
IMPACT OF GREEN PACKAGING ON CONSUMER PURCHASE INTENTION OF AGRICULTURAL PRODUCTS

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ABSTRACT- In today's consumption, concerns about health and the environment are increasingly focused. Consumers tend to use ecological products, especially green agricultural products, which are essential sources of consumption in life. And one of the tools that can influence consumer intentions is product packaging. Companies consider product packaging as a sales promotion tool and a way to stimulate increased consumer purchasing behavior. The objective of this article is to empirically test the impact of green packaging on consumers' intention to purchase agricultural products through the theory of planned behavior (TPB). The results showed that green packaging has a significant impact on attitudes, subjective norms and perceived behavioral control, thereby affecting consumers' purchase intentions.

KEYWORDS- green packaging; green purchase intention; agricultural products; green agriculture

1. INTRODUCTION

Nowadays, green consumption is becoming more and more popular all over the world, especially in developed countries, which has greatly affected the thinking of manufacturers, distributors and traders. The value of a product does not stop at design, quality or price, but must also be environmentally friendly. This means that not only the input materials but also the packaging and distribution process of the product must be environmentally friendly, in which green packaging is an indispensable step. Since packaging is advertised, it has brought some functional benefits such as protection, safety during transportation, brand recognition and comparison, packaging design will meet the wishes of consumers [1], is a highlight to increase product value [2] and is a powerful advertising tool for manufacturers, traders, and competitors to achieve profit goals [3] [4]. However, the worrying point of packaging is that it is discarded immediately after use and causes great damage to the environment. According to statistics, global plastic production reached 380 million tons in 2015, of which 40% was used for packaging. These packaging materials are mainly made from many polymers and other additives, the risk of these chemicals escaping during production, use, disposal and recycling is very high [5]. Littering and accumulation of non-degradable plastics cause health concerns and harm to the environment [6] [7] [8]. Faced with this problem, green packaging has emerged as a new environmentally friendly and health-friendly solution. And many studies have shown that consumers are increasingly buying more environmentally friendly products regardless of the higher cost compared to conventional products [9]. Green packaging is beneficial in ensuring food safety and hygiene, preventing toxic chemicals, many consumers feel better when buying green products, facing the trend of changing customer awareness and thinking, manufacturers now see green packaging as a tool to promote products and increase competitiveness [10]. In Vietnam, research on green packaging is still quite limited, mainly on consumer trends and the relationship between green packaging and environmental protection [11] [12] [13]. Therefore, based on the theory of planned behavior (TPB), this study aims to examine the impact of green packaging on consumers' intention to purchase agricultural products in Hanoi, Vietnam.

2. LITERATURE REVIEW

2.1 Green agricultural products

In 1995 Peattie defined a "green product" as a product that achieves a significantly improved mental and social performance in its production, use and disposal compared to conventional or competing products. According to the European Union Commission (2001), green products are products that use fewer resources, pose less environmental risks and generate less waste than comparable products. However, no consumer product has zero impact on the environment, but in business production "green products" "eco-products" are produced in an effort to protect or improve natural resources and ecosystems [14]. Today, with the young generation of Generation Z, the explosion of digital technology, they are people who are conscious of equality, social justice and environmental awareness. They value money more than the previous generation and they are very dedicated in their consumer choices, especially green products, towards environmental protection and sustainable consumption

[15]. Green products in sustainable agriculture carry many nuances such as organic products, pesticide-free, chemical-free, non-GMO, low-carbon farming processes [16] [17] [18] [19]. This helps consumers feel secure when choosing green agricultural products, and also helps manufacturers format their potential customer files to hit the right consumer psychology.

2.2 Green packaging

According to the history of packaging development, traditional packaging has four basic functions: protection, communication, convenience and containment [20] [21]. Packaging is used to protect products against adverse effects of the external environment, while providing consumers with convenience, ease of use and time savings. Although traditional packaging has contributed greatly to the early development of the distribution system, it is not enough to be suitable because today's society is becoming more and more complex, chasing technology and chasing time. Concerns about food safety and the threat of bioterrorism have led to a rethinking of packaging trends and there has been a major paradigm shift in packaging. Previously packaging materials were considered "passive", meaning they only acted as a barrier to protect the product against chemical deterioration by oxygen and moisture. Today, a class of packaging materials has evolved to provide active protection of the product such as active packaging (AP) which has signified a major paradigm shift in product packaging [22]. For young consumers, in recent decades they pay attention to companies with sustainable marketing goals. Businesses need to consider green packaging as one of the company's competitive strategies. Moreover, current environmental issues further enhance consumers' awareness of sustainable development [23]. The famous brand McDonalds has built a campaign to use biodegradable paper for product packaging to enhance the company's commitment to environmental sustainability or Starbucks has used environmentally friendly paper and plastic packaging as one of the company's green activities to join hands in contributing to sustainable development. With these positive activities, consumers have had positive reactions to friendly, recyclable packaging and these are green practices that contribute to shaping customers' attitudes and awareness [24] [25] [26].

2.3 Green purchase intention

The Theory of Planned Behavior (TPB) is most frequently used by researchers to explain green purchase intention and green purchase behavior with three mediating factors: attitude, subjective norm, and perceived behavioral control [27]. The study also concluded that the main positive motivations influencing green consumption are customer attitude, environmental concern, environmental knowledge, subjective norm, product availability, and consumer perceived effectiveness [28]. Zhuang & Riaz (2021) [29] also systematically analyzed the factors affecting green purchase intention and the results also showed that perceived value, green attitude and belief have significant influence on intention, subjective norm and perceived behavioral control strongly influence green purchase intention while finding perceived risk has negative impact on green purchase intention. In addition, there is a big difference between green purchase intention and actual consumer behavior [30], which is called "green purchase process discrepancy" or a gap between attitude and behavior. There are many reasons that affect this discrepancy: shopping habits are the main factor [31]; price through the mediation of perceived behavioral control reduces purchase intention, while product availability does not [30].

3. RESEARCH MODEL AND RESEARCH HYPOTHESES

Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB)

Martin Fishbein in 1967 proposed the TRA theory, he pointed out that intention is the direct antecedent of behavior, there are two factors that influence consumer purchase intention: "attitude" and "subjective norm". The theory of planned behavior was developed by Ajzen on the TRA theory, it is an extension of TRA, by adding the factor "Perceived behavioral control". The TPB model focuses on the study of consumer intentions instead of studying their behavior. TPB has linked behavioral intention with attitude, subjective norm and perceived behavioral control. These are the basic antecedents of intention and mediate their relationship with human behavior [32].

Green packaging

For green marketing, packaging is considered a valuable feature of a green product, motivating consumers to make a purchase. The images, colors, and shapes of packaging on organic agricultural products affect consumers' eyes and thereby affect consumers' perceptions, attitudes, and purchasing behavior [33]. The image on the packaging is one of the main features used by marketers, special images will attract consumers' attention [34] and influence consumers' trust [35]. The features on the packaging are more appealing to the consumer's eyes, stay in their mind and ultimately it is considered as the defining features of the product by the consumer [36]. Nowadays, choosing sustainable green packaging trends aims to give consumers comfort in waste disposal, peace of mind with health and ensure ecological environment. Labels on the packaging also play an important role in providing information and educating consumers about green products [37]. Therefore, green packaging will affect consumers' attitudes, subjective norms and cognitive behavioral control. The author hypothesizes:

Hypothesis H1: *Green packaging has a positive impact on consumer attitudes.*

Hypothesis H2: *Green packaging has a positive effect on consumers' subjective norms.*

Hypothesis H3: *Green packaging has a positive influence on consumer cognitive behavioral control.*

Attitude is the retention of an object in memory and a certain evaluation of that object [38]. Attitude is a personal evaluation of the expected outcome of a behavior. Generally, a consumer will perform a certain behavior if he or she believes that the benefits of that behavior outweigh the disadvantages [39] [40].

Subjective norms are the influence of social norms, friends, experts, and significant others. It involves beliefs about approval or disapproval of a particular behavior [39] [40]. Individuals perceive the role of this group of influencers and are motivated to make their intentions [41].

Perceived behavioral control is an individual's perception of the ease or difficulty of performing a particular behavior, which depends on the availability of resources, and the opportunities to perform the behavior.

Green purchase intention is the probability that a customer will choose a particular brand from a product category [42]. There have been many studies based on TPB to examine the influence of green packaging on purchase intention, especially agricultural products, such as in Indonesia [43], when TPB was applied to assess the intention to buy products with green packaging, the author showed that subjective norms and perceived behavioral control have a positive influence on purchase intention [43] [44]. In Europe, based on TPB, it has been shown that although the level of shopping between different regions, subjective norms really affect shopping intentions and behavior [45]. Based on the theories and research results, the author proposes a research model and research hypotheses:

Hypothesis H4: Consumer attitude has a positive influence on consumer purchase intention.

Hypothesis H5: Consumer subjective norms have a positive influence on consumer purchase intention.

Hypothesis H6: Consumer perceived behavioral control has a positive influence on consumer purchase intention.

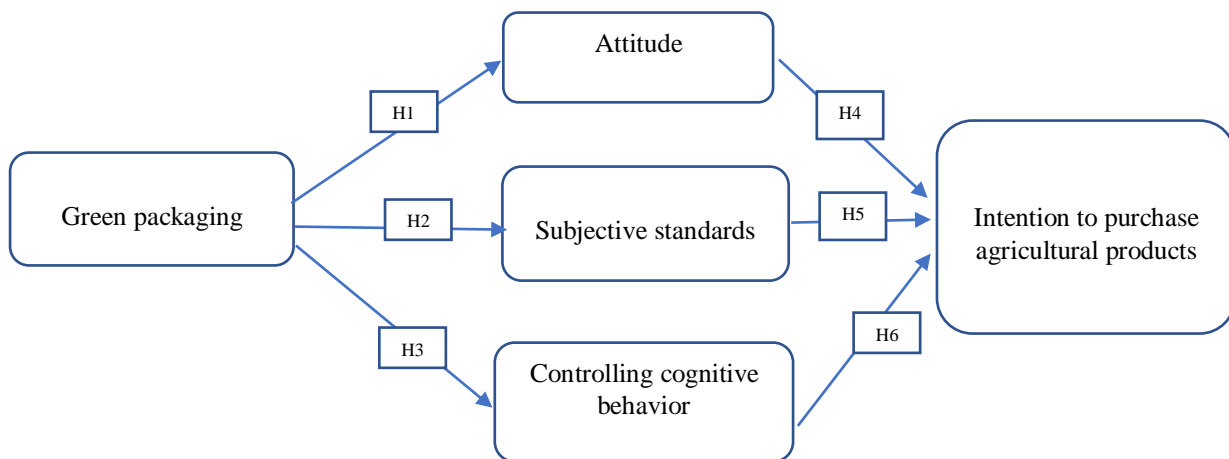


Figure 1: Research model The impact of green packaging on consumers' intention to purchase agricultural products
(Source: research author's proposal)

4. RESEARCH METHODS

Based on the TPB research model, the author conducted a survey using a direct survey form, conducted from October 2023 to the end of November 2023 in Hanoi. The survey subjects were consumers who intended to buy clean agricultural products such as clean poultry, clean vegetables and fruits. Each consumer responded with a survey form answering their level of satisfaction with the question categories on a 5-point Likert scale (1 = Completely disagree, 2 = Disagree, 3 = No opinion, 4 = Agree, 5 = Completely disagree). Over a period of about 2 months, the author directly surveyed 150 consumers of agricultural products in Hanoi. The number of returned ballots was 137, of which 120 were valid, reaching 87.6%, which could be used for analysis. The collected data were used to evaluate the scale, analyze factors, analyze correlations, test models and research hypotheses using linear structural models combined with SPSS 26 and AMOS 24 software.

5. RESULTS

5.1 Results of scale reliability analysis

The Green Packaging Scale (BBX) has 3 observed variables from BBX1 to BBX3. The reliability analysis of the 3 observed variables scale shows that the total correlation of the observed variables is greater than 0.3. The Cronbach Alpha coefficient is $0.898 > 0.6$. So the scale is reliable.

Attitude scale (TD) has 3 observed variables from TD1 to TD3, after analyzing the reliability of the scale for 3 observed variables, the result is that the total correlation of the observed variables is greater than 0.3. Cronbach Alpha coefficient is $0.805 > 0.6$. So the scale is reliable.

The Subjective Norm Scale (CCQ) has 3 observed variables from CCQ1 to CCQ3. After analyzing the reliability of the scale for the 3 observed variables, the result is that the total correlation of the observed variables is greater than 0.3. The Cronbach Alpha coefficient is $0.779 > 0.6$. So the scale is reliable.

The Perceived Behavioral Control (KS) scale has 7 observed variables from KS1 to KS7. After analyzing the reliability of the scale for the 7 observed variables, the result is that the total correlation of the observed variables is greater than 0.3. The Cronbach Alpha coefficient is $0.918 > 0.6$. So the scale is reliable.

The Behavioral Intention Scale (YD) has 6 observed variables from YD1 to YD6. After analyzing the reliability of the scale for the 6 observed variables, the result is that the total correlation of the observed variables is greater than 0.3. The Cronbach Alpha coefficient is $0.920 > 0.6$. So the scale is reliable.

Table 1: Reliability of the scales

Component	Factor	Cronbach Alpha Reliability
1	KT: Knowledge about eco-labels	0,792
2	TD: Attitude	0,768
3	CCQ: Subjective standard	0,739
4	KS: Cognitive behavioral control	0,871
5	YD: Behavioral intention	0,866

(Source: Results of processing survey data by the author)

5.2 Results of scale validity testing (convergent validity and discriminant validity)

Based on the research model, it can be seen that the independent variable is the variable "green packaging"; the intermediate variable includes the variables "attitude", "subjective norm", "perceived behavioral control"; the dependent variable is the variable "intention to purchase agricultural products".

The first exploratory factor analysis (EFA) results showed that 22 observed variables were included, including 1 independent variable, 3 intermediate variables and 1 dependent variable, divided into 5 groups and entered into the rotation matrix, giving us the following results: KMO coefficient = $0.917 > 0.5$ and Sig value = $0.000 < 0.05$ with a high significance level, showing the suitability of the factors to ensure the necessary and sufficient conditions. The extracted variance reached 73.813%, showing that 5 groups of factors explained more than 73% of the variation in the data, showing that the EFA model was appropriate. The stopping point for extracting factors was at the 5th factor with an Eigenvalue of 1.092, so all 5 factors remained in the research model. However, the observed variable KS1 had a loading factor < 0.5 , so we removed this variable and ran the second EFA analysis for the remaining variables.

Running EFA for the second time gave us the following results: KMO = $0.917 > 0.5$ and Sig = $0.000 < 0.05$, showing that these 21 observed variables are correlated with each other and are completely suitable for factor analysis. The extracted variance reached 75.039%, showing that 5 groups of factors explained more than 75% of the variation in the data, indicating that the EFA model is suitable. The stopping point for extracting factors is at the 5th factor with Eigenvalue = 1.077, so there are 5 factors retained in the research model, no observed variables have a loading factor < 0.5 . With this result, the conditions for proceeding to the next research steps are satisfied.

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Table 2: Results of EFA analysis of scale values for the second time

KMO and Bartlett's Test						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.						.917
Bartlett's Test of Sphericity						1724.003
						210
						.000
Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.617	45.794	45.794	9.617	45.794	45.794
2	2.298	10.945	56.739	2.298	10.945	56.739
3	1.607	7.651	64.390	1.607	7.651	64.390
4	1.159	5.520	69.910	1.159	5.520	69.910
5	1.077	5.129	75.039	1.077	5.129	75.039
6	.602	2.868	77.908			
7	.565	2.691	80.599			
8	.493	2.347	82.945			
9	.459	2.187	85.133			
10	.405	1.928	87.061			
11	.379	1.806	88.866			
12	.348	1.659	90.525			
13	.292	1.392	91.917			
14	.271	1.291	93.208			
15	.258	1.227	94.435			
16	.238	1.134	95.568			
17	.229	1.089	96.657			
18	.217	1.032	97.689			
19	.181	.863	98.552			
20	.158	.753	99.306			
21	.146	.694	100.000			

Rotated Component Matrix ^a					
	Component				
	1	2	3	4	5
KS2	.834				
KS6	.822				
KS3	.792				
KS5	.786				
KS7	.780				
KS4	.778				
YD1		.802			
YD6		.764			
YD3		.735			
YD5		.725			
YD2		.710			
YD4		.689			
BBX1			.869		
BBX2			.858		
BBX3			.828		
TD1				.777	
TD3				.769	
TD2				.716	
CCQ1					.784

CCQ2					.724
CCQ3					.723
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 7 iterations.					

(Source: Results of processing survey data by the author)

5.3 Confirmatory factor analysis CFA

Confirmatory factor analysis (CFA) was conducted with 21 observed variables. With the results of EFA analysis, 5 factors were extracted with corresponding scales to form a model to measure the concepts and were included in CFA analysis to examine the suitability of the model. The results of CFA analysis are as follows:

5.3.1 Model fit testing

After CFA analysis, the results were as follows: Chi-square/df = 1.116 (<2); GFI = 0.869; CFI = 0.987 (>0.9); TLI = 0.985 (>0.9); RMSEA = 0.031 (<0.08); PCLOSE = 0.138 (>0.01) are all appropriate. According to Baumgartner and Homburg (1995) and Doll, Xia, and Torkzadeh (1994), GFI = 0.869 > 0.8 is appropriate.

Table 3: Model fit indicators

Evaluation indicators	Value
Chi-square/df	1,116
GFI	0,869
TLI	0,985
CFI	0,987
RMSEA	0,031

(Source: Results of processing survey data by the author)

With the above parameters, CR and AVE of all scales are greater than 0.5. Therefore, the scales are reliable.

5.3.2 Assessment of scale reliability

The reliability of the scale is assessed on 3 indicators: Composite reliability (CR), total variance extracted (AVE) and Cronbach's Alpha coefficient. According to the above assessment, the Cronbach's Alpha coefficient has satisfied the requirements. Regarding composite reliability and variance extracted, according to Hair & colleagues (1995), the scale is assessed as reliable when the composite reliability has a value > 0.5 and the total variance extracted has a meaning >= 0.5

Table 4: Composite reliability and total variance extracted

Factor	CR- Composite Reliability	AVE – Total variance extracted
KS	0.928	0.683
YD	0.921	0.661
BBX	0.898	0.747
TD	0.821	0.607
CCQ	0.785	0.551

(Source: Results of processing survey data by the author)

5.3.3 Convergent and discriminant validity testing

According to Hair et al. 2010 and 2016, if the average variance extracted AVE >= 0.5, the scale ensures convergence. If the largest shared variance (MSV) < average variance extracted (AVE) and the square root of the average variance extracted (SQRTAVE) > the correlation between the inter-Construct correlations in the Fornell and Larcker table, the scale ensures discrimination.

Table 5: Fornell and larcker table

	CR	AVE	MSV	MaxR(H)	KS	YD	BBX	TD	CCQ
KS	0.928	0.683	0.452	0.93	0.827				
YD	0.921	0.661	0.46	0.922	0.672***	0.813			
BBX	0.898	0.747	0.316	0.902	0.395***	0.493***	0.864		

TD	0.821	0.607	0.449	0.842	0.482***	0.670***	0.562***	0.779	
CCQ	0.785	0.551	0.46	0.798	0.495***	0.678***	0.535***	0.615***	0.742

(Source: Results of processing survey data by the author)

The above results show that the AVE of the 5 factors are all greater than 0.5, so the scales ensure convergence. $MSV < AVE$ and the square roots of the average variances extracted $SQRTAVE$ of KS is 0.827; YD is 0.813; BBX is 0.864; CCQ is 0.779; TD is 0.742 are all greater than the correlation between the structures, so the scales ensure discrimination.

5.4 Testing the suitability of the theoretical model and research hypothesis

5.4.1 Testing the suitability of the theoretical model

After confirmatory factor analysis (CFA), the author used the SEM structural model to determine the influencing factors and the level of influence of the factors. The results of SEM showed that $\text{Chi-square}/df = 1.247 < 2$; $TLI = 0.968 > 0.9$; $CFI = 0.972 > 0.9$; $RMSEA = 0.046 < 0.08$. Thus, the model is completely consistent with the research data (Figure 2).

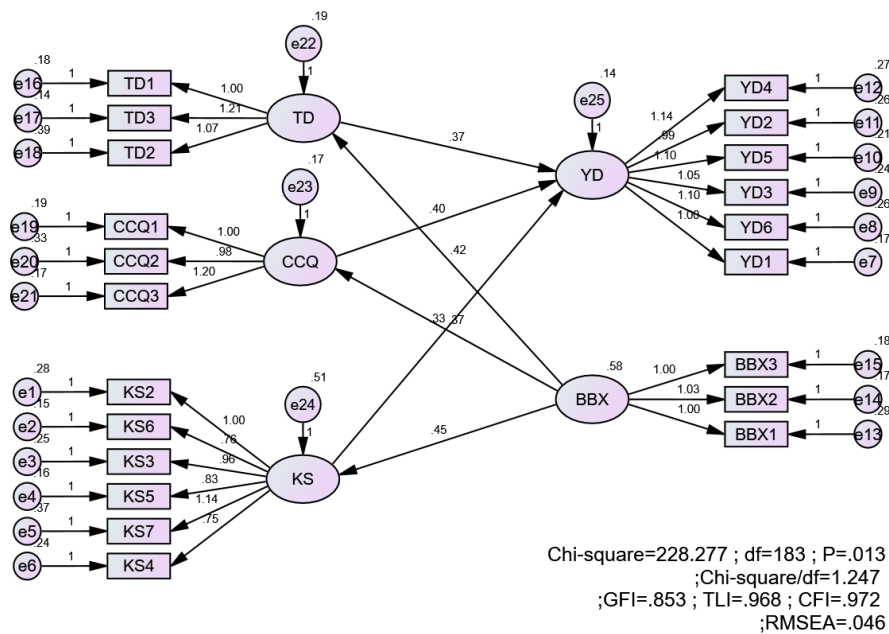


Figure 2: Results of SEM linear structural model analysis
(Source: Results of processing survey data by the author)

Table 6: SEM linear structural model analysis results

Correlation between factors		Estimate	S.E.	C.R.	P	Standardized Regression Weights	Hypothetical results	
TD	<---	BBX	0.416	0.075	5.554	***	0.594	Chấp nhận
CCQ	<---	BBX	0.370	0.073	5.087	***	0.568	Chấp nhận
KS	<---	BBX	0.446	0.102	4.362	***	0.432	Chấp nhận
YD	<---	TD	0.398	0.096	3.824	***	0.331	Chấp nhận
YD	<---	CCQ	0.406	0.107	3.703	***	0.331	Chấp nhận
YD	<---	KS	0.325	0.062	5.258	***	0.430	Chấp nhận

(Source: Results of processing survey data by the author)

5.4.2 Testing research hypotheses

Based on the SEM linear structural model, it shows that the model ensures suitability and 6 research hypotheses are accepted:

+ The green packaging factor of agricultural products (BBX) has a positive impact on attitude, subjective norms and perceived behavioral control with unstandardized coefficients of 0.461; 0.373; 0.446 and the corresponding standardized coefficients are 0.594; 0.568; 0.432. In which, the green packaging influence has the strongest impact on attitude, the second is subjective norms and finally perceived behavioral control. The P-value coefficients are all less than 0.05, so hypotheses H1, H2, H3 are accepted.

+ The attitude factor, subjective norms, perceived behavioral control have a positive impact on the intention to buy agricultural products with unstandardized coefficients of 0.398; 0.406; 0.325 and the standardized coefficients are 0.331; 0.331; 0.430. The P-values are all less than 0.05, so hypotheses H4, H5, H6 are accepted.

6. DISCUSSION, IMPLICATIONS AND LIMITATIONS

The objective of this study is to evaluate the impact of green packaging on consumers' intention to purchase agricultural products in Hanoi, Vietnam based on the planned behavior (TPB) model. The findings show that green packaging has a positive impact on attitudes, subjective norms, and perceived behavioral control, thereby affecting consumers' intention.

Previous studies have found that green packaging has a positive effect on consumers' attitudes towards less harmful products to the environment, green packaging is considered a strategic communication tool to promote consumer behavior [24] [25] [26]. Research has found that green packaging has a positive effect on consumers' attitudes, subjective norms, perceived behavioral control, thereby affecting their consumption intentions [37].

The research results also show that the use of green packaging is not only a matter of the manufacturer and requires the attention of the entire legal system, especially the attention of the Government and the State. Social media plays an important role in increasing consumer awareness towards friendly packaging, bio-packaging, reducing waste towards sustainable development. In addition, policies on the Law on waste classification and environmental pollution need to be stricter to increase awareness of packaging use in socio-economic activities.

The findings of this study suggest that manufacturers and decision makers need to come up with solutions to promote the use of green packaging, which is also considered the most effective tool to achieve competitiveness in a modern market where consumers have certain awareness of the environment, health and sustainability.

Limitations of the study: The research method is data collected through direct survey questionnaires to consumers of agricultural products, so subjectivity may exist during the survey. Another limitation is the time and resources, the sample size is relatively small, only focusing on Hanoi - Vietnam, so the representativeness is not high.

7. CONCLUSION

The study focused on examining the impact of green packaging on consumers' intention to purchase agricultural products in Hanoi - the capital of Vietnam. The results showed that green packaging has a positive impact on consumers' attitudes, subjective norms and perceived behavioral control. The findings of this study help marketers have the necessary action strategies to design outstanding product packaging, containing necessary information to help customers quickly recognize products and distinguish between green products and conventional products. Businesses need to have campaigns to educate consumers about the benefits of being environmentally friendly, environmental sustainability, the positive impacts of consuming products with green packaging, helping to reduce emissions, reduce environmental pollution towards sustainable development for future generations.

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