

AN ANALYSIS ON THE FACTORS INFLUENCING GREEN PURCHASE INTENTION AMONG YOUNG CONSUMERS IN THE PHILIPPINE BPO INDUSTRY

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Abstract: In some parts of Asia, green purchasing is considered as an effective way to reduce environmental effects due to conventional practice of manufacturers and consumers. As the fastest growing industry in the Philippines, BPO comprised of young workers that are vulnerable in terms of health issues due to their shifting schedules. This study determined the factors that influence the purchase intention of young consumers in the BPO industry specifically on organic local food. The study applied the Theory of Planned Behavior (TPB) and Self-Determination Theory (SDT) as its theoretical framework. The purpose of the study is to raise environmental awareness and to serve as an initial groundwork that adds to other previous literature to green purchase intention with emphasis to the BPO industry in the perspective of a developing nation. The findings of the study showed that young consumers in the BPO industry considered purchase intention as an important factor towards green purchasing. Young consumers viewed environmental concern, health, and social responsibility as key points why it is essential to practice this mode of purchasing.

Key words: BPO industry, green purchase intention, organizational behavior, sustainability

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Introduction

Green purchasing requires the public, governments and businesses to consider, first, the necessity of purchasing, and second, the environmental impact of products and services at all stages of their life cycles — including supplier and distributor performance— before making the decision to purchase. It is about buying goods and services that, after consumption, are recyclable or reusable. Minimal waste, if at all, is created, and the production processes use environmentally friendly technology that does not pollute the environment in the scale of conventional technologies. (Yamamoto et al., 2010). Studies have reported a discrepancy or “gap” between consumers' expressed favorable attitudes and actual purchasing practices (Tanner & Wölfling Kast, 2003; Vermeir & Verbeke, 2008). This mismatch between consumers' favorable attitude and actual purchase behavior of organic products is referred to as ‘attitude-behavior gap’. It indicates that consumer

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positive attitude towards organic products does not always translate into action (Singh & Verma, 2017).

In this regard, the study focused on green purchasing among young consumers and the factors that influences their purchase intention. Given the attitude-behavior gap, there is a clear possibility that there is an intention to purchase. However, in the actual purchase behavior there might variations since there can be certain factors that contribute and influence purchase behavior. Moreover, among members of the ASEAN countries (Association of South East Asian Nations) the researcher only found studies in Malaysia on the topic of green purchasing which is quiet fascinating since ASEAN integration promotes and aims collaboration and assistance on matters of common good. This study would add to other previous literature and/or served as an initial foundation with emphasis on the BPO industry and provide insights from a group of young consumers in the viewpoint of an emerging nation.

Literature Review

Self-Determination Theory (SDT)

The prior literature described AM (autonomous motivation) in terms of intrinsic identified and integrated motivations whereas CM (controlled motivation) has been described in the form of external and interjected motivations (Koestner et al., 2008; Meyer et al., 2004; Sheldon & Elliot, 1998).

Hagger and Chatzisarantis (2009) explained that the integration of theory of planned behavior (TPB) and SDT were based on the links among AM and CM as well as the system of beliefs that underpin the proximal antecedents of intention: attitudes, subjective norms, and perceived behavioral control. Such integration may improve our understanding of (Luqman, Masood, & Ali, 2018) attitude and purchase intention on green purchasing decision. Based on the above discussion, it can be hypothesized that:

H1: Autonomous motivation and controlled motivation has no significant influence in the attitude of young consumers towards purchase intention of organic local food.

Demographic Profile

A review of earlier studies has showed that demographic characteristics have both positive and negative significant relation on intentions to use a product and individual's green buying behavior. Berkowitz and Lutterman (1968) and Anderson and Cunningham (1972), were pioneers in studying the green consumers' profile and even reported demographics as one of the most influential factors to predict pro-environmental behavior (Chekima et al., 2016).

This showed the importance of demographic profile as an indicator in identifying the attitude towards purchase intention of young consumers towards green purchasing of organic local food. Thus, H2 was proposed:

H2: There is no significant influence of demographic profile in the attitude of young consumers towards purchase intention of organic local food when clustered into Gender, Age, Education, Employment and Income.

Theory of Planned Behavior (TPB)

As cited by Chen and Hung (2016), the core argument of TPB was that human behavior resulted from rational choices rather than from willful action and was influenced by attitude, subjective norm, and perceived behavioral control through their effect on behavioral intentions. TPB is a balanced choice model where intention is the only straight psychological antecedent for behavior (Ajzen, 1991).

Attitude (ATT)

Attitude was the result of behavioral beliefs (BB) and outcome evaluations (OE) (Wati, Primiana, Pirzada, Sudarsono, 2019). Behavioral belief referred to the individual belief about the consequences of engaging in a particular behavior whereas outcome evaluation referred to the corresponding favorable or unfavorable judgment about the possible consequences of the behavior (Ajzen, 1991).

Subjective norm (SN)

In the research of Smith and Paladino (2010), subjective norms can be conceptualized as the internalized perception that people were important in the decision maker's life desired them to act (not act) in a certain way (Oliver & Bearden, 1985). In other words, subjective norms were the 'perceived social pressure' an individual felt to perform the behaviour (Ajzen, 1991).

Perceived Behavioral Control (PBC)

Perceived control is the "perception of the ease or difficulty of performing the behaviour of interest" (Ajzen, 1991, p. 183). Based on Ajzen (2002), it dealt with situations where people do not exert full control over the behaviour in questioned and claimed that perceived control can have an indirect influenced on purchase intentions, as a higher level of perceived control should acted to increase the intention to perform behaviour. Based on the above discussions, it can be hypothesized that:

H3: There is no significant influence on the attitude of young consumers towards purchase intention of organic local food.

H4: There is no significant influence on the subjective norm of young consumers towards purchase intention of organic local food.

H5: There is no significant influence on the perceived behavioral control of young consumers towards purchase intention of organic local food.

Value for money and willingness to pay (VM-WP)

Prakash and Pathak (2017) explained that for the young consumers, price was one of the important attributes on which purchasing decisions were based (Benedetto et al., 2014). Generally green products were perceived as more expensive than conventional goods (Arniati, Puspita, Amin, Pirzada, 2019). The high price of products has been considered as a barrier to green consumption (Nasir & Karakaya, 2014a, 2014b). However, previous literature showed that price does not have any

significant role in the purchasing of eco-labeled goods (Grankvist & Biel, 2001). Consumers who were having concerns towards environment were not price sensitive and accepted “higher” prices (Cronin et al., 2011). Thus, it can be hypothesized that:

H6: There is no significant influence on value for money and willingness to pay of young consumers towards purchase intention of organic local food.

Consciousness and environmental knowledge (CEK)

A research conducted by Hill and Lynchehaun (2002) has showed that consumers understand the core characteristics of organic products, but they lacked an understanding of organic farming practices and how they differed from conventional farming methods (Pirzada, Mustapha, & Alfian, 2017). This indicates that although most consumers have a basic definition of organics, they lacked full knowledge of its meaning and production process (Husaini, Pirzada, Saiful, 2020). This suggested that consciousness and environmental knowledge is an important influencer in the decision to purchase organic foods (Smith & Paladino, 2010). Thus, it can be hypothesized that:

H7: There is no significant influence on consciousness and environmental knowledge of young consumers towards purchase intention of organic local food.

Purchase Intention

Doods et al., (1991) referred purchase intention as the probability that a consumer would willingly buy a product. Purchase Intention was the phenomenon as the predictable behavior of consumers pertaining to purchasing, as well as, repeatedly purchasing the product, i.e. when the consumer decided to buy a product, that consumer would come to buy it again (Kasornbua & Pinsame, 2019). Wiyadi & Ayunintyas (2019) mentioned that factors affecting purchase intention were associated with feelings and emotions (Pirzada, Mustapha, & Alfian, 2016).

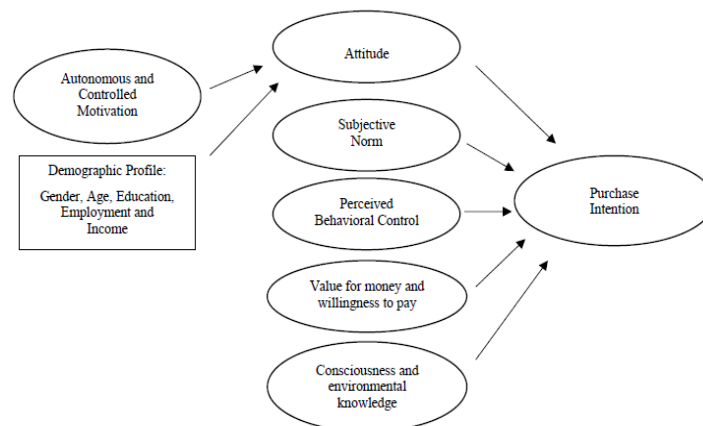


Figure 1: Conceptual Framework based on SDT & TPB (adopted from Deci and Ryan, 1985; Ajzen, 1991)

Research Methodology

As mentioned in the abstract, the researcher chose BPO industry as respondents for two main reasons: 1) the industry workers were young at age ranging from 15-30 years old; and 2) they were vulnerable in terms of health issues due to their shifting schedules since they follow the BPO client country time vs. the local time in the Philippines.

Research questionnaire

To answer the objectives of the study, constructs pertaining to young consumer's ATT; SN; PBC; VM-WP; CEK; P-INT; and guide questions for interviews were adopted from the related literature. The survey questionnaire was divided into 4 sections. Each section was composed of 5 questions for every construct. It was measured using a six-point Likert scale format, where (1) represents 'strongly disagree' and (6) represents 'strongly agree'

Data gathering procedure

The researcher sent inform-consent letter to conduct online survey to BPO employees by means of different social media platforms (Facebook Groups, LinkedIn, and Messenger). Out of 801 respondents participated in the online survey, only 725 were considered. 76 respondents were not qualified due to their age bracket and were not working within the study sites (Hanif, Rakhman, Nurkholis, & Pirzada, 2019). For qualitative, there were 8 participants who agreed for interview however 3 of them were not able to provide their appointment schedules, which only resulted to 5 valid participants.

Profile of the respondents

Gender comprised of 29.38% Male and 70.62% female. The respondents' age was mostly among 26 and 30 years old 60%; 18 to 25 years old age bracket obtained 40%. In terms of educational attainment; 3.59% had a high school degree, 10.90% had a vocational degree, 83.03% of the respondents had a bachelor's degree and 2.48% had a postgraduate degree, this reflected a high literacy rate of the sample.

Data analysis

Preliminary testing was initially conducted to 50 respondents to validate the strengths and weaknesses of the research instrument. The findings in the pretest showed that items were statistically significant since Cronbach's Alpha were greater than 0.7 (Fornell & Larcker D.F., 1981, Nunnally & Bernstein, 1994, Nunnally, 1978; Amora et al., 2016; and Dimaunahan & Amora, 2016).

A measurement instrument has good discriminant validity if the items associated with the construct were not confused by the respondents answering the questionnaire with the items associated with the other constructs, particularly in terms of the meaning of the items (Kock, 2015). This criterion was satisfied in the present study since all the square roots of AVE (diagonal elements) were greater than the correlation coefficients among the constructs (off-diagonal elements).

Table 1. Discriminant validity statistics of the variables

ITEMS	P-INT	ATT	CEK	PBC	SN	VM-WP	AM-CM	DEMOGRAPHIC PROFILE					
								Age	Gender	Educ	Employ	Income	
P-INT	0.91												
ATT	0.84	0.91											
CEK	0.80	0.73	0.89										
PBC	0.84	0.80	0.82	0.87									
SN	0.76	0.70	0.79	0.75	0.86								
VM-WP	0.83	0.78	0.84	0.78	0.82	0.89							
AM-CM	0.81	0.83	0.77	0.81	0.75	0.79	0.85						
Age	0.09	0.12	0.08	0.09	0.10	0.08	0.11	1.00					
Gender	-0.11	-0.09	-0.11	-0.12	-0.11	-0.12	-0.08	-0.11	1.00				
Educ	0.11	0.11	0.09	0.09	0.05	0.07	0.11	0.08	-0.11	1.00			
Employ	0.13	0.14	0.09	0.11	0.11	0.09	0.11	0.24	-0.05	0.13	1.00		
Income	0.08	0.07	0.06	0.06	0.10	0.07	0.09	0.39	-0.03	0.19	0.54	1.00	

Results and Discussions

Quantitative data

The research model showed in Figure 1 was analyzed using partial least squares-structural equation modelling (PLS-SEM) to determine the relationship among the variables under consideration, particularly in testing the hypothesis. Figure 2 and Table 2 presented the structural model parameter estimates, among the 7 direct hypotheses, 2 hypotheses were not statistically significant. The Model fit and quality indices were within the acceptable range, indicating that the data was consistent with the model. Based on the criteria discussed in Kock (WarpPLS 5.0 user manual, 2015).

Table 2. Path estimates of the model

Variables	(β)	Std. Error	p-value	f ²
ATT → P-INT	.368	.036	.000	.308
CEK → P-INT	.180	.036	.000	.144
PBC → P-INT	.246	.036	.000	.209
VM-WP → P-INT	.181	.036	.000	.152
AM-CM → ATT	.830	.034	.000	.689

Note: f² is the Cohen's (1988) effect size: 0.02=small, 0.15=medium, 0.35=large

The study supported the integration of the two theories. First, SDT based on AM and CM influenced the ATT of young consumers and obtained the highest path coefficient. This resulted to a high positive influence of ATT towards P-INT. Second, TPB was a commendable choice for this study and agreed to prior studies of Kalafatis et al., (1999) and Groening et al., (2018) that PBC and SN differed across cultures and industry. The study also followed the suggestion of Cheng & Hung (2016) to add more prodecitors in the TPB, thus the researcher considered

VM-WP and CEK as additional variables. The findings of the study showed that these two added variables have weak coefficient since young consumers still considered price when buying goods. They still lacked information on organic local foods and were not familiar with the phrases and symbols related to environment on product package.

Since the p-value was < 0.05 , the study rejected H1. Therefore, AM-CM has a positive influence on ATT ($\beta=.830$, $SE=.034$, $p<.05$, $f^2 = .689$), and that AM-CM significantly affects ATT (AM-CM \rightarrow ATT). The path coefficient was positive indicating that higher level of AM-CM would lead to a higher ATT towards P-INT. AM-CM has a large extent of effect on ATT ($f^2=.689$) based on the rule of thumb of Cohen (1988). Moreover, the p-values for H3, ATT (ATT \rightarrow P-INT: $\beta=.368$, $p<.05$); H5, PBC (PBC \rightarrow P-INT: $\beta=.246$, $p<.05$) H6, VM-WP, (VM-WP \rightarrow P-INT: $\beta=.181$, $p<.05$); and H7, CEK (CEK \rightarrow P-INT: $\beta=.180$, $p<.05$) were < 0.05 , thus the study also rejected the null hypotheses. These variables have a positive influence and significantly affects P-INT.

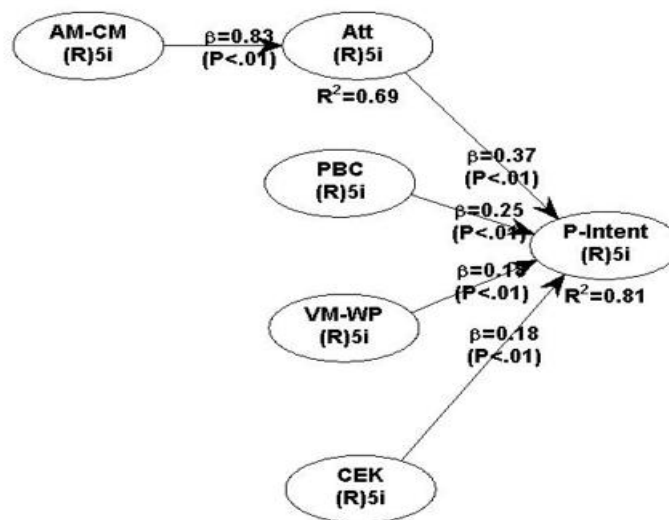


Figure 2: Structural Model (using WarpPLS version 6.0)

The other 5 exogenous variables of demographic profile (DP) were observed, results accepted the H2 showed that age has no significant influence on attitude (Age \rightarrow ATT: $\beta=.001$) towards P-INT, with p-value $> .05$ (.486). The same result was also obtained in gender, the path coefficient was negative (Gender \rightarrow ATT: $\beta=-.024$) indicating that no significant influence with p-value $> .05$ (.261). Education and employment have the same path coefficients (Educ. \rightarrow ATT & Employ. \rightarrow ATT: $\beta=.40$) and both p-values were $> .05$ (.143) and (.139) with no

significant influence towards attitude; lastly, income has negative path coefficient (Income → ATT: $\beta = -.030$) with p-value of .211 indicating that no significant influence towards attitude. The result of SN accepted the H4, having no significant influence towards P-INT (SN → P-INT: $\beta = .001$) and has the highest p-value greater than .05 (.494).

Results in Table 3 using SPSS software showed that Spearman correlation among AM, CM and ATT obtained .818 which indicated that there was a high positive and significant relationship among the variables ($r_s = .818$, $n = 725$, $p < .01$). The correlation among ATT and P-INT obtained .826. Therefore, there was a strong positive and significant relationship ($r_s = .826$, $n = 725$, $p < .01$) among the two variables.

Table 3. Spearman's correlation output using SPSS

		P-INT	AM-CM	ATT	
Spearman's rho	P-INT	Correlation Coefficient	1.000	.801**	.826**
		Sig. (2-tailed)		.000	.000
		N	725	725	725
	AM-CM	Correlation Coefficient	.801**	1.000	.818**
		Sig. (2-tailed)	.000		.000
		N	725	725	725
	ATT	Correlation Coefficient	.826**	.818**	1.000
		Sig. (2-tailed)	.000	.000	
		N	725	725	725

Qualitative data

The results in the qualitative data showed that informants acknowledged that they were involved in green purchasing of organic local food. Hypotheses were supported except for H2, it was supported in the quantitative data, however for the qualitative results it was not supported since 2 of the informants considered income as an important factor that influenced green purchasing. These informants stated that since organic local food is much expensive than the conventional products it would be difficult for a minimum wage earner to purchase it.

Discussion

SDT was able to determine the connection between TPB particularly in the ATT. Young consumers used their own judgment and behavior when purchasing organic local food. Social pressures and expectation from others (e.g. family, friends and

peer groups) has no significant influence on their intention to purchase and consumed these products. This also supported the findings in the study of Chen & Hung (2016) as to consumers, though the expectation from significant others caused a certain effect on using green products, the effect was not significant. Since using green products was a personal behavior based on personal opinion rather than a trend, consumers desired a clear understanding of green products. It was also noted by Ajzen (1991) that SN had already been identified as the weakest link in intention models by earlier researchers, who had applied TPB frameworks in general and specifically to green marketing (Tarkiainen & Sundqvist, 2005). This was supported in the study as shown in H4.

For VM-WP, findings in the study showed positive and significant influence towards purchase intention. Although the result has a weak coefficient. The income bracket of BPO industry were higher compared to other industries, young consumers seen value for money as an important factor when purchasing. These consumers considered price and monthly income that resulted to their behavior and intention towards purchasing. This also supported the other studies and showed that environmentally conscious consumers were inclined to pay the green price premium (Brandon & Lewis, 1999; Laroche et al., 2001; Eriksson, 2004; Lung, 2010). CEK has the weakest coefficient value. This was resulted to lack of information particularly on product information, phrases, symbols, eco-labels and certification of eco-friendly products prior to purchasing.

Managerial Implication

The organic market in the Philippines has been labelled as a “niche” market however interest in organic products is growing. To enhance reputation and access to customers and wider new market, green innovation is developed in corporate strategy, particularly by adopting environmentally friendly technology and resources (Low and Shang Gao 2015). The interesting findings in this research are the weak coefficient results in the additional constructs: VM-WP and CEK. The view of young consumers towards green purchasing of organic local food were focused on their beliefs and behavior as environmentally responsible individual. Price sensitivity, product information and packages with eco-labels relating to environment should be encouraged. Findings in these additional variables may improve if proper information will be imposed and disseminated.

This was also visible in the studies of Mostafa (2006) and Bamberg & Möser (2007), who highlighted the role of knowledge in determining the customers' attitude and intentions towards organic products and pro-environmental behaviors. In the organizational point of view, organizational capabilities and corporate governance has played a significant role in enhancing organizational learning and firm's sustainability.

If these organizations can incorporate this in their core values, promote and enrich their members with the right attitude towards green purchasing of organic local

food, these members will disseminate positive behaviour and will provide positive outcome. This will also pave the way for better learning and understanding on the importance of social responsibility.

Bilan, Hussain, Haseb & Kot (2020) suggests that the top management of manufacturing industries must focus on organizational capabilities and corporate governance in measuring the firm's sustainability.

Conclusion

The findings in the study showed that young consumers in the BPO industry considered P-INT as an important factor towards green purchasing. Their motivation and attitude towards green purchase intention specifically in organic local food was to have a sustainable lifestyle and environment that can be pass through generations. Lastly was intended to patronize the local farmers. It would be beneficial for them and to their families. By doing this, it would contribute to the economic development and positively influence the resurgence of attention to the agricultural sector which has experienced rapid growth of employment rate.

Strong collaboration within the government, non-government organizations (NGO) and private institutions must deeply invest on Sustainability Reporting Awards (SRA). Sustainability reporting mirrors the global best practices for reporting publicly economic, environmental, and social impacts. It is based on the standards of the Global Reporting Initiative (GRI). GRI is an NGO based in Netherlands and established training partners in Southeast Asia including Indonesia, Malaysia, Singapore and the Philippines (Sutopo, Kot, Adiati, & Ardila, 2018).

Findings in the study of Sutopo, Kot, Adiati, & Ardila (2018) showed that SRA participating companies and SRA winners in Indonesia are managed by high-type managers, that is, managers who have inside information about future prospects in favour of sustainable development. This information may be viewed in line with the interests of shareholders who expect a sustained return on their investment.

For researchers and other professionals, this study has some limitations and suggestions for further research. First, the study was limited to the educated young consumers only, which may bias the result as young and educated consumers may be more prone to socially desirable responses (Kaiser et al., 2008). Moreover, the study only measured intention not the actual behavior (Yadav & Pathak, 2016). This can only contribute a small step towards a better understanding on green purchasing in the Philippines. Future research could shift focus to non-product categories such as green advertisement, green investment and finance, organic farming and green services as these areas would contribute to sustainable human development. Future studies might consider using other industry with a diverse set of demographic profile to compare with the existing study.

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ANALIZA CZYNNIKÓW WPLYWAJĄCYCH ZIELONA CHARAKTER ZAKUPOWY WŚRÓD MŁODYCH KONSUMENTÓW W FILIPIŃSKIEJ BRANŻY BPO

Streszczenie: W niektórych częściach Azji zielone zakupy są uważane za skuteczny sposób na ograniczenie wpływu na środowisko ze względu na konwencjonalne praktyki producentów i konsumentów. Jako najszybciej rozwijająca się branża na Filipinach, BPO składa się z młodych pracowników, którzy są narażeni na problemy zdrowotne ze względu na zmieniające się harmonogramy. W badaniu określono czynniki, które wpływają na zamiary młodych konsumentów w branży BPO do zakupu ekologicznej żywności lokalnej. W badaniu zastosowano teorię planowanego zachowania (TPB) i teorię samostanowienia (SDT) jako ramy teoretyczne. Celem badania jest podniesienie świadomości ekologicznej i posłużenie jako wstępna podstawa, która uzupełnia inną wcześniejszą literaturę o zamiar zakupów ekologicznych, z naciskiem na branżę BPO z perspektywy rozwijającego się kraju. Wyniki badania pokazały, że młodzi konsumenci z branży BPO uważali zamiar zakupu za ważny czynnik wpływający na zielone zakupy. Młodzi konsumenci postrzegali troskę o środowisko, zdrowie i odpowiedzialność społeczną jako kluczowe punkty, dlatego tak ważne jest praktykowanie tego sposobu zakupów.

Słowa kluczowe: branża BPO, zielony zamiar zakupowy, zachowania organizacyjne, zrównoważony rozwój.

影响因素分析 青年消费者的绿色购买意愿 菲律宾BPO行业

摘要:在亚洲某些地区,由于制造商和消费者的常规做法,绿色采购被认为是减少环境影响的有效方法。作为菲律宾发展最快的行业,业务流程外包(BPO)由年轻工人组成,这些工人由于日程安排的变动而在健康问题上很脆弱。这项研究确定了影响BPO行业中年轻消费者购买意愿的因素,特别是有机本地食品。该研究采用计划行为理论(TPB)和自决理论(SDT)作为其理论框架。这项研究的目的是提高环境意识,并作为最初的基础,将其他先前的文献添加到绿色购买意图中,并从发展中国家的角度着重于BPO行业。研究表明,BPO行业的年轻消费者将购买意愿视为实现绿色购买的重要因素。年轻的消费者将关注环境,健康和社会责任视为实现这种购买方式必不可少的关键点。

关键词:BPO行业绿色购买意愿组织行为可持续性