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# Determinants of the Green Purchase Intention in Jordan: The Moderating Effect of Environmental Concern

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**Abstract The purpose of the paper is to evaluate the impact of environmental attitude, green satisfaction, green trust, and green perceived quality on Green Purchase Intention (GPI) with the moderation of Environmental Concern (EC) in the fast moving consumer goods. The FMCG industry of Jordan was targeted to collect data. The quantitative approach was adopted for collecting data with using purposive sampling. The PLS-SEM analysis was implemented using SmartPLS 3.2.8. Environmental attitude and green perceived quality have positive but statistically insignificant effect on GPI while green satisfaction and green trust have positively significant effect on GPI. Furthermore, the effect of environmental attitude, green perceived quality, green satisfaction, and green trust have been positively moderated by the EC. Establishing and pushing pro-environmental tendencies with the help of increasing environmental awareness is one of the most important factors in the developing countries also including Jordan.**

*Keywords: Environmental Attitude, Green Satisfaction, Green Trust, Environmental Concern, Green Purchase Intention, Jordan*

## 1. Introduction

For the last 20 years, the activism regarding environmental issues has brought consumers the attention to embrace environment-friendly consumption [1-6]. And it is one the reason regarding the environment that the customers are looking to make purchases that are more in line with the sustainability of the environment for the benefits of the generations to come [5-8]. However, the personal needs are still the focus of the behavior associated with the consumers; the preservation of the environment is also gaining significance and priority among the consumers [9-11]. Sustainability pertinence, equilibrium in the ecosystem, increasing generating profits, and betterment of the society are among the central issues [12].

The experiences from developed countries show that the awareness and consciousness regarding the environment play an important part in dealing with the environmental issues [13-20]. Therefore, all around the world, pro-environment marketers are advancing the concept of green consumerism. The idea of green marketing is becoming popular in Asia also and is resulting in increased awareness in the consumers [21]. In Asia also, the pushing for the firms to increase the efforts for sustainable development has resulted in the enhancement of the environmentalism.

Researchers have advanced the importance of environmental attitude and the attributes in advancing the green consumerism [22-30]. There have been innumerable researches that have been conducted in the last 30 years to determine the antecedents of green consumer behavior [31, 32]. Green marketing is promoted by the firms to obey the requirements of the environment, gain competitive advantage, to meet collaborative image, seek the emergence of green products and to enhance the value of the products [33]. The probability of green marketing being successful has to endure because of lower quality along with the inability to stand to meet the environmental requirements. To gain the potential customer's attention, it is needed that the customer can differentiate among the green and non-green products. The quality of the product being green has been perceived as one that is exceptional in contrast to the already available non-green products. The main focus of the companies should be the development of products that can increase the consumers' desire and intention to select the marketed product over the other products [34].

Jordan is an Arab country with a population of over 10 million and a GDP of over $41 billion. The environmentally-sustainable economic development in the Jordan national agenda (2006 to 2015) covers many sectors for the sustainability of the environment including the FMCG, transport, energy, and the management of waste. Unlike its Arab neighbors, Jordan is not dependent on its oil reserves. Hence it is dependent on its other industries including the fast-moving consumer goods [35].

The purpose of the paper is to evaluate the impact of environmental attitude, green satisfaction, green trust, and green perceived quality on GPI with the moderation of EC in the FMCG industry of Jordan.

## 2. Literature Reviews

The theoretical framework on which the paper was based and examined was the theory of planned behavior. The theory of planned behavior enables the researchers to evaluate the impact of personal attributes and social environment along with thenon-volitional attributes toward intention [36]. Perceived Behavioral Control (PBC) has no impact on the intention and behavior relationship unless under overall volitional control. To be specific, the theory of planned behavior enhances the purchase intentions' predictability in the model for green commodities [37]. The framework improves the possible association between intention and the antecedents with the help of assessment of every construct at an equal degree of certainty. As the conceptual model, the theory of planned behavior was adopted for the green intention in the FMCG industry [38]. The theory of planned behavior concept has been supported in various researches examining the pro-environmental behavior including recycling [39]. As suggested, the theory of planned behavior has assumptions for three antecedents towards intention including behavior, the subjective norm as well as the perceived behavioral control.

Significant amounts of literature have suggested the impact of environmental attitude significantly towards the green purchasing intention among the consumers [40]. [41] assert that attitudes related to the environment are perceived by people that are concerned about the environment. Moreover, when the consumer has positive thoughts towards the environment, there is a high probability of them behaving in a way that is pro-environmental and it also leads towards impacting the green buying behavior. Previous researches have suggested that environmental attitude is among the key antecedents of GPI. [42] also suggested that the environmental attitude among the consumers greatly impacts green intentions. But researches have outcomes that are somewhat inconclusive with studies finding strong association [43] to middle-level associations. Hence, the paper has developed the hypothesis that

H1a. Environmental attitude significantly affects GPI.

Satisfaction increases the level of pleasure among the customers when the product has a performance that meets the customers' expectations, needs, and wants [44-49]. The satisfaction is an important variable and has long been studied in the association with the purchase intention. The customer and brand association improves when the customer satisfaction is achieved when the comparison is made by the value the customer received in exchange for their economic and psychological viewpoints. [10] explained the green satisfaction as the degree of pleasure fulfillment when consuming a product and its ability to provide satisfaction to the consumer's environmental expectations, needs, wants and its sustainable prospects. The higher the customer's green satisfaction, the more they can be said to have GPI Therefore, based on above discussion, the paper developed the hypothesis that

H2a. Green satisfaction significantly affects GPI.

Hence the paper will help in acknowledging and also understanding and agreeing that the perceived quality has the potential to impact the purchase intention. Therefore the impact is explained by the strength. This paper maintains the certainty that in a similar sense, the green perceived quality significantly affects GPI directly. Based on the above discussion, the paper has proposed the following hypothesis:

H4a. Green perceived quality significantly affects GPI.

[12] defined the EC as the level of the awareness of the consumer regarding the issue of environment and supporting the steps taken to address this issue or to determine the willingness to contribute in-person to solve this issue(Dunlap & Jones, 2002).Past researches have studied the customers increasing awareness regarding the EC and willing to buy the products that are environment friendly. It has been found in various researches that the consumers have the willingness to be paying a smaller premium price for environment friendly attributes in a product. Therefore, on the basis of the above discussion, the study has developed and will test the hypotheses that

H1b.EC moderates the relationship between environmental attitude and GPI.

H2b.EC moderates the relationship between green satisfaction and GPI.

H3b.EC moderates the relationship between green trust and GPI.

H4b.EC moderates the relationship between green perceived quality and GPI.
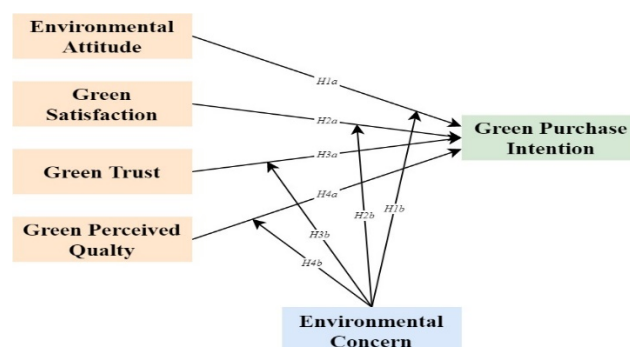


Figure 1: Conceptual Framework

## 3. Research Methods

The data collection process can be performed using the quantitative approach and it is purely based on numbers or statistics. The results of this research approach are highly generalizable and can be implemented to a large population. The hypothesis testing is conducted through this approach and it provides logical based conclusions for the researcher. Therefore, based on these discussions, the current study has used a quantitative approach as it can also provide an easier and efficient way for data collection.

The explanatory purpose is very helpful in developing an extensive understanding of a certain aspect or objective of the research. The theory testing in this research is very effective as it can identify the occurrence of a phenomenon and it also predicts future aspects. This research purpose also identifies the nature of relationships between variables. Hence, the explanatory purpose has been applied in this research so that it provides extensive information regarding research variables.

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The correlational design is effective in determining the correlations between research variables. Also, correlation identifies the direction and nature of their relation and strength as well. The results of this research design can be used in further researches for investigating the causation if possible (Kothari, 2004). Therefore, the correlational design has been used in this study for identifying the natural correlation among variables.

The target population was the consumers of the FMCG industry in Jordan and the profile of the respondents have been discussed in the following table 1.

Table 1: Demographic Profile (n = 296)

|  |  | Frequency | Percent |
|---|---|---|---|
| Gender | Male | 110 | 37.2 |
|  | Female | 186 | 62.8 |
| Age Group | Less than 20 years | 46 | 15.5 |
|  | 20-24 years | 218 | 73.6 |
|  | 25-39 years | 32 | 10.8 |
| Education | Graduate | 190 | 64.2 |
|  | Post-graduate | 96 | 32.4 |
|  | Others | 10 | 3.4 |

The non-probability sampling deals with the collection of data where the researcher uses his judgment to collect data from the target population which means that the people in the sample do not have the chance of representation in equal terms. The convenience sampling is a type of sampling where the researcher collects data from the target population that is easy to collect from due to their near locality to the researcher and this proximity allows easy access. The convenience sampling was used as the sampling technique as it allowed more data to be collected in a short amount of time.

The PLS-SEM analysis technique is a second-generation technique. This technique is highly effective and useful than compared to CB-SEM or regression. The implementation of PLS-SEM has been very high in different business researches including marketing, supply chain, and HRM. The complex models are easily examined in this technique. Therefore, PLS-SEM using SmartPLS 3.2.8 has been used in this study because it helps in identifying the reliability of the data.

## 4. Results

The following table 2 represents the measurement model.

Table 2: Measurement Model

| Constructs | Items | Loadings | Alpha | CR | AVE |
|---|---|---|---|---|---|
| Environmental Attitude | EA1 | 0.926 | 0.854 | 0.889 | 0.729 |
|  | EA3 | 0.728 |  |  |  |
|  | EA4 | 0.895 |  |  |  |
| Environmental Concern | EC3 | 0.919 | 0.872 | 0.938 | 0.884 |
|  | EC4 | 0.961 |  |  |  |
| Green Purchase Intention | GPI1 | 0.773 | 0.929 | 0.950 | 0.827 |
|  | GPI2 | 0.957 |  |  |  |
|  | GPI3 | 0.941 |  |  |  |
|  | GPI4 | 0.953 |  |  |  |
| Green Perceived Quality | GPQ2 | 0.678 | 0.862 | 0.816 | 0.603 |
|  | GPQ3 | 0.949 |  |  |  |
|  | GPQ4 | 0.671 |  |  |  |
| Green Satisfaction | GS2 | 0.934 | 0.772 | 0.835 | 0.635 |
|  | GS3 | 0.611 |  |  |  |
|  | GS4 | 0.812 |  |  |  |
| Green Trust | GT1 | 0.883 | 0.724 | 0.833 | 0.628 |
|  | GT2 | 0.821 |  |  |  |
|  | GT5 | 0.656 |  |  |  |

The recommended values for absolute acceptance of factor loadings is 0.70, while the values between 0.40 and 0.70 can be retained based on convergent validity. Also, the table showed that CR and AVE were above 0.70 and 0.50 respectively recommended by [8] thus, the model achieved all thresholds of construct validity was achieved.

The following table 3 represents discriminant validity using [6] criterion.

Table 3: Fornell-Larcker Criterion

|  | EA | EC | GPQ | GPI | GS | GT |
|---|---|---|---|---|---|---|
| Environmental Attitude | **0.854** |  |  |  |  |  |
| Environmental Concern | -0.467 | **0.940** |  |  |  |  |
| Green Perceived Quality | -0.073 | 0.302 | **0.777** |  |  |  |
| Green Purchase Intention | 0.154 | -0.233 | -0.404 | **0.910** |  |  |
| Green Satisfaction | -0.304 | 0.017 | -0.347 | 0.560 | **0.797** |  |
| Green Trust | -0.194 | 0.322 | -0.211 | 0.469 | 0.445 | **0.792** |

The above table showed that the diagonal bold values were higher in their own constructs compared to their values in other constructs. Therefore, discriminant validity was achieved using [6] criterion.

The following table 4 represents discriminant validity using HTMT ratio.

Table 4: Heterotrait-Monotrait Ratio (HTMT)

| | EA | EC | GPQ | GPI | GS | GT |
|---|---|---|---|---|---|---|
| Environmental Attitude | | | | | | |
| Environmental Concern | 0.602 | | | | | |
| Green Perceived Quality | 0.302 | 0.315 | | | | |
| Green Purchase Intention | 0.153 | 0.272 | 0.227 | | | |
| Green Satisfaction | 0.566 | 0.152 | 0.260 | 0.493 | | |
| Green Trust | 0.394 | 0.348 | 0.300 | 0.510 | 0.508 | |

The above table showed that the recommended threshold values of less than 0.90 were achieved by all constructs as per the recommendation of [14]. Thus, discriminant validity was achieved using HTMT ratio.

Following table 5 provides the result of path analysis using PLS-SEM.
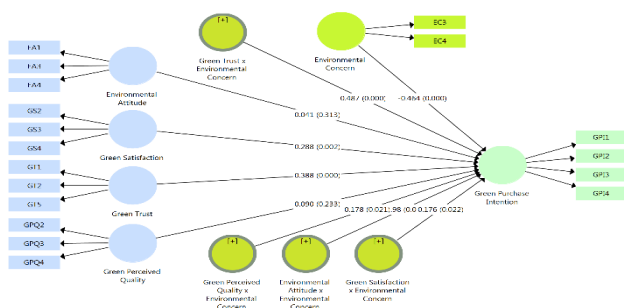


Figure 2: PLS Bootstrapping Illustration

Table 5: Path Analysis using PLS-SEM

| | Estimate | T-Stats | Prob. |
|---|---|---|---|
| Environmental Attitude -> Green Purchase Intention | 0.041 | 0.488 | 0.313 |
| Green Perceived Quality -> Green Purchase Intention | 0.090 | 0.730 | 0.233 |
| Green Satisfaction -> Green Purchase Intention | 0.288 | 2.953 | 0.002 |
| Green Trust -> Green Purchase Intention | 0.388 | 5.628 | 0.000 |

*R-Square = 0.704; Q-Square = 0.526*

Above table showed that environmental attitude (0.041, $p > 0.05$) and green perceived quality (0.090, $p > 0.05$) have positive but statistically insignificant effect on green purchase intention while green satisfaction (0.288, $p < 0.05$) and green trust (0.388, $p < 0.05$) have positively significant effect on green purchase intention.

Following table 6 provides result of moderation analysis using PLS-SEM.

Table 6: Moderation Analysis using PLS-SEM

| Moderator: Environmental Concern | Estimate | T-Stats | Prob. |
|---|---|---|---|
| Environmental Attitude -> Green Purchase Intention | 0.198 | 2.091 | 0.018 |
| Green Perceived Quality -> Green Purchase Intention | 0.178 | 2.037 | 0.021 |
| Green Satisfaction -> Green Purchase Intention | 0.176 | 2.018 | 0.022 |
| Green Trust -> Green Purchase Intention | 0.487 | 5.900 | 0.000 |

The results of above table showed that the effect of environmental attitude (0.198, $p < 0.05$), green perceived quality (0.178, $p < 0.05$), green satisfaction (0.176, $p < 0.05$), and green trust (0.487, $p < 0.05$) have been positively moderated by the environmental concern.

## 5. Conclusion

The paper helped in understanding the nature of consumers that are willing to purchase the products by evaluating the impact of environmental attitude, green satisfaction, green trust, and green perceived quality on the GPI. It also provides insights regarding the moderation of EC in the above-mentioned relationships. The paper used a theoretical framework developed with the help of the theory of planned behavior. The integration of the theory in the framework enables the study to find that there was a positive and significant relationship between the environmental attitude and GPI. Also, the green satisfaction was also impacting the GPI. Moreover, green trust was also impacting the GPI. The green perceived quality was also affecting the GPI. Furthermore, the EC was also moderating the relationship of environmental attitude, green satisfaction, green trust, green purchase quality with the GPI. It would seem that the consumers want the perceived quality to be high along with the product being environment-friendly and increases the GPI. Green perceived quality, green satisfaction, and green trust accounted for higher effects on the GPI. It means that consumers the green perceive quality, green satisfaction, and green trust are the antecedents that can increase the intentions to purchase green fast moving consumer goods. The findings have shown that the recommended measures in the model are fit and acceptable in regards to the data and information and the strength of prediction of the constructs was also found to be significant.

The paper has some important managerial recommendations. It informs the marketing managers and policy-makers regarding the main antecedents of green consumers and their behaviors. The marketers would be able to better understand the factors that drive along with the barriers that influence the GPI.As they would learn from this study, they would be able to craft products and offerings that meet the consumer demands and develop marketing strategies that will motivate the GPI among the consumers. The results also showed that the environmental attitude among the consumer significantly affects the GPI and that the environmental attitude, green satisfaction, green trust, green perceived quality, and EC and how it shapes the overall pro-environmental attitude and attributes among the customers. Moreover, establishing and pushing pro-environmental tendencies with the help of increasing environmental awareness is one of the most important factors in the developing countries also including Jordan. The marketing managers and policymakers from the government need to constantly spread the information regarding the environmental issues and challenges to push the consumers to embrace the green products.

The paper has several limitations and directions for future researchers. The paper found that there may be indicators that might provide different details regarding the cultural and social setting in context to the GPI meaning the future researchers can emphasize it. Moreover, the impact of demographic constructs was not studied in the paper hence the future researchers can use demographic constructs. Furthermore, the effects of altruism, knowledge of the environment, and social influence on the GPI can also be adopted in future studies. The consumers were found to provide great environmental attitude; however, future researchers should thoroughly investigate the direction of the effects of these variables.

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