

## The Mediating Effects of Green Trust and Perceived Behavioral Control on the Direct Determinants of Intention to Purchase Green Products in Nigeria

Victoria Masi Haruna Karatu

Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Sintok, 06010, Malaysia  
Email: victoriaharuna@yahoo.com

Nik Kamariah Nik Mat

Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Sintok, 06010, Malaysia  
Email: dmikum@gmail.com

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### Abstract

Global awareness towards the environment and green marketing in recent years is yet to promote Nigerians predisposition towards green practices. Being faced with environmental degradation in all facets, there is the need to spur green consciousness and pro-environmental behavioral intentions among the Nigerian populaces. Therefore this study examines the determinants of green purchase intention (green availability, green perceived value, green perceived knowledge) and secondly, to test the extent of mediating effects of green trust and perceived behavioral control on the determinants earlier mentioned. This survey uses quantitative method of research; data was collected through personal administration of questionnaires to lecturers in three universities in Nigerian. 750 questionnaires were distributed and 502 datasets were returned representing 68% response rate. 440 datasets were left for further analysis after deletion of multivariate outliers; Structural Equation Modeling is used to analyze data. The findings indicate that out of the eleven direct hypotheses, seven were found to be significant while four were not supported. Similarly, six mediation effects were proposed, the result shows five paths were mediated with two being full mediation and three partial. In conclusion, knowledge of green products, perceived behavioral control and availability of green products will heighten green purchase intention.

**Keywords:** Green Availability, Green Perceived Value, Green Perceived Knowledge, Green Trust, Perceived Behavioral Control, Mediation, Green Purchase Intention

### 1. Introduction

Environmental awareness has increased drastically on a global basis as a result of the emergence of green marketing, consciousness on the decay of the environment is now become a global problem (Kumar, 2011). Consumers have taken advantage of this scenario and have translated their concern and awareness of the environmental catastrophe to connect to their nutrition, health and the quality of food purchased and consumed in their daily lifestyle. This invariably triggered the demand for green product (Rashid, 2009; Paco & Raposo, 2009; Chen, 2010; Ali & Ahmad, 2012); thus, the birth of green consumers. This trend however did not spread through some developing countries since others have low awareness about green products. The Nigerian society in particular is yet to be familiar with the issues of green (Quick pulse, 2011; Olamiyu, 2012). Only pocket full of consumers, mainly in the upper-upper class for now direct their brand choices towards green in Nigeria. The information on green products and its availability in the market can deter the formation of green purchase intention which could lead to actual purchase behavior. Another big question one would ask at this point in time is how many Nigerian consumers are willing to pay an extra premium on green products with alternatives in the non-green (Olamiyu, 2012)? Furthermore, with the multifarious challenges like infrequent power supply, poor infrastructure and over 60% citizens living in abject poverty, barely being able to afford basic needs (consumer lifestyle in Nigeria, 2012). Investigating what could determine green purchase intention and the mediating effects of green trust and perceived behavioral control on the relationship with green purchase intention becomes pertinent

## 1.1 Problem Statement

The study looks into the following problems; low level of green knowledge, weak government control on environmental policies, lack of trust on green products and high price of green and lack of green products in contrast to the conventional brands

## 1.2 Objectives

The study examines the direct determinants of green purchase intention in Nigeria, in addition, aims at establishing the extent to which green trust and perceived behavioral control exert mediating effects on the relationship between the direct determinants and the criterion variable.

## 2. Literature Review

### 2.1 Green Purchase Intention

Green purchase intention points to pro-environmental behavioral intention in which consumers' indicate their anxiety towards the environment. Ramayah, Lee and Mohammed (2010) asserted that green purchase intention is a significant factor which serves as a proxy to actual purchase. Studies on the TPB construct showed that intention plays a major role in predicting green purchase behavior because purchase intention strongly increases the likelihood of decision to buy the product (Chen, 2010). Again; the theory of planned behavior by Ajzen (1999) explained that green purchase intention is a central element in ascertaining real or actual buying behavior of an individual. Previous scholars have acknowledged that consumers with high level of concern for the environment tend to portray a positive attitude, norms and high degree of perceived behavioral controls. (Albayrak, Aksoy & Caber, 2013). Confirming this, researchers who tested this variable have substantiated that it exerts strong and significant influence on actual purchase of green; this buttressed the fact that someone with optimistic intention is likely to go for the green product compared with the one with low intentions (Ali, Khan, Ahmad & Shahzad, 2011).

These studies however cannot be generalized globally due to socio-economic, cultural, psychological factors which differ across the globe (Rahbar & Wahid, 2011; Kotler 2004). Furthermore, the level of consciousness and awareness about environmental problems and the degree to which different parts of the world stimulate this awareness has a consequential level of intention conceived by the individual or the people in such community.

### 2.2 Perceived Behavioral Control

Perceived behavioural control refers to the individual's perception of his or her ability to perform a given task or action. This however is determined by beliefs on the availability of resources which may facilitate or inhibit the performance of the necessary task in question (Ajzen, 1991). Taking a look at the research model, the construct depicts the extent to which human beings perceive they have control over behavior they need to exhibit towards intention to purchase green product. The path is clearly shown on the TPB model as a direct determinant of intention and have been studied by (Tan, 2013; Sadati & Mohammed, 2012; Kim & Chung 2011; Wu & Teng, 2011; Danesh, Hashemnia & Seflmazgi, 2012; Kim & Han, 2010) These authors attested to the role PBC plays as a significant factor in predicting behavioural intentions. On the reverse, Ng and Paladino (2009) declared that there is an insignificant relationship between perceived behavioural control and purchase intention. The reviewed literatures all laid part to congruence except one study which had a negative result (Ng & Paladino, 2009).

### 2.3 Green Trust

Trust being a disposition of the individual and most often denoted by attitude on the theory of planned behaviour is opined to be a direct antecedent of green purchase intention (Ajzen, 1995). Previous authors have equally pointed out that trust is a strong determinant of green purchase intention (Terenggang, et al, 2013; Prompratana, et al 2013; Chen & Chang, 2012) these studies though were from different background. Ng and Paladino, (2009) however contradicted this by presenting that there is an insignificant relationship between perceived brand trust and the intention. It is clear that there is inconsistency in the results as some indicated a positive relationship while others showed an insignificant relationship; in addition to the fact that studies linking green trust and green purchase intention in Nigeria is scarce.

## 2.4 Perceived Green Knowledge

Green Knowledge is the level of environmental awareness that the individual or a community has which can be linked with different aspects of the environment. The sense of awareness to keep the environment safe for future generation, the ability to identify green logo, colors and recycling knowledge are linked to green knowledge. It is obvious that where the knowledge of a community on green is high, the tendency for purchase intention of green products will be high. Knowledge would significantly influence one's decision making; from the marketing perspective it is pertinent to understand the knowledge of the consumer about green in order to segment the consumers effectively. Laying emphasis on this, the concept have been supported by past studies (Shamsollah, et al, 2013; Sakthirama & Venkatran, 2012) using environmental awareness, environmental knowledge and ecological knowledge interchangeably to explain the concept and empirically tested the extent to which it influenced green purchase intention. The Nigerian consumers have low knowledge of green product as the phenomenon is new (Olamuyi, 2012).

## 2.5 Green Perceived Value

Consumer' generally speaking are value driven (Sweeney & Soutar,2001)This construct explains how the consumer views what he/she receives in terms of quality, benefits and the utility derived from using the product and what they give such as money and time(Kim, Xu & Gupta,2012). Previous studies lay a claim that perceived value is crucial in marketing performance because organizations could foster consumer purchase intention via product value (Steenkamp & Geyskens, 2006; Zhuang et al, 2010). Those consumers who are environmentally concerned will engage in purchasing green products for their environmental benefits (Yaacob & Zakaria, 2011). Researchers have widely identified the significant relationship between perceived value and green purchase intention (Kong, Harun, Sulong & Lily, 2014; Delghanan & Bakhshandeh,2014; Liang & Chaipoopirutana,2014; Rajput, Kaura & Khanna,2014;Chen & Chang, 2012; Chen, Chen, Chen & Hsieh, 2012). Perceived value is crucial in influencing consumer's purchase intention.

## 2.6 Green Availability

Availability of green products encompasses the easy with which consumers locate and purchase the product for their use (Kumar, 2012). The availability and non- availability can to a large extent influence consumers decision and the conversion of their purchase intention to actual (Beardworth, Brynam, Leil, Goode, Haslam & Haslam, 2002). It is worth echoing that green purchase have been constrained in certain regions of the world because of non-availability of the product at the point of sales (Bonini & Oppenheim, 2008). Evidences from empirically tested studies of (Rajput, Kaura & Khanna, 2014; Humar, 2014) indicate that green availability positively affects the intention to purchase green products. On the contrary, (Rasheed,Farhan, Zahid, Javed & Rizan 2014) showed that it does not have any significant influence on purchase intention.

## 3. Research Design and Framework

### 3.1 Research Framework

The review of extant literature is summarized in the body of the framework presented below (figure 1).As reflected, the study examines three exogenous variables,(green availability, green perceived value and perceived green knowledge) which are proposed to influence the endogenous variables(green trust and perceived behavioral control) consequently, investigate how all the variables affect the dependent variable (green purchase intention).

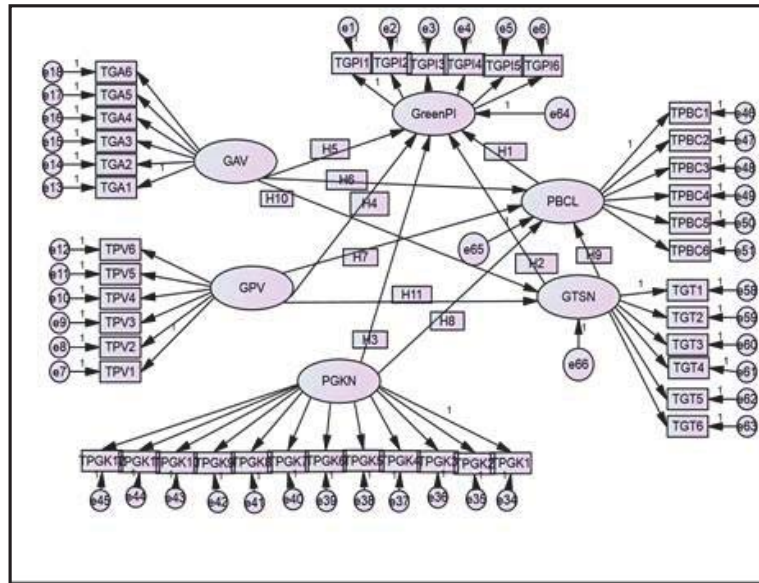


Figure 1. Research Framework

### 3.2 Research Hypotheses

- H1: Perceived Behavioral Control has a positive significant relationship with Green Purchase Intention.
- H2: Green Trust has a positive significant relationship with Green Purchase Intention.
- H3: Green Perceived Knowledge has a positive significant relationship with Green Purchase Intention.
- H4: Green Perceived Value has a positive significant relationship with Green Purchase Intention
- H5: Green Availability has a positive significant relationship with Green Purchase Intention
- H6: Perceived Behavioral Control mediates the relationship between Green Availability and Green Purchase Intention
- H7: Perceived Behavioral Control mediates the relationship between Green Perceived Value and Green Purchase Intention
- H8: Perceived Behavioral Control mediates the relationship between Green Perceived Knowledge and Green Purchase Intention
- H9: Perceived Behavioral Control mediates the relationship between Green Trust
- H10: Green Trust mediates the relationship between Green Availability and Perceived Behavioral Control.
- H11: Green Trust mediates the relationship between Green Perceived Value and Perceived Behavioral Control.

### 3.3 Questionnaire Design

The design of the study is survey method whereby questionnaires were designed and self-administered to the sample population of 750. The seven point likert scale was used anchoring on the rating (1)-disagree, (7) strongly agree. Most of the variables had six items; perceived behavioral control, (6items), green trust (6items), green availability, (6items), green perceived value (6items), green purchase intention (6items); however, green perceived knowledge was measured using (12items).

### 3.4 Sample size and Collection of Data

The sample size was drawn from three universities in Nigeria based on stratified sampling procedure and questionnaires too were distributed through systematic random sampling. 750 questionnaires were distributed and 502 which represents 68% of the respondents were retrieved which were further subjected to screening. This process brought the dataset to 440 because of outlier deletion; hence the 440 datasets only were suitable for subsequent analysis.

### 3.5 Research Findings and Discussion

#### 3.5.1 Demographic Profile of Respondents

The age the respondents ranged from 18(5.9%) to 60 and above, (1.8%); those within the age bracket of 41-43 are higher, (18.4%) Gender wise, as can be deduced from the result, male turned out be higher in number (75.7%) while female staff account for just 24%. Additionally, a look at the income explains that 42% earn a salary of 101-183 per month and the highest income earners (433,000 and above) is 4.3%. Based on the educational profile of the respondents, it is revealed that 35.7% have first degree and 17.5% have low qualifications. Denoting that most of the respondents, (65.9%) fall within the range of lower staff cadre of the university. Meanwhile, 43% come from the north central and 66% reside in the urban area of Nigeria where as 33% in the sub-urban.

#### 3.5.2 Descriptive Analysis of Variables, Reliability, Convergent and Discriminant Validity of Constructs

The means and standard deviation of constructs is explicated below on table 1; perceived behavioral control has the less mean, (5.142) and green availability is shown to have the highest mean with (5.673). The standard deviation is demonstrated having values which range from 0.829 to 1.133, being values for perceived green knowledge and green purchase intention respectively. This in a nutshell demonstrates the presence of satisfactory variability in the set of data being used.

**Table 1:** Descriptive Statistics of Variables (N=440)

Variable Type	Variable Name	Number of Item	Mean	Standard Deviation
M1	Green Trust	6	5.619	0.916
M2	Perceived Behavioural Control	6	5.142	0.901
X1	Perceived Green Knowledge	12	5.156	0.829
X2	Perceived Value	6	5.564	0.909
X3	Green Availability	6	5.673	0.894
Y1	Green Purchase Intention	6	5.327	1.133

#### 3.5.3 Cronbach Alpha

As explained earlier, the framework comprised of six variables (figure 1). All the variables have indicated Cronbach Alpha values above 0.60 which has exceeded the threshold criterion suggested by (Nannally, 1978; Nunnally & Bernstein, 1994 DeVellies, 2003). The entire constructs indicated Cronbach  $\alpha$  of acceptable values ranging from 0.781 to 0.904. The Cronbach's  $\alpha$  coefficient for this study explains that the items have robust internal consistency to measure the constructs. In addition order test using AMOS in structural equation modeling was adopted for analysis. The process applied in SEM analysis for this study are the test for composite reliability, convergent validity, discriminant validity, fit for the hypothesized structural model coefficient, direct and indirect impact analysis (mediating effects).

#### 3.5.4 Composite Reliability

Composite reliability for this study was calculated using the suggested formula given by (Fornell & Larcker, 1981; Hair et al., 2006).

$$\text{Composite reliability (CR)} = \frac{(\sum \text{Standardized factor loading})^2}{(\sum \text{Standardized factor loading})^2 + \sum e_j}$$

Where CR = composite reliability,  $\Sigma$  = Summation, and  $e_j$  = standardized error.

All the constructs as can be observed met the threshold level of 0.60 for composite reliability (Fornell & Larcker, 1981; Hair et al., 2006). Table 2 indicates value of composite reliability ranging from 0.992 to 0.996, the values are well above the cut-off point value of 0.60. This outcome further confirms the fitness of the data for the measurement.

#### 3.5.5 Convergent Validity

Convergent validity was conducted as the first type of validity tests and the aim is to ascertain if there is

multicollinearity between constructs and whether or not the indicators converge together on a single construct. The results depict the absence of multicollinearity (table 4) with correlation matrix values less than 0.9 (Pallant, 2010; Cooper & Schindler, 2003; Sekaran, 2003). Also, as shown in table 2 all constructs converged into their family or components with loadings above the set criterion.

**Table 2:** Summary of Reliability and Convergent Validity

Variable Code		Factor Loading	Cronbach Alpha	Composite Reliability
GPV	TPV1	0.71	0.885	0.996
	TPV2	0.85		
	TPV3	0.74		
GAV	TGA3	0.89	0.850	0.996
	TGA4	0.83		
PGK	TPGK2	0.90	0.840	0.968
	TPGK4	0.79		
PBCL	TPBC1	0.75	0.781	0.992
	TPBC3	0.65		
GTS	TGT4	0.70	0.897	0.994
	TGT6	0.83		
GPI	TGPI1	0.81	0.904	0.994
	TGPI2	0.76		
	TGPI5	0.65		

### 3.5.5 Discriminant Validity of Constructs

In order to demonstrate the discriminant validity, the average variance extracted is computed after which the values were compared with construct correlation squared (Fornell & Larcker, 1981). Average Variance extracted (AVE); that is the variance extracted of two constructs, by rule should be more than the correlation squared of the any two constructs for discriminant validity to be validated. Hence as can be seen from (tables 2 & 3), average variance is greater than the correlation squared, figures in bracket (table 3). Based on this, the discriminant validity as far as this study is concerned is supported.

**Table 3:** Average Variance Extracted (AVE) Matrix of Constructs.

Variable Code	PGK	GPV	GPS	GAV	GTS	PBC	GPI
<b>PGK</b>	<b>1</b>						
<b>GPV</b>	.994	<b>1</b>					
<b>GAV</b>	.996	.997	.994	<b>1</b>			
<b>GTS</b>	.995	.996	.993	.995	<b>1</b>		
<b>PBC</b>	.994	.996	.993	.995	.993	<b>1</b>	
<b>GPI</b>	.993	.994	.991	.993	.991	.990	<b>1.000</b>

The table below (tables) also shows the correlation matrix between the variables assessed from the measurement model AMOS version 22; from indication the multicollinearity is not an issue of concern as all values are all below 0.9. Illustrating that the variables (endogenous and exogenous) are free from multicollinearity (Cooper & Schindler, 2003; Pallant, 2010; Tabachnick and Fidell, 2014; Sekaran, 2003).

**Table 4:** Correlation and Correlation Squared Matrix among Constructs

Variable Code	PGK	GPV	GAV	GTS	PBC	GPI
PGK	1000					
GPV	.677(.458)	1000				
GAV	.707(.500)	.839(.704)	1000			
GTS	.639(.408)	.784(.615)	.735(.540)	1000		
PBC	.595(.354)	.652(.425)	.652(.425)	.81(.656)	1000	
GPI	.578(.334)	.697(.486)	.657(.432)	.657(.432)	.703(.494)	1000

### 3.6 Goodness of Fit, Hypotheses and Mediation Testing

In the process of achieving the model fit, the following deletions were made as suggested by modification indices leaving not more than two or three items for each construct: green availability (6items to 2 items), perceived value (6items to 3 items), perceived green knowledge (12 items to 2 items), perceived behavioural control (6items to 2 items), green trust (6 items to 2items) and green purchase intention (6items to 3items).

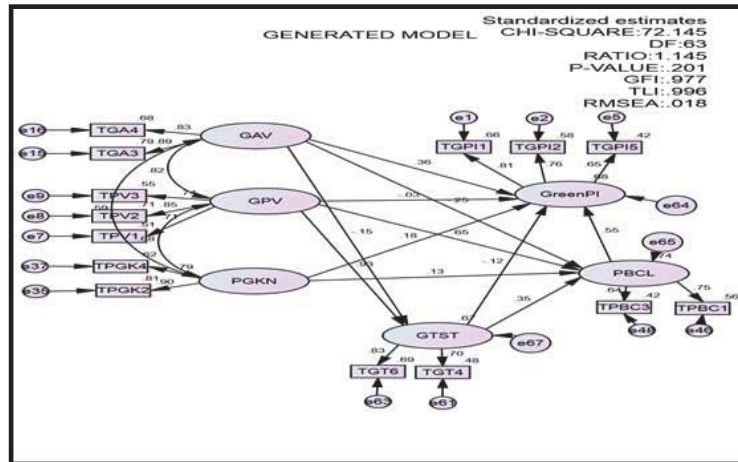


Figure 2: Generated Model

Table 5. Hypotheses Results

Hypotheses		Std Estimate	C.R.	P	Evidence
H <sub>1</sub> PBCL---->	GPI	0.547	3.004	0.003	Sig
H <sub>2</sub> GTST---->	GPI	-0.119	-0.919	0.358	Not SIG
H <sub>3</sub> PGKN---->	GPI	0.183	2.556	0.011	Sig
H <sub>4</sub> GPV----->	GPI	-0.034	-0.146	0.884	Not SIG
H <sub>5</sub> GAV----->	GPI	0.363	2.873	0.004	Sig
H <sub>6</sub> GAV----->	PBCL	-0.251	-2.042	0.041	Sig
H <sub>7</sub> GPV----->	PBCL	0.65	3.064	0.002	Sig
H <sub>8</sub> PGKN----->	PBCL	0.127	1.673	0.094	Not SIG
H <sub>9</sub> GTST----->	PBCL	0.347	2.653	0.008	Sig
H <sub>10</sub> GAV----->	GTST	-0.147	-1.298	0.194	Not SIG
H <sub>11</sub> GPV----->	GTST	0.934	7.093	***	Sig

Upon running the analysis in AMOS, the findings indicated the following were observed; the model achieved fit in the first place producing these indices; (p-value=.201); Chi-Square 72.145; CMINDF ratio <2 (1.145); GFI. >95, (.977) TLI >95 (.996) and RMSEA <.08(.018). This suggests that the model has a good fit. Based on the regression estimates from the generated model, the following seven paths were found to have direct relationship with green purchase intention, green trust and perceived behavioral control; thus the hypotheses were supported(H<sub>1</sub>, H<sub>3</sub>, H<sub>5</sub>, H<sub>6</sub>, H<sub>7</sub>, H<sub>9</sub> & H<sub>11</sub>). They are perceived behavioral control ( $\beta=0.547$ , CR, 3.004;  $p<0.009$ ). Green perceived knowledge ( $\beta=0.183$ ; 2.556;  $p<0.011$ ).Also, as demonstrated by the result, green availability is a positive and significant determinant of green purchase intention ( $\beta=0.363$ , CR, 2.873;  $p<0.004$ ).Green availability is found to be negative and significantly related with perceived behavioral control ( $\beta= -0.251$ ; CR-2.042;  $P< 0.041$ ).Similarly, green perceived value significantly influence perceived behavioural control ( $\beta= 0.65$ ; CR 3.064,  $P< 0.002$ ). Likewise, green trust and perceived behavioral control are positively and significantly related ( $\beta=0.347$ ; CR. 2.653,  $P<0.008$ ).Furthermore, green perceived value is positively and significantly related to perceived behavioral control ( $\beta=0.934$ ; CR. 7.093;  $P<0.001$ ).Thus, these hypotheses are hereby supported. However, four of the paths became insignificant; these are H<sub>2</sub>, H<sub>4</sub>, H<sub>8</sub> and H<sub>10</sub>; hence they are rejected.

### 3.7 Mediating Effects of Green Trust and Perceived Behavioral Control

The indirect effect estimates resulting from the test of hypotheses using Hair et al, 2010) method is shown (table 6). It stated that perceived behavioral control mediates between green availability and green purchase intention (H6) and another one which stated that perceived behavioral control mediates between green perceived knowledge and green purchase intention (H8) have partial mediation effects. While, H7 and H9 were supported, denoting that perceived behavioral control demonstrates full mediation effects on the relationship between green perceived value, green trust and green purchase intention. Green trust also exerts full mediation effect on the relationship between perceived green value and perceived behavioral control. However, there was no mediation effect of green trust on the relationship between green perceived value and perceived behavioral control. Over all, out of the six mediation paths, five were supported and one was rejected.

**Table 6:** Indirect Effects Intervening Variables

Mediation Hypotheses		Direct Effect with Link	Direct Effect without Link	Mediation Result
GAV---->PBCL---->GPI	GAV----->PBC PBCL----->GPI	B=251;P=.041(sig) B=547;p=0.003(sig)	B=267;P=0.083(sig) B=340;P=0.012(sig)	Partial Mediation
GPV---->PBCL---->GPI	GPV----->PBCL PBCL----->GPI	B=650;P=0.02(sig) B=547;p=0.003(sig)	B=640;p=0.001(sig) B=340;P=0.012(sig)	Full Mediation
PGK---->PBCL---->GPI	PGK----->PBCL PBCL----->GPI	B=127;P=0.094(NS) B=547;p=0.003(sig)	B=210;P=0.003(sig) B=876;P=0.001(sig)	Partial Mediation
GTS---->PBCL---->GPI	GTS----->PBCL PBCL----->GPI	B=347;P=0.008(sig) B=547;p=0.003(sig)	B=309;P=0.014(sig) B=483;P=0.006(sig)	Full Mediation
GAV---->GTS-----PBCL	GAV----->PBC GTS----->PBCL	B=147;P=194(NS) B=347;P=0.008(sig)	B=150;P=171(NS) B=451;P=.001(sig)	No Mediation
GPV---->GTS-----PBCL	GPV----->PBCL GTS----->PBCL	B=934;P=.0001(sig) B=347;P=0.008(sig)	B=925; P=0.001(sig) B=723;P=0.008(sig)	Partial Mediation

## 4. Discussion

Attempt was made in this study to investigate the relationship between three direct determinates of green purchase intention and mediating roles of green trust and perceived behavioural control. After achieving model fit, seven direct hypotheses were found to be significant while four were not supported. Among the significant paths, perceived behavioural control is found to be significantly related to green purchase intention and in line with the findings of (Tan, 2013; Sadati & Mohammed, 2012; Wu & Teng, 2011). Similarly, perceived green knowledge has a significant influence on intention to purchase green and is also in congruence with (Shamsollah, et al, 2013; Sakthirama & Venkatran, 2012). Furthermore, green availability is related significantly with green purchase intention and is supported by the studies of (Humar, 2014; Rajput, Kaura & Kharua, 2014). In the same vein, green perceived value influences green trust and toes the line of (Chen & Chang, 2012; Dehghanan & Bakhshandeh, 2014). So is the relationship between green availability and perceived behavioural control, green perceived value and perceived behavioural control. The bottom line of the entire results is an indication that perceived behavioural control is the strongest predictor and mediator of green purchase intention in Nigerian context. Furthermore, inference can be drawn that the consumer's knowledge of green will strongly influence green purchase intention; and availability of green purchase equally will trigger intentions if consumers are adequately informed.

## 5. Conclusion

In conclusion, the findings of this study has revealed vital information on the prerequisite of green purchase intention; it has pointed out the fact that green availability, perceived behavioural control and green perceived knowledge are directly related to intention to purchase green while on the other hand, green perceived value and green trust influence perceived behavioural control through the mediating effects of green trust. By implication, it suggests that practitioners and government policy makers have obligations to know these constructs as key factors which influence green behavioural intentions among Nigerian consumers; hence they can take the lead to design marketing communications and public campaign in order to stimulate environmental consciousness and at the same time enhance awareness on green products among the citizenry.



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