

Examining The Ajzen's Predictors of Intention Formation towards Purchase of Ethical Products in Rwanda

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ABSTRACT With the focus being shifted towards ethical consumption, understanding ethical consumer behaviour is getting more fundamental for business houses. On the basis of the variables proposed in the Ajzen's theory of planned behaviour, the present paper attempts to explain the predictors of intension formation towards purchase of ethical products in Rwanda. Purposive sampling technique was used to select 400 generation Y consumers of Rwanda which were further divided into college students, government/public sector employed people, private sector employed people and self-employed people. Through descriptive analysis and multiple regression analysis, it was observed that attitude, subjective norm, and perceived behavioural control are significant factors which influence the consumer's intention formation towards purchase of ethical products. Based on the regression results, suitable models were also developed. They will assist business houses and government agencies to develop an appropriate strategy and practical marketing outline to reach ethical consumers.

INTRODUCTION

We are in a new era, where due to various forms of media, people are informed well than ever before. Consumers are realizing that they have to change their consumption habits and consider ethical products in their purchasing decisions. Ethical consumerism is gaining acceptance as a better option of lifestyle. Some ethical products benefit people, for example organic products, locally produced products, products free of child labor etc., some benefit the natural environment, for example, products which are made of non-toxic materials and can be recycled, products which do not pollute environment, products which do not produce pollution and waste etc. (Dangelico and Pujari 2010; Maichum et al. 2016), some concerns animal welfare, for example, animal cruelty free products and some benefit original producers in a faraway part of the world, for example, fair-trade products (De Pelsmacker et al. 2005). As it is often highlight-

ed, there is hope that an increase in the number of ethical consumers would play an important role in encouraging a change in production processes. In fact, ethical consumers choose goods and services that respect the human beings, animals, and the environment. The ethical consumers' motive behind their choice is not altruistic, they want to feel good and do good which justifies their translation of ethical concerns by means of choosing products for their positive qualities (for example, reusable products, organic products, recycled products etc.) or avoiding, even boycotting some products for their negative qualities (for example, products made by child labor, animal cruelty etc.), and this is an enormous social change (Newholm and Shaw 2007).

Researchers are trying to understand this social change by developing models of ethical consumer behaviour to help businesses to cater for customers in a better way. Understanding the intention formation is a key to know about behaviour and has profound implications for the marketers of ethical products, since products launched without understanding the consumer's behaviour have a high chance of failure. The models commonly used are based on the theoretical frameworks from the consumer behaviour field, business ethics and social psy-

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chology domains (Newholm and Shaw 2007), and tend to be based on cognitive approaches, focusing on the internal (mental) process of decision making (Fukukawa 2003). The most commonly used model is the reasoned action model (Fishbein and Ajzen 1975) and the extension of it, the planned behaviour model (Ajzen 1991; De Pelsmacker and Janssens 2007). The planned behaviour conceptual framework looks at the factors affecting the behaviour towards a particular concern (Ajzen 1985).

Like other consumer behaviour models, the theory of planned behaviour is built on a core cognitive succession of a series of steps where belief determine attitude, attitude lead to intention (Ajzen 1991; Cheng et al. 2006; Hai et al. 2017) and finally, intention forms behaviour (Karim et al. 2013; Wang et al. 2014). Consumers' attitude, being mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual's response to all objects and situations (Allport 1935) which has been conceptualized and tested in several models of ethical consumption behaviour, do clearly influence behaviour (Hunt and Vitell 1993; Shaw and Clarke 1999; Vitell et al. 2001). Attitude is described as the degree of favourable or unfavourable evaluation of the behaviour under study (Ajzen 1991) which in turn leads to intention and then behaviour. It was reported for example that environmental concern and environmental attitude had significant positive influence on green purchase intention of young consumers in Thailand (Maichum et al. 2017) and purchase intention of solar energy in Finland (Hai et al. 2017). Yadav and Pathak (2017) reported that the environmental attitude has direct effects on consumer's intention to purchase green products. Prakash and Pathak (2017) confirmed that environmental attitudes affect youth's purchase intention towards green products. It can, thus be said that stronger is the attitude better will be intention to purchase ethical products. Intention being a determination to act in a particular way is a sign and an indication of a person's willingness to perform the behaviour. In fact it is an immediate antecedent of behaviour (Ajzen 1991; Maichum et al. 2017; Ramayah et al. 2010). Intention plays an important role in explaining sustainable consumption behaviour (Wang et al. 2014; Hai et al. 2017).

In addition, social norm and behavioural control moderate intentions and behaviour, since individual's decision-making is not always volitional (Ajzen 1991; De Pelsmacker and Janssens 2007). Social norm or subjective norm is the belief about what others will think about the behaviour (Ajzen 1991). These pressures can be exerted by friends, parents, political parties and agents (Kalafatis et al. 1999; Hai et al. 2017). It was found that perceived behavioural control positively affects consumer's intention to visit green hotels (Chen and Tung 2014). A strong relationship was observed between safe food handling and perceived behavioural control (Mullan et al. 2013; Bai 2014).

The use of planned behaviour theory became popular in many studies conducted with a focus on behaviour prediction. For example, studies on cigarette smoking behaviour among water pipe users (Alanazi et al. 2017), intention-behaviour gap about acceptance of solar energy in regular residential buildings in Finland (Hai et al. 2017), environmental aspect of behaviour such as recycling (Chan 1998; Shaw 2008; Begum et al. 2009), water saving technology (Lynne et al. 1995), and environmental attitude (Kaiser et al. 1999); factors influencing the use of mortgage in financing homeownership in Nigeria (Usman et al. 2017), factors influencing housing purchase intentions (Phungwong 2010; Numraktrakul et al. 2012), purchase intention for real estate in Saudi Arabia (Al-Nahdi 2015), and studies on understanding ethical consumption behaviour (Hunt and Vitell 1993; Shaw and Clarke 1999; Vitell et al. 2001) appreciated the suitability of this model.

Rwanda has long been recognized from the 1994 genocide perpetrated against Tutsi which took life of more than one million that is, 1,074,017 men, women, and children who perished in only 100 days (MINALOC 2004) which was a turning point for Rwanda. A silent victim of the genocide, "the environment" has been frequently overlooked. However, now Rwanda has decided to brand itself as one of the greenest countries in the world by leveraging a greeneconomy approach to economic development (Rwanda Vision 2020). Partners like United Nations Environment Programme (UNEP) are working with Rwanda for green economy and social and environmental entrepreneurship development. Business houses are also responding to this call by manufacturing eco-friendly products. Agropharm Africa Limited, Akagera Business Group, Lights for Life Ltd., etc. are some of the companies in Rwanda to name. Understanding the intention forma-

tion has profound implications for the marketers of ethical products. The present paper attempted to generate evidences from Rwanda to understand ethical purchase intention of generation Y consumers.

The attainment of above objective will depend on ethical consumption intention formation of generation Y as the mean age in Rwanda is only 21.9 years of which 41.15 percent belongs to 0-14 years; 32.4 percent belongs to 15-39 years and only 26.2 percent belongs to rest of the age group (NISR 2014). Generation Y, the people born during 1978 to 2000 (Kotler and Armstrong 2008) represents the future of Rwanda. Thus, as discussed above, understanding the intention formation of Generation Y consumers towards purchase of ethical products is clearly an important academic, managerial and social objective in an endeavour to make Rwanda a “green country”.

Objectives

1. To identify the factors affecting purchase intention formation of generation Y consumers towards ethical products.
2. To analyze the relationship of variables like attitude, subjective norm and perceived behavioural control with the ethical purchase intention Generation Y consumers.

Research Questions

1. What are the factors affecting purchase intention formation of generation Y consumers towards animal ethical products, environmental ethical products and human ethical products?
2. What are the individual contribution of attitude, subjective norm and perceived behavioural control in the prediction of purchase intention of ethical products?

Hypothesis

H₀: There is no significant relationship between attitude, subjective norm and perceived behavioural control with the ethical purchase intention of Generation Y consumers.

METHODOLOGY

Research Design

Ethical products are based on three concerns namely animal, environmental, and human. This

research adopted a descriptive survey design to find out the factors influencing the purchase intention formation towards animal ethical products, environmental ethical products and human ethical products in Rwanda.

Population

The population of this study comprised of Generation Y College students, Generation Y employed in government/public sector, Generation Y employed in private sector, Generation Y in self-employment sector in the four provinces (North, South, East and West) and Kigali city of Rwanda.

Sample and Sampling Technique

Purposive sampling technique was used to select 400 generation Y consumers of Rwanda which were further classified into college students (100 sample), employed in government/public sector (100 sample), employed in private sector (100 sample), and self-employed people (100 sample). The detailed sample breakup is presented in Table 1.

As per the fourth population and housing census of Rwanda, 2012 (National Institute of Statistics of Rwanda 2014), the generation Y of Rwanda comprises of forty-nine percent males and fifty-one percent females. Thus, the sample was equally divided among male and female population.

Research Instruments

Three instruments were used in the collection of data, namely:

1. Questionnaire for intention formation towards animal ethical products
2. Questionnaire for intention formation towards environmental ethical products
3. Questionnaire for intention formation towards human ethical products

Validity of Instruments

Validity is important instrument to know how well a test measures the behaviour for which it is intended. For this, initially, the experts were consulted to remove the inappropriate questions or to re-design them. Then a new questionnaire was also designed. By adopting scale-level con-

Table 1: Sample breakup of the study

S. No.	Province	Generation Y college students			Generation Y employed in government/public sector			Generation Y employed in private sector			Generation Y in self-employment sector			Total sample		
		M	F	T	M	F	T	M	F	T	M	F	T	M	F	T
1	North	10	10	20	10	10	20	10	10	20	10	10	20	40	40	80
2	South	10	10	20	10	10	20	10	10	20	10	10	20	40	40	80
3	East	10	10	20	10	10	20	10	10	20	10	10	20	40	40	80
4	West	10	10	20	10	10	20	10	10	20	10	10	20	40	40	80
5	Kigali City	10	10	20	10	10	20	10	10	20	10	10	20	40	40	80
	Total	50	50	100	50	50	100	50	50	100	50	50	100	200	200	400

Note: Here M= Male, F= Female, T= Total

tent validity index using the averaging approach (S-CVI/Ave), the Content Validity Index (CVI) of 0.904 was found, which is more than standard criterion for its acceptability is 0.90 (Waltz et al. 2005) which indicates very good validity.

Reliability of Instruments

Reliability is concerned with the extent to which a measurement of a phenomenon provides a stable and consistent result (Hair et al. 1995). The reliability of scale was tested with Cronbach's alpha (α). The Cronbach's alpha (α) was found to be 0.985, and is above the acceptable region indicated by researchers 0.7- 0.8 (Lynn 1986; Wang 2014). So this indicates good reliability.

Data Analysis

Likert scale was used to assess intention of Generation Y consumers for ethical products. For data analysis apart from descriptive analytical tools, multiple regression analysis of the following form was used.

$$Y = \alpha + b_1x_1 + b_2x_2 + b_3x_3 + e$$

Where Y= purchase intention; x_1 is attitude, x_2 is subjective norm, x_3 is perceived behavioural control.

RESULTS

Demographic Profile of Respondents

Table 2 shows the demographic profile of 400 respondents. A perusal of the table shows that eighty-eight percent of the respondents were between 18 to 37 years of age and twelve percent were in the age bracket of 15-17. The average age of respondents were found to be 27 years with an average 15 years of formal education and on an average 301413 Rwf of monthly income. The average family size was found to be of 5 members. Generation Y is the future of our society and country, and seem to have a different attitude and concept when compared with other generations (Kanchanapibul et al. 2014). Though this paper didn't intend to evaluate specifically the influence of these demographic profiles on behaviour towards ethical products, it is believed that they have influence on behaviour as previous studies suggested that the demographics of consumers influenced their purchase intention (Kanchanapibul et al. 2014; Ghvanidze et al. 2016; Yadav and Pathak 2017).

Table 2: Demographic profile of respondents

S. No.	Parameters/Demographic classification		Average age (years old)	Average education (years)	Average monthly income (Rwf)	Average family size (members)
1	<i>Students</i>	M	20	12	257900	4
		F	19	12	301700	5
		T	19	12	279800	5
2	<i>People Employed in Public Sector</i>	M	31	16	332900	5
		F	31	16	316400	5
		T	31	16	324650	5
3	<i>People Employed in Private Sector</i>	M	28	16	294400	5
		F	30	16	306800	5
		T	29	16	300600	5
4	<i>People Self-employed</i>	M	28	16	294400	5
		F	30	16	306800	5
		T	29	16	300600	5
5	<i>Total</i>	M	27	15	294900	5
		F	27	15	307925	5
		T	27	15	301413	5

(Figures rounded to the next level)

Factors Affecting Intention on Animal Ethical Products

The result in Table 3 showed that in the student category, the intention towards purchase of animal products are significantly influenced by the attitude and perceived behavioural control on animal ethical products. In the case of the government/public sector employees, the attitude and subjective norm on animal ethical products are found to affect the intention towards animal ethical products significantly. In case of the private sector employee's category, the attitude, subjective norm, perceived behavioural control on animal ethical products are found to significantly affect the intention towards purchase of ethical products. In the self-employed people category, the attitude, subjective norm, perceived behavioural control on animal ethical products is found to significantly affect intention towards ethical products. Finally, for the entire category together, the Table 3 revealed that the attitude, subjective norm, perceived behavioural control on animal ethical products significantly affect the intention towards purchase of ethical products.

Factors Affecting Intention on Environmental Ethical Products

Table 4 showed that in the student's category the attitude, subjective norm, perceived behavioural control on environmental ethical prod-

ucts significantly affect intention towards purchase of environmental ethical products. For people employed in government/public sector, it was found that subjective norm and perceived behavioural control on environmental ethical products were significantly affecting the purchase intention towards ethical products. The table also showed that for people employed in private sector, the subjective norm and the perceived behavioural control on environmental ethical products were significantly affecting intention towards purchase of ethical products. In the self-employed category, subjective norm, perceived behavioural control on environmental ethical products were found to significantly affect their intention formation towards ethical products. Finally, for the entire category together, the Table 4 revealed that the attitude, subjective norm, perceived behavioural control on environmental ethical products are significantly affecting the respondents intention formation towards purchase of ethical products.

Factors Affecting Intention on Human Ethical Products

Table 5 showed that the in the students category, the attitude, subjective norm, perceived behavioural control on human ethical products significantly affect intention formation towards purchase of human ethical products. For people employed in government/public sector, the attitude, subjective norm, and perceived behavioural

Table 3: Factors affecting intention on animal ethical products

Category	R ²	Constant		Attitude		Subjective norm		Perceived behavioural control					
		B	T-stat	P-value	B	T-stat	P-value	B	T-stat	P-value			
Students	0.844	1.007	2.029	0.045	0.387	4.676**	0.000	0.128	1.679	0.096	0.454	4.297*	0.000
Government employee	0.868	-0.446	-0.704	0.483	0.264	4.040*	0.000	0.618	5.209**	0.000	0.203	1.678	0.097
Private employees	0.885	-2.067	-4.056	0.000	0.258	4.246*	0.000	0.349	3.892*	0.000	0.516	6.418***	0.000
Self-employees	0.843	0.506	0.962	0.339	0.177	2.753*	0.007	0.189	2.240*	0.027	0.664	7.398***	0.000
All respondents	0.843	-0.577	-2.232	0.026	0.214	6.680***	0.000	0.285	6.535***	0.000	0.545	11.520***	0.000

*T-value is significant at 0.05 **T-value is significant at 0.01 ***T-value is significant at 0.005

Table 4: Factors affecting intention on environmental ethical products

Category	R ²	Constant		Attitude		Subjective norm		Perceived behavioural control					
		B	T-stat	P-value	B	T-stat	P-value	B	T-stat	P-value			
Students	0.845	-3.190	-5.307	0.000	0.203	2.020*	0.046	0.582	6.797***	0.000	0.436	5.714**	0.000
Government employees	0.844	-2.385	-3.300	0.001	0.068	0.720	0.473	0.471	4.759**	0.000	0.597	6.180***	0.000
Private employees	0.826	-3.592	-4.825	0.000	0.120	1.207	0.230	0.705	7.092***	0.000	0.422	5.091**	0.000
Self-employees	0.722	-0.361	-0.434	0.665	0.149	1.810	0.073	0.651	7.686***	0.000	0.235	2.713*	0.008
All respondents	0.801	-2.394	-6.921	0.000	0.145	3.222*	0.001	0.571	13.389***	0.000	0.447	11.132***	0.000

*T-value is significant at 0.05** T-value is significant at 0.01***T-value is significant at 0.005

Table 5: Factors affecting intention on human ethical products

Category	R ²	Constant			Attitude			Subjective norm			Perceived behavioural control								
		B			T-stat			P-value			B			T-stat			P-value		
		B	T-stat	P-value	B	T-stat	P-value	B	T-stat	P-value	B	T-stat	P-value	B	T-stat	P-value			
Students	0.858	-0.153	-0.365	0.716	0.521	6.608***	0.000	0.206	2.619*	0.000	0.326	4.027*	0.000	0.326	4.027*	0.000			
Government employees	0.836	-0.584	-1.122	0.264	0.145	2.108*	0.038	0.227	3.459*	0.001	0.684	10.344***	0.000	0.684	10.344***	0.000			
Private employee	0.796	-0.715	-1.233	0.221	0.238	3.154*	0.002	0.071	0.820	0.414	0.766	8.052***	0.000	0.766	8.052***	0.000			
Self-employees	0.783	-0.996	-1.638	0.105	0.021	0.259	0.796	0.374	4.924**	0.000	0.670	7.533***	0.000	0.670	7.533***	0.000			
All respondents	0.805	-1.046	-4.397**	0.000	0.217	6.436***	0.000	0.274	7.393***	0.000	0.612	15.348***	0.000	0.612	15.348***	0.000			

*T-value is significant at 0.05 ** T-value is significant at 0.01 ***T-value is significant at 0.005

control on human ethical products were found to significantly affect their intention formation towards purchase of ethical products. For people employed in private sector, the attitude, perceived behavioural control on human ethical products were found to significantly affect their intention formation towards purchase of ethical products. In case of self-employed people, subjective norm, and perceived behavioural control on human ethical products were found to significantly affect their intention formation towards purchase of ethical products. Finally, for the entire category together, the Table 5 revealed that the attitude, subjective norm, perceived behavioural control on human ethical products are found to significantly affect their intention formation towards purchase of ethical products.

Individual Contribution of Factors Predicting Purchase Intention on Ethical Products

From Table 6, it can be seen that coefficient for attitude, subjective norm and perceived behavioural control is 0.210, 0.267, and 0.503 respectively for animal ethical products; 0.085, 0.493, and 0.404 respectively for environmental ethical products; and 0.179, 0.266, 0.555 respectively for human ethical products which are positive and significant at 0.01 level. The individual contribution of attitude, subjective norm and perceived behavioural control in the prediction of purchase intention of ethical products is 16.4 percent, 22.8 percent, 45.0 percent respectively for animal products, 4.5 percent, 42.0 percent, 33.5 percent respectively for environmental ethical products; and 11.5 percent, 21.1 percent, 47.8 percent respectively for human ethical products.

DISCUSSION

Factors Affecting Purchase Intention on Animal Ethical Products

The paper revealed that in case of the private sector employee's category, the self-employed people category and all categories together, the attitude, subjective norm, perceived behavioural control on animal ethical products significantly affect the intention towards purchase of ethical products. This may probably be because of their good monthly income and the awareness or familiarity with the availability of ethical products in their locality. One more pos-

Table 6: Individual contribution of factors predicting purchase intention of ethical products

Category	R ²	Attitude			Subjective norm			Perceived behavioural control		
		Beta	Correlation	%	Beta	Correlation	%	Beta	Correlation	%
PIAEC	0.843	0.210	0.784**	16.4	0.267	0.855**	22.82	0.503	0.895**	45.01
PIEEC	0.801	0.085	0.537**	4.56	0.493	0.852**	42.00	0.404	0.830**	33.53
PIHEC	0.805	0.179	0.643**	11.50	0.266	0.796**	21.17	0.555	0.862**	47.85

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

Note: PIAEC is purchase intention towards animal ethical products, PIEEC is purchase intention towards environmental ethical products, and PIHEC is purchase intention towards human ethical products.

sible reason may be the influence from people important to them, as there is naturally tendency to be influenced by those people who wish them well in life (Ajzen 1991; Alanazi et al. 2017).

For the student's category, only attitude and perceived behavioural control were found to be significant, while for the government/public sector employees, the attitude and subjective norms are found to affect intention towards purchase of animal ethical products significantly. The probable reason for this might be the fact that generation Y making the sample of this paper are educated. Previous studies suggested that the age and education of consumers influenced their purchase intention (Kanchanapibul et al. 2014; Yadav and Pathak 2017). Thus, they do not consider only the present but also are concerned about the future consequences of their actions and may choose to be consumers of ethical products throughout their life. In addition, young consumers are likely to find more information through technology or social media before making the actual purchase. Thus, they know about what is happening around the world and their degree of evaluation of the motive behind ethical practices. They find it also bad to buy products made by mutilating and confining animals in tiny cages for the purpose of killing and eating, since the same practices are prohibited in Rwanda. In spite of the value some people attach buying products made by electrocuting, strangling, and skinning the animals alive, for example, coats, shoes, belts, ornaments etc., they don't like buying products made after scientific research through burning, blinding, poisoning and cutting up animals alive.

Factors Affecting Intention on Environmental Ethical Products

The paper revealed that for the student's category and for categories together, the attitude, subjective norm, perceived behavioural

control on environmental ethical concerns significantly affect intention towards purchase of environmental ethical products. These findings confirm previous studies like that of Yadav and Pathak (2017) who reported that environmental concerns are a major motivation of environmental attitudes. According to Hanson (2013), environmental concern has been associated with attitude towards green consumers in Canada. Maichum et al. (2016) presented that environmental concern have a direct impact on attitudes towards green products among Thai consumers. Prakash and Pathak (2017) confirmed that environmental attitudes affect youth's purchase intention towards green products in India.

For people employed in government/public sector, people employed in private sector and self-employed category, it was found that subjective norm and perceived behavioural control on environmental ethical concerns were significantly affecting the purchase intention towards ethical products. On environmental products, subjective norm which was neutral on animal ethical products is also positively contributing to purchase intention formation towards environmental ethical products. It is believed that these groups are more or less financially well compared to student group. So, in addition to attitude, perceived behavioural control, subjective norm inferring to people who are important to them including parents, friends, relatives, political parties and agents are much influential. The people whose opinions they value would not approve for instance if they do not support that humans are a part of society as well as other living creatures which include plants and animals through buying ethical products; as they think that they should buy ethical products which will save our planet from the effects of global warming, global climate change, deforestation, pollution, resources degradation, threat of extinction and other similar issues; would ap-

prove if these groups do their part to keep the environment safe and protected through buying ethical products. Thus, it is expected of these groups that they would buy ethical products to give respect and honour to and use moral and ethics when dealing with living creatures. In fact, their ability to perform a behaviour makes it likely to intent to perform the behaviour. Thus, this strengthens the intention to buy ethical products (Ajzen 1991; Kalafatis et al. 1999).

Factors Affecting Intention on Human Ethical Products

The paper reported that for the student's, government/public sector, private sector as well as the entire category of respondents taken together, attitude, subjective norm, perceived behavioural control on human ethical products are found to significantly affect their intention formation towards purchase of human ethical products positively. This might be due to the fact that they know and value in their buying the idea of "fair trade" which concerns paying guaranteed commodity price to a small group of producers, the producers agree to pay fair labour price and conserve the environment, a fair deal for everyone. This finding is in line with a study on ethical food choices-investigating fair trade purchasing among university student in Australia which reported that attitude and perceived behavioural control significantly influenced intentions towards ethical food choices (O'Connor et al. 2017). Subjective norm is positively correlated with intention and it is consistent with the hypothesis and previous studies (Yau and Ho 2015). The possible reason is that an individual under social influence will try to conform the expectations of others as subjective norm may be an extrinsic motivational fact which can encourage generation Y to self-regulate the use of ethical products such as not buying sweatshop products which are made with cheap labour, with bad working conditions and with the use of child labour reinforce their concern about humans, reason why they find it beneficial to buy from companies which give honest and factual representation of a product or service delivered to consumers. In addition to this, pressures from people important to these groups to buy ethically and the power coming from control over their decision for buying ethical products strengthen their intention formation. In case of

self-employed people, subjective norm, and perceived behavioural control on human ethical products were found to significantly affect their intention formation towards purchase of human ethical products.

Perceived behavioural control as the confidence and power at the disposal of a consumer, can make a difference and contribute to solving social and environmental problems (Ellen et al. 1991; Meijboom and Brom 2012). It was found to be the best contributor for both PIAEC and PIHEC formation. If consumers believe that their behaviour will have an impact on the desired outcome, it will affect their behaviour in question. Thus, high perceived control is needed in order for consumers to translate their positive attitudes into the actual purchase (Vermeir and Verbeke 2006; Ghvanidze et al. 2016). Subjective norm is another high ranking factor contributing to intention formation towards ethical products, and best contributor to PIEEC formation, whereas attitude is the least contributor. Along with previous studies (Alanazi et al. 2017; O'Connor et al. 2017; Prakash and Pathak 2017; Usman et al. 2017; Maichum et al. 2016), the present study provided support and strong evidence for the utility of the theory of planned behaviour to predict intention towards purchasing ethical product.

Ethical Purchase Intention Formation Models

On the basis of the results and discussion presented above, ethical purchase intention formation models have been developed. The regression equations given in Table 7 can be used for predicting intention towards ethical products on the basis of attitude, subjective norm and perceived behavioural control.

CONCLUSION

When people, especially youngsters also known as Generation Y, show positive intention towards ethical products, there is a good chance of change in their behaviour. The present paper found general support for the theory of planned behaviour standard constructs. Attitude, subjective norm and perceived behavioural control were found to predict intention towards purchasing ethical products. This paper reported that though attitude is significantly affecting intention towards ethical products positively, per-

Table 7: Summary of models for intention to purchase ethical products

Category	Dependent variable	Model
Students	IAEP	$Y = 1.007 + 0.387x_1 + 0.454x_3 + e$
	IIEP	$Y = -3.190 + 0.203x_1 + 0.582x_2 + 0.436x_3 + e$
	IHEP	$Y = -0.153 + 0.521x_1 + 0.206x_2 + 0.326x_3 + e$
Government Employees	IAEP	$Y = -0.446 + 0.264x_1 + 0.618x_2 + e$
	IIEP	$Y = -2.385 + 0.471x_1 + 0.597x_3 + e$
	IHEP	$Y = -0.584 + 0.145x_1 + 0.227x_2 + 0.684x_3 + e$
Private Employees	IAEP	$Y = -2.067 + 0.258x_1 + 0.349x_2 + 0.516x_3 + e$
	IIEP	$Y = -3.592 + 0.705x_2 + 0.422x_3 + e$
	IHEP	$Y = -0.715 + 0.238x_1 + 0.766x_3 + e$
Self-employees	IAEP	$Y = 0.506 + 0.177x_1 + 0.189x_2 + 0.664x_3 + e$
	IIEP	$Y = 0.361 + 0.651x_2 + 0.235x_3 + e$
	IHEP	$Y = -0.996 + 0.374x_2 + 0.670x_3 + e$
All Respondents	IAEP	$Y = -0.577 + 0.214x_1 + 0.285x_2 + 0.545x_3 + e$
	IIEP	$Y = -2.394 + 0.145x_1 + 0.571x_2 + 0.447x_3 + e$
	IHEP	$Y = -1.046 + 0.217x_1 + 0.274x_2 + 0.612x_3 + e$

ceived behavioural control is contributing strongly to intention formation. Subjective norm is another high ranking factor contributing to intention formation towards ethical products. This finding is much informative as subjective norm relating to pressures which can be exerted by friends, parents, political parties and agents links to ethical consumers' motive to feel good and do good. This serves as valuable information on which variables actually affect intention to purchase ethical products. Businesses are of the conception that adapting greener strategies costs money and they need to understand the impact this has on their largest consumer segment (generation Y) to avoid taking unnecessary risk. The findings of the present paper will assist businesses to understand the ethical purchasing intention of generation Y consumers and therefore develop an appropriate strategy and practical marketing outline to ensure success.

RECOMMENDATIONS

Mass education is the key to inform and convince the population about the long term benefit in shifting to ethical consumption. The government can play a vital role in ensuring that ethical consumerism and environmental syllabi are incorporated in the school curriculum and are enhanced through case studies, role plays and study tours to boost learners' interest in the subjects as this infer to perceived behaviour control which was revealed to predict intention towards ethical products. The government has to reward projects aiming to educate and sensitize the population about ethical consumerism

and providing them information about ethical firms to buy from while encouraging businesses to embrace ethical practices, since awareness or familiarity with ethical products and their availability was found to be linked with intention formation towards ethical products. The government has to assure strategies aimed at increasing families' income as the buying power, inferring to perceived behaviour control, has been found to be a facilitating factor of intention formation towards ethical products.

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