What drives purchase intention towards ethical products?

A study using a modified Theory of Planned Behaviour

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Abstract

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Background: In recent days, consumers have become incrementally attentive of environmental issues, whereas various researches have suggested that raised awareness and the significance in consuming ethical products are supposed to affect the purchase intention of consumers. To further understand the consumers, theory of planned behaviour served as the theoretical foundation of this study. Theory of planned behaviour is a theory of relationship between attitude and behaviour, which seeks to explain the human behaviour

Purpose: The purpose of this study is to explain which factors drive purchase intention towards ethical products
Methodology: This study incorporated a quantitative approach with an explanatory purpose. The data was collected through the use of a self-completion questionnaire. The gathered data was analysed with the use of Cronbach’s alpha, correlation analysis and multi-linear regression analysis.

Findings: The current research provides empirical support that the components of attitude towards ethical product and self-identity have a positive influence on consumers purchase intention towards ethical products. The results from the multi-linear regression analysis suggested that Perceived behavioural control (PBC) and moral obligation failed to explain the relationship with purchase intention towards ethical products.
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1 Introduction

The introduction chapter of this study discusses environmental issues and the consumers’ arising awareness of those problems. Furthermore, it introduces the reader to the theory of planned behaviour (TPB), a theory of the relationship between attitude and behaviour, which aims to explain human behaviour. Finally, this chapter problematizes the original TPB and suggests its modification which will be applied in the context of ethical products.

1.1 Background

The accelerated economic growth over the last decades has tremendous negative impacts on our environment (Maichum et al., 2016). As a consequence, the habitat in which we are living in has changed remarkably and hence, there is an increase in air pollution, global warming, waste generation and industrialization (Yadav & Pathak, 2016; Bong Ko & Jin, 2017; Paul et al., 2016; Hsu et al., 2017). At the present days, consumers have become incrementally attentive of environmental problems (Hsu et al., 2017; Paul et al., 2016). The authors further emphasize that various studies suggested that raised awareness and the significance in consuming ethical products is supposed to affect the purchasing intention of consumers. Langen (2011) explains that the purchase of ethical commodities “...is based on an individual’s sense of responsibility towards society and personal concerns for one or several ethical issues” (p. 412). The author further claims that ethical product is an umbrella term that includes Fair Trade, organically certified products and Yadav & Pathak (2016) additionally, state that green products also belong to the broad categories of ethical products.

In furtherance of understanding ethical consumer behaviour, the theory of planned behaviour (TPB), that was first introduced in 1985 by Isek Ajzen, is widely used in researches concerning consumer behaviour (Chatzidakis et al., 2016). TPB is a theory of relationship between attitude and behaviour, which seeks to explain the behaviour of human beings (Ajzen, 1991). The theory claims that the behaviour of human beings are guided by three considerations, namely, behavioural belief, normative beliefs and control beliefs and that the outcome of these beliefs or considerations, are the following components: Attitude towards the behaviour, subjective norm and perceived behavioural control (PBC) (Yadav & Pathak, 2017). According to Chen & Hung (2016), “the core argument of theory of planned behaviour is that human behaviour results
from rational choices rather than from willful action and is influenced by attitude, subjective norm and perceived behavioural control through their effect on behavioural intentions” (p. 156). In accordance to Ajzen (1991), attitude towards the behaviour is referred to the degree to which an individual hold positive or negative evaluations of the questioned behaviour. The second component of TPB, subjective norm, is described to the extent an individual is influenced by its significant others to perform or not to perform a specific behaviour. Significant others refer to persons that are close/important to the individual such as; family, friends, business partners and doctors (Kalafatis & Pollard, 1999). The last component of TPB, perceived behavioural control, refers to the individual’s perceived ease and difficulty in performing a specific behaviour, which also considers previous experiences and anticipated obstacles (Ajzen, 1991).

1.2 Problem discussion

In prior researches, the TPB model has been applied in various ethical product categories such as; energy efficient products (Ha & Janda, 2012), green skincare products (Hsu et al., 2017), Fair Trade products (Leeuw et al., 2014; Ozcaglar-Toulouse et al., 2006) and green products (Chan & Lau, 2002; Yadav & Pathak, 2017) and displayed its strength and predictability of purchase intention towards ethical products. This is in line with the researches conducted by Chatzidakis et al. (2016); Leeuw et al. (2014) and Yadav & Pathak, (2016; 2017) in which it is revealed that the pre-existing components of the TPB, namely, attitude towards ethical products, subjective norm and perceived behavioural control are all significant determinants of purchase intention towards ethical products.

However, the majority of existing studies indicate that the attitude towards ethical products and PBC have a significant and positive relationship with the consumer’s intention to purchase ethical products, (Hsu et al., 2017; Leeuw et al., 2014; Ozcaglar-Toulouse et al., 2017; Paul et al., 2016; Dowd & Burke, 2013; Yadav & Pathak, 2016, 2017) while, subjective norm was shown to have less to no impact on purchase intention (Dowd & Burke, 2013; Paul et al., 2016; Chen & Hung, 2016). This is further supported by the evidence provided by Armitage & Conner (2001) in which they conclude that the construct of subjective norm is a weak determinant of purchase intentions towards ethical products and PBC improves the predictive power of the TPB model. These findings suggest that the approval from “significant others” do not have a major impact
on consumer’s intention to purchase ethical products (Paul et al., 2016). This might be due to that the behaviour of adopting of green products is not seen as a socially acceptable act (Fransson & Gärling, 1999) or that consuming green products is a personal act rather than an emerging trend (Paul et al., 2016). In the study conducted by Ma et al. (2012) subjective norm was excluded from the TPB, which was mainly due to that subjective norm only displayed a minimal influence on young consumer’s purchase intention (Shaw & Shiu, 2002). The authors further suggest that the influential absence of subjective norm on purchase intention could be more noticeable for younger customer segments.

The aforementioned components of TPB can, according to Hagger et al. (2002), be of use to predict purchase intention towards ethical products. However, previous studies (Chen & Hung, 2016; Yamoah et al., 2016; Yadav & Pathak, 2016, 2017; Ma et al., 2012; Bong Ko & Jin, 2017; Paul et al., 2016) criticize that the TPB model do not include additional constructs in order to more accurately predict purchase intention towards ethical products. One point of criticism is that TPB does not deliberate social and/or ethical issues and neither non-rational motives in influencing behaviour (Ozcaglar-Toulouse et al., 2006; Chatzidakis et al., 2014).

Moreover, Ajzen (1999) states that the TPB is receptive to be extended by adding new components, whereas Dowd & Burke (2013); Ozcaglar et al. (2017) incorporated additional components of moral obligation and self-identity in their studies. These additional constructs were proven to have a significant positive effect on the TPB model’s predictive ability of consumers intention to purchase ethical products (Dowd & Burke, 2013; Ozcaglar et al., 2017). This is in line with the evidence provided by Rivis et al. (2009) in which it is shown that moral obligation has an increase in explaining variance in intentions and they further claimed that moral obligation supposedly enhances the predictive ability of TPB. The additional component of moral obligation is referred to the individual’s perception of what is morally correct and respectively incorrect in performing the action in question (Ajzen, 1991). Furthermore, the following component of self-identity is defined as how individuals perceive or view themselves in the society. Self-identity has been proven to possess a positive relationship with behavioural intention, specifically in consumption of ethical products, and it is perceived to be a valuable component to increase the predictability of the TPB model.
The authors of this study will attempt to contribute to the literature by modifying the TPB model, which will include additional components of moral obligation and self-identity and the subjective norm will be excluded from the model. By modifying the TPB model, the authors expect that the additional components will further improve the model’s predictive ability of purchase intentions towards ethical products. To accurately predict the consumer’s purchase intentions towards ethical products can contribute to managers task of developing the relatively limited niche market of ethical products, e.g. improve the availability of these types of goods (Chen & Hung, 2016; Yamoah et al., 2016). If the ethical product/service market expands, it might encourage people to pursue higher quality of life i.e. increased willingness to consume and support ethical products and/or services instead of enjoying the economic prosperity without considering the consequences of their actions on the environment (Chen & Hung, 2016).

Furthermore, in the limelight of business perspective, the increasing levels of demand for ethical products have affected the way managers operate and drive their corporations. This phenomena has led to that corporations are compelled to adopt a more socially responsible management in order to meet the consumers’ desires and beliefs (Oh & Yoon, 2014). This type of management has received a lot of attention during the recent years and according to Oh & Yoon (2014) it is perceived to be a necessity to a corporation’s sustainable growth and survivability. Yadav & Pathak (2017) emphasise that by explaining which factors that drive the consumer’s intention to purchase ethical products can be of great use to corporations and marketers, since the gathered information can aid them in their task of promoting and creating and fitting strategies to the target audience. This could further lead to an increased awareness for the environment and encourage a more sustainable future.

1.3 Purpose
The purpose of this study is to explain which factors drive purchase intention towards ethical products.

2 Theoretical Framework
This chapter elaborates from the existing literature on the theory of planned behaviour and its components in relation to purchase intention towards ethical products. Based on the literature, this chapter derives and presents the hypotheses.
2.1 Purchase intention

It is suggested that “intention represents a person’s immediate behavioural orientation towards engaging in a given behaviour and it reflects the person’s motivation toward that behaviour” (Hagger et al., 2002, p. 4). Additionally, Armstrong & Kotler (2012) claim that purchase intention is formed before the consumer makes the final purchase decision whereas, it can be defined as the individual’s cognitive representation of their readiness to perform a specific behaviour and it is considered as the most proximal determinant of the actual behaviour (Yadav & Pathak, 2017). The authors further state that the intention to purchase ethical products were measured through the individual’s readiness i.e. the state of being prepared for something, by asking questions about their eagerness, willingness and their effort to perform the relevant behaviour (Yadav & Pathak, 2017). The intention of buying a product can be influenced by different factors that drive consumers’ purchase intention to ethical products (Armstrong & Kotler, 2012) and therefore, intentions are possible to be abandoned or be adapted to the changing environment (Ajzen, 1991).

2.1.1 Purchase intention towards ethical products

Ethical product is an umbrella term and refers to attributes, which mirror moral principles and are related to several social and environmental issues, such as waiver of forced labour, environmental-friendly production, manufacture of recyclable products and sustainability (Luchs et al., 2010; Langen, 2011; Carrington et al., 2010). In recent years, the production and consumption of ethical products have increased worldwide (Ma et al., 2012; Maichum et al., 2016; Yadav & Pathak, 2016).

Moser (2015) states that the intention of buying ethical products is based on the belief about the perceived individual, unselfish and environmental benefits of ethical products and its positive consequences of purchasing. Regarding purchase intention towards ethical products, Yadav & Pathak (2016) state that attitude and perceived behaviour control can influence ethical purchase intention, which can be concluded that these factors play an important role in the purchasing process (Bhullar & Johe, 2016). Nam et al. (2017) further claim that consumers who have stronger ethical consciousness are more likely to purchase ethical products.
2.2 Attitude towards ethical products

Ajzen (2005) explains attitude as a disposition in order to positively or negatively evaluate a person, an institution, event or object. According to the author, the definition of attitude vary among experts, however, the generic characteristic of attitude is its evaluative nature, which is seen as the most contemporary definition. Since attitude is a hypothetical construct, it is non-accessible to direct observation and it is necessary to infer from quantifiable reactions (Ajzen, 2005). Considering the nature of this construct, the given responses must convey favourable or unfavourable evaluations of the attitude object. Chen & Tung (2014) additionally point that attitude is the psychological emotion that is assumed by one’s judgment, meaning that if the attitude is positive, the behavioural intentions lean towards a positive impact. Ramayah et al. (2010) further claim that attitude comprises perceived consequences correlated with behaviour. Friedkin (2010) states that the attitude of an individual is the attitude towards the behaviour and it is a measurable component of the object-related behaviour which in this case is ethical products.

In order to break attitude down into measurable terms, an individual’s overall evaluation of a certain behaviour is, according to Francis et al. (2004) and Ajzen (2002b), assumed to consist of two components. The first component is instrumental in nature and hence measures whether the performance of a behaviour achieves something, such as “useful - worthless”. The second component has experimental characteristics, which measures how it feels to behave in a certain way, such as “pleasant - unpleasant”. Additionally, Francis et al. (2004) suggests an overall evaluation of the individual’s attitude by asking if their attitude towards ethical products is positive or negative.

The prior literature confirms the importance of implementing attitude as a key component of a model in order to explain the drivers of purchase intention towards ethical products (Paul et al., 2016; Hsu et al., 2017: Ma et al., 2012; Leeuw et al., 2014; Wang & Wang, 2016; Bong Ko & Jin, 2017; Chatzidakis et al., 2014; Dowd & Burke, 2013; Yamoah et al., 2016 Chen & Hung, 2016; Maichum et al., 2016 Yadav & Pathak, 2016, 2017). In accordance with Ozcaglar-Toulouse et al. (2006) who researched on consumers’ purchase intention related to the frequency of buying Fair Trade products, the authors ascertain a difference between the two groups who rarely or never and those who regularly purchase Fair Trade products. The results of the authors study indicate
that the attitude has an even stronger influential impact for consumers who regularly buy Fair Trade grocery. On the other hand, for consumers who rarely or never buy those products, other components of the TPB model are a more significant in order to explain the purchase intention towards Fair Trade products as attitude.

According to the provided information of attitude towards ethical products, the authors of the study hypothesize that this component has a positive influence on purchase intention towards ethical products.

H.: Attitude towards ethical products has a positive influence on purchase intention towards ethical products.

2.3 Perceived behavioural control

The second component is the perceived behavioural control (PBC), which refers to the extent to which people have sufficient resources and the confidence to overcome the potential difficulties (Ajzen, 2002a). According to Fishbein & Ajzen (1975), most of the human social behaviours are under volitional control. People can easily perform behaviours as they intend to do so. However, when the fact is independent of man’s will, people are under non volitional control. For example, whether a job-seeking person can obtain a job is not decided by himself but dependent on the employer, by assessing his capability and qualification. It is inevitable to be disappointed while encountering difficulties to reach a goal that leads to the failure of performances, perceived behaviour control is an important factor that may influence intention (Ajzen, 2002a). If people have strong perseverance and willing to make an effort to reach the goal, their intention will not be easily changed (Ajzen 2002a). The author further argues that “a high level of perceived control can strengthen a person’s intention to perform a behaviour and increase effort and perseverance” (p. 667). Furthermore, if people are confident with their capacity, they perceive themselves as individuals that will meet fewer difficulties and feel ease to achieve the desired goal (Ajzen, 2002a). As example, for the applicant, after a self-evaluation, he/she considers himself/herself as a qualified potential employee and therefore view the occasion as an opportunity to gain a job. In other words, perceived behavioural control is also applied to situations in which people have the determination to overcome foreseen obstacles and to deliberate past experience (Ajzen, 1991).
A measurement of the PBC should reflect the individual’s confidence that they are capable to perform the behaviour in question. This measurement could be attained by assessing the individual’s self-efficacy and their beliefs related to the controllability of the behaviour (Francis et al., 2004). The authors further note that self-efficacy is achieved by asking questions such as; “how difficult is it to perform the behaviour” and “how confident they are that they could do it” (p. 21). On the other hand, in order to assess the individual’s controllability they should report “whether performing the behaviour is up to them” and “whether factors beyond their control determine their behaviour” (Francis et al., 2004, p. 21).

According to Ma et al. (2012), it is a general rule that if individuals have greater PBC over anticipated obstacles, they are more likely to perform a behaviour. This goes in line with Yilmaz et al. (2004), who state that if individuals with adequate and proper knowledge of environmental concerns are more probable to show environmental-friendly attitudes and to diagnose opportune solutions to environmental issues. Ozcagart-Toulouse et al. (2006) detect in their study about the decision making in regards to Fair Trade products that PBC is one of the significant drivers to purchase intention of consumers who regularly buy Fair Trade labelled products. This is consistent with the findings in Chen & Hung’s (2016) study, which show that PBC has significantly affected the purchase intention and the usage of ethical products. Their study discloses that when consumers raise their resources and trust, they increase their affection towards environmental protection, which in terms leads to the enhancement of the intention to buy ethical products. Supporting to those results, existing studies (Hsu et al., 2017; Leeuw et al., 2014; Kalafatis & Pollard, 1999; Dowd & Burke, 2013; Yadav & Pathak, 2017; 2016; Ma et al., 2012; Maichum et al., 2016) in the field of ethical products generally report a positive correlation between PBC and purchase intention towards ethical products.

In accordance to the provided description of the PBC, the authors of this study hypothesize that the component of PBC has a positive influence on purchase intention towards ethical products.

H₂: PBC has a positive influence on purchase intention towards ethical products.
2.4 Moral obligation

Moral obligation can be defined as the individual’s perception of what is morally right and wrong in performing a particular behaviour (Ajzen, 1991) or feeling morally obligated to perform the specific behaviour (Schwartz, 1977). Schwartz (1977) proposed a concept of personal (moral) norms which reflects the individual’s acquired perception of what is right and wrong. Furthermore, Olsen et al. (2010) claim that moral norms are often measured as perceived moral obligation in relation to Schwartz’s (1977) concept of personal norms. It is stated by Arvola et al. (2008) that personal (moral) norms can be broken down into two components; namely, positive and negative consequences to the self. Positive consequences to the self are derived from positive self-enhancing feelings of “doing what you believe is the right thing” (p. 445) which evokes emotions such as pride or self-satisfaction (Arvola et al., 2008). Schwartz (1977) states that negative consequences to the self arise when individuals violate their own personal moral norms, which evokes emotions such as guilt or obligation. The widely used concepts of personal norms, moral norms and moral obligation have been applied interchangeably in different researches (Arvola et al., 2008).

A recurring point of criticism of the TPB is that it inadequately measures normative and moral factors that could have an impact on intention to perform the specific behaviour (Armitage & Conner, 2001). However, Ajzen (1991) noted that moral obligation is expected to have an impact on purchase intentions towards ethical products, corresponding with the traditional components of TPB, namely, attitudes towards the behaviour, subjective norm and perceived Behavioural control (Ajzen, 1991). Moral obligation, again, has been recognized to induce an impact on purchase intentions towards ethical products (Ajzen, 1991). In line with this, researches by Ocaglar-Toulouse (2006); Dowd & Burke (2013); and Leeuw et al. (2014) have demonstrated that the additional component of moral obligation greatly increases the predictability of purchase intentions towards ethical products. The findings suggest that moral obligation increases the predictive ability of the TPB when the behaviour in question considers important consequences for the wellbeing of other individuals (Rivis et al., 2009). The findings from Shaw & Shiu (2002) imply that the TPB model lacks considerations of other reasons rather than purely self-interested reasons. This is particularly relevant
“given that for many attitudes and behaviours important to consumers today, the gain is not solely one of self-interest but, rather, is strongly influenced by ethical/moral considerations” (Shaw & Shiu, 2002, p. 114).

Moreover, the additional component of moral obligation has been demonstrated to have an independent effect on intention towards purchasing products that are included under the umbrella term of ethical products (Dowd & Burke, 2013). Based on the aforementioned description of moral obligation, the authors of this study hypothesize that moral obligation has an influence on purchase intention towards ethical products.

H.: Moral obligation has a positive influence on purchase intention towards ethical products.

2.5 Self-identity

According to Armitage & Conner (2001) “self-identity reflects the idea that intentions are linked to identifiable societal roles and that these roles drive intentions” (p. 37). Specifically, self-identity is shaped and owned by individuals, which is envisaged as a social construct (Stryker, 1968). When people describe themselves, they answer the question “who am I?” (Ashmore & Lee, 1997, p. 107). The component of self-identity could be measured from the perspectives of social types (e.g. smoker, exerciser, blood donor, healthy eater and ethical consumer) and personality traits (e.g. honest, optimist, responsible). Whereas individuals evaluate themselves in certain societal roles depended on to what extent they fulfill the criteria of the roles (Conner & Armitage, 1998).

According to Armitage & Conner’s (2001) findings, their modified TPB model reveals that the stronger the sense of identification, the greater the impact of self-identity will be on intention. Considering to this study, self-identity is argued as an individual’s concerns regarding various ethical issues that can lead to what extent individuals perceive themselves as ethical (Dowd & Burke, 2013). Ozcaglar-Toulouse et al. (2006) claim as an issue develops into a central role in an individual’s self-identity, the behavioural intention will alter accordingly to the issue. Furthermore, the studies of Dowd & Burke (2013); Ozcaglar-Toulouse et al. (2006) show that self-identity is positively related to the purchase intention, particularly in the domain of ethical products. It is further claimed that self-identity is a worthy component to include in the
TPB model, in order to further increase the predictive ability of the model (Ozcaglar-Toulouse et al., 2006).

Charng et al. (1988) modified the TRA model, the predecessor of the TPB, by adding self-identity as an extra variable. The authors criticized that the TRA model is only an effective predictor for first-time behaviours and does not explain consistent behaviour. Charng et al.’s (1988) findings hence support self-identity as a significant predictor of an intention when the behaviour is repetitive. According to Ries et al. (2012) “the repetition of behaviour influences self-concept and self-identity, so that behaviour practice transforms the individual identity” (p. 324). Meaning that if an individual repeats a particular behaviour, in time, that behaviour will become a part of one’s identity. Charng et al. (1988); Sparks & Shepherd (1992); Dowd & Burke (2013); Conner & Armitage (1988) proved that self-identity as an independent predictor of purchase intentions towards ethical products.

Accordingly to the above mentioned information, the authors of this study hypothesize that the additional component of self-identity has a positive influence on purchase intention towards ethical products.

H: Self-identity has a positive influence on purchase intention towards ethical products.
2.6 Modified Theory of Planned Behaviour

The Fig. 1 presents the modified theory of planned behaviour, whereas the authors have included the traditional components of attitude towards the behaviour and perceived behavioural control in the model, due to that these two have shown to possess a significant correlation with purchase intention. However, the component of subjective norm was excluded from the model due to several researches have indicated that subjective norm is less- to non significant in predicting intention. Additionally, the authors have included two extra independent variables namely-, moral obligation and self-identity. These components have shown to be fruitful additions to increase the predictive power of the TPB model.

Figure 1: Modified Theory of Planned Behaviour
3 Methodology

The following chapter describes and justify for the research approach of this study, including research design, followed by data source and data collection method, operationalization, sampling proceeding, data analysis method, research quality and finally ethical considerations.

3.1 Research approach

When conducting a scientific research, it can be divided into using an inductive theory or a deductive theory, which describes the nature of the relationship between theory and research (Bryman & Bell, 2011). Moreover, there are two strategies that could be used in a research, namely quantitative and qualitative, emphasizing either words or quantification in data collection and analysis (Bryman & Bell, 2011). In this paper, the deductive theory and quantitative research strategy is employed.

3.2 Deductive theory

A deductive approach describes the most common view of the relationship between theory and research (Bryman & Bell, 2011). It emphasizes that theory is the foundation of the research and seeks for a contribution to the theory (Bryman & Bell, 2011; Janiszewski, et al., 2016). In the process of deduction, researchers should draw a theoretical consideration regarding that domain of study with the basic understanding of the general domain of a study and deduce a hypothesis, which must be subjected to empirical findings (Bryman & Bell, 2011). To be specific, theory testing aims to know whether theories are valid and useful (Bryman & Bell, 2011). According to Janiszewski et al. (2016), theory testing includes establishing an assumption of the relationship between a cause and effect, which refer to an independent variable and a dependent variable. Furthermore, a theory test relies on nomological networks, which represents the constructs in a theory, the relationships between these constructs and the measures applied for the assessment of changes in the state of the constructs (Janiszewski et al., 2016). A nomological networks sheds light on how to arrange and measure the constructs of a theory (Janiszewski et al., 2016). After theory testing, researchers get results of the hypotheses that they are either accepted or rejected and thereby make a revision of the theory (Bryman & Bell, 2011).
This research is based on a theoretical foundation, namely, the theory of planned behaviour, and the authors follow the theory as guidance. A deductive approach allows to enabling a hypothesis testing (Bryman & Bell, 2011). By assuming the hypotheses and building the nomological network, the authors can have a clear understanding and thus structure the research to test the chosen theories (Bryman & Bell, 2011).

3.3 Quantitative research strategy

In quantitative research, the collection of data is normally showed in numbers and it is associated with the deductive approach (Bryman & Bell, 2011). Before conducting a quantitative research, researchers should have a general comprehension of the study in order to know what they are going to look for and carefully design the research before collecting the data (McCusker & Gunaydin, 2015). Moreover, quantitative research requires a generalization of data, from the sample to the population, utilizing methods, such as questionnaires to obtain statistical information rather than individual opinion (Bryman & Bell, 2011; McCusker & Gunaydin, 2015). When investigating a wide and diverse field, compared to a relatively narrow sample, a larger number of respondents enables a study to deliver more valid data in regard to determine current tendency and ascertain the future direction of a phenomenon (McCusker & Gunaydin, 2015). The empirical data in quantitative research gives answers to questions such as “how many” or “how much” (McCusker & Gunaydin, 2015).

According to McCusker & Gunaydin, (2015), “accessing quantifiable information and data is relatively simple compared to qualitative research” (p. 539). Instead of considering an individual’s perception and actions, this research rather emphasizes to make a discussion and analysis based on the quantified collected materials. Since there is a possibility to meet a large volume of data in this research, the authors thus prefer a quantitative approach (McCusker & Gunaydin, 2015; Bryman & Bell, 2011).

3.4 Research design

A research design is a framework which indicates the procedures of collecting data and answering research problems (Malhotra, 2003). The most common research designs includes; exploratory research, descriptive research and causal research. The objective of an exploratory research describes mainly the discovery of ideas and insights of a study (Malhotra, 2003). If little research is available or the research problem is
understood in a wrong way, exploratory research is an appropriate application. This research design is normally used in qualitative research by employing qualitative analysis (Malhotra, 2003; Bryman & Bell, 2011).

A descriptive research and causal research are also referred to conclusive research. They commonly test specific hypotheses and examine the relationships. If the target sample is large, the field of study is determined and narrowed down, they are normally applied in quantitative research with quantitative analysis and therefore, a planned and structured research method design is required (Malhotra, 2003). The purpose of descriptive research is to investigate market characteristics and its functions. If the secondary data cannot answer the research problem, qualitative research tends to be applied for further and deeper understanding of the phenomenon (Malhotra, 2003; Ghauri & Grønhaug, 2005).

Casual research, also known as explanatory research, emphasizes the relationship between cause and effect, telling whether there is a direct correlation between cause and effect and to what extent (Ghauri & Grønhaug, 2005). In explanatory research, there is one or more independent variable(s) used to measure the effect on the dependent variable (Malhotra, 2003; Ghauri & Grønhaug, 2005; Saunders et al., 2009). The dependent and independent variables are defined in a predetermined area, which allows researchers to examine the relationship between them and to further speculate causality (Malhotra, 2003).

In this study, causal research design is chosen. Since this research design allows authors to understand the relationship between causes (independent variables) and effects (dependent variable) of a phenomenon, and also to make a prediction of an effect with causal variables, which are aligned to the need of this paper. Furthermore, an inference of causality may change depending on different conditions such as “concomitant variation, time order of occurrence of variables, elimination of other possible causal factors” (Malhotra, 2003, p. 250). This paper is going to investigate the causality of attitude, perceived behavioural control, moral obligation and self-identity on purchase intention towards ethical products. An exclusion of one variable and inclusion of two variables may reflect different causality. Regarding the research purpose of this paper,
compared to the other two designs, the causal design is more suitable to explain which factors drive purchase intention towards ethical products.

3.5 Data Sources

There are two types of data, primary and secondary data (Bryman & Bell, 2011). Primary data refers to the data which is specifically oriented for the research project, meaning that the data has a high consistency with the research objectives (Bryman & Bell, 2011). Primary sources commonly are gathered from interviews, questionnaires, case studies and focus groups, whereas secondary data refers to the data collected for other purposes by other people, such as published summaries, copies of letters, newspapers (Bryman & Bell, 2011).

The authors have chosen the primary data as their data source in order to gather data that might not accessible in secondary sources (Ghauri & Grønhaug, 2005). This study in particular is in need of data about consumers personality and their attitude for the purpose of knowing the reasons behind one’s purchase intention towards ethical product, which can be accomplished with the type of primary data.

3.6 Data collection method

According to Bryman and Bell (2011), there are different methodologies that can be applied in order to collect primary data. One method that can be used when conducting a quantitative research is the questionnaire, also known as the self-completion questionnaire (Bryman & Bell, 2011). In this type of data collection, respondents answer the questions themselves. Employing the method of questionnaires have several advantages. Firstly, it enables researchers to conduct a large quantity of respondents by sending out questionnaires online and/or offline in a relatively short period (Bryman & Bell, 2011). Secondly, the relationship between researchers and respondents is impersonal since they normally do not get in touch with the respondents during the possess of data collection. This enhance the purpose of fulfillment of the researchers’ need to employ an objective standpoint towards the respondents and their answers (Saunders et al., 2009). Finally, since there is no variation in wording, the respondents’ answers are numerically convertible, which facilitate the analysis of the gathered data (Bryman & Bell, 2011).
3.6.1 Operationalization

The use of an operationalization lets researchers clarify and define the constructs in the theory to measurable terms, which allows them to develop suitable questions for the research (Bryman & Bell, 2011; Saunders et al., 2009). Indicators are assigned to the measurable terms in order to break it down i.e. decode, into quantifiable terms (Bryman & Bell, 2011). These terms can be measured in various ways e.g. either developing a new measurement or using other researches’ measurements as their parameters (Saunders et al., 2009).

According to Bryman & Bell (2011) there are four different measurement scales, namely, nominal scale, ordinal scale, interval scale and ratio scale. The nominal measurement scale, also referred as to as categorical variables, implies that a value is arranged on an object in order to identify and classify it, which also makes it impossible to be ranked ordered (Bryman & Bell, 2011). The authors further state “interval scale are the variables where the distances between each category are identical across the range of categories” (p. 341). Considering the present study, two of the four measurement scales are used, in other words, nominal and interval scale are of importance.

In this study is the nominal scale applied in order to measure the control question of age, which is at the beginning of the questionnaire, and also to record the variable of the participant’s gender. The interval scale is applied on the question of frequency to measure how often the participants purchase ethical products. The current study makes use of a seven-point likert scale as an interval scale in order to measure the statements of each variable, whereas the 1 is i.e. “strongly disagree” and 7 is “strongly agree”. 


### Dependent Variables

<table>
<thead>
<tr>
<th>Construct</th>
<th>Item</th>
<th>Indicator</th>
<th>Description</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase intention</td>
<td>Pi_1</td>
<td>Readiness</td>
<td>Readiness is defined as the individual’s conscious plan to make an attempt to perform a specific behaviour (Spears &amp; Singh, 2004)</td>
<td>I am eager to purchase ethical products for personal use (1=strongly disagree/ 7=strongly agree)</td>
</tr>
<tr>
<td></td>
<td>Pi_2</td>
<td></td>
<td></td>
<td>I am willing to purchase ethical products for personal use (1=strongly disagree/ 7=strongly agree)</td>
</tr>
<tr>
<td></td>
<td>Pi_3</td>
<td></td>
<td></td>
<td>I will make an effort to purchase ethical products (1=strongly disagree/ 7=strongly agree)</td>
</tr>
</tbody>
</table>

### Independent Variables

<table>
<thead>
<tr>
<th>Construct</th>
<th>Item</th>
<th>Indicator</th>
<th>Description</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude</td>
<td>Att_1</td>
<td>Experimental</td>
<td>How it feels to perform the behaviour (Francis et al. (2004)</td>
<td>Buying ethical products is (1) strongly undesirable/ (7) strongly desirable</td>
</tr>
<tr>
<td></td>
<td>Att_2</td>
<td>Instrumental</td>
<td>Whether the behaviour achieves something (Francis et al. (2004)</td>
<td>Buying ethical products is (1) strongly unsatisfactory/ (7) strongly satisfactory</td>
</tr>
<tr>
<td></td>
<td>Att_3</td>
<td>Experimental</td>
<td>How it feels to perform the behaviour (Francis et al. (2004)</td>
<td>Supporting the ethical products consumption is (1) strongly unpleasant/ (7) strongly pleasant</td>
</tr>
<tr>
<td></td>
<td>Att_4</td>
<td>Overall evaluation</td>
<td>It is recommended that the final set of scales include adjective pairs of both types, as well as the good — bad scale which</td>
<td>In general, my attitude towards ethical products is (1) strongly negative/ (7) strongly positive</td>
</tr>
<tr>
<td>Perceived behaviour control</td>
<td>Pbc_1</td>
<td>Self-efficacy</td>
<td>How confident they are that they could do it (Francis et al., 2004)</td>
<td>I am confident that I can behave ethically when I want (1=strongly disagree/7=strongly agree)</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-------</td>
<td>--------------</td>
<td>------------------------------------------------------------------</td>
<td>------------------------------------------------------------------</td>
</tr>
<tr>
<td>Pbc_2</td>
<td></td>
<td></td>
<td>How difficult it is to perform the behaviour (Francis et al., 2004)</td>
<td>For me to behave ethically in the near future would be difficult (1=strongly disagree/7=strongly agree)</td>
</tr>
<tr>
<td>Pbc_3</td>
<td>Controllability</td>
<td>Whether performing the behaviour is up to them (Francis et al., 2004)</td>
<td>I see myself as capable of behaving ethically in the future (1=strongly disagree/7=strongly agree)</td>
<td></td>
</tr>
<tr>
<td>Pbc_4</td>
<td></td>
<td></td>
<td>Whether factors beyond their control determine their behaviour (Francis et al., 2004)</td>
<td>There are opportunities for me to behave ethically (1=strongly disagree/7=strongly agree)</td>
</tr>
<tr>
<td>Moral obligation</td>
<td>Mo_1</td>
<td>Negative anticipated consequences</td>
<td>Refer to when individuals violate their own personal norms which arouses feelings such as guilt and obligation (Schwartz, 1977)</td>
<td>I feel a strong moral obligation to behave ethically (1=strongly disagree/7=strongly agree)</td>
</tr>
<tr>
<td>Mo_2</td>
<td></td>
<td></td>
<td>I would be disappointed with myself if I behave unethically instead of ethically (1=strongly disagree/7=strongly agree)</td>
<td></td>
</tr>
<tr>
<td>Mo_3</td>
<td>Positive anticipated consequences</td>
<td>Refer to self-enhancing feelings such as, pride and self-satisfaction (Arvola et al., 2008)</td>
<td>It is important for me to uphold my ethical standards (1=strongly disagree/7=strongly agree)</td>
<td></td>
</tr>
<tr>
<td>Mo_4</td>
<td></td>
<td></td>
<td>I feel like a better person when I consume ethical</td>
<td></td>
</tr>
</tbody>
</table>
Self-identity

Table 1: Operationalization

<table>
<thead>
<tr>
<th><strong>Si_1</strong></th>
<th><strong>Social types</strong></th>
<th>To the extent individual’s evaluate themselves in certain social types i.e. ethical consumer (Conner &amp; Armitage, 1998)</th>
<th>To behave ethically is an important part of who I am (1=strongly disagree/ 7=strongly agree)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Si_2</strong></td>
<td></td>
<td>I am not the type of person who is oriented to behave ethically (1=strongly disagree/ 7=strongly agree)</td>
<td></td>
</tr>
<tr>
<td><strong>Si_3</strong></td>
<td></td>
<td>To engage in ethical consumption is an important part of who I am (1=strongly disagree/ 7=strongly agree)</td>
<td></td>
</tr>
<tr>
<td><strong>Si_4</strong></td>
<td><strong>Personality traits</strong></td>
<td>To the extent individual’s evaluate themselves in certain personality traits i.e. responsible (Conner &amp; Armitage, 1998)</td>
<td>I think of myself as someone who is concerned about ethical issues in consumption (1=strongly disagree/ 7=strongly agree)</td>
</tr>
</tbody>
</table>

3.6.2 Questionnaire design

According to Malhotra (2003), a questionnaire is a form of measuring instrument, which is “a formalized set of questions for obtaining information from respondents” (p. 335). It is employed to collect data when carrying a series of question to respondents. Questions are regarding attitudes, awareness, behavior and lifestyle characteristics (Malhotra, 2003). Questions can be divided into open questions and closed questions (Malhotra, 2003; Bryman & Bell, 2011; Saunders et al., 2009). Open questions are normally used in an unstructured and semi-structured interview whereas the respondents answer the questions in their own words. In contrast, closed questions are widely used in the survey. There are several forms of closed questions. For example, ‘list questions’ are fixed-response alternative questions whereby the respondents are required to choose the answer from the given selection (Malhotra, 2003; Saunders et al., 2009). ‘Category
questions’ require that respondents can only choose one answer from the category. ‘Ranking questions’ claim respondents to place the designed factors in a ranked order, from the most important to most irrelevant unimportant. Additionally, Saunders et al. (2009) state that “rating questions are often used to collect opinion data” (p. 378), which is “a coherent set of questions or items that are regarded as indicators of a construct or concept” (p. 378).

In this paper, the questions were designed to ask about the respondents’ opinions regarding ethical products, ethical behaviour and ethical consumption. The conducted questionnaire mostly considers how the respondent feel about ethical products. For this reason, the authors of this study have decided to conduct a seven point likert rating scale, whereas 1 is equal to strongly disagree, unsatisfactory or undesirable and 7 is equal strongly agree, satisfactory or desirable. The scale is used to measure to what extent respondents feel about the issue and there is a middle point on the scale that allows a neutral response (Bryman & Bell, 2011; Saunders et al. 2009). In addition to the questions that are connected to the independent variables and the dependent variable, a control question about the age is asked, which enables the authors to reach the qualified respondents. Additionally, control variables, such as gender and the frequency of purchasing ethical products, which were asked at the end of the questionnaire, may provide additional information that could aid the authors in discussing the data. The questionnaire begins with an introduction and short description of what ethical products is and the authors finishes the questionnaire by thanking respondents for their participation and a comment section is implemented if the respondents have any comments to share to the authors.

3.6.3 Pre-testing
Pre-testing refers to the testing of a small number of the sample in order to recognize and eliminate the potential problems (Saunders et al., 2009; Bryman & Bell, 2011; Malhotra, 2003). Several aspects of the questionnaire should be tested, such as “question content, wording, sequence, form and layout, question difficulty, and instructions” (Malhotra, 2003, p. 354). The purpose of the pre-testing is to ensure that the respondents have fully understood the questions and find out whether the questions make sense or not. The pre-testing can be conducted by one or more professionals through personal interviews and comments on questions. In addition, by collecting the result of the pre-testing, researchers can obtain the anticipated reliability of the data.
(Saunders et al., 2009; Bryman & Bell, 2011; Malhotra, 2003). The respondents’ characteristics should be similar to the chosen sample, so that the respondents of the pre-test represent the population of the actual survey as realistic as possible. The pre-testing should be repeated until no further changes are required (Saunders et al., 2009; Bryman & Bell, 2011; Malhotra, 2003).

The authors visited Setayesh Sattari, a lector at Linnaeus University, who is familiar and knowledgeable in the field of quantitative research to receive comments and suggestions in order to strengthen the hypothesis and question design. Additionally, the pre-testing was assayed on 20 respondents to ensure whether the respondents agree that the questions are understandable or not.

Based on the gathered results from the pre-test, the authors tested the reliability of the questionnaire by applying Cronbach’s alpha in order to foresee the consistency of the repeated measurements (Nolan & Heinzen, 2011; Bryman & Bell, 2011; Hair et al., 2010). Cronbach’s alpha provides a number between 0 and 1 (Tavakol & Dennick, 2011), whereas a high outcome imply a strong reliability and conversely, a low result signify a low reliability. However, the result should not remain under 0.6, which is the accepted level of reliability (Nolan & Heinzen, 2011; Hair et al., 2010; Graziano & Raulin, 2010). In the reliability pre-testing, the items for the independent variables exceed the Cronbach’s alpha of 0.6, except for the items in perceived behavioural control. The authors solved this problem by taking out the questions from the particular variable and asking people how they understood the questions and how to improve it. After the improvement was made, the adjusted version of the questionnaire was sent out.

3.7 Sampling

This research aims to explain which factors drive purchase intention towards ethical products from Generation Y’s point of view. Generation Y, also known as Millennials, are the most recent cohort entering the working force. This generation consists of roughly 80 million people, born between 1981 and 2000 (VanMeter et al., 2013). According to Sullivan & Heitmeyer (2008), Generation Y is perceived as the most consumption oriented generation throughout the history, which is suggested to be due to increased availability of products and services. Furthermore, it is claimed that
Generation Y emphasizes the importance of the environment and that the majority of them already possess positive attitudes toward ethical products/services and they are more inclined to pay more for these types of products (Smith, 2010).

In the process of researching, to sample a population is commonly done by selecting a small group of people that is representative to the population (Bryman & Bell, 2011). According to Malhotra (2003); Bryman & Bell (2011); and Nolan & Heinzen (2011) sampling can be segmented into two different approaches i.e. probability and non-probability sampling. The approach of probability sampling, also referred as random sampling, selects the sample randomly, which implies that all units have equal chance to be selected for the sample (Bryman & Bell, 2011). Moreover, if every unit within the population cannot be identified and have equal chance to be chosen for the sampling frame, the probability sampling is no longer useful in this matter. Therefore, the approach of non-probability sampling needs to be incorporated instead of probability sampling (Saunders et al., 2009). Since sampling frame consists of a listing of every unit within the population in which the sample was taken from (Bryman & Bell, 2011), the sample for this study is too large to be able to identify, represent and guarantee equal opportunities for each unit of the population to be chosen in the sample and include them into the study. Therefore, no sampling frame is reported since probability sampling is inconvenient in this case, and the authors decided to use non-probability sampling approach.

Contrary to the probability sampling is the non-probability sampling, which implies that individuals do not have the same opportunity to be chosen for the sample because the approach relies on personal selection from the researchers. This implies that the researchers, themselves, decide who should or should not be included in the sample (Malhotra, 2003; Bryman & Bell, 2013; Nolan & Heinzen, 2011). The approach of non-probability sampling includes a different technique, namely; convenience sampling. Convenience sampling implies that the selected participants should be available to the researcher (Bryman & Bell, 2011) e.g. if an organization wants to know the results of the level of comfort in an office, the employees are then perceived as the convenience sample, since they are already available within the organization.
The authors of the present study have decided to make use of the convenience sampling, given the time and resource restrictions of the study, since it was perceived as a convenient technique and it is time and resource efficient (Malhotra & Birks, 2007). The samples were collected from the authors’ social network and from Linnaeus University, due to that the majority of the students residing within the university are widely available to the researchers and they fulfill the requirements to be included in the study, in which they are born between 1981-2000.

3.7.1 Sample selection
According to Adams et al. (2007), the population of the sample is not the only thing that should be taken into consideration when selecting the sample for the research, but the size of the sample as well. Since there are no well-defined guidelines to statistically justify the size of the sample, there exists a generally accepted idea, which states that the bigger size of the sample, the greater accuracy and representation of the targeted population (Malhotra & Birks, 2007). Additionally, to cover the generalizability of the gathered results from the questionnaire, the size of the sample was built on a rule-of-thumb. The sample rule has been proposed in the study by Green (1991) and further supported by Pallant (2010). Furthermore, the formula used to calculate the appropriate size of the sample is described by Morgan & Wilson van Voorhis (2007) as follows:

\[ N > 50 + 8m \]
\[ N = \text{Sample Size} \]
\[ m = \text{Number of Independent variables (IV)} \]

The number from the formula represents the minimal requirement for an appropriate sample size, which in the case of this study was calculated to a minimum of 82 respondents. Moreover, the authors of this study yielded 155 valid responses from the conducted questionnaire.

3.7.2 Data collection procedure
The authors of the current study distributed the questionnaire through online and offline means. Online methods included the use of social media platform i.e. Facebook, and as well as through emails and personal messages to the authors’ social network. Parallel with distributing the questionnaire online, the authors also collected through offline
means, such as walking around Linnaeus University and asking people if they are willing to participate in the study by completing the given questionnaire. The collection and distribution of the questionnaire lasted for approximately one week. By this time, the author’s received 155 valid responses and 3 invalid responses, since they did not fulfill the required criteria in order to participate in the research. The minimum required sample size were calculated up to 82 participants which was exceeded with a total of 155 responses after the questionnaire was closed down.

### 3.8 Data analysis method

#### 3.8.1 Descriptive data

Nolan & Heinzen (2011) explain that “descriptive statistics organize, summarize and communicate a group of numerical observations” (p. 2) and hence facilitates the understanding of a large amount of data. According to Bryman & Bell (2011), there are two aspects in order to describe a variable, namely, the central tendency and the dispersion. Nolan & Heinzen (2011) claim that the former is one of the most relevant ways to explain the distribution of data through mean, median or mode. The mean is also known as the average of all the data. The median is the second most common value and indicates the middle score after ranking the data. The mode presents the value that is most frequently selected (Bryman & Bell, 2011). The other aspect to describe variables is the dispersion, which is vital to explain how the data is dispersed around mean, median and mode. One of the most frequently ways to describe the dispersion is the standard deviation, which explains to what extent the values differ from the mean (Bryman & Bell, 2011). Another way in order to measure dispersion is the consideration of the minimum and maximum value, which indicate the range of an interval variable (Bryman & Bell, 2011).

Due to the large amount of data, researchers nowadays mostly make use of computers instead of calculate the statistical information by hand and make further comparisons of the frequency of occurrence as researchers’ research purpose (Nolan & Heinzen, 2011). The authors thus apply SPSS to illustrate the gathered data and visualize them by tables, graphs, diagrams.


3.8.2 Multiple linear regression analysis

Regression analysis is a procedure for analyzing associative relationships between independent and dependent variables. Multiple linear regression refers to the situation that there is only one dependent and two or more independent variables. According to Nolan & Heinzen (2011), multiple linear regression is a statistical technique that employs an equation to explain whether the independent variables are able to be a predictor, showing the causal effect of the dependent variable (Graziano & Raulin, 2010).

In this study, four independent variables are analyzed whether there is a causal relationship between them and the dependent variable. The multiple linear regression analysis is calculated in SPSS. The T-value and F-value are the premises considered by the authors. Since they indicate if the the measurements are statistically significance (Saunders et al., 2009). F-value explains the significance level of the relationship between all the independent and dependent variables and T-value explains the significant level of the relationship between each of the independent and dependent variables. In accordance to Bryman & Bell (2011), “the level of statistical significance is the level of risk that you are prepared to take that you are inferring that there is a relationship between two variables in the population from which the sample was taken when in fact no such relationship exists.” (p. 354). The probable significance levels are 90%, 95%, 99%, which means that researchers demonstrate that 10, 5, 1 out of 100 samples might falsely represent the relationships between variables. Since this study is not a business research and does not aim at a stringent test, the authors decided to have the required level of significance 90% (p<0.1) in order to explain possible factors, which drive purchase intention towards ethical products (Bryman & Bell, 2011).

Firstly, if the significance level is accepted, the adjusted R² can be discussed in a later stage of the analysis. Adjusted R² indicates “the proportion of the variation in a dependent variable that can be explained statistically by the independent variable or variables” (Saunders et al., 2009, p. 462). The value of the adjusted R² is between 0 and 1. If the adjusted R² is 0.6, it means the independent variables explain 60 percent of the dependent variable. The remain 40 percent are thus explained by other factors. Secondly, standardized coefficients (beta) are taken into account. According to Nolan & Heinzen (2011, p. 445), “the standardized regression coefficient, a standardized version
of the slope in a regression equation, is the predicted change in the dependent variable in terms of standard deviations for an increase of 1 standard deviation in the independent variable”. In other words, the strength of one of the independent variable on the dependent can be quantified by the beta. The higher the standardized coefficient, the stronger the effect that the independent variable has on the dependent variable.

3.9 Research quality

In order to reach a high quality and reduce the possibility of receiving wrong results, validity and reliability are necessarily taken into account in the evaluation of measurements of the gathered data. The measurements is applied by using SPSS. Validity concerns about whether the findings match the purpose of measurement (Bryman & Bell, 2011; Saunders et al., 2009). In other words, it measures the relationship between two variables, whether they are causal or not (Malhotra, 2003; Bryman & Bell, 2011). Reliability emphasizes the consistency of measures in a research and how stable the concept is (Bryman & Bell, 2011; Saunders et al., 2009). Validity and reliability are perceived as the fundamental scale to measure the extent of trustworthiness of an research (Bryman & Bell, 2011; Saunders et al., 2009; Malhotra, 2003). When considering the validity of a questionnaire, there are generally three forms of validity discussed in the literature. These are content validity, construct validity and criterion validity (Bryman & Bell, 2011).

3.9.1 Content validity

Content validity, also called face validity, concerns about whether the measurement in the form of questions reflects the content of concept (Bryman & Bell, 2011; Saunders et al., 2009). To put it simply, content validity occurs if the respondents interpret the questions the same as presented by the researchers and if the questions asked in the questionnaire have adequate coverage of the concepts (Saunders et al., 2009). One way to measure content validity is to invite one or more professional(s) or those who have sufficient experience toward the study to assess the questionnaire. This enables researchers to modify the problematic questions and eliminate redundant or not useful questions. Another way is to present a detailed definition of the concept and hold a discussion with the pretest respondents in order to improve the questionnaire (Bryman & Bell, 2011; Saunders et al., 2009).
In this study, content validity was assessed in advance by conducting a pretest, which was explained in the chapter of 3.4.3. Pre-testing.

3.9.2 Construct validity
Construct validity concerns the concepts applied in the operationalization and shows if it is measuring what it is supposed to measure (Bryman & Bell, 2011). Researchers should have theoretical constructs as a foundation and relate them to the questions (Bryman & Bell, 2011). Bryman & Bell (2011) further emphasize that “researchers are encouraged to deduce hypotheses from a theory that is relevant to the concept” (p. 160). If researchers want to achieve construct validity, it requires that the theoretical constructs are the intended constructs to measure and it is perceived as the overall validity of the measurement. (Bryman & Bell, 2011; Saunders et al., 2009).

In this study, the construct validity is examined by the correlation analysis, which enables to test the strength of a linear relationship between two variables (O'Gorman & MacIntosh, 2015). If there is a linear relationship between two variables, one value increase, another value will increase too, vice verse (Saunders et al., 2009). Attitude, perceived behavioural control, moral obligation and self-identity are measured in pairs, meaning that each independent variable is compared with one another. The outcome is the number, which always falls between ±1. It ranges from -1 means a strong negative relationship and to +1 means a strong positive relationship. If the coefficient is equal 0, there is no correlation between the variables (O'Gorman & MacIntosh, 2015; Hair, et al., 2010). Regarding this study, the relationship between the variable are considered positive, which means that the correlation coefficient is in the range from 0 to 1. In order to demonstrate that the constructs are valid enough, the correlation coefficient should not exceed 0.8, otherwise the variables are too similar among each other, which may lead to overlap other variables and thus lose the construct validity (Hair et al., 2010).

3.9.3 Criterion validity
Criterion validity, also known as predictive validity, concerns the ability of the measurement to predict accurately (Saunders et al., 2009). For example, absence could be a criterion of job satisfaction (Bryman & Bell, 2011). If employees are absent from work without any reason, it can be inferred that the employees dislike their job.
In this study, criterion validity is assessed by hypothesis testing. The authors made assumptions of the relationship between independent and dependent variables, such as “attitude has a positive influence on purchase intention towards ethical products”. If the result is accepted, the relationship performs as expected (Bryman & Bell, 2011; Saunders et al., 2009).

3.9.4 Reliability
Reliability emphasizes the consistency of the gathered findings, meaning whether the measurements of the variables are consistent and steady (Bryman & Bell, 2011). There are three prominent perspectives to consider when assessing the reliability of the measurements, namely, stability, internal reliability and inter-observer consistency (Bryman & Bell, 2011). Stability requires that the results of the research should be stable, which means that there is no significant change of the results when the measures are applied in other instances or implemented by other observers. Secondly, internal consistency reliability refers to the questions within the same concept, which should have similar responses from the respondents e.g. if a respondent gives a high score to a question, then other questions within the same concept should have similar results (Nolan & Heinzen, 2011; Bryman & Bell, 2011; Hair et al., 2010). Finally, inter-observer consistency implies that the researchers should have consistency when analyzing and evaluating the data. For example, when researchers face to open-ended questions, the comprehension or explanation of certain behaviours should maintain the same altogether (Bryman & Bell, 2011).

A common way to measure the internal consistency reliability is through the use of Cronbach’s alpha, also known as coefficient alpha, which measures whether the items in the questionnaire are consistent with each other. Normally, the coefficient alpha varies between 0 and 1 and this implies that the closer the coefficient is to 1, the higher the consistency (Bryman & Bell, 2011). It is further emphasized that a Cronbach’s alpha of equal or bigger than 0.6 is considered to be acceptable (Nolan & Heinzen, 2011; Hair et al., 2010; Graziano & Raulin, 2010). On the contrary, if the Cronbach’s alpha is less than 0.6 then the findings are not perceived as reliable and thus considered as invalid to be used in the research (Nolan & Heinzen, 2011; Hair et al., 2010; Graziano & Raulin,
Therefore, it is determined that the lowest tolerable Cronbach’s alpha for this research is 0.6.

Considering this research, the researchers could not assess the stability of the measurements due to the time and resource limitations. Since the findings are presented in numerical form, the inter-observer consistency could be easily achieved in this matter. The internal reliability was tested through the means of Cronbach’s alpha. The reliability was early verified in pre-testing of the questionnaire for the purpose of pre-determination of the measurement’s consistency. Thus, authors can cope with the potential inconsistency and modify the asked questions before sending out the actual questionnaire.

3.10 Ethical considerations

When conducting a research, ethical issues have drawn attention and should be taken into consideration by researchers. Research ethics are concerned through the entire process of the research, involving question design, data collection and analyzing data and require researcher implementing morally (Saunders et al., 2009). There are four significant principles to regard (Bryman & Bell, 2011). Firstly, the research should not harm to participants. Harm includes physical harm, harm to participants’ self-esteem and obstruct their future development. Secondly, the research should not lack informed consent, meaning that the participants should have the awareness of participating in the research. Thirdly, there should not be any invasion of privacy and lastly, deception is not accepted (Bryman & Bell, 2011). Further mentioned by Saunders et al. (2009), ethical issues are also relate to “voluntary nature of participation and the right to withdraw partially or completely from the process” and “reactions of participants to the way in which you seek to collect data, including embarrassment, stress, discomfort, pain and harm” (p. 185).

In this study, the data collection method is the questionnaire. In order to introduce the participants to the questionnaire, the purpose of the study is stated in the beginning of the questionnaire, followed by the authors’ names as well as their email addresses. The reason for doing this is to ensure that participants understand that they are part of an academic research and respondents could contact the authors in case that they have any questions or requirements. In addition, participants had the possibility to leave a
comment at the end of the survey. This is for the reason to encourage respondents to comment on questions if they have suggestions or indicate their opinions if the questions make them feel uncomfortable. In order to protect the respondent’s right of privacy, participants answer the questionnaires under the condition of anonymity and the authors assured that the information would not be used for other purposes.
4 Results

The following chapter presents the collected data from the self-completed questionnaire. The results are divided into descriptive statistics, reliability and validity, multiple linear regression analysis, which include the hypotheses results.

4.1 Descriptive statistics

The total amount of respondents collected from the questionnaire was 158, in which 3 respondents did not fulfill the requirements of being included because they exceeded the age of 36. Therefore, the total amount of valid responses derived to 155 which were in the age range between 17 and 36. Out of the 155 participants, females represented 55% (85 females) of the participants while males represented 45% (70 males). The collected data was analyzed through the means of SPSS.

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Att_1</td>
<td>155</td>
<td>1</td>
<td>7</td>
<td>5.39</td>
<td>1.261</td>
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<tr>
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<td>1.231</td>
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<tr>
<td>Att_3</td>
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<td>7</td>
<td>5.66</td>
<td>1.260</td>
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<tr>
<td>Att_4</td>
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<td>7</td>
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<td>1.273</td>
</tr>
<tr>
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<td>7</td>
<td>5.57</td>
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Table 2: Descriptive data

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<tr>
<th>Si_1</th>
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<th>4.66</th>
<th>1.593</th>
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<td>Si_2</td>
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<td>5.15</td>
<td>1.17</td>
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</table>

In order to support our findings table 2 demonstrates the minimum, maximum, mean, and standard deviation for all items and the average value of the dependent and independent variables. The questionnaire consisted of a 7-point likert scale whereas the maximum value is 7 and minimum value is of 1. All the respondents answered the questions in the range between 1 and 7, except for the items Att_3, Att_4, Pbc_3 and Pi_2, which have a minimum of 2. When comparing the means of each variable, attitude had the highest mean (5.57) and the variable of self-identity had the lowest mean (4.78). Since answering with a value of 4 indicates that the respondents have a neutral standpoint about the topic in question, the overall mean for all of the variables suggests that the respondents have a positive impression towards the questions asked in the questionnaire. As for the average standard deviation, one can see that there is not much variance between the variables, whereas the lowest standard deviation is at 0.95 and the highest value is at 1.17.

4.2 Reliability and Validity

As it is mentioned in the methodology chapter, the authors of the study tested the reliability and validity of the gathered data through the use of Cronbach’s alpha and correlation analysis. However, the correlation between the variables are demonstrated in table 3.
As it is presented in the table 3 above, the calculated Cronbach’s alpha for the independent and dependent variables are all accepted, whereas the presented values exceed the minimum value of 0.6 and hence are valid. However, the only variable that has a low value in comparison to the others is PBC, which slightly derived below 0.7 and this suggests that this variable is less reliable than attitude, moral obligation, self-identity and purchase intention. Since the Cronbach’s alpha exceeds for all the variables the minimal requirement of 0.6, the authors deemed them as reliable enough to apply them for further analysis.

As it is mentioned before, the construct validity was calculated through the use of a correlation analysis. The values of each variable suggests that the independent variables between each other are correlated in an accepted level, between -0.8 and 0.8, and thus, ensure construct validity (Hair et al., 2010). However, the correlation between moral obligation and self-identity shows a value of 0.810, which indicates that these variables have a high correlation but were deemed to be valid since the exceeding value is very small.
### 4.3 Multiple linear regression analysis

When testing the hypothesis, a multiple linear regression analysis is needed. For model 1, the control variables regarding gender and frequency were analyzed and then combined with each of the independent variables, which are shown in model 2-5. Model 6 demonstrates all control and independent variables, which enables the authors to proceed with multiple linear regression. The beta and significance of each variable are presented below the various models. Also the adjusted R², F-value are presented in the table 5.

<table>
<thead>
<tr>
<th></th>
<th>Model 1 Control</th>
<th>Model 2</th>
<th>Model 3</th>
<th>Model 4</th>
<th>Model 5</th>
<th>Model 6 All</th>
<th>H accepte/rejected?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>Beta</td>
<td>3.705**** (0.272)</td>
<td>1.529**** (0.386)</td>
<td>2.187**** (0.437)</td>
<td>1.581**** (0.345)</td>
<td>1.539**** (0.320)</td>
<td>0.398 (0.399) 0.320</td>
</tr>
<tr>
<td></td>
<td>Std. Error Sig.</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Control variables</td>
<td>Beta</td>
<td>0.477**** (0.053)</td>
<td>0.179** (0.056)</td>
<td>0.335**** (0.056)</td>
<td>0.347**** (0.046)</td>
<td>0.261**** (0.046)</td>
<td>0.121* (0.051) 0.064</td>
</tr>
<tr>
<td></td>
<td>Std. Error Sig.</td>
<td>0.000</td>
<td>0.013</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>Beta</td>
<td>-0.262**** (0.159)</td>
<td>-0.166*** (0.141)</td>
<td>-0.250**** (0.151)</td>
<td>-0.154*** (0.136)</td>
<td>-0.139** (0.131)</td>
<td>-0.105* (0.124) 0.047</td>
</tr>
<tr>
<td></td>
<td>Std. Error Sig.</td>
<td>0.000</td>
<td>0.006</td>
<td>0.000</td>
<td>0.008</td>
<td>0.013</td>
<td></td>
</tr>
<tr>
<td>Independent variables</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attitude</td>
<td>H1: Attitude towards ethical products has a positive influence on purchase intention towards ethical products.</td>
<td>+</td>
<td>Beta</td>
<td>0.523**** (0.079)</td>
<td>0.306**** (0.088)</td>
<td>0.296**** (0.079)</td>
<td>accepted</td>
</tr>
<tr>
<td></td>
<td>Std. Error Sig.</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Perceived behaviour control</td>
<td>H2: PBC has a positive influence on purchase intention towards ethical products.</td>
<td>+</td>
<td>Beta</td>
<td>0.306**** (0.088)</td>
<td>0.051 (0.077)</td>
<td>rejected</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Std. Error Sig.</td>
<td>0.000</td>
<td>0.418</td>
<td>0.000</td>
<td>0.418</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Moral obligation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The control variables, as demonstrated in model 1, received a F-value of 38.061. This implies that the control variables have statistical significance (sig. 0.000) on the dependent variable, which means that the adjusted $R^2$ is valid and it is 0.325. These values indicate that the control variables explain 32.5% of purchase intention towards ethical products, whereas the remaining 67.5% are explained by other factors. This goes in line with Bryman & Bell (2011), who state that the control variables could impact the relationship between independent and dependent variables. However, the control variables are not of primary interest of the conducted research.

The objective of this study is to explain which factors drive purchase intention towards ethical products, and this was tested through 4 hypotheses regarding attitude towards ethical products, perceived behavioural control, moral obligation and self-identity. When looking at model 6, the F-value of 43.142 indicates that the independent variables significantly (sig. 0.000) predict the dependent variable, which allows that authors to
proceed with the hypotheses testing. Considering the hypotheses presented in this study, H₁ and H₄ have a significance level of 0.000, which indicates that the hypotheses are accepted, while H₂ derived to the significance value of 0.418 and H₃ has a significance level of 0.236. Since the accepted significance level of 90% is used in this paper, the values over 0.1 signifies that H₂ and H₃ are rejected.

The adjusted R² derived from the model 6, which is 0.621 and implies that all the control variables and the independent variables explain 62.1% of the dependent variable. The beta measures to what extent the variables have an impact on the dependent variable. The attitude and self-identity variables showed to have an impact on the dependent variable with a beta value of 0.296 and 0.352. Meaning that when attitude towards ethical products increases with 1, the purchase intention increases with 0.296 and when self-identity increases with 1, the purchase intention increases with 0.352. Moreover, the beta value of PBC and moral obligation are invalid since the hypotheses testing demonstrated that these variables were insignificant and therefore the hypotheses were rejected.

After the hypotheses testing, with the use of SPSS, the authors derived to the following results regarding the hypotheses presented in the paper. These hypotheses are either accepted or rejected and they are presented in the table 6 below.

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Accepted/rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₁: Attitude towards ethical products has a positive influence on purchase intention towards ethical products.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H₂: PBC has a positive influence on purchase intention towards ethical products.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H₃: Moral obligation has a positive influence on purchase intention towards ethical products.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H₄: Self-identity has a positive influence on purchase intention towards ethical products.</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Table 6: Hypotheses results
5 Discussion

This chapter discusses the findings that were presented in the previous chapter, whereas the primary focus is on the acceptance and rejection of the hypotheses. The additional findings are reviewed at the end of the chapter.

5.1 Hypotheses discussion

The hypotheses discussion considers the findings in relation to the hypotheses stated in this research. The different hypotheses are presented and discussed separately in the upcoming sub chapters.

5.1.1 Hypothesis 1

This research views attitude as the individual’s overall evaluation of ethical products and it consists of two measurable components namely, instrumental and experimental. The instrumental component emphasizes the arousing feelings when performing the behaviour i.e. useful - worthless, and on the contrary, experimental component highlight if the individual achieve something by acting in a specific way i.e. pleasant- unpleasant. The result of $H_1$ did reflect the expected outcome as the results indicates that this variable significantly influence the dependent variable i.e. purchase intention towards ethical products, and therefore was accepted. The $H_1$ received a beta value of 0.296 which suggests that there is a strong positive relationship between attitude towards ethical product and purchase intention towards ethical products. These findings are in line with Paul et al. (2016); Hsu et al. (2017) and Ma et al. (2012), who conclude that attitude is one of the main factors that has strong influence on purchase intention towards ethical products. Moreover, the mean value of attitude were derived to 5.57, which is the highest average value compared the other independent variables. This suggest that the respondents possess an overall positive attitude towards ethical products.

5.1.2 Hypothesis 2

The perceived behavioural control refers to what extent people have sufficient resources and confidence to overcome foreseen obstacles (Ajzen, 2002a). The findings from the analysis demonstrated that PBC got a significance level of 0.418 and was therefore deemed insignificant and hence rejected. This is supported by the findings from Yamoah et al. (2016) where they stated that PBC is insignificant. However, the findings
of the PBC variable is contradicting to the studies from Ozcaglar-Toulouse et al. (2006) and Chen & Hung (2016) in which they conclude that PBC is regarded as one of the main drivers of purchase intention towards ethical products. The disparity of findings between this research and the above mentioned authors, could be because of the increased accessibility and availability of ethical products, which further suggests that the foreseen difficulties and obstacles might be less perceived as barriers to consume ethically (Yamoah et al., 2016). Another explanation of this phenomena could be that ethical consumers stand by their individualistic values i.e. self-interested values, and that these values can cause an influence on the purchase intention independently of PBC (Yamoah et al., 2016; Maio & Olson, 1998).

5.1.3 Hypothesis 3
Moral obligation is referred to the individual’s perception of what is morally right or wrong in performing a particular behaviour (Ajzen, 2002a) or feeling morally obligated to perform a specific behaviour (Schwartz, 1977). The findings from the multiple linear regression analysis highlights that moral obligation does not meet the required significance level in the model 6 since it got 0.236 and it implies that the hypothesis of moral obligation is rejected. The findings contradict with researches from Dowd & Burke (2013); and Leeuw et al. (2014) in which they conclude that the additional component of moral obligation enhances the predictability of purchase intention towards ethical products. The rejected result of H3 could be because of the high correlation between the moral obligation and self-identity variables. Since the validity analysis of the variables derived to a correlation coefficient of 0.810 which suggests that these two variables are highly correlated with each other. Additionally, highly correlated variables implies that there exists a cause and effect relationship (Saunders et al., 2009) between them which in this case, self-identity is the cause and moral obligation is the effect. This could be supported by the research of van der Werff et al. (2013) in which they state that when environmental self-identity is strong, individuals will feel a strong moral obligation to perform in a particular matter in order to reflect their identity. In this perspective, one might imply that moral obligation is the outcome of self-identity since the individuals will act according to their perceived identity in order maintain it.
5.1.4 Hypothesis 4

Self-identity refers to the reflection of the idea that one’s intention is connected to identifiable societal roles e.g. social types and personality traits, and that these roles are potential influencers of intention (Armitage & Conner, 2001). The independent variable of self-identity was accepted in the hypotheses testing. The results from the multiple linear regression analysis demonstrates that this variable is significant in predicting purchase intention towards ethical products. Furthermore, it is also shown that the strength of the relationship between self-identity and purchase intention towards ethical products is strong, whereas the beta derived to a value of 0.352. This could suggest that when individuals perceive themselves as ethical consumers, then they are more likely to consume ethical products due to that they want to maintain their identity. The findings of self-identity are in line with Sparks & Shepherd (1992); and Dowd & Burke (2013), by which they state that self-identity is the strongest influencer of purchase intention towards ethical products.

5.2 Discussion of additional findings

The adjusted R² refers to statistical explanations of a dependent variable with the use of independent variables (Saunders et al., 2009). The adjusted R² for all variables derived to a value of 0.621, which indicates that the independent variables explain 62.1% of the proportion of purchase intention towards ethical products. This is roughly a 12% improvement from the average explained variance of 30-50% from the original TPB antecedents i.e. attitude, subjective norm and perceived behavioural control (Fife-Schaw et al., 2007).

Moreover, even though the hypotheses H₂ and H₃ are rejected, it does not necessarily mean that PBC and moral obligation do not exhort an influence on the purchase intention towards ethical products. As the table 4 demonstrated above, there exists a linear correlation between PBC and purchase intention as well as moral obligation and purchase intention, which coefficients are represented 0.491 and 0.632 respectively. For this reason, although the PBC and moral obligation, together with all variables, are insignificant to explain the purchase intention in the modified TPB model, the independent effect of them towards ethical products should not be neglected.
6 Conclusion

After the analysis of the findings, this chapter consists of concluding statements of the findings in order to answer the purpose of the study.

In recent years, more attention has been paid towards environmental issues whereas the increased awareness and significance in consuming ethical products has proven to impact the consumer’s purchase intention. Hence the purpose of this study is to explain which factors drive the consumer’s purchase intention towards ethical products.

The findings of this study provides empirical support that the components of attitude and self-identity positively affects the consumer’s purchase intention towards ethical products. The results from the multiple linear regression analysis rejected the hypotheses concerning PBC and moral obligation, which are contradictory to previous researches where it was proven that PBC and moral obligation are significant drivers of purchase intention towards ethical products.

Interesting to note is that the component of self-identity was demonstrated to have the highest influence on purchase intention followed by attitude. This is different to previous studies where attitude was regarded as the main factor that impacts purchase intention towards ethical products. The results could suggest that individuals with strong ethical identity will most likely carry a positive attitude towards ethical products. The findings also imply an improvement of the original TPB model, whereas the study’s modified TPB model explain 62.1% of the dependent variable compared to the average of 30-50% hence an increase of roughly 12%. Furthermore, it is seen from table 4 that PBC and moral obligation had an independent effect on purchase intention towards ethical products, which also implies that these variables are important to consider in future research even though they were deemed to be insignificant when they were measured together with the other variables.
7 Implications, limitations and future research

This final chapter discusses and addresses theoretical and marginal implications as well as limitations which this study was faced with and finally, presents suggestions for future research.

7.1 Theoretical implications

This research mainly contributed to the literature by modifying the original TPB model by excluding one of the antecedents namely, subjective norm, and implementing additional components of moral obligation and self-identity. Since consumption is regarded as the main culprit of limited available resources, consumer behaviour is then considered to be the cause of polluting the environment (Chen & Hung, 2016). Therefore, it is imperative to get a grasp of what positively influence the consumer’s intention to purchase ethical products in order to reduce the environmental damage caused from consumption. The findings of the multiple linear regression analysis imply that attitude and self-identity had significant influence on purchase intention towards ethical products, whereas self-identity exhorted the highest influence. Perceived behavioural control and moral obligation were non-significant to the purchase intention towards ethical products when considering all the independent variables, although they had an influence on the dependent variable when measuring them with the control variables independently (see model 3 and 4, in table 5). In line with the work of Dowd & Burke (2013) demonstrated that moral obligation has an independent effect on the dependent variable. However, the modification of the TPB model was proved to be successful, since it increased the predictive ability of the model by roughly 12% compared to the average 30-50%. Through the findings of this research, it could also be suggested that moral obligation self-identity have a causal relationship with each other, whereas self-identity is the cause and moral obligation is the effect. This proposal could be supported by van der Werff et al. (2013) where individuals with strong ethical identity feel morally obliged to act according to their self-identity.
7.2 Managerial implications

The findings of this research suggest that managers should consider means that cultivate the individual’s self-identity. Since self-identity had the highest impact on purchase intention towards ethical products, it is suggested that the more an individual perceive themselves as ethical consumers the more likely is the intention to purchase ethical products. Therefore, the authors of this study proposes that managers should adopt a more educational marketing strategy regarding ethical products. By raising the individual’s awareness of environmental issues could lead to more positive attitude towards ethical products, which could also increase the likelihood of adopting an ethical identity. The findings of the research can also help managers to develop the ethical market i.e. expanding the market, which increases the availability and accessibility of these types of products. This could lead to that individuals might perceive that there are less obstacles in their path of behaving or consuming ethically.

7.3 Limitations and Future Research

Due to the time and resource restrictions in this study, the authors could only collect 155 responses from the questionnaire, which is considered sufficient according to the sample size formula proposed by Morgan & Wilson van Voorhis (2007). Hence the acquired sample size could have influenced the reported results and since the sample was not randomly chosen, it could have lead to the insignificant results reported in the study.

Additionally, the formulation of the questions in the questionnaire could also have impacted the results of the paper, whereas some questions might not fully measure what is it is intended to measure. Also, due to the high correlation between some independent variables in the model i.e. moral obligation and self-identity, might have influenced the insignificant values demonstrated in the study.

Finally, the cultural differences of the respondents may have impacted the results of this study since they might have different perceptions of ethical products. This is in line with Bryman & Bell (2011), who claim that individuals that reside within a country under the reign of the same government could be a part of various cultures that mirrors their historical or religious perceptions. Lastly, the ethical products in this study concerns different product categories such as, green products, organic products and Fair-Trade
products. Since each of the product categories have different meanings, people might have represented different values if the study were to focus on one product category.

For future research, the authors of this study suggest that the control variables of gender and frequency should be considered as moderating variables, since our findings imply that these variables have an effect on the relationship between independent and dependent variables.

Additionally, if future research considers Generation Y, the independent variable of PBC could be excluded from the model since our findings indicate that this variable is non-significant to explain the dependent variable when considering all variables. This could suggest that the respondents might perceive that there are less obstacles or difficulties in behaving and/or consuming ethically and hence might not be an appropriate variable to measure the purchase intention towards ethical products. However, the authors did an independent measurement of PBC on the purchase intention, which implied that it had an independent effect on the dependent variable. This could also suggest that PBC is still important to predict purchase intention, however according the authors findings it was deemed insignificant when considering all variables. That is why the authors suggested that PBC could be excluded from future research.

Furthermore, the components of self-identity and moral obligation could be interpreted as one variable in future research, since these variables are seen to have a causal relationship with each other. Furthermore, the authors suggest that future studies should focus on a particular product category within the umbrella term of ethical products, since individuals could have different perceptions depending on what type of product.
References


Appendix

Appendix 1

Questionnaire
Hello, we are three students from Linnaeus University, currently working on our bachelor thesis on consumption of ethical products. We would really appreciate it if you could take 5 mins off and help us by participating in this survey. Any information gathered during this study will remain anonymous and will not be utilized in any way beyond research purposes.

It is possible to contact us through email if you have any questions:
Al222wr@student.lnu.se
Ss223qu@student.lnu.se
Yz222bc@student.lnu.se

Thank you!

Ethical behaviour concerns a wide range of ethical and environmental categories such as “animal rights”, “human rights” and “pollution and toxics”. It empowers consumers to make ethically informed consumption choices. In this survey, ethical products is the term used and it is an umbrella term for green products, Fair Trade products and organic products.

Green products refer to products that have less environmental impact or are less detrimental to human health than the traditional alternative. Organic products are referred to products that are produced without pesticides, synthetic fertilizers, sewage sludge, genetically modified organisms or ionizing radiation. Fair Trade products are products that marked with a specific label, encouraging equality in international trade.
Age
Younger than 17
17-36 years
Older than 36

Buying ethical products is
Strongly undesirable 1 2 3 4 5 6 7 Strongly desirable

Buying ethical products is
Strongly unsatisfactory 1 2 3 4 5 6 7 Strongly satisfactory

Supporting the consumption of ethical products is
Strongly unpleasant 1 2 3 4 5 6 7 Strongly pleasant

In general, my attitude towards ethical products is
Strongly negative 1 2 3 4 5 6 7 Strongly positive

I am confident that I can behave ethically when I want
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I see myself as capable of behaving ethically in the future.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

For me to behave ethically in the near future would be difficult.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

There are opportunities for me to behave ethically.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I feel a strong moral obligation to behave ethically.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I would be disappointed with myself if I behave unethically instead of ethically.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

It is important for me to uphold my ethical standards.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I feel like being a better person when I consume ethical products.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree

To behave ethically is an important part of who I am.
Strongly disagree 1 2 3 4 5 6 7 Strongly agree
I think of myself as someone who is concerned about ethical issues in consumption.
Strongly disagree  1  2  3  4  5  6  7  Strongly agree

I am not the type of person who is oriented to behave ethically..
Strongly disagree  1  2  3  4  5  6  7  Strongly agree

To engage in ethical consumption is an important part of who I am.
Strongly disagree  1  2  3  4  5  6  7  Strongly agree

I am eager to purchase ethical products for personal use.
Strongly disagree  1  2  3  4  5  6  7  Strongly agree

I am willing to purchase ethical products for personal use.
Strongly disagree  1  2  3  4  5  6  7  Strongly agree

I will make an effort to purchase ethical products.
Strongly disagree  1  2  3  4  5  6  7  Strongly agree

Gender
Female  Male

Thank you again for participating in this survey! Best regards, Anders Ly, Yiling Zhou and Sarina Strahm. If you have any comments, feel free to write it here.
Appendix 2

Reliability

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
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<tbody>
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Attitude-Total Statistics

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<tr>
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<th>Cronbach's Alpha if Item Deleted</th>
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</thead>
<tbody>
<tr>
<td>Att_1</td>
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<td>.869</td>
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<td>Att_2</td>
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<td>.809</td>
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<td>Att_3</td>
<td>16.64</td>
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<td>Att_4</td>
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### PBC Statistics

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### PBC-Total Statistics

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<td>Pbc_2</td>
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<td>9.805</td>
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<td>Pbc_3</td>
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<td>Pbc_4</td>
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### Moral Obligation Statistics

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<td>.765</td>
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### Self-identity Statistics

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### Self Identity-Total Statistics

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## Purchase Intention Statistics

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## Purchase Intention-Total Statistics

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