THE EFFECT OF PERCEIVED QUALITY, PERCEIVED VALUE, TRUST AND MARKETING ON PURCHASE INTENTION OF ORGANIC PRODUCTS IN MALAYSIA

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ABSTRACT

The organic products industry is facing several challenges in Malaysia although the demand for such product in this country is growing. One of the challenges is that the supply of local organic product is not keeping up with the increased demand. The lack of organic products in the market is one of the main barriers for these products to reach consumers. Hence, this study was conducted to investigate the effect of perceived quality, perceived value, and green trust on green purchase intention for an organic product in Malaysia. The study also considered marketing as a moderating variable. To meet the objective, a quantitative approach was employed involving a survey. A total of 532 questionnaires were distributed conveniently to consumers who visited 38 organic food stores in Kuala Lumpur. Of the questionnaires distributed, 400 usable responses were obtained for data analysis, yielding a response rate of 87 percent. A structural equation modelling was applied to analyse the data using the PLS-SEM software. The study applies Theory Planned Behaviour as the underpinning theory. Theory Planned discussed about the underlying factors that influence consumer intention and behaviour. The results show significant relationships between perceived quality, perceived value, and trust on green purchase intention. Moreover, marketing was found to moderate the relationship between independent variables and green purchase intention. This study serves as an important foundation research on green food consumption patterns among Malaysia consumers and provides potential green food marketers in Malaysia with consumer insights into green awareness of organic food products and also in green trust element in organic food products.

Keywords: quality, value, trust, marketing, intention

ABSTRAK

Industri produk organik sedang menghadapi beberapa cabaran di Malaysia walaupun permintaan terhadap produk tersebut semakin meningkat. Salah satu cabarannya ialah bekalan produk organik tempatan yang tidak mampu untuk memenuhi permintaan yang semakin meningkat. Kekurangan produk organik di pasaran adalah salah satu halangan utama bagi produk ini untuk sampai kepada pengguna. Oleh itu, tujuan kajian ini dijalankan adalah untuk mengkaji tanggapan kualiti hijau, tanggapan nilai hijau, dan amalan hijau terhadap niat pembelian hijau bagi produk organik di Malaysia. Kajian ini turut mengambil kira pemasaran hijau sebagai pemboleh ubah penyederhana. Bagi memenuhi matlamat kajian ini, pendekatan kuantitatif yang melibatkan tinjauan telah dijalankan. Sejumlah 532 borang soal selidik mudah telah diedarkan kepada pengguna yang mengunjungi 38 buah kedai makanan organik di Kuala Lumpur. Daripada jumlah tersebut, sebanyak 400 maklum balas telah diterima dan boleh digunakan untuk tujuan data analisis yang menghasilkan kadar maklum balas sebanyak 87 peratus. Pemodelan persamaan berstruktur digunakan untuk menganalisis data dengan menggunakan perisian PLS-SEM. Kajian ini menggunakan Teori Tingkahlaku Terancang sebagai teori dasar. Teori Tingkahlaku Terancang membincangkan mengenai faktor-faktor yang mempengaruhi niat dan tingkahlaku pengguna. Hasil kajian menunjukkan bahawa wujud hubungan yang signifikan antara tanggapan kualiti hijau, tanggapan nilai hijau, dan amalan hijau terhadap niat pembelian hijau. Selain itu, pemasaran hijau didapati menyederhanakan hubungan antara pemboleh ubah bebas dan niat pembelian hijau. Kajian ini menyediakan asas kajian yang penting terhadap pola penggunaan makanan hijau dalam kalangan pengguna di Malaysia dan menyediakan pemasar makanan hijau yang berpotensi di Malaysia dengan menyediakan pandangan kepada pengguna tentang kesedaran hijau terhadap produk makanan organik serta elemen amalan hijau dalam produk makanan organik.

Kata kunci: kualiti, nilai, amalan, pemasaran, niat

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PCA	Principal Component Analysis
RMSEA	Root Mean Square Error of Approximation
SEM	Structural Equation Modelling
SPSS	Statistical Package for the Social Sciences
USDA	Department of Agriculture, United States of America
VIF	Variance Inflation Factor
WHO	World Health Organization
WWF	World Wide Fund for Nature

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

"Eco", "green", "organic", "sustainability" "earth friendly", and "environmentally friendly" issues are common concerns among communities worldwide. Environmental issues like water, air, and noise pollution, unpredictable climate change, coupled with the depletion of the ozone layer and its effects have gained public interest, hence improving awareness among the public. Due to the popularity of consumer environmentalism, there appears to be a change in the consumers' attitude towards buying environmental friendly organic products (Yin, Wu, Du, & Chen 2010). Examples of such products are solar photovoltaic cells, alternatively-fuelled vehicles and hybrids, organic hygiene and beauty products, organic agriculture, and organic food. According to Burch and Lawrence (2005), organic food is food which has been guaranteed free from all forms of synthetic fertilizers and chemicals throughout the stages of production, storage, and processing.

Organic or green products use only recyclable materials, minimize usage of water and energy, leave as little waste behind as possible, and avoid producing toxic substances. Organic products offer better potential long-term benefits for companies by promising less harm to humans and the local environment Yeon, Kim and Chung (2011). Such perceptions, coupled with concerns about global warming, mean that customers are more inclined to purchase organic options. Keen on capitalizing on this inclination, production companies now focus on reforming manufacturing processes in order to prove their environmental credentials (Chen, Lin & Weng, 2015).

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APPENDIX A

Questionnaire

THE EFFECT OF PERCEIVED QUALITY, PERCEIVED VALUE, TRUST AND MARKETING ON PURCHASE INTENTION

Questionnaire

Dear Participant,

You are invited to participate in this survey about the effect of perceived quality, perceived value, trust and marketing on purchase intention. The survey is confidentially administered, and your responses will be anonymous. Any identifying information will be removed by the survey ensuring that all confidentiality is preserved. All responses will be reported as group data. Your participation in this survey is optional, but I hope you will take approximately 15 minutes to answer these questions. Please know that your contributions to this survey are valued. Except for your time and inconvenience, there are no foreseeable risks for you in participating in this survey. Thank you for your time in participating in this survey.

Background Information

The following information will be useful in interpreting the results of this survey. We wish to assure you again that all information will be held in the strictest confidence, and that all data will be reported in summary form only.

Section 1: Personal Information

1. What is your gender Male ☐ Female ☐

2. What is your age range

20-30	☐	41-50	☐
31-40	☐	> 50	☐

3. What is your ethnicity

Malay	☐	Chinese	☐
Indian	☐	Others	☐

4. Are you Malaysian Yes ☐ No ☐

5. Level of academic qualification? (check highest level)

PhD/DBA	☐	STPM	☐
Masters	☐	SPM	☐
Degree	☐	Others	☐
Diploma	☐		

6. What is your salary range

≤MYR1,000	☐	MYR4,001-MYR5,000	☐
MYR1,001-MYR2,000	☐	MYR5,001-MYR6,000	☐
MYR2,001-MYR3,000	☐	>MYR6,000	☐
MYR3,001-MYR4,000	☐		

Please respond to each of the following statements by using the scale of numbers provided. Select and <u>circle the number</u> that "best reflects" your opinion.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Section 2: Purchase Intention

1.	I would buy organic products in the near future.	1	2	3	4	5
2.	I plan to buy organic products in regular basis.	1	2	3	4	5
3.	I intend to buy organic products for my long-term health benefits.	1	2	3	4	5
4.	I intend to buy organic products for health and safety reasons.	1	2	3	4	5
5.	I intend to buy organic products because they are more nature friendly.	1	2	3	4	5
6.	I intend to buy organic products because I am concerned about animal welfare.	1	2	3	4	5
7.	I will prefer to purchase organic product over a non-green perceived product.	1	2	3	4	5
8.	I am willing to purchase organic product for ecological reasons.	1	2	3	4	5
9.	I will make an effort to purchase organic product.	1	2	3	4	5

Section 3: Perceived Quality

10.	The quality of organic product is superior.	1	2	3	4	5
11.	The quality of organic product is very stable.	1	2	3	4	5
12.	The quality of organic product is very reliable.	1	2	3	4	5
13.	The quality of organic product is very high.	1	2	3	4	5
14.	The quality of organic product is very effective.	1	2	3	4	5

Section 4: Perceived Value

15.	The organic product's environmental functions provide very good value for me.	1	2	3	4	5
16.	The organic product's environmental performance meets my expectations.	1	2	3	4	5
17.	I purchase organic product because it has more environmental concern than other products.	1	2	3	4	5
18.	I purchase organic product because it is environmentally friendly.	1	2	3	4	5
19.	I purchase organic product because it has more environmental benefits than other products	1	2	3	4	5
20.	The organic product gives me value-added benefits for me to repurchase.	1	2	3	4	5
21.	It's worth to pay more for organic products.	1	2	3	4	5
22.	The organic product can meet my intention of being environmentally responsible.	1	2	3	4	5
23.	The organic product gives me more health benefits.	1	2	3	4	5

Section 5: Trust

24.	I feel that organic product's environmental reputation generally reliable.	1	2	3	4	5
25.	I feel that organic product's environmental performance is generally dependable for being more nutritious.	1	2	3	4	5
26.	I feel that organic product's environmental claims are generally trustworthy.	1	2	3	4	5
27.	I feel that the organic product's environmental concern meets my expectations.	1	2	3	4	5
28.	I feel that the organic product delivers expected benefits.	1	2	3	4	5

Section 6: Marketing

29.	The organic product can reduce environmental pollution.	1	2	3	4	5
30.	The organic product is an organic product.	1	2	3	4	5
31.	The production of organic product can reduce the waste of resources.	1	2	3	4	5
32.	The organic product meets the non-carbon emission concept in production.	1	2	3	4	5
33.	The organic product enables consumers to keep constant attention towards environmental issues.	1	2	3	4	5
34.	The organic product complies with environmental protection regulations and compliance.	1	2	3	4	5
35.	The organic product contributes to meeting the corporate social responsibility.	1	2	3	4	5
36.	Purchase of organic product reflects respectable green purchasing behavior of consumers.	1	2	3	4	5

Thank you

I appreciate your time and assistance with this valuable research.

APPENDIX B

SPSS Output for PCA in Pilot Study

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.828
Bartlett's Test of Sphericity	Approx. Chi-Square	190.025
	df	10
	Sig.	.000

Communalities

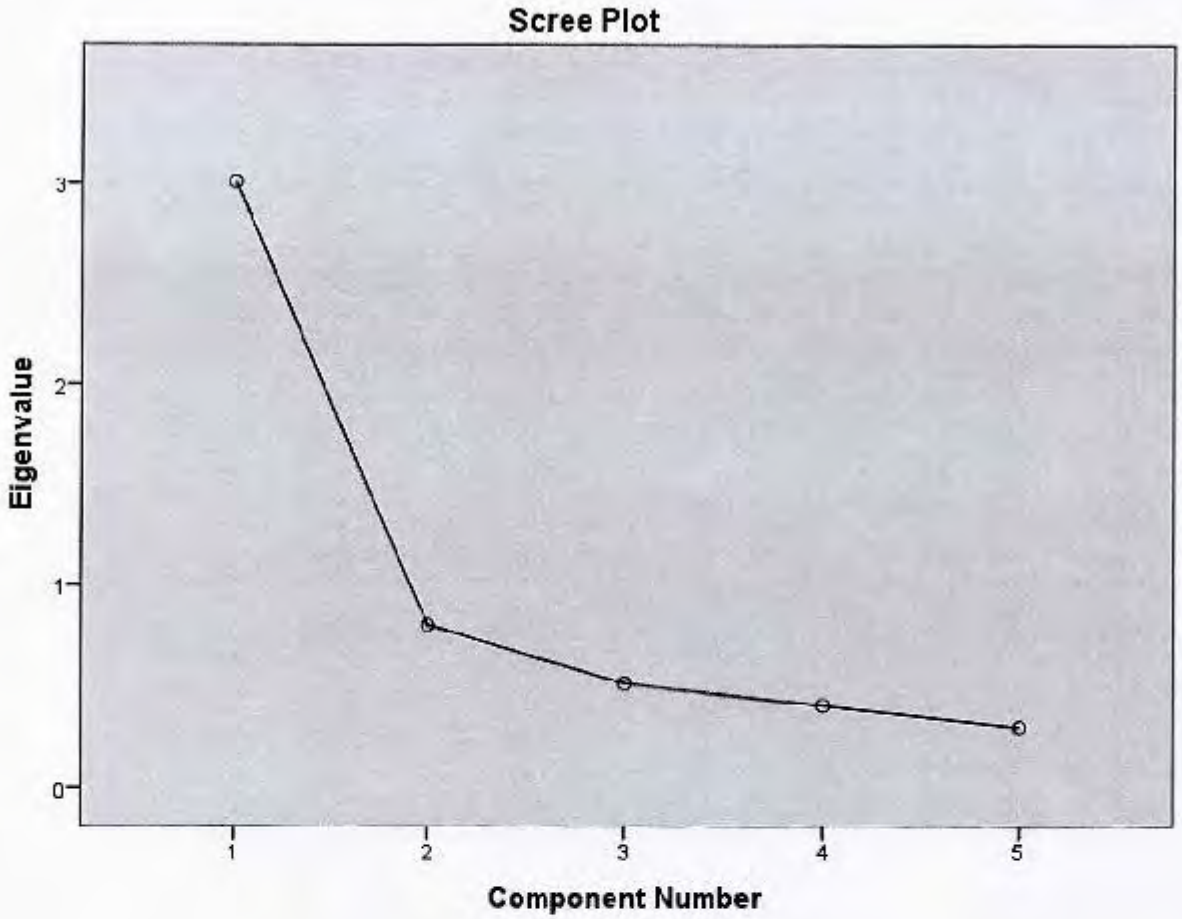
	Initial	Extraction
GPQ1	1.000	.684
GPQ2	1.000	.611
GPQ3	1.000	.746
GPQ4	1.000	.675
GPQ5	1.000	.292

Extraction Method: Principa
Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.009	60.175	60.175	3.009	60.175	60.175
2	.798	15.951	76.125			
3	.508	10.158	86.283			
4	.398	7.967	94.250			
5	.288	5.750	100.000			

Extraction Method: Principal Component Analysis.



Component Matrix*

	Component
	1
GPQ1	.827
GPQ2	.782
GPQ3	.864
GPQ4	.822
GPQ5	.541

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.878
Bartlett's Test of Sphericity	Approx. Chi-Square	433.941
	df	36
	Sig.	.000

Communalities

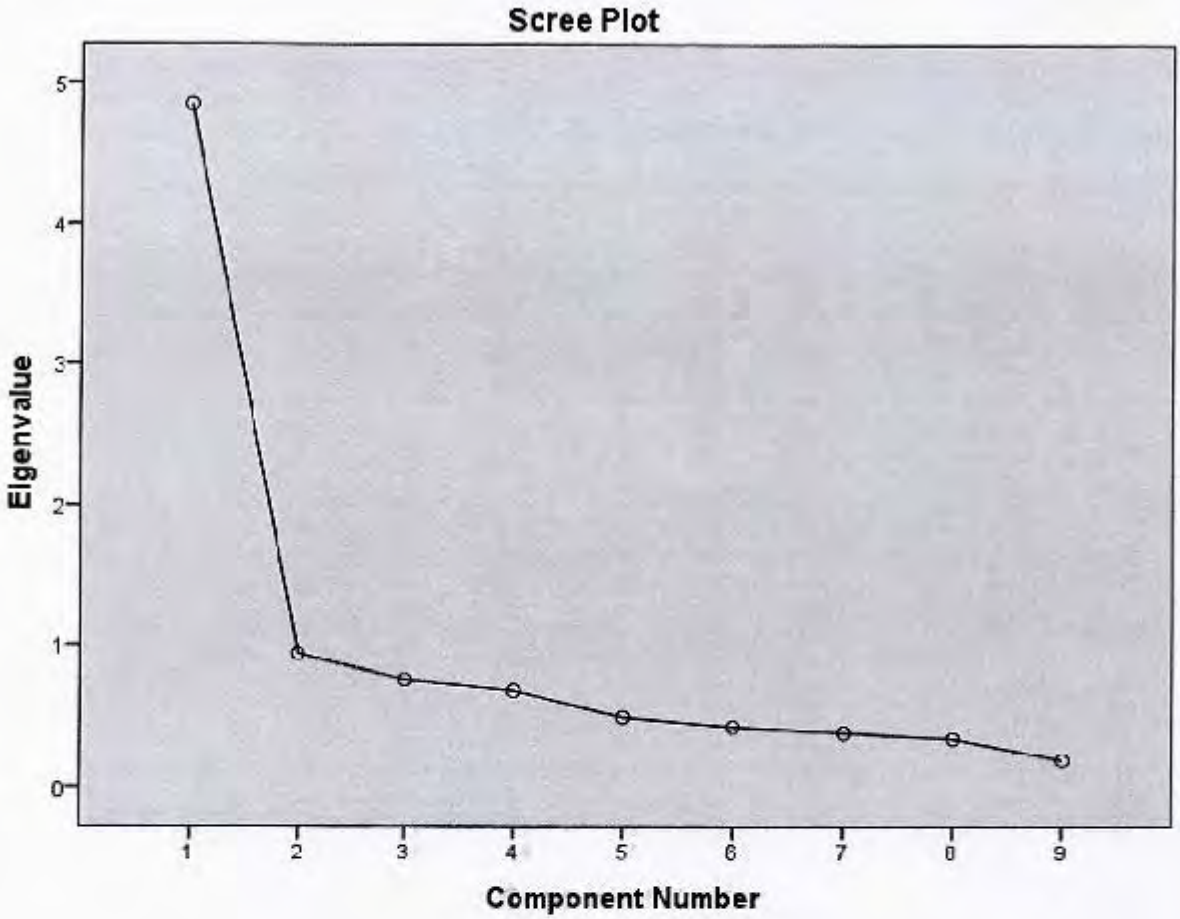
	Initial	Extraction
GPV1	1.000	.595
GPV2	1.000	.551
GPV3	1.000	.664
GPV4	1.000	.418
GPV5	1.000	.397
GPV6	1.000	.440
GPV7	1.000	.684
GPV8	1.000	.463
GPV9	1.000	.637

Extraction Methoc: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.851	53.895	53.895	4.851	53.895	53.895
2	.940	10.439	64.334			
3	.751	8.341	72.675			
4	.670	7.443	80.118			
5	.485	5.387	85.505			
6	.415	4.606	90.111			
7	.374	4.155	94.266			
8	.334	3.715	97.981			
9	.182	2.019	100.000			

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component
	1
GPV1	.772
GPV2	.742
GPV3	.815
GPV4	.647
GPV5	.630
GPV6	.664
GPV7	.827
GPV8	.681
GPV9	.798

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.797
Bartlett's Test of Sphericity	Approx. Chi-Square	119.642
	df	10
	Sig.	.000

Communalities

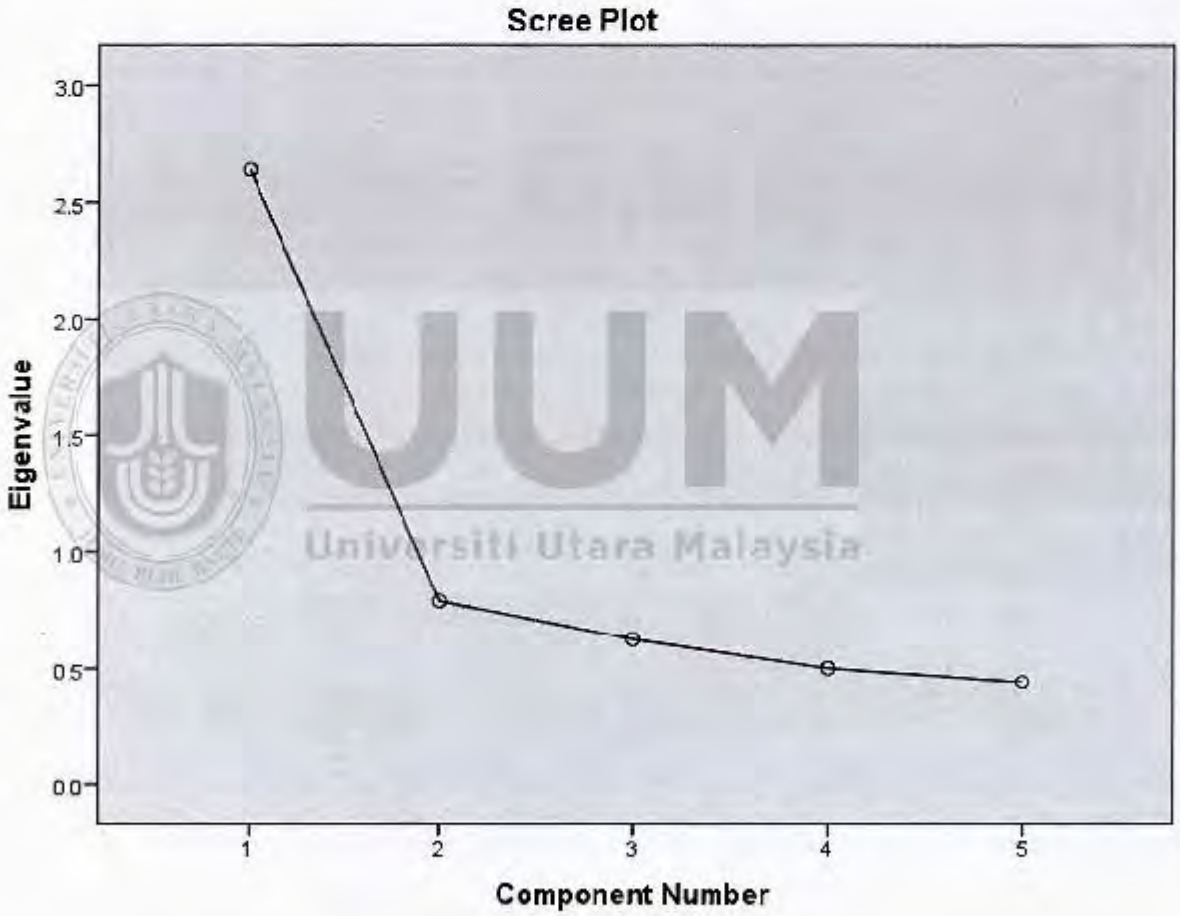
	Initial	Extraction
GT1	1.000	.611
GT2	1.000	.607
GT3	1.000	.518
GT4	1.000	.511
GT5	1.000	.395

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.642	52.836	52.836	2.642	52.836	52.836
2	.788	15.762	68.598			
3	.625	12.498	81.096			
4	.502	10.049	91.145			
5	.443	8.855	100.000			

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component
	1
GT1	.781
GT2	.779
GT3	.719
GT4	.715
GT5	.629

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.844
Bartlett's Test of Sphericity	Approx. Chi-Square	298.848
	df	28
	Sig.	.000

Communalities

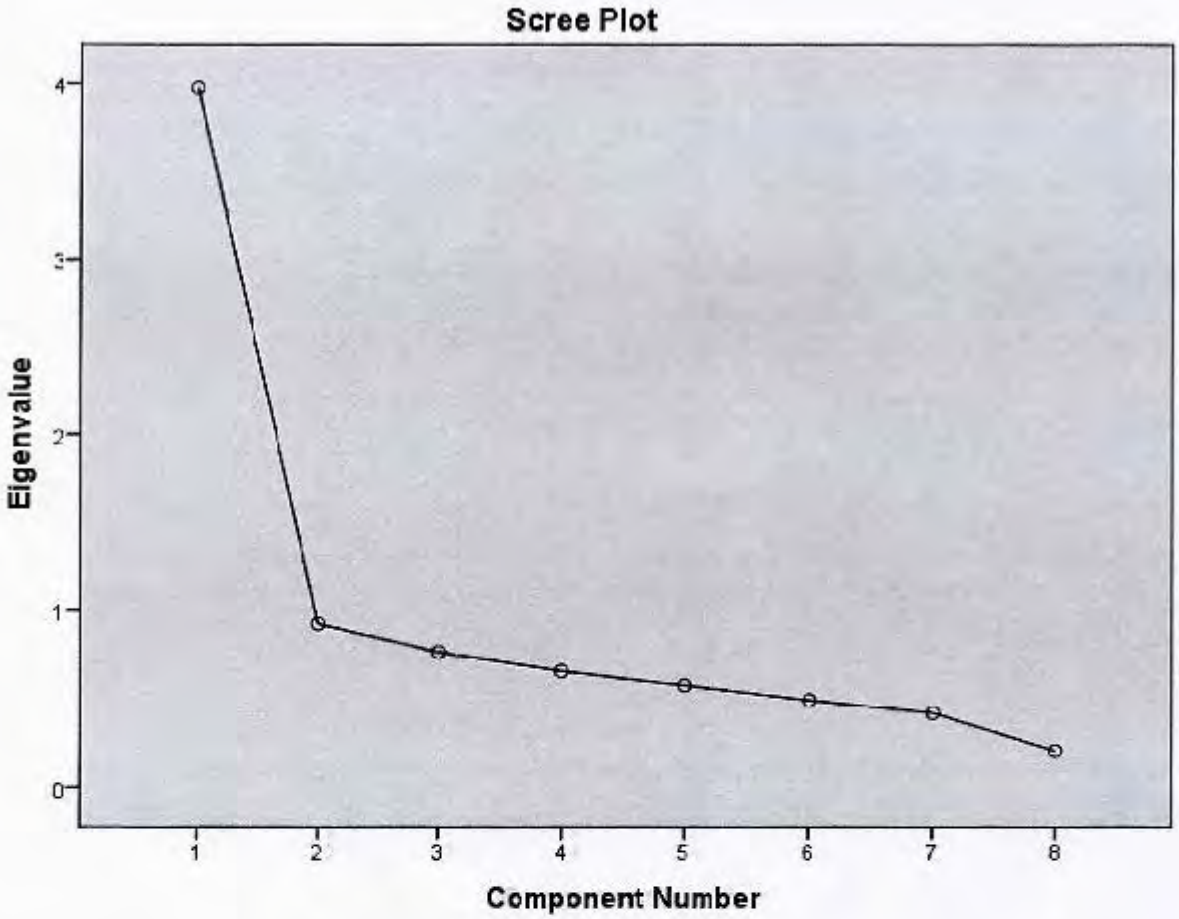
	Initial	Extraction
GM1	1.000	.550
GM2	1.000	.381
GM3	1.000	.762
GM4	1.000	.374
GM5	1.000	.535
GM6	1.000	.432
GM7	1.000	.391
GM8	1.000	.548

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.972	49.653	49.653	3.972	49.653	49.653
2	.924	11.550	61.203			
3	.761	9.518	70.721			
4	.656	8.199	78.920			
5	.575	7.183	86.103			
6	.491	6.140	92.243			
7	.419	5.232	97.475			
8	.202	2.525	100.000			

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component
	1
GM1	.741
GM2	.617
GM3	.873
GM4	.611
GM5	.731
GM6	.658
GM7	.625
GM8	.740

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.834
Bartlett's Test of Sphericity	Approx. Chi-Square	676.476
	df	36
	Sig.	.000

Communalities

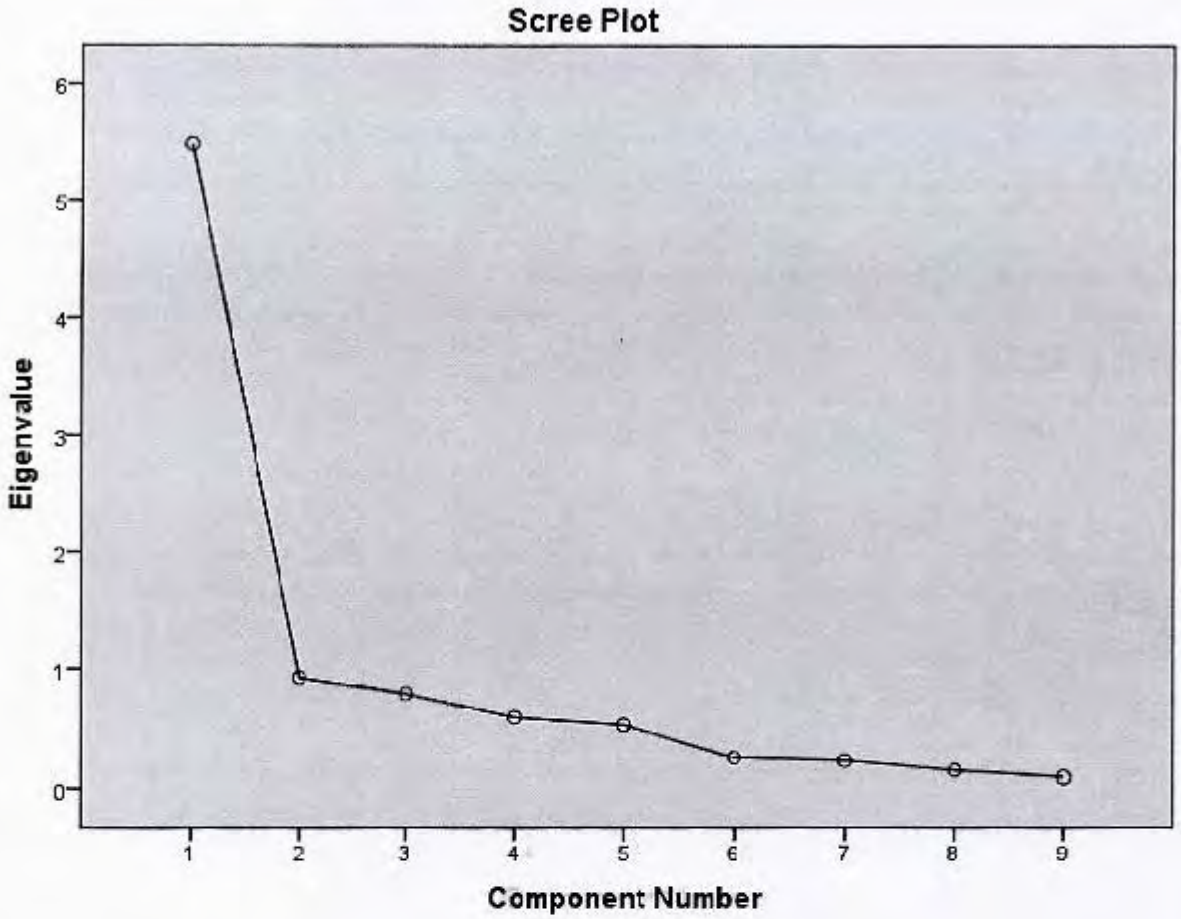
	Initial	Extraction
GPI1	1.000	.459
GPI2	1.000	.661
GPI3	1.000	.475
GPI4	1.000	.693
GPI5	1.000	.460
GPI6	1.000	.669
GPI7	1.000	.758
GPI8	1.000	.427
GPI9	1.000	.883

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.485	60.945	60.945	5.485	60.945	60.945
2	.923	10.261	71.206			
3	.787	8.741	79.947			
4	.586	6.515	86.462			
5	.523	5.814	92.275			
6	.246	2.737	95.013			
7	.220	2.448	97.461			
8	.141	1.569	99.030			
9	.087	.970	100.000			

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component
	1
GPI1	.677
GPI2	.813
GPI3	.689
GPI4	.833
GPI5	.678
GPI6	.818
GPI7	.871
GPI8	.653
GPI9	.940

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

APPENDIX C

SPSS Output for Reliability Analysis in Pilot Study

Scale: PERCEIVED QUALITY

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.799	5

Scale: PERCEIVED VALUE

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.891	9

Scale: TRUST

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.773	5

Scale: MARKETING

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.851	8

Scale: PURCHASE INTENTION

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.915	9

APPENDIX D

SPSS Output for Descriptive Analysis in Actual Study

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	186	46.5	46.5	46.5
	Female	214	53.5	53.5	100.0
	Total	400	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30 years	51	12.8	12.8	12.8
	31-40 years	97	24.3	24.3	37.0
	41-50 years	160	40.0	40.0	77.0
	Above 50 years	92	23.0	23.0	100.0
	Total	400	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	92	23.0	23.0	23.0
	Indian	97	24.3	24.3	47.3
	Chinese	160	40.0	40.0	87.3
	Others	51	12.8	12.8	100.0
	Total	400	100.0	100.0	

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	356	89.0	89.0	89.0
	No	44	11.0	11.0	100.0
	Total	400	100.0	100.0	

Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PhD/DBA	43	10.8	10.8	10.8
	Masters	88	22.0	22.0	32.8
	Degree	147	36.8	36.8	69.5
	Diploma	37	9.3	9.3	78.8
	STPM	53	13.3	13.3	92.0
	SPM	32	8.0	8.0	100.0
	Total	400	100.0	100.0	

SalaryRange

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≤MYR1,000	8	2.0	2.0	2.0
	MYR1,001-MYR2,000	21	5.3	5.3	7.2
	MYR2,001-MYR3,000	32	8.0	8.0	15.3
	MYR3,001-MYR4,000	37	9.3	9.3	24.5
	MYR4,001-MYR5,000	53	13.3	13.3	37.8
	MYR5,001-MYR6,000	146	36.5	36.5	74.3
	>MYR6,000	103	25.8	25.8	100.0
	Total	400	100.0	100.0	

APPENDIX E

SPSS Output for Correlation Analysis of Perceived Value Items with Purchase Intention

Correlations

		GPV1	GPV2	GPV3	GPV4	GPV5	GPV6	GPV7	GPV8	GPV9	Intention
GPV1	Pearson Correlation	1	.669**	.726**	.480**	.546**	.690**	.473**	.450**	.569**	.479**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
GPV2	Pearson Correlation	.669**	1	.760**	.517**	.507**	.586**	.451**	.421**	.559**	.483**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
GPV3	Pearson Correlation	.726**	.760**	1	.528**	.579**	.635**	.466**	.451**	.546**	.553**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
GPV4	Pearson Correlation	.480**	.517**	.528**	1	.371**	.477**	.329**	.297**	.462**	.357**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
GPV5	Pearson Correlation	.546**	.507**	.579**	.371**	1	.499**	.372**	.418**	.422**	.493**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
GPV6	Pearson Correlation	.690**	.586**	.635**	.477**	.499**	1	.434**	.401**	.502**	.493**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
GPV7	Pearson Correlation	.473**	.451**	.466**	.329**	.372**	.434**	1	.400**	.532**	.373**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
GPV8	Pearson Correlation	.450**	.421**	.451**	.297**	.418**	.401**	.400**	1	.391**	.412**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	400	400	400	400	400	400	400	400	400	400
GPV9	Pearson Correlation	.569**	.559**	.546**	.462**	.422**	.502**	.532**	.391**	1	.390**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400	400	400	400	400
Intention	Pearson Correlation	.479**	.483**	.553**	.357**	.493**	.493**	.373**	.412**	.390**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400	400	400

** Correlation is significant at the 0.01 level (2-tailed).