, in order to benefit from the environmental and

psychological advantages of green products (**Hur et al., 2013**). By strengthening the use of the GPV and the green purchasing behaviour in the food business, this study adds to the theory. The findings of this study also imply that it is crucial to emphasise green foods to customers, which can assist marketers in creating successful strategies. The most important implications are that food managers should emphasise consumers' contributions to environmental preservation while developing marketing strategies to increase the consumption of green foods.

10. Suggestions

The most important implications are that food managers in the State of Odisha should emphasise consumers' role in protecting the environment in order to establish marketing strategies for increasing the consumption of green foods. They should further realize and understand that green foods do promote the environment, which is quite adequate to meet customer ecological expectations and communicate through marketing communications which green foods are reliable for promoting eco-friendly habits. These messages may help individuals to understand the importance of conservation and the worth of the environment, which will encourage them to make more ecologically responsible purchases. Therefore, managers should acknowledge the healthy relationship that exists between concern for environment and the purchasing behavioural attitude of consumers through a variety of marketing communication platforms, including social media and mass media.

11. Conclusion

In order to determine whether the GPV constructs exercised a positive influence on attitudes of consumers and their behaviour towards purchasing of green food products in

Odisha, India, the study examined the suitability of GPV, including its functional value, conditional value, social value, and emotional value. The study's suggested model was dependable and accurate. The study's results also demonstrated that all the GPV's sub-constructs like functional value, conditional value, social value, and emotional value, were significant determinants of consumers' attitudes towards buying green goods and, consequently, of consumers' purchase intentions. By strengthening the use of the GPV theory to describe green consumer behaviour in the food business, this study adds to the theory. The results of this study also imply that it is crucial to emphasise green foods to customers, which can assist marketers in creating successful strategies.

12. Limitations of the Study

The limitations of the study were two. The study incorporated an 'online survey method' via convenience sampling procedure, where all the responders used the internet to record their responses and hence the data collected may not adequately represent the general population and secondly, customers' attitude and intention are the prominent predictors of behaviour to buy goods or services. But these predictors may not always align to the actual behaviours of the customers.

13. Scope for Further Research

The present study incorporated the questionnaire mode of gathering data from the respondents. The researchers in future may try and include interview and observation methods for better understanding of the theme and to examine the thinking process of the consumers' and their intention to purchase. Further, a probabilistic sampling technique can be used for the future research. Future research should, therefore, use observation or interviews to investigate actual consumer purchasing habits.

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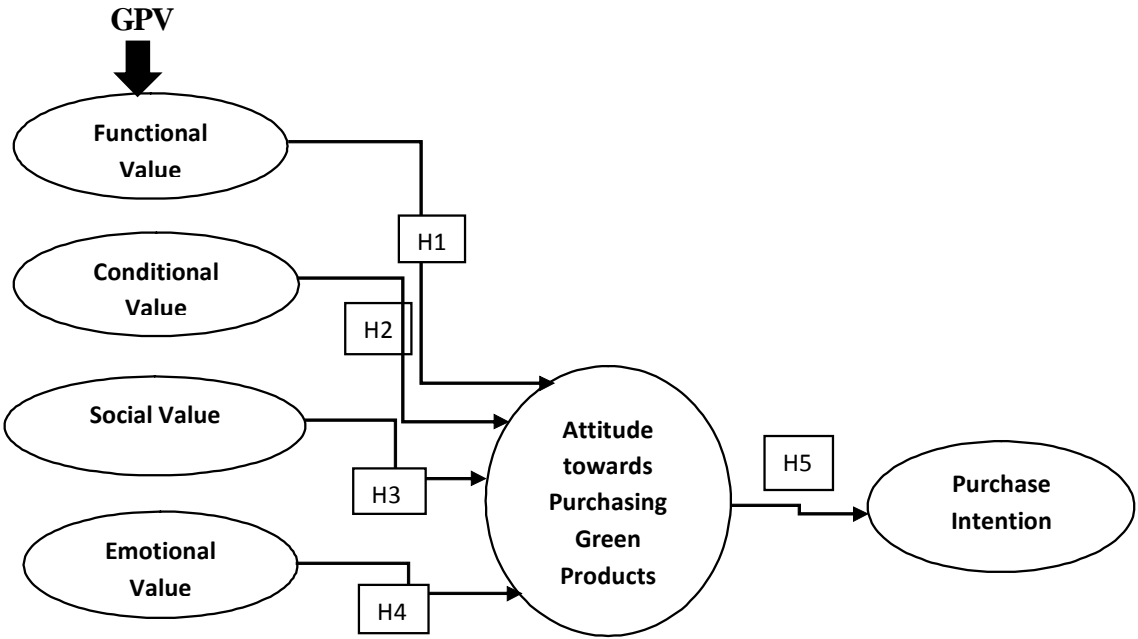
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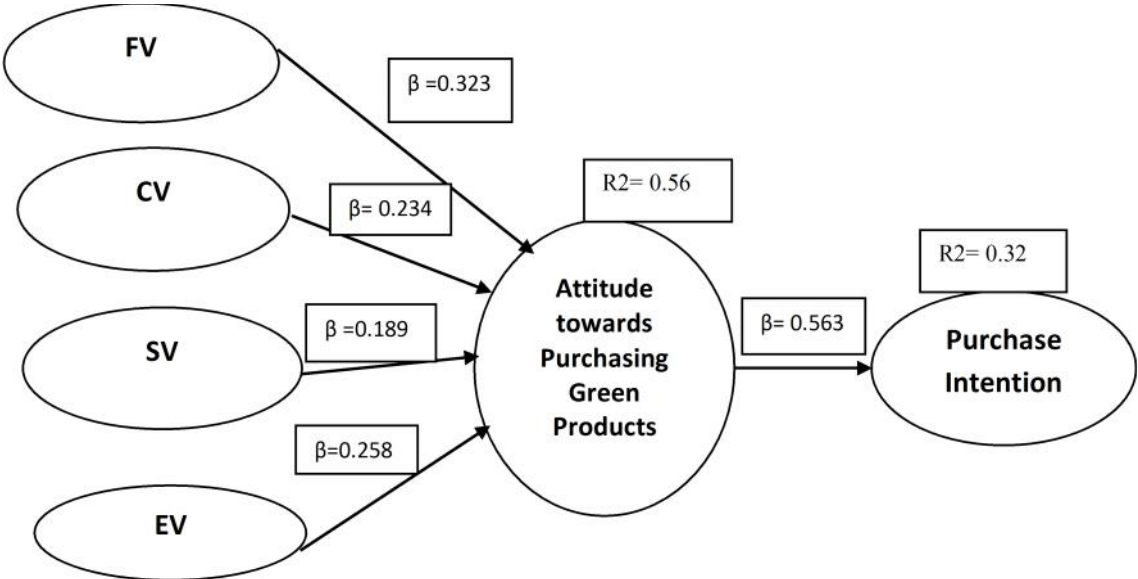
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Figure – 1: Hypothetical Conceptual Model to Examine Consumers’ Buying Behaviour Attitudes and Purchase Intention towards Green Food Products



Source: Conceptual Framework by Eunju Woo and Yeong Gug Kim (2018)

Figure-2 Results of Structural Equation Modelling to Examine Consumers’ Buying Behaviour Attitudes and Purchase Intention towards Green Food Products



Source: Primary Data & Author’s Calculation

Table-1: Demographic Profiling of Respondents of Green Food Products

Variable	Category	Distribution	Percentage
Gender	Male	65	26.0
	Female	185	74.0
Age	Less than 30 years	65	26.0
	30 to 40 years	55	22.0
	41- 50 years	67	26.8
	51 to 60 years	53	21.2
	Above 60 years	10	04.0
Education	Under Graduate	71	28.4
	Graduate	121	48.4
	Post Graduate	58	23.2
Annual Income (INR)	Less than Rs.20,000	30	12.0
	Rs.20,000 – Rs.30,000	52	20.8
	Rs.31,000- Rs.40,000	88	35.2
	Rs.41,000- Rs. 50,000	56	22.4
	Above Rs.50,000	24	09.6

Source: Primary Data & Author's Calculation

Table-2: Results of Confirmatory Factor Analysis Regarding Consumers' Buying Behaviour Attitudes and Purchase Intention towards Green Food Products

Items	Mean	Standard Deviation	Factor Loadings	C.R*	AVE**	Cronbach's
Functional Value						
There is a value for money while purchasing green products	3.55	0.88	0.88	0.89	0.89	0.73
The pricing of the green product is reasonable	3.66	0.81	0.85			
Green product produce helps in minimizing environmental degradation	3.87	0.76	0.83			
The quality and standard of the green product is withing acceptable limits	3.75	0.81	0.80			

Conditional Value	Mean	Standard Deviation	Factor Loadings	C.R	AVE	Cronbach's
I would buy green product if a discount is offered	3.76	0.85	0.81	0.83	0.66	0.80
I would buy green product provided it comes with attractive promotional schemes	3.67	0.76	0.78			
I would buy green product if it is readily available	3.72	0.78	0.75			
Social Value	Mean	Standard Deviation	Factor Loadings	C.R	AVE	Cronbach's
Buying green product would will enable me to create a positive impression on others	3.65	0.87	0.86	0.85	0.64	0.81
Buying green product would enhance my image as perceived by others	3.61	0.86	0.81			
Buying green product would give me a sense of belongness amongst others	3.44	0.89	0.77			
Buying green product would provide me with a social validation	3.39	0.91	0.74			
Emotional Value	Mean	Standard Deviation	Factor Loadings	C.R	AVE	Cronbach's
Buying green product gives me a sense of enjoyment	3.67	0.89	0.86	0.84	0.73	0.82
Buying green product provides me relaxation	3.32	0.91	0.80			
Buying green product gives me a feel-good factor	3.40	0.89	0.77			

Attitude towards purchasing green products	Mean	Standard Deviation	Factor Loadings	C.R	AVE	Cronbach's
I feel there is a value-added behaviour attached to buying green product	3.89	0.82	0.81	0.80	0.56	0.83
I think there is a positive behaviour attached to buying green product	3.68	0.75	0.76			
I believe there is a beneficial behaviour attached to buying green product	3.54	0.89	0.71			
Purchase Intention	Mean	Standard Deviation	Factor Loadings	C.R	AVE	Cronbach's
My willingness is high as far as repurchase of green product is concerned	3.89	0.86	0.93	0.89	0.73	0.91
I repurchase green product due to its environment-friendly characteristics	4.01	0.83	0.79			
I prefer to repurchase green product as a matter of environment concern	3.66	0.90	0.76			

Source: Primary Data & Author's Calculation;

Note : C.R* = Construct Reliability & AVE** = Average Variance Extracted