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Consumers' purchase intention of green products: an investigation of the drivers and moderating variable

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ABSTRACT

This paper aims to examine drivers and its moderating variable that influencing consumers' purchase intention on green personal care products. Total of 137 completed and usable set of questionnaires was obtained from white collars employees that having knowledge about the availability of green personal care products that working in Penang, Malaysia. Data were analyzed by employing multiple regression analysis on testing on the independent variables (drivers) to dependent variables (purchase intention) and hierarchical regression analysis for moderating relationship between the drivers and purchase intention. The results revealed that environmental attitudes and self efficacy were found to be the factors that drive the purchase intention of consumers on purchasing of green personal care products. In addition, it was found that willingness of consumers to pay more on green personal care products was moderating the relationship between environmental attitudes and purchase intention. The findings created an understanding on what are the factors that influencing consumer purchase intention on green personal care product and serve as the information for marketers to plan for the marketing program that able to enlarge the market size of the said products.

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Introduction

With the increment of awareness towards environmental issues, organizations have started to review the environmental impact of their operation activities and products. The business on green products such as environmental friendly personal care products has started to grow in the consumer market. The number of shops that sell these green products is grooming in the mall likes Queensbay Mall and Gurney Plaza in Penang. The Body Shop, tns Skin l@b, Origin and Himalaya Herbal Healthcare are some of the shops that are selling environmental friendly personal care products that use natural, organic, biodegradable materials, recycled packaging and manufactured under processes that poses minimal damages to the environment.

Personal care product category is an area of concern to the environment as the contents have been detected in the whole world water bodies (Environmental Protection Agency, 23 November 2011). In other words, the chemical ingredients from the personal care products were detected in the ground water and river water. The monitoring report in 2007 from Department of Environment, Malaysia, found that 40% of the river water quality is polluted by the Biochemical Oxygen Demand (BOD), Ammoniacal Nitrogen (NH3-N) and Suspended Solids (SS). All these pollutants are contributed from untreated or partially treated sewage, discharges from agro-based and manufacturing industries, domestic sewage, livestock farming, earthworks and land clearing activities. As quoted by Unilever in the Sustainability Report (2007), the usage of FMCG products for example personal care product is also one of the category that giving negative impact to the environment as it is one of important category in FMCG industry.

The cycle of business operation such as sourcing, manufacturing and logistics are always being considered as the main factors that contributed to the environmental issues. However, with the increment on the environmental issues the awareness on the usage of environmental friendly products has also grown globally (Nik Abdul Rashid, 2009).

The market of green personal care products is having a higher potential or opportunity to grow in Asian market as compared to the non-green personal care sector (Kline & Company, 2008). The penetration of the brand owners of green personal care products can be achieved through franchising or acquisition to widen the distribution channels; however the acceptance of consumers towards the green personal care products will have significant difference between markets (PR Newswire, 2012). This is the gap that needs to be fulfilled if green marketers want to further explore the market of green personal care products. Therefore, study on the purchase intention of consumer on green personal care products is initiated to understand the drivers that encouraging consumer in making the purchase behavior especially in Penang, Malaysia.

The Theory of Planned Behavior is adapted as the theoretical framework to predict the behavioral intention for this study, as it traces the attitudes, subjective norms and perceived behavioral control as the underlying foundation in predicting the behavior (Ajzen and Fishbein, 1980). Peripheral persuasion extracted from elaboration likelihood model is added in the framework as part of the study that believed able to predict the behavior of an individual. In this study, these predictors are considered as the drivers that motivating the consumer in having the purchase intention. The understanding of the intention, attitudes towards the behavior, subjective norms, perceived behavioral control and peripheral persuasion (store image and roles of salesperson) can help to uncovered the different aspects of the behavior or understand better the behavior, which will then helps the marketers in designing the marketing program to able to convince the consumers to make the purchases of the

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products. In order to understand the influence on pricing of the green personal care products between the drivers and the purchase intention, willingness to pay more has been included into the theoretical framework as the moderating variable. Hence, this paper aims to examine the drivers and the moderating variable that influencing the purchase intention of the consumer in green personal care products.

Literature Review

Environmental Attitudes

Attitudes that discussed in this study will be the attitudes of the consumers in relation to the environment protection. Environmental attitudes are attitudes in a person that related to their response to the environment. According to Mostafa (2007), attitude is an important predictor to the behavior; therefore the understanding on the environmental attitudes of a typical consumer is by means to predict their behavior towards green purchasing. There are many studies being conducted to understand the relationship between environmental attitudes and environmental related issues. Numerous of these studies supported positive relationship between environmental attitudes and green purchase intention in different cultures, such as Asian, US, and European, and in different product categories, such as organic food, timber-based products, organic products and environmental friendly vehicles (Sinnappan and Rahman, 2011, Kim and Chung, 2011; Yahaya, Nizam and Aman, 2011, Ahmad and Juhdi, 2010; Mostafa, 2007; Tarkiainen and Sundqvist, 2005; Chan and Lau, 2001; Kalafatis, Pollard, East and Tsogas, 1999). However, there are also findings from studies in Malaysia context showed that environmental attitudes not necessary will influence consumer purchase intention; (1) Abdul Wahid and Abustan (2009) which study involved young consumers of Malaysia found that they are not willing to change their attitude that able to help to reduce the pollution to the environment; (2) Tan (2010) which tested on a group of volunteers found that the environmental attitudes of the green volunteers did not influence their intention to purchase green products as they may not fully aware on the availability of the alternative to non-green products in the market (they are not frequent buyer of green products). In addition, Abdul Wahid and Rahbar (2011) highlighted that this is likely in Malaysian consumer as the awareness on the green product as alternative to have non-green product is not widely promoted in Malaysia.

As compared to the non-green consumer, green-consumer is believed to be more open minded and sociable that led them to favorable towards protecting the environment. The activists that protesting the idea of rare earths refinery by Lynas Corporation in Malaysia are having strong attitudes in protecting Lynas to start the refinery here. The slogan of 'Save Malaysia, Stop Lynas' is conveyed to all the Malaysian by the activists to gain support for not agreeing Lynas to start the refinery of rare earths. All these behavior of the activists are coming from their attitude towards protecting the environment. According to Wesley, environmental attitudes is rooted in a person's self concept and also the degree of his perception on involvement in the natural environment (Schultz and Zelezny, 2000) and it is well related in predicting their behavior (Irland, 1993; Schwepket and Cornwell, 1991). Similarly, Ajzen (1985) also mentioned that an individual with positive attitudes toward a given task is more likely to perform the task accordingly.

Social Influence

According to one of the sciences of human psychology, social influence occurs when one's emotions, opinions, or behaviors are affected by others. This type of influence takes many forms and can be broadly seen in the different phenomenon likes compliance influence, identification influence, internalization influence, conformity influence, minority influence, self-fulfilling prophecy influence, reactance influence, obedience influence and persuasion influence (Kelman,1958). In short, social influence is referring to the change in the individual thinking, feelings, attitudes or behaviors resulting from the influence from another individual or group (Rashotte, 2007). The reference individual or group will normally perceive as an expert in the belief. Peer pressure can be a form of influence where a person is convinced to do something they might not want to do, but which they perceive as "necessary" to maintain a good relationship with the peer, such as friends. On the other hand, an individual may also influence by the norm established by a group of people which is influential to the individual. The individual accepts this type of influence because it congruent with the value of himself (Kelman, 1958). According to social impact theory, there are three factors which will increase the likelihood of people to respond to social influence; (a) strength or power of the influencing party to the individual, (b) physical approach of the influencing party to the individual at the time of the influence attempt, (c) the number of the people in the influencer group (Latané, 1981). An individual's significant peer network that suggests, cultivates, circulates and reinforces the norm of environmental behavior was found matching to the social impact theory (Lee, 2008). With the advancement in the internet technology, the social network has widened and easing the flow of the information that will influence an individual that having the same interest. However, the communication in the online discussion (i.e. internet forum) was found to be more influential than the marketer generate online information (Bickart and Schindler, 2001).

Self Efficacy

Bandura and Adam (1977) has defined self-efficacy as a person's belief in his or her ability to perform a given task or behavior and it will influence a person's choice of activities and behavioral setting, the degree of effort they have engaged and how long they will persist in facing obstacles and aversive experiences. The degree of self-efficacy in a person are contributed by the source of efficacy information like performance accomplishment, vicarious experiences of seeing other succeed through their efforts, verbal persuasion that one possesses the ability to cope and the level of psychological arousal from how people judge their level of anxiety and vulnerability of stress. The same study confirmed that different treatment approaches will change the expectation of a person efficacy; for a person that is highly dependent on the source of efficacy information tend to have greater change in self-efficacy. Self efficacy influence thought patterns, actions, and emotional arousal. In previous test outcomes, the higher the level of induced self-efficacy, the higher the behavior accomplishments and the lower the emotional arousal was observed (Bandura, 1982). Therefore, the level of the self-efficacy in a person has become an important factor in predicting the engagement of a person to a behavior.

Store Image

The impression of a shopper to the multi-attributes of a store is called store image (Wu, Yeh and Hsiao, 2011). The attributes of the store include the atmosphere, service level and product quality (Grewal, Krishnan, Baker and Borin, 1998). It

can also be conceptualized into three dimensions comprising of layout, merchandise and service (Semeijn, Allard, Riel, and Beatriz, 2004). However, these are not the only attributes or characteristics contain in the store image; in the past, different researchers have different views on the attributes in store image. For instance, Lindquist (1974) define the attributes of store image with nine dimensions – merchandizing, services, clientele, decorations, convenience, promotion, store ambience, institutional factors and after sales service. Another research by Doyle and Fenwick (1974) only categorized the elements of store image into five dimensions – product, price, assortment, styling and location. Beside this five dimension from Doyle *et al*. (1974), quality of merchandise, atmosphere, parking facilities and friendly personnel are also considered by Bearden (1977) as the store image characteristics. The retailer and brand owner can refer to the different retail mix suggested by different researchers in designing the store image; however the acceptance of the shopper can be subjective. It is known that consumers will use different cues in evaluating a store image (Richardson, Dick and Jain, 1994). Therefore, in designing the store image, retailers also need to consider the expectation of the target consumer (Bloemer, Ruyter and Peeters, 1997). Bloemer *et al*. (1997) also stressed in his research that the functional retail mix elements as well as other non-functional elements that meeting to the customers' expectation are able to bring in the brand loyalty. With the many concepts on store image, merchandizing is considered as the most important element; the store must be able to offers products that meeting to the customer expectation then only able to gain the perception of good store image (Ghosh, 1990). Basing on the empirical evidences, a pleasant store image will increase the purchase incident because the shoppers will find it convenient to shop, having perception of better product quality and also lead the shoppers to have a positive mood during the shopping (Tafesse and Kornelirssen, 2011). Kotler (1973) has proposed that the store atmosphere is important in retail marketing strategy. The store environment plays an important role in building the store patronage. Subsequently, it will influence the shopper decision on store choice (Baker, Julie, Grewal, Parasuraman and Glenn, 2002).

Roles of Salesperson

Customer perception on service quality are mainly contributed by the quality of the salesperson when interact with the customer. A retail store that is lacking of the good service quality will tend to loss customers to another retail shop that serve customer with better service quality (Bei and Chiao, 2001). Studies have shown that not more than 5% of the dissatisfy customer will raise their dissatisfaction to the retailer (TARP, 1986). They will just simply stop buying or switch to competitors' brand. In another study by Wolfsgruber (1998), found that the importance of service quality has increased from 17% to 34% during the year of 1995 to 1997. This report concluded that service has become one of the important factors in consumer decision on deciding which retail store to shop. The availability and performance of a salesperson in retail outlets is important to the customer as it will lead to the customer satisfaction (Darian, Wiman and Tucci, 2005). The study from Wu *et al*. (2011) showed that service quality was having stronger positive influence power as compared to the store image in purchase intention. A helpful and good manner salesperson is vital when dealing with the customers (Whiteley, 1991). The interaction between the customers and salesperson will significantly influence the customer decision in making the purchases (Lu and Seock, 2008). In order to obtain a high quality in customer service, a good and knowledgeable salesperson is required however this will cost 50% or more of the retailer's operation expenses (Berman and Evans, 2007). In addition, the level of customer satisfaction is hard to measure and the needs of the customers are also hard to identify. With this, in fact retailer is having a problem in balancing the need for a good performance salesperson against the cost involved in building this salesperson.

Willingness to Pay More

In general, green products will be priced higher than the conventional non-green products due to the higher cost incurred in the processes, materials and to certain extend the cost involve in getting a certified eco-label on the products. Price is always thought as the determinant factor in making purchasing decision. Consumers were willing to pay for premium price on products that carry certification whilst paying lesser for a green product that is self declared by the company (Barnard and Mitra, 2010). The perceived relative advantage (e.g., quality and functional performance) of green products over the non-green is likely to influence consumer acceptance (Rogers 1983). The relative advantage of green alternatives would have to be weighed against their prices and this cost-benefit relationship is even more complicated when the prices of green products reflect other costs in addition to the money costs. These include opportunity costs, energy costs and psychic costs. If the major benefits of green products are perceived to be higher than the cost, then consumers will be motivated to purchase these products even if they are priced somewhat higher than non-green substitutes (Kotler and Zaltman 1971).

From a survey conducted by J. Walter Thompson, an advertising agency, there are 82% of the respondents said they would pay at least 5% more for a product that was environmentally friendly (D'Sauza, 2004). The study on intention to purchase organic vegetable conducted in Klang, Malaysia found that the price factor of the organic vegetable, in some extent affected the consumers' attitude towards the purchases (Rezai, Mohamed and Shamsudin, 2011). However, in the study by Tan and Lau (2010), they cited the finding from the research of Chyong, Hasan and Buncha (2006) saying that price of the green product is not the main factor that stops the consumer from buying if they carry attitudes of pro-environment. From focus group interviews of American consumers, Progressive Grocer (1990) reported that consumers were either not willing to pay more for green products or were willing to do so only if they liked the product or if the product has equivalent quality to the non-green products. In a study on Australian consumers, Suchard and Michael (1991) found that 61.5% of the respondents would pay more for environmental friendly products that cost 15% and 20% higher while 22.2% were unsure if they would pay more for green products. There are literatures suggest that strong environmental motivations may result in a greater willingness to pay a price premium of up to 10% (D'Souza, Taghian and Lamb, 2006). A survey of Singapore consumers by Business Times (1991) showed that they were not willing to pay a higher price for green products if they were priced higher than non green products.

In short, the price sensitive green consumers are defined as those customers that are aware of the risks of the non-green products that will pose to the environment, but they are inherently price sensitive customers. This group of consumers

tends not willing to pay more for environmentally friendly products (D'Souza, 2004). There have been many studies that examined price effects on consumers' perception on quality (Peretiatkos, D'Sauza, Taghian and Lamb, 2006). Consumers' perception about green product may be that they are more expensive in comparison to the alternative products.

In this study, price factor is examined for its effect towards the decision of a consumer that having intention to make the green purchases.

Methodology

Total of 137 completed and usable set of questionnaires was obtained from the white collar employees that working in the factories and companies located in Penang Island and Seberang Perai mainland, Malaysia. The questionnaires comprises of 63 questions with three parts: Part A on demographic profile of respondents, Part B on consumer purchase behavior and the question on consumer willingness to pay more for green personal care products and Part C on drivers that influencing consumer purchase intention in buying these products which include environmental attitudes, social influence, self efficacy, store image and roles of salesperson. In terms of measurement, all items were sourced from previous research, and the statements were constructed for respondents to select very unlikely-very likely or strongly disagree-strongly agree with 7-point Likert scale. Table 1 represents the study variables and references from which validated instruments were sourced. The items were adapted and modified to suit to this context of study. Data for investigation on the significant drivers are analyzed with hierarchical regression analysis.

Table 1: Study Variables and its Sources

No	Variables	Source
1	Environmental Attitudes	Ahmad *et al.* (2010) Sinnappan *et al.* (2011)
2	Social Influence	Sinnappan et al. (2011)
3	Self Efficacy	Kim *et al.*, (2011)
4	Store Image	Collins-Dodd and Lindley, (2003)
5	Roles of Salesperson	Kim and Stoel, (2005)
6	Willingness to Pay More	Honabarger, (2011)
7	Purchase Intention	Madden *et al.*, (1992)

Test on Goodness of Data

Prior to the data analysis, testing on goodness of measures in the form of validity and reliability will be carried out on the data collected from the variables.

Factor Analysis

The appropriateness of the data is based on the Kaiser-Meyer-Olkin value and Bartlett's Test of Sphericity. The output from the analysis revealed that the variables as tabulated in Table 2 have meeting to the minimum required value of Kaiser-Meyer-Olkin is 0.6 and value for Bartlett's Test of Sphericity should be significant at 0.05 level which indicated that the sample size was well accepted and there are sufficient correlation being detected in the variables (Pallant, 2005, p.182).

Reliability Analysis

Cronbach's Alpha reliability coefficient is used to determine the consistency of the data. Generally, the Cronbach-alpha value following this rule of thumb: less than 0.60 is poor; 0.60 to 0.80 is acceptable; more than 0.80 is good (Sekaran and Bougie, 2010, p.325). Since the Cronbach's Alpha stated for all variables as stated in Table 3 were more than 0.8, this indicates that the survey instrument (questionnaire) is having good and reliable to measure the six constructs consistently.

Table 2: Factor Analysis

No	Variables	KMO value	Bartless's Test of Sphericity, significant
1	Environmental Attitudes	0.877	0.000
2	Social Influence	0.697	0.000
3	Self Efficacy	0.751	0.000
4	Store Image	0.843	0.000
5	Roles of Salesperson	0.843	0.000
6	Purchase Intention	0.717	0.000

Table 3: Reliability Analysis

No	Variables	No. of Item	Cronbach's Alpha
1	Environmental Attitudes	9	0.897
2	Social Influence	4	0.809
3	Self Efficacy	4	0.832
4	Store Image	6	0.870
5	Roles of Salesperson	4	0.905
6	Purchase Intention	3	0.904

Findings and Analysis

A statistical elaboration of the sample took place, and the summary on the distribution of the sample are tabulated in Table 4. The gender distribution of the respondents was 72% females and 28% males and they are aged between 20-50 years old. The majority of the respondents were Chinese (76%) and university graduates (63%). They are currently working in lower management level (20%), executive/ engineer (44%) and administrative works (15%). There was 62% of respondent is married. Only 9% of respondents earning monthly household income that are below RM 2,000.

Table 4: Demographic Profile of Respondents

No.	Description		Frequency	Percent
1	Gender	Female	99	72.3
		Male	38	27.7
2	Age group	<20	2	1.5
		20-35	82	59.9
		36-50	46	33.6
		51-65	7	5.1
		>65	0	0.0
3	Race	Malay	23	16.8
		Chinese	104	75.9
		Indian	7	5.1
		Other	3	2.2
4	Education level	MCE/ SPM or below	20	14.7
		HSC/ STPM	6	4.4
		Diploma	24	17.6
		Bachelor's Degree	69	50.7
		Master Degree	17	12.5
5	Marital status	Single	52	38.0
		Married	85	62.0
6	Monthly household income	RM2000 or less	12	8.8
		RM2001-RM3499	41	30.1
		RM3500 - RM 4499	19	14.0
		RM4500 - RM5999	18	13.2
		RM6000 and above	46	33.8
7	Job position	Top level management	3	2.2
		Middle level management	11	8.0
		Lower level management	28	20.4
		Executive/ Engineer	60	43.8
		Clerical/ Administrative	21	15.3
		Other	14	10.2

Correlation Analysis

The highest correlation coefficient showed in the Table 5 was 0.629 which is less than 0.8, hence it was deduced that there is no multicollinearity problem in this study. The result also explained that all variables were positively correlated to each other except the relationship between social influence and

willingness to pay more where the correlation coefficient registered was found not significant at 0.05 level. This initial correlation test indicates that the predictors for purchase intention on green personal care products would be environmental attitudes (r = 0.628), followed by self efficacy (r = 0.552), social influence (r = 0.422), store image (r = 0.342), roles of salesperson (r = 0.285) and willingness to pay more (r = 0.255). Hence, further analysis with all the above significant variables is conducted with hierarchical regression analysis.

Table 5: Pearson Correlation Matrix for all Variables

			X1	X2	X3	X4	X5	X6	X7
Environmental Attitudes	Pearson Correlation		1						
	Sig. (1-tailed)	X1							
	N		137						
Social Influence	Pearson Correlation		.629**	1					
	Sig. (1-tailed)	X2	.000						
	N		137	137					
Self Efficacy	Pearson Correlation		.444**	.416**	1				
	Sig. (1-tailed)	X3	.000	.000					
	N		137	137	137				
Store Image	Pearson Correlation		.405**	.340**	.431**	1			
	Sig. (1-tailed)	X4	.000	.000	.000				
	N		137	137	137	137			
Roles of Salesperson	Pearson Correlation		.279**	.314**	.310**	.489**	1		
	Sig. (1-tailed)	X5	.000	.000	.000	.000			
	N		137	137	137	137	137		
Purchase Intention	Pearson Correlation		.628**	.422**	.552**	.342**	.285**	1	
	Sig. (1-tailed)	X6	.000	.000	.000	.000	.000		
	N		137	137	137	137	137	137	
Willingness to Pay More	Pearson Correlation		.151*	.123	.157*	.156*	.155*	.255**	1
	Sig. (1-tailed)	X7	.000	.000	.000	.000	.000	.000	
	N		137	137	137	137	137	137	137

** Correlation is significant at the 0.01 level (1-tailed)
*. Correlation is significant at the 0.05 level (1-tailed)

Hierarchical Regression Analysis on the relationships between independent variables (the drivers) and dependent variable (purchase intention on green personal care products) and the influence by the moderating variable (willingness to pay more)

The output from hierarchical regression analysis has identified two predictors that were significant after the inclusion of the moderating variable, willingness to pay more. The data of predictor and moderator was transformed by centralized the data (the mean of variable was subtracted from the total mean of the variable) before carry out the analysis. This centralized method is able to reduce the multicollinearity that exits during the multiplication of the two variables.

As tabulated in Table 6, the environmental attitudes and self efficacy are found as significant predictors to purchase intention at 0.01 level, and the interaction between environmental attitudes and willingness to pay more was found statistically significant at 0.01 level in the model. In addition, this interaction was found showing negative correlation to the dependent variable, purchase intention. This result revealed that the interaction of environmental attitudes and willingness to pay more will reduce the purchase intention of consumer on green personal care products. The R^2 of the model is 0.55 which explaining 55% of the total variance in the variable in the model. The model can be represented by the following linear regression:

Purchase intention on green personal care products

= 0.538**X1** – 0.088**X2** + 0.329**X3** - 0.005**X4** + 0.060**X5** + 0.129**X6** – 0.220**(X1*X6)** – 0.006 **(X3*X6)**

X1 Environmental Attitudes
X2 Social Influence
X3 Self Efficacy
X4 Store Image
X5 Roles of Salesperson
X6 Willingness to Pay More
X1*X6 Interaction of Environmental Attitudes and Willingness to Pay More
X3*X6 Interaction of Self Efficacy and Willingness to Pay More

Environmental attitudes is said to be rooted in a person's self concept and also the degree of his perception on involvement in the natural environment (Schultz et al., 2000) and it is also a good predictor to the green purchase behavior of a person (Schwepket et al., 1991). The finding in this study is consistent with this statement where environmental attitudes were found positively significant in predicting the purchase intention. The result obtained supported by several studies conducted in Malaysia;

(1) Sinnappan *et al*. (2011) studied about the antecedents of green purchase behavior. In this study, environmental attitudes were found as the best predictor in predicting the green purchasing behavior among the consumers in Peninsular Malaysia.

(2) Yahaya *et al*. (2011) on their study found that consumers' attitudes towards the environmental benefits reflected in consumers purchase intention. In their studies related to the environmental friendly vehicles, their attitudes on perception towards the environmental benefits were the top predictor to purchase intention on green technology based vehicles.

The moderating role of willingness of the consumers to pay more only has interaction with environmental attitudes toward the purchase intention. The study by Chyong *et al*. (2006) on willingness of consumer to pay more for green product in Kota Kinabalu, found that there are correlation between environmental attitudes and willingness to pay more for green products.

The findings in this study showed that level of purchase intention that driven by the environmental attitudes is influenced by two different groups of respondents; (a) respondents that are sensitive to the price and not willing to pay for the additional price charged to the green personal care products as compared to the alternative, (b) respondents that have accepted the price gap and willing to pay. The rate of changes in purchase intention for each incremental change on the environmental attitudes is higher as compared to the influence from the consumers those have accepted the fact that the price of green personal care products is generally higher than the alternative. This mean that the respondents those are price sensitive need to have higher level of environmental attitudes in order to drive themselves to have higher purchase intention. Hence, the willingness of the consumer to pay more for green personal care product is influencing the decision of consumer that driven by the environmental attitudes when come to purchasing of green personal care products.

Self-efficacy was found to have the strongest influence to green purchasing of personal care products as compared to other significant variable. In other word, the respondents in this study believe they have the ability in making the purchase of green personal care products if they wanted to do so. With this, it is deduced that the frequency of successful purchases is high when the respondents are asked to do so. Bandura (1977) revealed that the increased of self efficacy expectation is able to increase the frequency of success of a person to perform a given task or behavior. This finding is consistent with the study by Kim *et al*. (2011) which has clearly shown that self efficacy has direct correlation to purchase intention for organic personal care products.

Conclusion

The objective of this research was to study the drivers that will influence the purchase intention of green personal care products of the consumers. At the same time to investigate the

moderating roles of willingness of the customer to pay more for the said products. Understanding on the above will enable us to know the drivers that influencing consumer purchase decision and the knowledge can be useful to the marketers and industries.

Table 6: Hierarchical Regression Analysis on the relationships between independent variables (the drivers) and dependent variable (purchase intention on green personal care products) and the influence by the moderating variable (willingness to pay more)

Variable	Standardized Coefficients, Beta	Sig.	VIF
Environmental Attitudes (X1)	0.538	0.000**	1.905
Social Influence (X2)	-0.088	0.270	1.806
Self Efficacy (X3)	0.329	0.000**	1.433
Store Image (X4)	-0.005	0.948	1.580
Roles of Salesperson (X5)	0.060	0.390	1.387
Willingness to Pay More (X6)	0.129	0.034*	1.046
Interaction of X1 and X6	-0.220	0.001**	1.291
Interaction of X3 and X6	-0.006	0.930	1.248
Degree of Freedom	8		
R^2	0.554		
F	19.891		
Significant F Change	0.002		
Significant of Model, ANOVA	0.000		

Note: significant at **p<0.01; * p<0.05

Dependent variable: Purchase Intention

Based on the result, it is concluded that environmental attitudes and self efficacy were positive correlated to the green consumer purchasing behavior on green personal care product. The willingness of consumers to pay for the price gap between green and non-green products was found moderated the relationship of the environmental attitudes and the purchase intention.

In short, the outcomes of the study provide valuable insight to all that interested parties to know the drivers that able to motivate the change of behavior of the consumer in making their purchases on green personal care products. It is suggested that the marketers to prioritize their resources in areas that will stimulate their purchasing behavior, in this case to promote the important of protecting the environment for sustainable future and bring in more products and improve store visibility. The other important factor not to forget is the sensitivity of the green consumer (with their environmental attitudes) to the price of the product. Promotion and discount on the products can be an important factor that will help to induce the purchase intention among the price sensitive consumers. With all these, the industry of green personal care product is able to continue growing into a bigger sector by increasing their customer base and at the same instance mitigate the environmental pollution.

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