

**YANGON UNIVERSITY OF ECONOMICS**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**MBA PROGRAMME**

**EFFECT OF CONSUMER VALUE ON GREEN PURCHASE  
INTENTION TOWARDS ORGANIC FOODS**

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**EMBA II - 32**

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**ACADEMIC YEAR (2018 - 2022)**

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for  
the degree of Master of Business Administration (MBA)

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## **ACCEPTANCE**

This is to certify that the thesis entitled "**Effect of Consumer Value on Green Purchase Intention towards Organic Foods**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

### **Board of Examiners**

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**(Chairman)**

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Rector

Yangon University of Economics

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**October, 2022**

## **ABSTRACT**

This main objectives of the study are to examine the effect of consumer value on green trust of green products, examine the effect of consumer value on green image of green products and analyze the effect of brand trust and brand image on green purchase intention towards organic foods. Both primary and secondary data are used. By using Taro Yamane Formula, 310 respondents are selected among 1,394 members of Go Green, Organic Valley, and Organic Myanmar. Google form is used to collect the survey. The study reveals that among five consumer values (functional, social, conditional, environmental, emotional), all consumer values except environmental value and emotional values have positive significant effect on green trust. Among five consumer values, only functional value and social vale have positive significant effect on green image of organic foods. Social value is the most effective factor on both green trust and green image of the organic products. It also found that both green trust and green image have positive effect on organic purchase intention of the customers whereas brand image is the most effective factor on purchase intention of the customers. Organic shops should attract consumers to purchase organic food by posting advertisement via media such as Facebook, newspaper and magazine as well as engaging healthcare professional expertise. Marketers should place their products at the gym, yoga center and other sport centers to attract people who emphasize healthy life style. Government officials should regularly publish the status of environment damage such as pollutions, drought, soil damage, and crop failures etc. In addition, officials and organic farming should share the farming literacy of organic farming that reduces the environmental damage. Organic shops should reduce the operating costs and regularly offer promotions such as discounts, samples, loyal programs. The Ministry of Agriculture and Irrigation (MOAI) should also educate the farmers how to do organic farming and support necessary equipment and seeds to the farmers.

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## **LIST OF ABBREVIATIONS**

MOAI      The Ministry of Agriculture and Irrigation

# **CHAPTER (1)**

## **INTRODUCTION**

Today's people are more concerning on their diet and health. Moreover, human beings do not only care about their health but also care about the environment. Organic foods does not contain any synthetic participations such as non-natural pesticides and chemical fertilizers. Scientists claims that organic foods is good to consume because it does not have any side effects or risks in consumption (Anatoly et al., 2018).

At the moment the world market continues to change, sustainability pillars such as environment, economy and social justice have become part of marketing decision-making. Developing a marketing strategy in the midst of current environmental and economic issues has led to a focus on the importance of green marketing (Richey, 2014).

Consumer valuation of a product is not only based on quality and performance, but also takes into account the pleasure and pleasure that comes from the product (emotional value) itself and social pressure about what the product communicates to others (social value). In addition, there are several values that can influence consumer choice behavior, namely: emotional, epistemic, social, conditional, and functional values. These values do not depend on each other and contribute differently to various chosen situations (Sweeney & Soutar, 2001).

There are various values of people and values refer to the belief that people hold onto ideal behavioral tendencies or an ideal final state (Feather 1995). Function value refers to the perceived utility obtained from the silent features or utilitarian benefits of a product. It is the basic value the consumer desires from any product. Social value is the perceived utility driven through an individual's association with one or more distinctive social groups while choosing a product. Conditional value refers to "the perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker (Sheth et al., 1991). Environmental values that are directly associated with environmental protection behaviors. Environmental values are affirmative or supportive acts directed towards environmental protection and environmental obligations (McMillan et al., 2004).

Green trust is described as “a desire to depend on a commodity, resulting due to expectations regarding its environment friendliness features” (Chen, 2010). The green image is explained as a set of perceptions regarding a brand in the mind of consumers which is linked with environmental commitment and concerns. The green image can be demonstrated as a function of a salient green attribute (Jeong, et al., 2014).

Green purchase intention is defined as a person's likelihood and eagerness to give preferences to products that have green characteristics than other conventional goods (Lasuin & Ng, 2014). The green purchase intent is probability of the consumer to appreciate the green products, create positive words of mouth, and be inclined to pay for them additionally (Aman et al., 2012).

Lifestyle changes in Myanmar that poor diet and unbalanced nutritional intake and lack of time spent exercising and resting have also affected the health of people. Today, people in Myanmar aware the adverse effect of using inorganic ingredients of pesticides products and they try to shift to buy green products or environmental-friendly products in market. This study focuses on the moderating effect of consumer attitude towards green products on the relationship between consumer value and green consumption behavior.

## **1.1 Rationale of the Study**

In Myanmar, the organic market is only at the introduction stage for commercialization of the organic products because the organic products are perceived as the luxury for the elite social class with higher incomes. A large number of foreign import organic products can be found in the market and organic products are more expensive than synthetic products.

Customers sometimes do not choose green products because they perceive them to be low value or because they suspect that these products do not really deliver on their environmental promises (Chen & Chang, 2012). In this case, customers are unlikely to compromise on conventional product. On the other hand, consumers are increasingly changing their attitudes, perceptions, behaviours, and understandings of environmental concerns and green issues. Hence, green trust is vital factor to measure brand value, and consumers have an emotional connection with organic foods through trust.

Increasing public interest in consuming organic products is directly proportional to the trend of healthy lifestyles that exist today, where many people begin to understand the negative effects of using inorganic ingredients. Since a few years ago, organic food has become a trend. Public health can be increased by consuming safe and nutritious foods produced from organic agricultural products.

In driving growth of the business, online organic vendors are facing the challenge to attract new organic food buyers and retain the existing ones to their online shops. Consumers are mostly value driven, rational, and cognitive. They make consumption decisions based on values as well as other intrinsic and extrinsic values.

Although the concept of "organic food" seems to be well known to many consumers in Myanmar and the consumers do have the positive perception and attitude towards organic foods, the proportion of consumers who purchase organic foods on a regular basis is low. To improve green products purchase intention, it is important for organic online shop vendors to recognize what organic buyers value, what are the important consumption values, and how these key values affect the purchase intention of organic foods from online shops. Thus, this study analyses the effect of consumer value on attitudes toward green products and green purchase intention.

## **1.2 Objectives of the Study**

The main objectives of the study are:

- 1) To examine the effect of consumer value on green trust of organic foods
- 2) To examine the effect of consumer value on green image of organic foods
- 3) To analyze the effect of green trust and green image on green purchase intention towards organic foods.

## **1.3 Scope and Method of the Study**

This study focuses only on the influence of consumer values towards green trust, green image and purchase intention of green products. Descriptive and analytical methods are used.

Both primary and secondary data are used in this study. The study applies two-stage random sampling method. In the first stage, three online organic product shops are selected among 11 green products groups in Facebook by using simple random sampling method. The three online organic products shops are Go Green, Organic Valley, and Organic Myanmar. Sample population is determined by using Taro Yamane Formula. Then, 310 respondents are selected among 1,394 members of three selected online organic product shops. Google form is used to collect the survey. Secondary data includes previous research papers, textbooks, relevant internet sources etc. The data collection period is from 7<sup>th</sup> October to 14<sup>th</sup> October 2022.

#### **1.4 Organization of the Study**

This study is composed of five different chapters. Chapter one presents introduction of the study, and it includes rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two presents theoretical background including theoretical concepts and the results of empirical studies on online organic shops. Chapter three presents consumer values and green consumption behavior in Myanmar. Chapter four presents the analysis on the effect of consumer value on green purchase intention towards organic foods. Finally, chapter five describes the findings and discussions, suggestions, recommendations, and the needs for future study.

## CHAPTER (2)

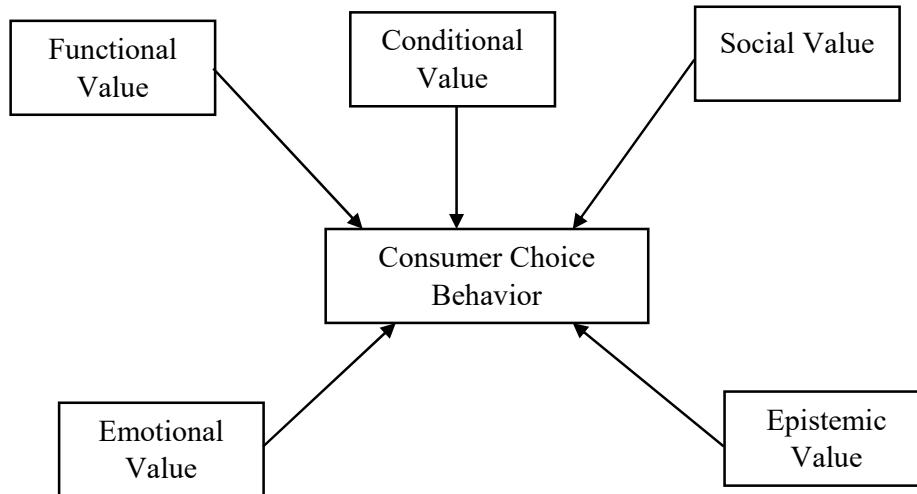
### THEORETICAL BACKGROUND

This chapter presents the theory of consumption values, and value-attitude-behavior theory. In addition, it presents consumer's values based on theory of consumption values. Finally, it presents previous studies and conceptual framework of the study.

#### 2.1 Theory of Consumption Values

Proposed by Sheth et al. (1991), Theory of Consumption Values (TCV) is an approach to understanding the behavior of consumers in choosing products and services. It postulated consumer choice behavior based on five consumption values: functional, emotional, social, epistemic, and conditional values (Sheth et al., 1991). Figure (2.1) presents the Theory of Consumption Values.

**Figure (2.1) Theory of Consumption Values**



Source: Sheth, 1991

The theory focuses on consumption values, explaining why consumers choose to buy or not buy (or to use or not use) a specific product, why consumers choose one product type over another, and why consumers choose one brand over another. The theory is applicable to choices involving a full range of product types (consumer non-durables, consumer durables, industrial goods, and services). Theory of Consumption Values (TCV),

which postulated that consumption values influenced consumer's choice attitude and behavior (Sheth et al., 1991).

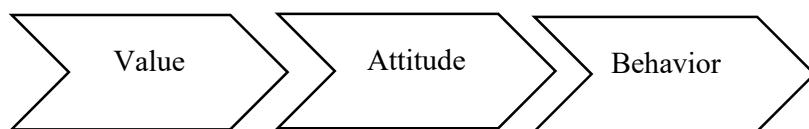
The consumption values have different contributions in any purchase situation, and the consumption values are independent. Therefore, a decision can be influenced by any or all of the five consumption values. Each of these values has a different contribution in specific buying situations, each relates additively, and each has an incremental contribution.

## 2.2 Value-Attitude-Behavior Theory

Value-Attitude-Behavior (VAB) model is a cognitive hierarchy that represents the relationship between values, attitudes, and behavior. The VAB model has been widely used by researchers in studying behavioral studies. At its most basic level, Value-Attitude Behavior Theory can be understood as a cognitive hierarchy representing the relationship between values, attitudes, and behaviors. Value-Attitude-Behavior theory proposes that consumers' values indirectly influence behavior through the mediating role of attitudes. Values, according to this theory, help to shape and form attitudes with attitudes in turn influencing behavior. According to Milfont, Duckitt, and Wagner (2010), this model was designed in such a way that it theoretically flew from more abstract cognitions to specific behaviors. Values, the most abstract cognitions, give way to midrange cognitions (attitudes) which in turn influence and lead to specific behaviors.

According to Tudoran et al. (2009), values in the VAB model were organized in a cognitive hierarchy, in which it influenced behaviour indirectly through attitudes. Homer and Kahle (1988) first applied this model to the context of natural food shopping behaviour. Their study found that the causal sequence from abstract cognitions (values) to mid-range cognitions (attitudes) which in turn influence and lead to specific behaviours. Homer and Kahle (1988) also stated that internal values exerted power on an individual's decision such as what to buy and where to buy.

**Figure (2.2) Value–Attitude–Behavior (VAB) Model**



Source: Sheth, 1991

Values can be conceptualized as specific modes of conduct or end stages of existence that are believed to be personally or socially preferable. Values played a fundamental role in guiding consumer choice and consumption behavior and served as a powerful force(s) in governing the behavior of individuals in all aspects of their lives (Gutman, 1982). This definition was supportive of one offered by Kahle (1983), who asserted values to be a type of social cognitions that aid individuals in adapting to their environments. Values serve as the most abstract form of social cognitions from which attitudes and subsequently behaviors are formed.

Until now, attitudes have still been among the most studied subjects in the field of social and behavioral sciences. An Attitude is a disposition to respond favorably or unfavorably to an object, institution or event. Weigel (1983) defined attitude as “an enduring set of beliefs about an object that predisposes people to behave in particular ways toward the object”. It referred to the “psychological tendency that was expressed by evaluating a particular entity with some degree of favour or disfavour” (Eagle and Chaiken, 1993).

In terms of the Value-Attitude-Behavior framework, behaviors can be conceptualized as the outcome variable or expected result based upon the influence of the value-attitude hierarchy. A variety of outcome behaviors have been studied utilizing the Value-Attitude-Behavior framework. Such behaviors included food buying behavior (Grunert and Juhl, 1995), green buying behavior (Kim and Choi, 2005), and willingness to purchase groceries on-line (Hanson, 2008). Use of behavior intention had been found to be an acceptable indicator of the actual behavior in question (Tan & Yeap, 2011).

### **2.3 Consumer Value**

According to Schwartz and Bilsky (1987), values were “concepts or beliefs about desirable end stated that transcend specific situations, guide selection or evaluation of behavior and events and were ordered by relative importance”. Values were deemed to be important because they served as the ground of individuals’ behaviour, like making preference or evaluating a certain object or behaviour (Goncalves et al., 2016). Values can be treated as unidimensional or multi-dimensional. One of the existing multidimensional frameworks of values was the one developed by Sheth et al. (1991), which was known as theory of consumption values. According to Long and Schiffman (2000), consumption

values could unfold the underlying motivation of individual's buying decision and behavior. Likewise, Sheth et al. (1991) stated that consumption values could elucidate the ground of consumer's product and brand preference. The theory of consumption values was believed to be able to explain the buying behavior of various type of product Sweeney and Soutar (2001), including environmentally-friendly products (Koller et al., 2011). According to Goncalves et al., (2016) each of consumption values would have different effect on different category of product.

### **2.3.1 Functional Value**

Functional value referred to value through the possession of salient functional, utilitarian, or physical attributes (Sheth et al., 1991). Quality and price, the primary elements of functional value, were trade-off relationships (Cravens et al., 1988).

Seth et al. (1991) defined functional value as perceived quality acquired from an alternative's capacity for functional, utilitarian or physical performance. Functional value of a certain product was mainly assessed based on its utilitarian aspect like price, dependability, quality, and durability (Biswas and Roy, 2005). Functional value was believed to be the main drive of consumer preference (Sheth et al 1991).

Sheth (1991) claimed that customers were initially affected by the functional value of a product in their preferences. He described functional value as the benefit perceived or obtained from functional, pragmatic and physical performance of a situation. The benefits related to the performance, reliability, soundness and price of a product were considered for functional value (Xiao & Kim, 2009).

The functional value is what mainly causes the consumer's choice. This function referred to the perceived utility of a product or service to attain utilitarian or physical performances that resulted from attributes such as durability, reliability, and price (Sheth et al., 1991). Lin and Huang (2012) found that some consumers cared enough about environmental degradation that they were willing to pay more for green products. In addition, a study by Bei and Simpson (1995) confirmed that consumers pondered the price and quality when they bought recycled products. The functional value (price) influenced the purchase of green products (Finch, 2005).

Functional value measures consumer perceptions of a product based on price, quality, endurance, dependence, and reliability, that is, the value obtained from its benefits, functions, or physical performance. In terms of the finding of (Sweeney & Soutar, 2001), functional value was divided into two dimensions - price and quality.

### **2.3.2 Social Value**

Social value is defined as the perceived utility acquired from an alternative's association with one or more specific social groups. An alternative acquired social value through association with positively or negatively stereotyped demographic, socioeconomic, and cultural-ethnic groups (Sheth et al., 1991). It was believed that products did not only deliver functional value, but also symbolic or social value (Sheth et al., 1991), and this social value was personified through the social pressure that drove consumers to make choice (Bei & Simson, 1995). Mathwick et al. (2008) indicated that social values could enhance a sense of belonging to a brand community, which could influence brand commitment (Kuo and Feng, 2013).

According to Sheth et al (1991), social value was the benefit that was perceived and obtained in relation to one social group or several social groups. The obtained social benefit may positively or negatively be related to demographic, socio-economic and cultural (ethnic) groups. Social values are studied with terms such as social class, symbolic value, conspicuous consumption, reference groups and opinion leadership. Social classes are generally determined according to work, education and income status.

Apart from that, classification of social classes could be made by prestige, status, adopted values etc. (Myers & Bishop 1971). Schiffman and Kanuk (1997) stated that, in society, there was a hierarchy among the individuals according to their status and this hierarchy generated the concept of social classes. The reference group represents the individuals with whom the person can compare common values or his/her personal values, attitude and behaviors.

In terms of marketing perspective, reference groups affected individuals' consumption decisions and preferences (Schiffman & Kanuk, 1997). Symbolic values arise when individuals or groups assign the same meaning to a product and share the meaning. As well as reference groups, opinion leaders are the ones who can affect consumption

preferences. Through interpersonal communication and interaction by word of mouth, opinion leaders were quite effective components in persuading consumers to purchase (Sheth et al., 1991).

### 2.3.3 Conditional Values

Sheth et al. (1991) defined conditional value as the perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker. It was stated that conditional factor like time and place played an important role in the formation of consumer behaviour (Rahnama & Rajabpour, 2016).

The conditional value refers to the perceived utility that a product or service has as a result of a situation or set of circumstances (e.g., organic food in pregnancy). The product or service attained this value due to the situation: the presence of physical or social contingencies increased the functional or social value (Sheth et al., 1991). When the value was strongly linked to the product or service's used in specific contexts, the conditional value arose (Wang, Liao, & Yang, 2013).

Conditional value can be described as the benefit that arises as a result of a specific condition the person who is making a preference comes across and is perceived at that moment. This alternative benefit arises in an unexpected condition as a factor that increases functional or social value. The benefit that conditional value provides arises from external sources because the factors that change consumers' behaviors and their purchase preferences arise from a condition that is influenced by the external environment. Generally, the consumer's conception of conditional value cannot be known before a condition that will change the behavior arises.

In some circumstances such as “celebrations, festivals and special days”, consumers might be aware of the conditional valued that the product they bought would provide them (Sheth et al., 1991). In terms of consumer behaviors, the common ground for the description of conditional factors is time and place. The influence of conditional factors on human behavior has been initially studied in the field of psychology and it was studied in the field of marketing from the 1970s on. The most comprehensive studies carried out on this subject belong to (Reigen, 1976). In the light of the findings gathered, it was concluded that consumer behaviors were influenced by the individuals' interaction with the conditional

factors (Belk, 1974). The factors of time, place and environment were considered to be the main determiners in the identification of conditional factors (Belk, 1974).

### **2.3.4 Environmental Values**

Values could directly or indirectly influence environmental protection behaviors based on concerns with regard to the consequences of environmental degradation (Stern & Dietz, 1994), and they could explain activist and various passive environmental behaviors (such as consumer behavior, policy acceptance, and environmental citizenship awareness) (Stern et al., 1995).

Environmental value measured consumer attitudes to environmental problems such as population increase, pollution, energy conservation, waste resources, and toxic effects of agents in the atmosphere and natural habitat (Kim & Choi, 2005). The terms “green”, “environmental” and “sustainable” all refer to the attitudes and actions that companies have adopted in consideration of the natural environment. Biswas and Roy (2015) referred environmental value as “humans’ beliefs, attitudes, and value system of environment to guide and regulate humans’ environmental behaviors”; besides, environmental value should present the spirit and content of environmental ethics.

By referring to Chen et al. (2017), there were three indicators applied to measure environmental value. First one is egoistic care: including I, my future, my lifestyle, and my health. Altruistic care: containing humans, children, next generations, and people in the same community. Biospheric care: covering animals, plants, marine life, and birds.

### **2.3.5 Emotional Value**

Emotional value referred to value when associated with specific feelings or when they facilitated or perpetuated feelings” (Sheth et al., 1991). Emotion always accompanies a consumer’s brand choice behavior. When one chooses a brand irrationally, the action is often influenced by emotions and affections. The main elements of emotional value were sentiments, feelings, and aesthetics (Brakus et al., 2009). Holbrook and Hirschman (1982) argued that emotions influenced consumers’ brand choice behavior. Holbrook (1999), who

used the term “hedonic” to express emotional value, suggested that consumer experience and the aesthetics of products fulfilled their needs.

Goods and services are frequently associated with emotional responses (e.g., the romance aroused by a candlelight dinner, the fear aroused while viewing a horror movie). Emotional value is often associated with aesthetic alternatives (e.g., religion, causes). However, more tangible and seemingly utilitarian products also have emotional value.

In the framework of consumer behaviors, emotions could be described as feelings or emotional reactions against components like “situations, products, advertisements and brands” (Hawkins et al., 1992). Emotional value is the benefit obtained as a result of the emotional and sensational condition. This value was related to the reactions consumers showed against a product (Xiao & Kim, 2009). In consumption preferences, emotional values may arise in a positive way like “loyalty, nostalgia, excitement” or in a negative way like “fear, anger and guilt”.

Emotional value referred to perceived utility resulted from the evoked affective states and feelings upon the consumption of a certain product (Sheth et al., 1991). It was believed that emotions played a significant role in consumption activity (Leone et al., 2005). According to Chuang (2007), emotions were deemed to be the influential factor in the formation of consumers’ preferences and choice.

## 2.4 Green Trust

Trust referred to the belief that the other party’s words, deeds, or promises were reliable, and that they performed their obligations in an exchange relationship (Leonidou et al., 2015). Trust was willingness to rely on another party based on the expectation of the other party’s ability, reliability, and kind-ness (Ganesan, 1994). Trust consisted of three beliefs: integrity, kindness, and competence (Schurr & Ozanne, 1985). Rousseau et al. (1998) maintained that trust was psychological state with an intention to accept vulnerability based on the positive expectation of the behavior or intention of another party, and that trust was a direct driving force of consumers’ purchase intention.

Green trust was first proposed in green consumption. Chen (2010) defined green trust for the first time as a belief and expectation for green products, and the development of a tendency to depend on such products based on the green and energy-saving properties.

Subsequently, the definition of green trust was supplemented to include not only the energy-saving potential of green products but also the product itself, service, brand, reputation, etc. (Chen & Chang 2013).

Notably, trust was also a key determinant of consumers' future purchase intention, noted by Garbarino and Johnson (1999), and the varying degrees of consumers' green trust influenced their green product purchase intentions.

Trust was characterized as a means of acknowledging the susceptibility of others' actions and intentions to the conclusion which was affirmative (Cheung et al., 2015). Chen and Chang (2013), as a result of his belief in environmental integrity, benevolence and ability described green faith as the consumer's willingness to rely on brand products or services. Moreover, the degree of confidence was specified as a will, based on the trustworthiness given (Ganesan, 1994).

Chaudhuri and Holbrook (2001) gave us the most appropriate definition of trust as the typical consumer's desire to depend on the product's ability to fulfil its purpose. Trust implies that users are highly likely to assess the item favorably. The trust was viewed as a mental condition that involved a desire to embrace susceptibility focusing on favourable motives (Foroudi et al., 2020).

Green trust was described as a desire to depend on a commodity, resulting due to expectations regarding its environment friendliness features (Chen, 2010). Chen et al. (2015) had demonstrated the green trust that was enhanced by environmental responsibility, that was, consumer issue and a personal sense of environmental responsibility. Environmentally sustainable actions included the desire to use environmental resources, ability to pay extra for environmental-friendly goods and a dedication to environment-friendly facilities (Daels, 2017).

## 2.5 Green Image

Eggert and Ulaga (2010) outlined the emergence of green image on purchase decisions. Furthermore, Padgett and Allen (2011) also argued that green image was associated with defining the image as a set of perceptions about an organisation reflected by the organisational association of the consumers. This brings about a concept of reflective mechanism in which the capabilities of corporates to construct a distinctive image in green

offerings will be termed by a more detailed attention on positive operational constructs. Green brand image was a specific group of ideas, thoughts, and apprehensions about a brand in the minds of customers that were tied to sustainability and eco-friendly concerns (Panayides & Lun, 2009).

On the basis of above definition Green Brand Image defined as a set of perceptions of a brand in a consumer's mind that was linked to environmental commitments and environmental concerns (Chen, 2010).

## 2.6 Green Purchase Intention

Purchase intention refers to whether a consumer buy a product or service in future or plan to buy in future. Increase in purchase intention simultaneously increased the chances of purchasing (Dodds, 1991). Green purchase intention was defined as the probability that a consumer would buy a particular product or service due to fulfilment of his environmental needs (Netemeyer, 2005).

Chen et al. (2015) defined purchase intention as the possibility of a consumer being willing to purchase certain product; the higher purchase intention revealed the larger probability of purchase. Nuttavuthisit and Thøgersen (2017) regarded purchase intention as the possibility attempting to purchase a product, the probability, possibility, and intention of customers being willing to purchase certain product. Awuni and Du (2016) pointed out purchase intention as individual behavioral tendency to products. Thomson and Crocker (2015) defined purchase intention as consumers' certain transaction behaviors after the overall evaluation of products, i.e. attitudes towards purchase behavior.

Green product purchase intention referred to the tendency of consumers to buy products with the best environmental characteristics rather than the usual ones (Majid & Elahe, 2017). Prakash and Pathak (2017) demonstrated that the purchase intention of environment-friendly packaging products was significantly influenced by personal norms, attitudes, environmental concerns, and willingness to pay for the products.

Mccarty and Shrum (2001), while consumers with high levels of altruistic environmental values had high willingness to purchase environmentally friendly fashion products (Hong et al. 2010). In addition, Schultz and Zelezny (1999) revealed that altruistic

and biospheric values had a positive impact on environmental protection, while egoistic values had a negative impact.

The aim to buy green is to direct and show the customers during the purchasing assessment, prefers the eco-friendly sensitive look and the artifact's characteristics on ordinary products. The green purchasing intention was the major predictor of green buying behavior, because the intention was more likely to become observable action than the preferred decision-making factor in this matter (Ajzen, 1991).

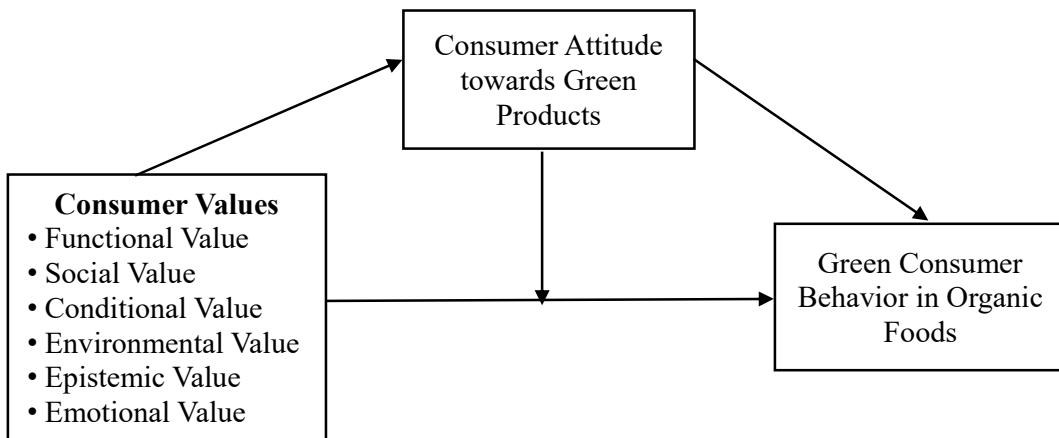
Whitlark et al., (1993) had described purchase intention as the intention which showed that a customer was ready to buy the product after evaluating it (Bhaskar & Kumar, 2016). Consumer intention and actual behavior could be used interchangeably (Alghzawi et al., 2020). Arora and Chahal (2017) argued that during the assessment step, customers' rate and shape products as part of the purchase intentions process factors. Green purchase intention was defined as a person's likelihood and eagerness to give preferences to products that had green characteristics than other conventional goods (Lasuin & Ng, 2014). The green purchase intent was probability of the consumer to appreciate the green products, created positive words of mouth, and be inclined to pay for them additionally, as per (Aman et al., 2012).

## 2.7 Previous Studies

Previous studies are important to get the background knowledge of the study and develop the idea for conceptual framework of the study. Adhitiya and Astuti (2019) did the research titled “The Effect of Consumer Value on Attitude toward Green Product and Green Consumer Behavior in Organic Food”.

Using the theory of consumption values and value-attitude-behavior model, this research proposes to explore the green consumer behavior for green products in Indonesia. Attitude toward green product and consumer values such as functional value (price and quality), social value, conditional value, epistemic value, emotional value, and environmental value were used to study the green consumer behavior for green products. Figure (2.3) presents the conceptual framework of Adhitiya and Astuti.

**Figure (2.3) Conceptual Framework of Adhitiya and Astuti**



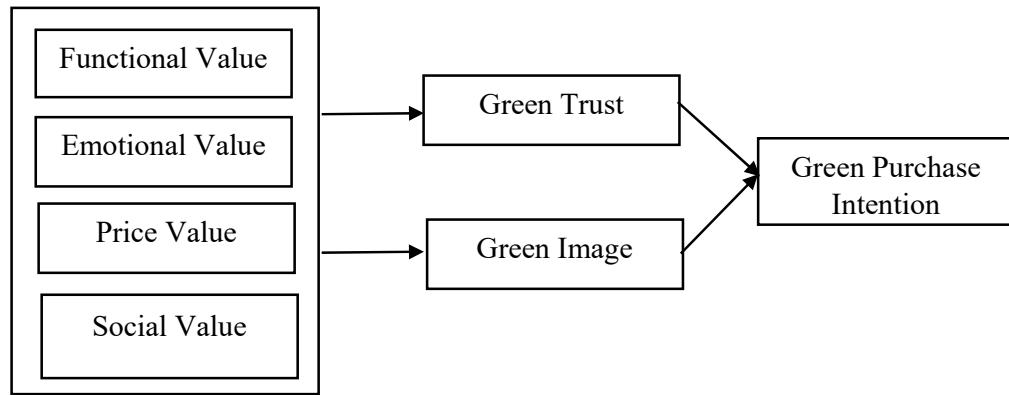
Source: Adhitiya & Astuti, 2019

The study of adhitiya and astuti (2019) developed a research model and empirically tested by collecting data from questionnaires that were distributed in Indonesia. Based on a sample of 200 respondents, the results indicate that only social value has a positive impact on green consumer behavior, functional value (price), functional value (quality), environmental value, conditional value, epistemic value, and emotional value do not influence green consumer behavior. As a mediator, attitude toward green product has a significant effect on epistemic value, environmental value, and emotional value.

Shoukat et al. (2021) studied the research titled “An Empirical Study of Consumption Values on Green Purchase Intention”. The purpose of this study is to analyze the influence of consumption values on green purchase intentions with the mediating role of green trust that has remained unexplored and unversed in emerging economies like Pakistan.

Their study attempts to discuss the theory of consumption and evaluates the relationship between consumption values, green trust, green image, and purchase intentions. A quantitative research method was used. A questionnaire was used to survey 400 consumers to collect information. This study applied the structural equation model (SEM) using Smart PLS. Figure (2.4) presents the conceptual framework of Shoukat et al.

**Figure (2.4) Conceptual Framework of Witek and Kuźniar**



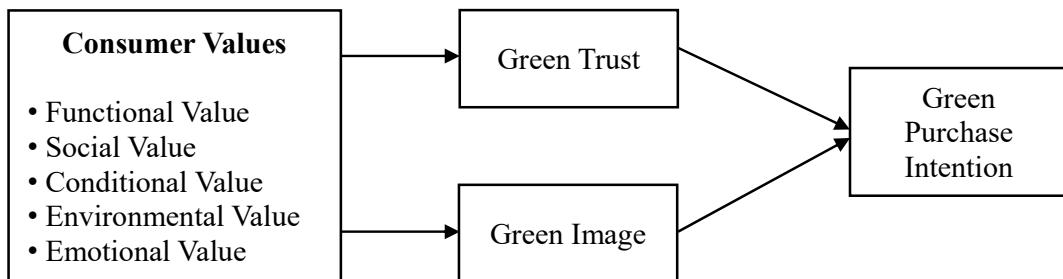
Source: Shoukat et al., 2021

The research reveals that emotional, functional, and social and price values have a significant impact on green trust and witnessed that green trust and green image are essential mediators between consumption values (emotional, price, function, and social) and green purchase intentions. Hence, this study implies that organizations must retain their green trust by making efforts to maintain consumption values that eventually would help organizations to leverage green purchase intentions.

## 2.8 Conceptual Framework of the Study

By referring the related theories (Theory of Consumption Values and Value-Attitude-Behavior Theory), conceptual frameworks of adhitiya and astute (2019) and Shoukat et al. (2021), the conceptual framework of the study is shown in Figure (2.5).

**Figure (2.5) Conceptual Framework of the Study**



Source: Own Compilation from adapted previous researches, 2022

As shown in Figure (2.5), there are five independent variables, which are functional value, social value, conditional value, environmental value, and emotional value. This study examines which consumer values have the effect on green trust and green image. Finally, this study analyzes the effect of green trust and green image on green purchase intention. Multiple regression analysis is applied to analyze the relationship between dependent and independent variables.

## **CHAPTER (3)**

### **CONSUMER VALUES AND GREEN CONSUMPTION BEHAVIOR IN MYANMAR**

This chapter presents profile and e-service quality hones of online natural shops in Myanmar. In this consider, e-service hones incorporate proficiency, fulfillment, framework accessibility, security and security, confirmation, and personalization.

#### **3.1    Organic Farming and Organic Shops in Myanmar**

In Myanmar, the organic market is only at the introduction stage for commercialization of the organic products because the organic products are perceived as the luxury for the elite social class with higher incomes. The potential for organic market seem great because of the new available type of products such as organic Myanmar chicken and natural eggs.

Organic farming and Good Agricultural Practices (GAP) systems are applied for moving toward sustainable agricultural production. In order to gain consumer trust, the producers, and retailers certified by the Myanmar Organic Agriculture Group (MOAG) and the Myanmar Organic Growers and Producers Association (MOGPA) are applying a label on the packaging of their organic products.

In Myanmar, available types of organic products are vegetable and fruit, herb, bean, honey, medicine and coffee. Some organic products can be found in supermarket chain such as City Mart and Marketplace. Some are available in Myay Paday Thar Island every Saturday and Yangon Farmers Market, a weekly market, held at Inya lake rowing and canoe club between 8:00 am to 12:00 pm.

Online organic shops are booming in Myanmar and trying to gain market share by focusing e-service quality practise. These organic shops are selling all products make by organic. Online organic shop allows customer to shop at the comfort of customer's home with a number of benefits and irresistible deals. The products of online organic shop are ingredients that stem from controlled organic farming are cultivated without the use of synthetic pesticides or mineral fertilisers, which is less strenuous on the environment.

### **3.2 Profile of Online Organic Shops**

Online organic shops in Myanmar sell organic products made in Myanmar or products imported from oversea countries. In this study, three organic online shops namely Go Green, Organic Valley and Organic Myanmar are selected as sample shops.

#### **3.2.1 Go Green**

Go Green is a retail venue that sells fruit and vegetable for those in needs of fresh fruits and chemical free vegetables for healthier choice. It uses Correct farming methods, Chemical-free fertilizers are carefully planted before reaching the consumers. At Go Green, customers can get fruit juice, a new blend that is made from fresh fruits according to the taste of nature and refreshing with a sweet and sour taste. It offers different organic product lines such as vegetables, fruits, free range eggs, frozen, package foods, seeds, and juices produced in local farm. Fresh fruits such as grapefruit from Kachin state, avocado from Chin state and other products such as yogurt, turmeric and jaggery powder are also available at the shop.

#### **3.2.2 Organic Valley**

Organic Valley offers fresh home-grown fruits and vegetables to people in Yangon to promote the idea of eating chemical-free food for healthier lifestyles. Founded in May 2018 and starting the business with just 6 types of vegetables, Organic Valley now sells 60 types of vegetables that were harvested from Taunggyi, Pindaya, Pyin Oo Lwin and Yangon. Organic Valley uses leaves for packaging to reduce the use of plastic. You can get the products of Organic Valley at Yangon Farmers Market every Saturday at Karawein Gardens inside Kandawgyi Park and it also supplies goods to Marketplace by Citymart outlets or you can order online from their Facebook just one day ahead.

#### **3.2.3 Organic Myanmar**

Organic Myanmar offers healthy, organic and natural products to their customer's homes, work, offices, etc., in the townships throughout Burma. It is a healthy product solution built so that people from all over the world can buy and use it. All the products introduced by Organic Myanmar are a Market Penetration and Distribution Platform that brings together organic and natural products that can be used with confidence without

causing any harm. The products introduced and distributed by Organic Myanmar. Medical recommendations from relevant organizations. The relevant certificates are introduced and distributed only after selecting them as carefully as possible.

### **3.3 Consumption Values of Myanmar People**

Myanmar consumer continues to demonstrate an openness to new products and services, even as they remain value-conscious in their purchasing decisions. This section presents the consumption values such as functional, social, conditional, environmental, and emotional.

#### **3.3.1 Functional Value**

Myanmar people become awareness of food safety, taste and freshness of organic food consumption. They focus sensory attributes (such as taste, flavor and texture) as well as convenience of use. In addition, price is the factor they consider before purchase decision. People who focus their health care are willing to pay premium price for organic food. People used to consider the price related to the quality of the products. Although price of organic food is higher than conventional food price, many people assume that organic food price is worth of money for the sake of diseases resulted from unhealthy foods. Organic fruits and vegetables are almost always more expensive than conventionally grown produce. The price difference between organic vegetables can be from 2 to 5 times higher than conventional ones. Consumers are increasingly aware of the link between diet and health. They recognise that food affects their health and want to use it as a tool to achieve or maintain physical well-being. Hence, people are worried of non-communicable diseases related to unhealthy lifestyles (including diabetes, cancer and stroke). Most people buy organically-grown food products because they are concerned about pesticides, additives, antibiotics or other chemical residues, and believe organic food is healthier.

In Myanmar, the quality and condition of organic produce has greatly improved due to better growing, harvesting, grading, packing, and shipping practices. The variety and availability of product is more abundant as farming companies have converted portions of conventional land over to organic production.

### **3.3.2 Social Value**

Myanmar people used to find the user review or group discussion to find out the organic product information and benefits. Myanmar people used to discuss about organic foods with friends or at social media. They also want to be associated with social status or prestige by showing they are afford for the expensive foods. In addition, many people show that they are following modern life style or healthy life style. Individuals also want to gain social recognition and be focused among people by discussing or talking about organic products they consume. Hence, they used to share their experience and discuss about the organic foods on the social media. Nowadays, Myanmar people go to the gym, yoga and other sport clubs. Then, they have the chatting with people how to promote healthy life style.

### **3.3.3 Conditional Values**

Though public awareness of organic shops is growing in Myanmar, finding reliable information about the industry is not easy. Although there are street markets in each township, people do not know how many of the products are pure organic.

People used to buy the organic foods if the foods are easily available. They try the organic foods when there are organic food promotions at the supermarket or online stores. They read the product descriptions and user reviews to find out if the product meets their needs and desire. However, most people buy more organic foods when they experience the food poison or diet problems. Local organic growers are not able to spend money towards the organic certification and cannot export to over-sea market without having organic certification. People are more attracted to organic foods if they see the organic labels on the food. Furthermore, consumers are happy and try the organic foods if they get samples of new organic products.

### **3.3.4 Environmental Values**

Compared with conventional agriculture, organic farming uses fewer pesticides, reduces soil erosion, decreases nitrate leaching into groundwater and surface water, and recycles animal wastes back into the farm. These benefits are counterbalanced by higher food costs for consumers and generally lower yields. Local organic firms try to build trust based on what they called a “Participatory Guarantee System” between farmers and

producers and the customers. Firms encourage farmers to grow products organically, and to hold regular meet-up events in which consumers can directly ask questions to producers. They also make short video illustrating their approach to farming and agriculture.

Myanmar consumers acknowledged that organic farming is better for the environment because its practices involve less pollution soil erosion, and energy. Eliminating the use of pesticides in farming also benefits nearby birds and animals and people who live close to farms.

### **3.3.5 Emotional Value**

Myanmar people usually trust when the product packaging has organic label. They feel that they are practicing the healthy life style. Moreover, people who suffer some disease are convenient and feel safe when they consume organic foods. They want pleasure felt from the taste, the freshness and purity of organic foods. Some people acknowledge that they are reducing the environmental impact according to their own ability. They perceive positive emotions like feeling good, satisfied, well-being and comfort while choosing or consuming green products over conventional ones.

Organic food is more expensive to buy than non-organic food. Many people believe that organic food does not allow the use of any chemicals. Contrary to popular opinion, organic food production does allow a limited number of chemicals to be used.

## **3.4 Research Design**

This study focused on effect of consumer's values, and perceptions of customers towards green trust and green image. The primary data are collected from 310 respondents are selected among 1,394 members of three selected online organic product shops. To collect the primary duty the structured questionnaires is designed. The questionnaire is organized with two main parts: demographic factors and variables to be analyzed. The main variables are consumer's values, green trust, green image and purchase intention of organic foods. For data analysis, multiple linear regression method is applied.

### **3.5 Reliability Test**

Reliability is a measure of the stability or consistency of the variable in the structured questionnaire. Questions are developed by using 5-point likert scale. The result of the reliability test by Cronbach's Alpha is presented in Table (3.1).

**Table (3.1) Reliability Test**

Sr. No.	Variable	No. of Items	Cronbach's Alpha	Reliability Level
1.	Functional Value	5	.756	Reliable
2.	Social Value	5	.867	Reliable
3.	Conditional Value	5	.913	Reliable
4.	Environmental Value	5	.917	Reliable
5.	Emotional Value	5	.921	Reliable
6.	Green Trust	5	.929	Reliable
7.	Green Image	5	.925	Reliable
8.	Green Purchase Intention	7	.933	Reliable

Source: Survey Data, 2022

According to Table (3.1), all the variables reach reliable levels since Cronbach's alpha values for all variables are greater than (0.7). Therefore, it is said to have good reliability and the findings are valid for this study.

### **3.6 Profile of Respondents**

Demographic data of the respondents can have different consumer's values that lead to the purchase intention of the customers for the organic foods. Structured questionnaire is collected from 310 online organic customers from 3 selected online organic shops.

Demographic data of the respondents include gender, age, income, education, occupation, and online shopping experience. Profile of the respondents is represented in Table (3.2).

**Table (3.2) Profile of Respondents**

Sr. No.	Particular	No. of Respondents	Percent
		Total	
1.	<b>Gender</b>		
	Male	94	30.32
	Female	216	69.68
2.	<b>Age</b>		
	18 – 25 years	17	5.48
	26 – 35 years	83	26.77
	36 – 45 years	186	60.01
	46 – 55 years	19	6.13
	55< years	5	1.61
4.	<b>Education</b>		
	Bachelor's Degree	291	93.87
	Master's Degree and above	19	6.13
3.	<b>Income</b>		
	500,001 ~ 750,000 Kyats	12	3.87
	750,001 ~ 1,000,000 Kyats	14	4.52
	Above 1,000,000 Kyats	284	91.61
5.	<b>Occupation</b>		
	Executive	17	5.49
	Manager	221	71.29
	Business Owner	67	21.61
	Government / Staff	5	1.61
6.	<b>Online Shopping Experience</b>		
	Less than 1 year	8	2.58
	1 – 3 years	274	88.39
	More than 3 years	28	9.03

Source: Survey Data, 2022

As shown in Table (3.2), most of the respondents are females since women cares healthcare more than men. Women used to talk each other regarding diets and health tips. They are from 36- to 45 years old. It is found that majority of the respondents have bachelor degrees and others have master degree and above. Majority of the people get above

1,000,000 Kyats since they are working as the manager and the second largest group includes owners. People have been buying products from online shops from 1 to 3 years.

### **3.7 Consumer Values of the Respondents**

In this section, customer attitudes such as green trust and green image can be influenced by five consumer values such as functional, emotional, social, environmental, and conditional.

Structured questionnaire with 5-point likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree) is used to collect the primary data. According to Best (1997), the mean value of five point likert scale items are interpreted as follow.

The score among 1.00 – 1.80 means strongly disagree.

The score among 1.81 – 2.60 means disagree.

The score among 2.61 – 3.40 means neutral.

The score among 3.41 – 4.20 means agree.

The score among 4.21 – 5.00 means strongly agree.

#### **(a) Functional Value of the Respondents**

Functional value is the perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance. The functional value of the respondents toward organic foods is shown in Table (3.3).

**Table (3.3) Functional Value**

Sr. No.	Functional Value	Mean Score	Std. Dev.
1.	Organic food having consistent quality	3.74	1.14
2.	Organic food having an acceptable standard of quality	3.48	1.20
3.	Reasonable price of organic food	3.17	1.09
4.	The organic food offering value for money	3.42	1.02
5.	Organic foods without any chemical ingredients	3.55	0.96
	<b>Overall Mean</b>	<b>3.47</b>	

Source: Survey Data, 2022

According to the highest mean score in Table (3.3), customers agree that organic foods have consistent quality since the quality and condition of organic produce has greatly maintained due to better growing, harvesting, grading, packing, and shipping practices. Conversely, in relation to the lowest mean score, customers agree that prices of organic foods are not reasonable so much because the price difference between organic vegetables can be from 2 to 3 times higher than conventional ones. As the overall mean score 3.47, the respondents feel that functional value of organic foods is acceptable.

#### **(b) Social Value**

The social value refers to the perceived utility resulting from the product or service's association with one or more social groups. The social value of the respondents toward organic foods is shown in Table (3.4).

**Table (3.4) Social Value**

Sr. No.	Social Value	Mean Score	Std. Dev.
1.	Buying the organic food would help me to feel accepted by	3.77	1.15
2.	Buying the organic food would make a good impression on other people	3.78	1.27
3.	Buying organic foods can signal social class	3.68	1.22
4.	Organic food consumers thought as health-minded individuals	3.25	0.97
5.	Organic Food improving the way customer perceived	3.84	0.92
	<b>Overall Mean</b>	<b>3.66</b>	

Source: Survey Data, 2022

According to the highest mean score in Table (3.4), customers agree that organic foods improves the way what customers want because they want to be associated with high social status. Conversely, in relation to the lowest mean score, customers agree that they are not considered as health-minded individuals because some other people consider them doing just the popular trends not for the sake of wellbeing. As the overall mean score 3.66, the respondents have moderate level of social value.

**(c) Conditional Value**

The conditional value refers to the perceived utility that a product or service has as a result of a situation or set of circumstances. The conditional value of the respondents toward organic foods is shown in Table (3.5).

**Table (3.5) Conditional Value**

Sr. No.	Conditional Value	Mean Score	Std. Dev.
1.	Going to buy the organic food under worsening environmental conditions	3.30	1.04
2.	Going to buy the organic food when there is subsidy for organic food	3.42	1.11
3.	Going to buy the organic food when there are discount rates for organic food or promotional activity	3.38	1.05
4.	Going to buy the organic food when organic food is available	3.56	1.01
5.	Going to buy organic food when it does not take me a lot of time to search	3.72	1.05
	<b>Overall Mean</b>	<b>3.48</b>	

Source: Survey Data, 2022

According to the highest mean score in Table (3.5), customers agree that they would buy the organic foods if it does not take time a lot to search. People can find the reliable online organic shops at Facebook by reading user reviews and discussion at the groups. Conversely, in relation to the lowest mean score, customers agree that they are not sure to buy the organic food under worsening environmental conditions since people cannot know exactly how many of the products are pure organic under those conditions. As the overall mean score 3.48, the respondents have moderate level of conditional value.

**(d) Environmental Value**

An environmental value is an aspect of the environment that are important for the all the living things including humans. The environmental value of the respondents toward organic foods is shown in Table (3.6).

**Table (3.6) Environmental Value**

Sr. No.	Environmental Value	Mean Score	Std. Dev.
1.	Caring about environmental problems	3.26	1.05
2.	Organic product targeting environmental promises	3.40	1.10
3.	Buying organic food being more environmental-friendly than other products	3.35	1.05
4.	Valuing environmental-friendly technique	3.53	1.02
5.	Believing that using green products able to reduce environmental impact	3.68	1.07
	<b>Overall Mean</b>	<b>3.44</b>	

Source: Survey Data, 2022

According to the highest mean score in Table (3.6), customers agree that using green products are able to reduce environmental impact because organic farming uses fewer pesticides, reduces soil erosion, decreases nitrate leaching into groundwater and surface water, and recycles animal wastes back into the farm. Conversely, in relation to the lowest mean score, customers agree that they do not care about the environmental problems very much since most of the customers consume organic foods for the health benefits of individuals. As the overall mean score 3.44, the respondents have moderate level of environmental value.

#### (e) Emotional Value

Emotional value measures perceived utility that associates consumers with the ability of a product or service to generate feelings or affective states. Emotional response is influenced by benefits obtained by consumers of goods or services. The emotional value of the respondents toward organic foods is shown in Table (3.7).

**Table (3.7) Emotional Value**

Sr. No.	Emotional Value	Mean Score	Std. Dev.
1.	Enjoy consuming organic food	3.24	1.08
2.	Organic food enticing to people	3.36	1.15
3.	Feeling comfortable when consuming organic food	3.32	1.10
4.	Feeling morally right thing when consuming organic food	3.52	1.05
5.	Organic food giving the pleasure	3.67	1.11
	<b>Overall Mean</b>	<b>3.42</b>	

Source: Survey Data, 2022

According to the highest mean score in Table (3.7), customers agree that they get the pleasure when consuming organic foods because people get pleasure from the taste, the freshness and purity of organic foods. Conversely, in relation to the lowest mean score, customers agree that they are not always enjoy consuming organic food because organic food is more expensive to buy than non-organic food. In addition, some organic foods are not 100 percent organic although customers pay the higher price for them. As the overall mean score 3.42, the respondents acknowledge that organic foods provide emotional value.

## **CHAPTER (4)**

### **ANALYSIS ON THE EFFECT OF CONSUMER VALUE ON GREEN PURCHASE INTENTION TOWARDS ORGANIC FOODS**

This chapter presents the analysis on the effect of consumer value on green trust and green image. Moreover, it also describes the analysis on the effect of consumer value and green image on green purchase intention.

#### **4.1 Analysis on the Effect of Consumer Value on Green Trust**

This section analyses the effect of five consumer values on green trust. The higher consumer values are met by organic foods, people will have more trust in organic foods. Structured questionnaire with 5-point likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree) is used to collect the primary data. According to Best (1997), the mean value of five point likert scale items are interpreted as follow.

The score among 1.00 – 1.80 means strongly disagree.

The score among 1.81 – 2.60 means disagree.

The score among 2.61 – 3.40 means neutral.

The score among 3.41 – 4.20 means agree.

The score among 4.21 – 5.00 means strongly agree.

##### **(a) Green Trust of the Customer**

Green trust is described as a desire to depend on a commodity, resulting due to expectations regarding its environment friendliness features. Consumers' trust in organic food can determine their decision to buy organic food. Trust level of the respondents toward organic foods is shown in Table (4.1).

**Table (4.1) Green Trust**

Sr. No.	Green Trust	Mean Score	Std. Dev.
1.	Believing that organic foods has no chemical ingredients	3.86	0.96
2.	Feeling that organic food's performance is generally dependable	3.81	0.98
3.	Believing that organic foods are good for health.	3.53	1.00
4.	Feeling that organic foods are good for money when considering health benefits	3.91	1.19
5.	Feeling that organic food keeps promises and commitments for environmental protection	3.76	1.03
<b>Overall Mean</b>		<b>3.77</b>	

Source: Survey Data, 2022

According to the highest mean score in Table (4.1), customers agree that organic foods are good for money for the long term. Although organic products are more expensive than conventional foods, most respondents state that they consider the costs for treating the health problems associated with unhealthy foods. On the other hand, in relation to the lowest mean score, many customers agree that they are not 100 percent sure of health benefits offered by organic foods because they just rely on the organic label on the package. As the overall mean score 3.77, the respondents have moderate level of trust in organic products.

#### (b) Effect of Consumer Value on Green Trust

This section analyses which consumer values have the effect on green trust by applying multiple regression analysis. Green trust is regressed with five consumer value namely functional value, social value, condition value, environmental value and emotional value. The regression result for the effect of consumer value on green trust are shown in Table (4.2).

**Table (4.2) Effect of Consumer Value on Green Trust**

Variable	Unstandardized Coefficients		$\beta$	t	Sig
	B	Std. Error			
(Constant)	.274	.160		1.714	.088
Functional Value	.256***	.053	.216	4.856	.000
Social Value	.453***	.054	.446	8.373	.000
Conditional Value	.188*	.100	.187	1.887	.060
Environmental Value	.030	.099	.030	.305	.761
Emotional Value	.056	.099	.059	.568	.570
R Square	.645				
Adjusted R Square	.639				
F Value	110.543***				

Source: Survey Data, 2022

Notes: \*\*\*Significant at 1% level, \*\*Significant at 5% level, \*Significant at 10% level

According to Table (4.2), since the value of adjusted R square is 0.639, it can be concluded that this specified model can explain 63.9 % of variation of green trust which is predicted by five consumer values. As overall significance of the model, F value is highly significant at 1 percent level, this model can be said valid.

Among five consumer values, functional value, social value and conditional value have positive significant effect on green trust while environmental value and emotional value do not have a significant effect on green trust.

Functional value has the expected positive sign, and the coefficient of the variable is strongly significant at 1 percent level. The positive effect means that the increase in functional value leads to more green trust because organic foods offer consistent quality because of better growing, harvesting, grading, packing, and shipping practices. Hence, customers have trust in the functional value of the organic foods.

Social value has the expected positive sign, and the coefficient of the variable is strongly significant at 1 percent level. The positive effect means that the increase in social value leads to more green trust because customers usually refer the online user reviews about the organic foods. In addition customers have trust in organic foods, which are associated with high social status.

Conditional value has the expected positive sign, and the coefficient of the variable is strongly significant at 10 percent level. The positive effect means that the increase in conditional value leads to more green trust. If it does not take time a lot to search the right organic products recommended by many online users, customers will have trust in organic products.

According to the standardized coefficient (Beta) score, social value has the largest value among three significant explanatory variables. It means that social value is the most effective factor for green trust of the customers. The more people are experiencing the benefits of organic products and gaining the good social status, the more customers will have trust in organic foods.

#### **4.2 Analysis on the Effect of Consumer Value on Green Image**

This section analyses the effect of five consumer values on green image. The higher consumer values are met by organic foods, the greater green image will be the result. Structured questionnaire with 5-point likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree) is used to collect the primary data.

According to Best (1997), the mean value of five point likert scale items are interpreted as follow.

The score among 1.00 – 1.80 means strongly disagree.

The score among 1.81 – 2.60 means disagree.

The score among 2.61 – 3.40 means neutral.

The score among 3.41 – 4.20 means agree.

The score among 4.21 – 5.00 means strongly agree.

##### **(a) Green Image Perceived by Customer**

The aspect of a green image is a perspective that such organic products provide proper environmental commitments that include all concerns and positive environment feelings. Green image of the respondents toward organic foods is shown in Table (4.3).

**Table (4.3) Green Image**

Sr. No.	Green Image	Mean Score	Std. Dev.
1.	Green products being credible and stable	3.80	0.92
2.	Organic products providing healthier benefits	3.76	0.94
3.	Organic products resulting in minimum environmental damage	3.50	0.96
4.	Organic foods having sufficient abilities to meet the needs of customers	3.85	1.16
5.	Trusting the organic products with organic labelling on the package	3.73	1.00
	<b>Overall Mean</b>	<b>3.73</b>	

Source: Survey Data, 2022

According to the highest mean score in Table (4.3), customers agree that organic foods have sufficient abilities to meet the needs of the customers since those foods are good for health and do not include flavour, and chemicals. On the other hand, in relation to the lowest mean score, although many customers agree that organic farming can reduce the environmental damage, they are not sure whether the result is minimum level or not. As the overall mean score 3.73, the respondents perceive that image of green products.

#### (b) Analysis on the Effect of Consumer Value on Green Image

This section analyses which consumer values have the effect on green image by applying multiple regression analysis. Green image is regressed with five consumer value namely functional value, social value, condition value, environmental value and emotional value. The regression result for the effect of consumer value on green image is shown in Table (4.4).

**Table (4.4) Effect of Consumer Value on Green Image**

Variable	Unstandardized Coefficients		$\beta$	t	Sig
	B	Std. Error			
(Constant)	.394	.159		2.481	.014
Functional Value	.280***	.052	.246	5.330	.000
Social Value	.416***	.054	.425	7.724	.000
Conditional Value	.127	.099	.131	1.278	.202
Environmental Value	.110	.098	.115	1.121	.263
Emotional Value	.005	.098	.006	.054	.957
R Square	.620				
Adjusted R Square	.614				
F Value	99.380***				

Source: Survey Data, 2022

Notes: \*\*\*Significant at 1% level, \*\*Significant at 5% level, \*Significant at 10% level

According to Table (4.4), since the value of adjusted R square is 0.614, it can be concluded that this specified model can explain 61.4 % of variation of green image which is predicted by consumer value. As overall significance of the model, F value is highly significant at 1 percent level, this model can be said valid.

Among five consumer value, only functional value and social vale are strongly significant with green image while conditional value, environmental value and emotional value do not have a significant effect on green image.

Functional value has the expected positive sign, and the coefficient of the variable is strongly significant at 1 percent level. The positive effect means that the increase in functional value leads to greater green image because organic foods do not have any chemical ingredients and give fresh natural taste. Hence, customers perceive the green image of the organic products.

Social value has the expected positive sign, and the coefficient of the variable is strongly significant at 1 percent level. The positive effect means that the increase in social value leads to greater green image because people who focus healthy life style used to buy organic foods. Hence, people have more awareness of green image of organic products.

According to the standardized coefficient (Beta) score, social value has the largest value among five significant explanatory variables. It means that social value is the most effective factor for green image of the organic products because healthy life style becomes popular among Myanmar people.

#### **4.3 Analysis on the Effect of Green Trust and Green Image on Green Purchase Intention**

This sections analyses the effect of green trust and green image on green purchase intention. When the people have trust and perceive the green image, it is more likely to buy the organic products. Structured questionnaire with 5-point likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree) is used to collect the primary data.

According to Best (1997), the mean value of five point likert scale items are interpreted as follow.

The score among 1.00 – 1.80 means strongly disagree.

The score among 1.81 – 2.60 means disagree.

The score among 2.61 – 3.40 means neutral.

The score among 3.41 – 4.20 means agree.

The score among 4.21 – 5.00 means strongly agree.

##### **(a) Green Purchase Intention**

Green purchase intention is an important variable to measure customers' current and future purchase decisions. Purchase intention of the customers toward organic foods is shown in Table (4.5).

**Table (4.5) Green Purchase Intention**

Sr. No.	Green Purchase Intention	Mean Score	Std. Dev.
1.	Going to buy organic food products in the near future	3.86	0.85
2.	Planning to buy organic food products in regular basics	3.92	1.18
3.	Intending to buy organic food products for long term health benefits	3.55	0.92
4.	Intending to buy organic food products because they are more concern about food safety	3.90	1.10
5.	Intending to buy organic food products to show my social class	3.78	0.95
6.	Intending to buy organic food products because I am concerned about animal welfare	3.81	0.88
7.	Willing to buy products that contain no or fewer chemical ingredients	3.78	1.03
	<b>Overall Mean</b>	<b>3.80</b>	

Source: Survey Data, 2022

According to the highest mean score in Table (4.5), customers agree that they plan to buy organic food products in regular basics since they believe green trust and image of the organic products, which have no excessive ingredients, flavour, and chemicals. On the other hand, in relation to the lowest mean score, although many customers agree that organic products can improve the health and they intend to buy those foods, most of the local organic foods are popular in recent years. Hence, customers do not have full perceptions about side effects or benefits of the products. As the overall mean score 3.80, the respondents have green purchase intention.

#### **(b) Analysis on the Effect of Green Trust and Green Image on Green Purchase Intention**

This section effect of green trust and green image on green purchase intention by applying multiple regression analysis. Green purchase intention is regressed with green trust and green image. The regression result for the effect of green trust and green image on green purchase intention is shown in Table (4.6).

**Table (4.6) Effect of Green Trust and Green Image on Green Purchase Intention**

Variable	Unstandardized Coefficients		$\beta$	t	Sig
	B	Std. Error			
(Constant)	.544	.082		6.622	.000
Green Trust	.284***	.099	.310	2.858	.005
Green Image	.586***	.103	.614	5.668	.000
R Square			.845		
Adjusted R Square			.844		
F Value			837.459***		

Source: Survey Data, 2022

Notes: \*\*\*Significant at 1% level, \*\*Significant at 5% level, \*Significant at 10% level.

According to Table (4.6), since the value of adjusted R square is 0.844, it can be concluded that this specified model can explain 84.4 % of variation of green purchase intention which is predicted by green trust and green image. As overall significance of the model, F value is highly significant at 1 percent level, this model can be said valid. According to the regression result, both green trust and green image have a strong positive effect on green purchase intention of the customers.

Green trust variable has the expected positive sign, and the coefficient of the variable is strongly significant at 1 percent level. The positive effect means that the increase in green trust leads to raise green purchase intention. Customers feel that organic foods are good for money, and contain not much ingredients, which can lead to bad health.

Green image variable has the expected positive sign, and the coefficient of the variable is strongly significant at 1 percent level. The positive effect means that the increase in green image leads to raise green purchase intention. This is because organic products are credible and stable benefits for health.

According to the standardized coefficient (Beta) score, green image variable has the largest value among two significant explanatory variables. It means that green image is the most effective factor for green purchase intention of the customers. Believing the green image of the organic foods can lead to purchase intention of the customers.

## **CHAPTER (5)**

### **CONCLUSION**

This chapter presents the findings and discussions based on survey data. Based on the findings, this study makes some recommendations to improve green purchase intention among people. Finally, it presents the need for further research.

#### **5.1 Findings and Discussion**

This study aims to examine the effect of consumer value on green trust of organic products, examine the effect of consumer value on green image of organic products and analyze the effect of green trust and green image on green purchase intention towards organic foods. By using Taro Yamane Formula, 310 respondents are selected among 1,394 members of Go Green, Organic Valley, and Organic Myanmar. Google form is used to collect the survey.

Majority of the respondents are females who are from 36- to 45 years old. Most of them have bachelor degrees and others have master degree and above. Majority of the people get above 1,000,000 Kyats and they are working as the manager and the second largest group includes owners. They have been buying products from online shops from 1 to 3 years.

Regarding effect of consumer values on green trust, it is found that among five consumer values, functional value, social vale and conditional value have positive significant effect on green trust even though environmental value and emotional value do not have a significant effect on green trust. Organic foods offer consistent quality because of better growing, harvesting, grading, packing, and shipping practices. Moreover, customers usually refer the online user reviews about the organic foods. They are attracted if it does not take time a lot to search the right organic products recommended by many online users. Social value is the most effective factor for green trust of the customers.

Regarding the effect of consumer values on green image of organic foods, it is found that among five consumer value, only functional value and social vale have positive significant effect on green image whereas conditional value, environmental value and

emotional value do not have a significant effect on green image. This is because organic foods do not have any chemical ingredients and give fresh natural taste. Besides, people who focus healthy life style used to buy organic foods. Social value is the most effective factor for green image of the customers.

Regarding the effect of green trust and green image on green purchase intention towards organic foods, both green trust and green image have a strong positive effect on green purchase intention of the customers. Customers believe that organic foods are good for money in the long run although the initial prices are high. Green image is the most effective factor for green purchase intention of the customers.

## **5.2 Suggestions and Recommendations**

Organic shops have many ways to improve the purchase intention of the customers according to the findings. First those shops should improve the green image of the organic foods since it is the most effective factor for green purchase intention of the customers. Organic shops first pay top priority to social value, which is the most effective factor on both green trust and green image.

For social value, organic shops should attract consumers to purchase organic food by posting advertisement via media such as Facebook, newspaper and magazine as well as engaging healthcare professional expertise in contemplation to prompt motivation to consume organic food. Then, everybody will understand that it is not doing only for prestige. Health aspects should be more emphasized in organic food's advertising to get awareness and knowledge instead of environmental concern factors. In addition, organic shops should place their products at the gym, yoga center and other sport centers to attract people who emphasize healthy life style. Then, Myanmar people will have awareness of organic foods as essential items for life and they will have more purchase intention for green products.

For Functional Value, organic shops should convince why Organic foods are more costly to produce and as a result the prices to consumers are higher. In addition, organic shops should also post organic farming videos for every cultivation steps to retain nutrition of the foods. They should also post knowledge sharing video by famous doctors to present how organic foods are suitable for people and reduce the potential of hospitalization. By

doing so, people will understand the functional value of the organic foods and they will pay for higher price.

For conditional value, government officials should regularly publish the status of environment damage such as pollutions, drought, soil damage, and crop failures etc. In addition, officials and organic farming should share the farming literacy of organic farming that reduces the environmental damage. Then, people will have more awareness of environmental factors and understand that they will need to restore environment into normal conditions by supporting organic foods. Moreover, organic shops should reduce the operating costs and regularly offer promotions such as discounts, samples, and loyal programs.

The Ministry of Agriculture and Irrigation (MOAI) should also educate the farmers how to do organic farming and support necessary equipment and seeds to the farmers. If the production of organic foods is improved by correct farming practice, the prices of organic foods will be reduced and more people will be able to afford the organic foods.

### **5.3     Needs for Further Research**

This study has focused on consumer values that can affect on green trust and green image on purchase intention of customers towards organic foods by focusing 310 respondents from 3 online organic shops. This study does not cover all organic buyers in the country. Hence, the further study should pay attention to all organic customers to get the values of Myanmar people. In addition, further study should identify the customer values by comparing conventional and organic foods. Then, further study will cover the consumptions of Myanmar people.

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## **APPENDIX A**

### **Structured Questionnaire**

**Instruction:** Please choose the category for each question that best describes you by making “√” symbol in the box.

#### **PART I: Demographics**

**1. Gender**

Male       Female

**2. Age**

<18       18 – 25       26 – 35  
 36 – 45       46 – 55       55<

**3. Income (MMK)**

< 250,000 Kyats       250,001 ~ 500,000 Kyats  
 500,001 ~ 750,000 Kyats       750,001 ~ 1,000,000 Kyats  
 Above 1,000,000 Kyats

**4. Education Level**

High School       Certificate/ Diploma  
 Bachelor's Degree       Master's Degree and above  
 Others ..... (Please Specify)

**5. Occupation**

Student       Staff  
 Executive       Business Owner  
 Government / Staff       Others .....(Please Specify)

6. How long have you been shopping at online?

- Less than 1 year       1 – 3 years  
 More than 3 years

**PART II: Consumer Values, Green Image, Green Trust and Green Purchase Intention**

**How much degree do you agree for the following factors?**

**Scale definition:** (1 = Strongly disagree, 2 = Disagree, 3 = Neither disagree nor agree, 4 = Agree, 5 = Strongly agree)

**Consumer Values**

Sr. No.	Functional Value	Degree				
		1	2	3	4	5
1.	The organic food has consistent quality.					
2.	The organic food has an acceptable standard of quality.					
3.	The organic food is reasonably priced.					
4.	The organic food offers value for money					
5.	The organic foods do not contain any chemical ingredients.					
Sr. No.	Social Value	1	2	3	4	5
6.	Buying the organic food would help me to feel accepted by other					
7.	Buying the organic food would make a good impression on other people					
8.	Buying organic foods can signal social class.					
9.	People see organic food consumers as health-minded individuals.					
10.	Organic Food improves the way customer perceived					
Sr. No.	Conditional Value	1	2	3	4	5
11.	I would buy the organic food under worsening environmental conditions					

12.	I would buy the organic food when there is subsidy for organic food					
13.	I would buy the organic food when there are discount rates for organic food or promotional activity.					
14.	I would buy the organic food when organic food is available.					
15.	I would buy organic food when it does not take me a lot of time to search.					
<b>Sr. No.</b>	<b>Environmental Value</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
16.	I think we should care about environmental problems.					
17.	Organic product is truly about environmental promises.					
18.	Buying the organic food is more environmental-friendly than other products.					
19.	I value environmental-friendly technique					
20.	I believe that using green products can reduce environmental impact.					
<b>Sr. No.</b>	<b>Emotional Value</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
21.	Organic Food is something that I would enjoy.					
22.	Organic food is enticing to me.					
23.	Organic food is something that I would feel comfortable using.					
24.	Organic food makes me feel like morally right thing.					
25.	Organic food gives me pleasure.					
<b>Sr. No.</b>	<b>Green Trust</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
26.	I believe that organic foods has no chemical ingredients.					
27.	I feel that organic food's performance is generally dependable .					
28.	I believe that organic foods are good for health.					

29.	I feel that organic foods are good for money when considering health benefits.					
30.	I feel that Organic food keeps promises and commitments for environmental protection.					
<b>Sr. No.</b>	<b>Green Image</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
31.	The green products are credible and stable.					
32.	I think organic products provide healthier benefits.					
33.	The organic products result in minimum environmental damage.					
34.	Organic foods have sufficient abilities to meet the needs of customers.					
35.	I trust the products once I see the organic labeling on the package.					
<b>Sr. No.</b>	<b>Green Purchase Intention</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
36.	I would buy organic food products in the near future.					
37.	I plan to buy organic food products in regular basics.					
38.	I intend to buy organic food products for my long term health benefits.					
39.	I intend to buy organic food products because they are more concern about food safety.					
40.	I intend to buy organic food products to show my social class.					
41.	I intend to buy organic food products because I am concerned about animal welfare.					
42.	I am willing to buy products that contain no or fewer chemical ingredients.					

## APPENDIX B

### Effect of Consumer Value on Green Trust

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 <sup>a</sup>	.645	.639	.54855

a. Predictors: (Constant), Emotional Value Mean, Functional Value Mean, Social Value Mean, Environmental Value Mean, Conditional Value Mean

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.317	5	33.263	110.543	.000 <sup>b</sup>
	Residual	91.477	304	.301		
	Total	257.794	309			

a. Dependent Variable: Green Trust Mean  
b. Predictors: (Constant), Emotional Value Mean, Functional Value Mean, Social Value Mean, Environmental Value Mean, Conditional Value Mean

Coefficients <sup>a</sup>						
Model		B	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
1	(Constant)	.274	.160		1.714	.088
	Functional Value Mean	.256	.053	.216	4.856	.000
	Social Value Mean	.453	.054	.446	8.373	.000
	Conditional Value Mean	.188	.100	.187	1.887	.060
	Environmental Value Mean	.030	.099	.030	.305	.761
	Emotional Value Mean	.056	.099	.059	.568	.570

a. Dependent Variable: Green Trust Mean

## Effect of Consumer Value on Green Image

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.788 <sup>a</sup>	.620	.614	.54542	

a. Predictors: (Constant), Emotional Value Mean, Functional Value Mean, Social Value Mean, Environmental Value Mean, Conditional Value Mean

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147.819	5	29.564	99.380	.000 <sup>b</sup>
	Residual	90.435	304	.297		
	Total	238.254	309			

a. Dependent Variable: Green Image Mean

b. Predictors: (Constant), Emotional Value Mean, Functional Value Mean, Social Value Mean, Environmental Value Mean, Conditional Value Mean

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.394	.159		2.481	.014
	Functional Value Mean	.280	.052	.246	5.330	.000
	Social Value Mean	.416	.054	.425	7.724	.000
	Conditional Value Mean	.127	.099	.131	1.278	.202
	Environmental Value Mean	.110	.098	.115	1.121	.263
	Emotional Value Mean	.005	.098	.006	.054	.957

a. Dependent Variable: Green Image Mean

## Effect of Consumer Value and Green Image on Green Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919 <sup>a</sup>	.845	.844	.33104

a. Predictors: (Constant), Green Image Mean, Green Trust Mean

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	183.546	2	91.773	837.459	.000 <sup>b</sup>
	Residual	33.643	307	.110		
	Total	217.188	309			

a. Dependent Variable: Green Purchase Intention Mean  
b. Predictors: (Constant), Green Image Mean, Green Trust Mean

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.544	.082		6.622	.000
	Green Trust Mean	.284	.099	.310	2.858	.005
	Green Image Mean	.586	.103	.614	5.668	.000

a. Dependent Variable: Green Purchase Intention Mean