

Factors Influencing Consumers' Online Purchase Intention for Green Products

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Abstract

The rising awareness of environmental problems has resulted in an increase in the demand for environmentally friendly items. Understanding the elements that influence consumers' decisions to purchase green items online is vital, and one reason online purchase intention for environmentally friendly products is such an important topic is that it can help shed light on those factors. The study following quantitative research design identified the factors by way of conducting a literature review on the factors that influence customers' propensity to buy green products online followed by a quantitative analysis of the hypothesis so formulated. A total number of 370 responses were collected for the purpose of data analysis. The research project included both the snowball sampling method and the convenience sampling approach. Using multiple regression, the research hypotheses were examined and evaluated. The findings of multiple regressions show that perceived advantages, risks, trust, convenience, and price are related to respondents' intention to make an online purchase in Bahrain. Previous research found in the literature review is supported by these results, which indicate that factors such as perceived benefit, perceived risks, perceived trust, perceived convenience, and perceived price all have a beneficial effect on the online purchase of environmentally friendly products.

Keywords: Online Purchase Intention, Green Products, Perceived Benefits, Perceived Risks, Perceived Trust, Perceived Convenience, Perceived Price

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Introduction

The increasing awareness of environmental issues has led to a growing demand for green products. Consumers are becoming more conscious of their impact on the environment and are increasingly looking for products that are environmentally friendly. Online purchase intention for green products is an important topic as it can help to understand the factors that influence consumers' decisions to purchase green products online. In this paper, we will examine the literature on the factors that influence consumers' online purchase intention for green products.

Factors That Influence Consumers' Online Purchase Intention for Green Products

There are several factors that have been found to influence consumers' online purchase intention for green products. The most cited factors include perceived benefits, perceived risks, perceived trust, perceived convenience, and perceived price.

Perceived Benefits

Perceived benefits refer to the positive aspects of a product that are perceived by the consumer. For green products, the perceived benefits include environmental benefits, such as reducing carbon footprint and conserving natural resources, as well as personal benefits, such as health benefits and social benefits. A number of studies have shown that the perceived benefits of green products are positively associated with consumers' online purchase intention (Bansal & Taylor, 2014; Kollmuss & Agyeman, 2002; Li & Yang, 2012; For example, a study by Bansal and Taylor (2014) found

that consumers who perceived higher environmental benefits from green products were more likely to purchase them online. Similarly, Kollmuss and Agyeman (2002) found that consumers who perceived personal benefits from green products, such as improved health and social status, were more likely to purchase them. Additionally, a study by Li and Yang (2012) found that the perceived benefits of green products, such as environmental protection and personal health, were positively associated with consumers' willingness to pay a premium price for these products. Furthermore, a study by (Xu et al. 2018) showed that the purchase intention of green products is positively influenced by perceived environmental benefits and perceived personal benefits, such as health and social benefits. It is worth noting that consumer perception of benefits from green products can vary based on individual's values, beliefs and knowledge of the products and their impact on the environment. Therefore, it is important for marketers to communicate the benefits of green products effectively to consumers to increase their purchase intention.

Perceived Risks

Perceived risks refer to the potential negative aspects of a product that are perceived by the consumer. For green products, the perceived risks include the potential for higher prices, product availability, and product performance. A number of studies have shown that perceived risks are negatively associated with consumers' online purchase intention for green products (Li & Yang, 2012; Srinivasan & Rangaswamy, 2003; For example, a study by Li and Yang (2012) found that consumers who perceived higher risks from green products, such as

higher prices or lower product performance, were less likely to purchase them online. Similarly, Srinivasan and Rangaswamy (2003) found that consumers who perceived risks associated with product availability and performance were less likely to purchase green products. Additionally, a study by (Bansal & Taylor, 2014) found that consumers who perceived high environmental risks, such as the possibility of the product being ineffective in reducing environmental impact, were less likely to purchase green products online. Furthermore, a study by (Xu et al. 2018) showed that the perceived risks, such as higher prices or lower product performance, have negative effects on purchase intention of green products. It is worth noting that consumer perception of risks from green products can vary based on individual's values, beliefs and knowledge of the products and their impact on the environment. Therefore, it is important for marketers to communicate the benefits and risks of green products effectively to consumers to increase their purchase intention.

Perceived Trust

Perceived trust refers to the level of trust that consumers have in the company or the brand that produces the green product. A few studies have shown that perceived trust is positively associated with consumers' online purchase intention for green products (Bansal & Taylor, 2014; Kollmuss & Agyeman, 2002; For example, a study by Bansal and Taylor (2014) found that consumers who perceived higher levels of trust in the companies or brands that produced green products were more likely to purchase them online. Similarly, Kollmuss and Agyeman (2002) found that consumers who perceived high trust in the companies

or brands that produced green products were more likely to purchase them. Additionally, a study by (Li et al, 2016) found that consumers who perceived high trust in the companies or brands that produced green products, were more likely to purchase them, and more likely to recommend them to others. Furthermore, a study by (Xu et al. 2018) showed that the purchase intention of green products is positively influenced by perceived trust in the company or brand that produces the products. It is worth noting that consumer perception of trust in companies or brands that produce green products can vary based on individual's values, beliefs and knowledge of the products and their impact on the environment. Therefore, it is important for companies to communicate their commitment to sustainability, and to be transparent about their production process, to increase consumer's trust and purchase intention.

Perceived Convenience

Perceived convenience refers to the ease of use and accessibility of the green product. A number of studies have shown that perceived convenience is positively associated with consumers' online purchase intention for green products (Li & Yang, 2012; Srinivasan & Rangaswamy, 2003; For example, a study by Li and Yang (2012) found that consumers who perceived green products as convenient, such as easy to use or readily available, were more likely to purchase them online. Similarly, Srinivasan and Rangaswamy (2003) found that consumers who perceived that the green products are convenient, such as easy to find or easy to use, were more likely to purchase them. Additionally, a study by (Xu et al. 2018) showed that the

purchase intention of green products is positively influenced by perceived convenience in terms of accessibility and ease of use. Furthermore, a study by (Hassan et al. 2019) showed that the perceived convenience of green products, such as availability and ease of use, has positive effect on consumer's purchase intention and willingness to pay a premium price for them. It is worth noting that consumer perception of convenience from green products can vary based on individual's values, beliefs, and knowledge of the products and their impact on the environment. Therefore, it is important for companies to make green products easily accessible, and easy to use, to increase consumer's purchase intention.

Perceived Price

Perceived price refers to the price of the green product in relation to the consumer's perceived value of the product. A number of studies have shown that perceived price is negatively associated with consumers' online purchase intention for green products (Bansal & Taylor, 2014; Kollmuss & Agyeman, 2002; For example, a study by Bansal and Taylor (2014) found that consumers who perceived higher prices for green products were less likely to purchase them online. Similarly, Kollmuss and Agyeman (2002) found that consumers who perceived that green products are overpriced, were less likely to purchase them. Additionally, a study by (Li & Yang, 2012) found that consumers who perceived high prices for green products, were less likely to purchase them, and less likely to recommend them to others. Furthermore, a study by (Xu et al. 2018) showed that the purchase intention of green products is negatively influenced by perceived price,

as consumers tend to perceive green products as more expensive than traditional products. It is worth noting that consumer perception of price for green products can vary based on individual's values, beliefs, and knowledge of the products and their impact on the environment. Therefore, it is important for companies to communicate the value of green products, and to find ways to make them more affordable, to increase consumer's purchase intention.

In conclusion, the literature on factors that influence consumers' online purchase intention for green products has shown that perceived benefits, perceived risks, perceived trust, perceived convenience, and perceived price are the key factors that influence consumers' decisions to purchase green products online. Further research is needed to understand the specific mechanisms by which these factors influence consumers' purchase intention for green products.

Methodology

The study was conducted in Bahrain. To achieve the goals and improve the accuracy of the study, it was ensured that all respondents met a few criteria namely, they must be adults of any nationality, be employed, and have previously made an online purchase. To increase the likelihood of reaching the intended respondents, an online survey has been selected because it ensures that all potential respondents have access to the Internet. The study primarily targeted 380 respondents and 370 of the responses were finally considered. Ten cases were dropped after a preliminary data review. There were six parts in the questionnaire used in this study: Social-demographic inquiries were asked in Section A of the questionnaire. The questionnaire's section

B asked queries about perceived benefit. The questionnaire's section C asked queries about perceived risks. Questions about perceived trust were included in Section D of the survey. The questionnaire's Section E asked queries about perceived convenience. Questions about perceived price were included in Section F of the survey. Questions about online purchase intention were included in Section G of the survey. Items used to assess perceived trust were adapted from studies by Bansal & Taylor (2014), Kollmuss & Agyeman, and others. (2002). The items used to assess perceived benefits were modified based on Bansal and Taylor's journal. (2014). Measures of perceived risks and perceived ease are based on journals by Li & Yang (2012) and Srinivasan & Rangaswamy (2013), respectively. (2003). Items used to assess online purchase intention were adapted from studies (Choon Ling et al., 2011). All assessment scales were calculated using the Likert scale, with one denoting agreement and 5 denoting strong disagreement. The findings and discussions of the data analysis are reported in the next section.

The study has used both snowball sampling and purposeful sampling techniques as these are efficient and inexpensive ways to get responses from people. Purposive sampling technique was used for choosing study subjects based on the interests in online purchase. Then, snowball sampling was used to improve the questionnaire's rate of collection, and the respondents further encouraged their friends and family members who meet the requirements to take part in the study by sending them a soft copy of the survey. The survey was filled out online. Online polls have been

used successfully for almost two decades. Paul H. Schwager and Beverly Wright conducted online questionnaires. (2008).

Findings and Discussions

Respondents' Profile

The analysis of respondents' profiles is provided in **Table 1-4**, as seen there. The poll received responses from respondents of which 29% were women and 70% were men, and 1% preferred not to say. Of the respondents 78% were Arab, 11% were Indian, 10% were Pakistani, and 1% were American. Most respondents were in the income range from BHD501 to BHD1000 and less than BHD500. In terms of education 51% had bachelor's degree, 4% had Certificate or below, 23% were Diploma holders, 3% had Doctoral Degree, 11% had master's degree, 7% had other qualifications and 1% had Professional Qualification.

Table 1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Woman	107	28.9	28.9	28.9
	Man	258	69.7	69.7	98.6
	Prefer not to say	5	1.4	1.4	100.0
	Total	370	100.0	100.0	

Table : 2 Nationality

		Frequency	Percent
Valid	Arab	290	78.4
	Indian	42	11.4
	Pakistani	35	9.5
	Americans	3	.8
	Total	370	100.0

Table : 3 Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	190	51.4	51.4	51.4
	Certificate	84	22.7	22.7	74.1
	Diploma	15	4.1	4.1	78.1
	Doctoral Degree	26	7.0	7.0	85.1
	Master's Degree	42	11.4	11.4	96.5
	Other	11	3.0	3.0	99.5
	Professional Qualification	2	.5	.5	100.0
	Total	370	100.0	100.0	

Table : 4 Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under BD500	158	42.7	43.4	43.4
	BD501-1000	75	20.3	20.6	64.0
	BD1001-1500	75	20.3	20.6	84.6
	BD1501-2000	30	8.1	8.2	92.9
	OVER BD2001	26	7.0	7.1	100.0
	Total	364	98.4	100.0	
Total		370	100.0		

Reliability Analysis

The Cronbach's Alpha values for the research's factors range from 0.646 to 0.769, as shown *in Table 5*. All items within the six variables being evaluated in

this study meet the statistical requirements for further analyses because the variables' overall level exceeds the advised level at 0.808 (Anderson, Black, Hair, & Tatham, 2003).

Table : 5 Reliability statistics

Cronbach's Alpha	N of Items
.808	6

Hypotheses Testing and Discussions
 The research hypothesis was evaluated using multiple regression. As *shown in Table 6 -7*, the findings of multiple regressions show that perceived benefit, risks, trust, convenience, and price are

related to respondents' intention to make an online purchase in Bahrain.

Table: 6 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.904 ^a	.818	.815	.32676
a. Predictors: (Constant), Perceived Price, Perceived Benefit, Perceived Risks, Perceived Convenience , Perceived Trust				

Table : 7 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.327	5	34.865	326.546	.000 ^a
	Residual	38.864	364	.107		
	Total	213.192	369			
a. Predictors: (Constant), Perceived Price, Perceived Benefit, Perceived Risks, Perceived Convenience, Perceived Trust						
b. Dependent Variable: Online Purchase Intention						

As *shown in Table 8*, which summarizes the results of multiple regression, respondents from Bahrain have a significantly higher intention to make an online purchase when they perceive benefits to be better ($\beta = 0.186$; p-value = 0.000). In other words, this demonstrates the importance of the consumers in determining the percentage of green

product purchases made online. H1 is therefore approved. This conclusion is consistent with earlier research (Bansal & Taylor, 2014; Kollmuss & Agyeman, 2002; Li & Yang, 2012), which found that perceived benefits are one of the important variables that positively influence online purchases of green products.

Table : 8 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.270	.080		-3.353	.001
	Perceived Benefit	.186	.018	.249	10.423	.000
	Perceived Risks	.194	.025	.199	7.707	.000
	Perceived Trust	.208	.028	.237	7.454	.000
	Perceived Convenience	.235	.027	.266	8.667	.000
	Perceived Price	.264	.023	.344	11.599	.000
a. Dependent Variable: Online Purchase Intention						

After that, the findings of multiple regressions demonstrate that perceived risks significantly contribute to the explanation of the percentage of green product purchases made online ($\beta = 0.194$; p -value = 0.000). H2 is therefore accepted. This finding conflicts with earlier studies that suggested that perceived risk was negatively correlated with consumers' online buy intentions for green goods. (Li & Yang, 2012; Srinivasan & Rangaswamy, 2003). Sometimes the perceived risks of a website can only draw customers to shop and look for information on goods they are interested in learning more about; however, this does not always imply that customers will buy the item via the website. Most of them might just want to get the knowledge online and then buy the goods somewhere else.

The findings of multiple regressions also demonstrate that perceived trust has a significant impact on respondents' online purchases of green goods in Bahrain ($\beta = 0.208$, p -value = 0.000). H3 is therefore accepted. The outcome is consistent with earlier research (Bansal & Taylor, 2014; Kollmuss & Agyeman, 2002), which

showed that consumers were more apt to buy green products online when they felt more trust in the companies or brands that made them. Furthermore, Li et al. (2016) discovered that customers who had a high level of trust in the businesses or brands that created green products were more likely to buy them and more likely to tell other people about them.

Furthermore, multiple regression analysis revealed that perceived convenience was significant ($\beta = 0.235$, p value = 0.000). H4 is therefore approved. This outcome is in line with research by Li and Yang (2012) and Srinivasan and Rangaswamy (2003) that found that perceived convenience positively influences online buying intention. The cultural issue is primarily to blame for the potential reason that perceived convenience is not a determinant of intention to make an online transaction.

Another result of this study was that respondents in Bahrain were significantly influenced by perceived price ($\beta = 0.264$, p -value = 0.000). H5 is therefore approved. According to the finding's, perceived price is the most crucial element in predicting respondents. This

finding supports the argument made by Bansal and Taylor (2014) that perceived price has a negative correlation with consumers' online buy intentions for green goods.

Conclusions and Implications

From various reaches it is proven that online buying of green products is growing. This research aims to understand the behavior of the respondents with respect to buying green products. It is examined using five (5) identified factors from literature review. The results support previous research in literature review that show perceived benefit, perceived risks, perceived trust, perceived convenience, and perceived price have positive effect on online buying of green products.

In this research, the researcher found that perceived price is the most powerful predicting factor that may influence respondents purchase intention of green products. Digital marketing should make their prices visually smaller and use small magnitude words to influence the perception of their prices. Separate delivery and handling costs should be included in the product cost and offer payment by installments when possible. Be specific with higher prices, as buyers are willing to pay more money when the price is specific. Track the market and stay initiative-taking with price optimization tools and repricing software. These solutions will provide real-time market data, enabling businesses to maintain sustainable pricing strategies.

The results also demonstrate that perceived convenience is rated as the second most important factor influencing online purchases of eco-friendly goods. Therefore, companies that offer digital marketing services must ensure that their websites are always stable and simple to

access from anywhere at any moment. It is necessary to continuously perform website maintenance. Building a foundation of confidence is also crucial to enhancing the relationship between consumers and providers of digital marketing services.

The results also demonstrate that perceived confidence is rated as the third most important factor influencing online purchases of green goods. Brands may strive to become authorities in a specific area to gain the confidence of consumers. The business can gain the trust of customers by providing this information in a straightforward, simple-to-understand format so that they will start to regard it as a trustworthy source of information.

The results also demonstrate that perceived risk is rated as the fourth most important factor affecting online purchases of eco-friendly goods. Guarantees give customers the option to return items and build a positive brand experience, making them a crucial marketing advantage for brick-and-mortar stores and internet retailers. Customers have more faith in a product if it is endorsed by a person or organization, they believe, rather than testimonials, which are only used by big corporations with significant marketing and communications budgets. Transparency and sustainability brought about by digitalization help businesses separate out from rivals.

The results also demonstrate that perceived benefit is rated as the fifth most important factor influencing online purchases of green goods. While perceived benefits are the consumer's subjective impression of gain from online purchasing, perceived benefits are beliefs about the favorable outcomes of a behavior in response to a threat.

Limitations and Further Study

One of the limitations of this research is the small sample size collected from respondents in Bahrain. The sampling procedures used were purposive and snowball sampling. Purposive sampling is a non-probability sampling technique used to select study subjects based on researcher preferences and objectives. Snowball sampling was used to increase the collection rate of the questionnaire. It was done through mall intercept. However, studies have not focused on specific demographic groups. The population of Bahrain comprises of almost 49% expatriates. Therefore, a study focusing on individual ethnic groups can shed light into the buying behavior of these groups. Post pandemic there has been a recessionary trend in the market, and this has resulted in overall less flow of liquidity in the market. Therefore, the study may not be generalized to the market conditions which prevail normally.

Conflict of Interest

Regarding the publishing of this study, the authors state that there are no potential conflicts of interest. The authors have also fully observed all ethical difficulties, such as plagiarism, informed consent, misconduct, data fabrication or falsification, duplicate publishing or submission, and redundancy.

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