

Environment Attitude, Long Term Health Orientation in Predicting Green Food Purchase Intention Among GEN Z

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Abstract: Ever since the UN announced SDGs (Sustainable Development Goals), Green products have gained increased attention from consumers as people have become more conscious of their purchases' effects on the planet. This study employs TPB concepts to determine what influences Indian Generation Z Consumers' Green Food Purchase intention (GFPI). The present study used diagnostic cum descriptive research design. The questionnaire was collected from Gen Z consumers. Using an online questionnaire survey, data was gathered from 180 Indian Generation Z customers from the Delhi NCR. In this setting, the reliability & validity of the study's measurements were checked using Confirmatory Factor Analysis using SPSS AMOS 24. The results recommended that perceived value & subjective norms were significant determinants of Green Food Purchase Intention (GFPI). This research shows that additional dimensions, such as environmental attitude, consumer attitude toward green food products & long-term health orientation, are essential in predicting green purchasing intention among young consumers in Delhi NCR, further bolstering the TPB's predictive power.

1. Introduction

The main goal of the Sustainable Development Goals (SDGs) is sustainable consumption, which means preventing harmful effects on health and the environment, reducing waste, and living in a way that is good for the environment (Ramkissoon, Weiler, and Smith, 2013). Marketers have recognized the opportunity presented by customers' growing interest in green products, and as a result, they are increasingly focusing their efforts on green & sustainable marketing strategies (Young et al. 2010). To take advantage of this move towards green shopping, businesses are designing and developing increasingly eco-friendly products (Cheah & Phau 2011). As a result, marketers must understand the factors that affect consumers' openness to eco-friendly goods (Xu et al., 2020).

Although the concept of *Generation Z* is widely recognized, it would be beneficial for the authors to briefly reiterate its definition—typically referring to individuals born between 1997 and 2012—and highlight its demographic significance. In India, this cohort represents a substantial segment of the population, estimated at over 375 million people, making it one of the largest Gen Z populations globally (Pew Research Center, 2019; United Nations Population Fund, 2023).

According to Chen (2010), numerous people worldwide worry about the planet's state. Environment-conscious consumers will likely pay attention to news regarding products, procedures, and brands that may impact the environment (Chen & Chai 2010). The growing eco-awareness of consumers and their preference for organic products

& services has led to a shift in consumer spending in favour of environmentally concerned businesses (Cheung & To 2019). This is because the current environmental status poses a rising hazard to consumer health & safety (Dagher & Itani 2012).

Green purchasing intention (GPI) is when people intend to buy items that are good for the environment. On the other hand, green consumption is also related with a pattern of consumption that is good for the environment, where customers think about how buying, using, and throwing away many things or using many green services affects the environment (Demirel, Rentocchini, & Tamvada 2019). Young customers, who will be making decisions in the future, are the best people to talk to about the basics of sustainable marketing (Hall et al., 2010). As per the study Deloitte (2014) young customers are often more interested in buying items that are good for the environment. Because of these things, it is important for organizations and states to make plans to find out what people know, how they feel, and what they do when they buy green products and to make plans to get people to care about and do things like buy green products (Dagher and Itani, 2012).

This research provides a framework for examining the variables that influence the intentions of Indian Generation Z consumers for green food purchase intention (GFPI). The study takes the Theory of planned behaviour as a base and proposes newer variables in addition to the existing ones.

2. Theoretical Background and Literature Review

The international scientific community has agreed on why people purchase organic foods (Vermeir and Verbeke 2008). Although individual cultural & demographic traits may influence the order of preferences, the top three reasons are health, product quality, and environmental and environmental degradation concerns (Teng and Wang 2015).

According to the Theory of planned behaviour, the following factors affect an individual's behaviour intentions: environmental attitudes, long-term health orientation, value perception, subjective norms, and perceived behavioural control (Ajzen 1991). The term "attitude" is used to describe a person's optimistic or pessimistic assessment of the success of an action (Ajzen, 1991). The extent to which a person feels pressured by his or her peers to perform in a particular way might be thought of as that individual's "performance expectancy (Ajzen 1991).

2.1 Environmental Attitude

A consumer's attitude is an evaluation of the product or service that can be either good or negative and is directly related to the consumer's intentions to take action (Kaufmann et al. 2012). Attitude is the set of learned traits that a consumer brings to bear on their opinions about the right and wrong ways to act about environmental issues and concerns (Berenguer et al. 2005). Environmental attitudes influenced green purchasing and buyers' willingness to pay more for green items (Cheah & Phau, 2011; Xu et al., 2020), but the results were inconclusive. Given these discrepancies, we propose Hypothesis 1 (H1):

H₁: Gen Z's environmental attitude significantly and positively affects their GFPI.

2.2 Long-Term Health Orientation

Environmental attitude has a substantial long-term health orientation as a precursor. This relates to the advantages of green food products for customers' health (Cheah & Phau 2011). It relates to factors that influence consumer preference for green food products because of their low chemical content, organic nature and lack of pesticides, higher nutritional value, preservation of the health of their future generation, prevention of serious illnesses, and assurance of animal safety (Xu et al., 2020). Therefore, it is hypothesized that:

H₂: Gen Z's Long-term health orientation significantly and positively affects their GFPI.

2.3 Perceived Behaviour Control

A person's level of perceived behavioural control includes the extent to which they believe they can influence their behaviour and the extent to which they believe that they can influence external factors such as time, availability, and recognition (Chen, 2013); it is how hard or easy it seems to act. Resources (pricing), opportunities, and facilitators can all play a role, and they aren't necessarily motivating or demotivating factors (Paul et al., 2016). Therefore, it is hypothesized that:

H₃: Gen Z's perceived behavioural control significantly and positively affects their GFPI.

2.4 Perceived value

A product or service's value, in the eyes of a buyer, is determined by how well it meets their needs (Khare et al. 2012). It affects the price at which purchasers are willing to purchase an item. Literature suggests that perceived value significantly influences customer decision-making (Chen 2013) and in determining their purchasing intentions & behaviours (Cheung and To 2019). Yadav and Pathak (2017) in their study reported a correlation between perceived value and the intention to participate in environmentally beneficial behaviour. Similarly, Chiu et al. (2014) observed a correlation between perceived value and ecologically responsible conduct in the ecotourism industry. Previous studies also advocate the role value in intention creation (Eze and Ndubisi, 2013; Khare et al., 2012; Kim et al., 2019). Therefore, it is hypothesized that:

H₄: Gen Z's Perceived value significantly and positively affects their GFPI.

2.5 Subjective Norms

Many define a subjective norm as an individual's notion of what they believe to be crucial for them to succeed, while others define it as an individual's view of what they see to be crucial (Han et al. 2011). Chang (1998) investigated the causal relationship between subjective norms & attitudes towards behaviour and the association between subjective norms & attitudes. The association between subjective norms & behavioural attitudes is considerable. The subjective norm influences customer purchasing intention (Kaufmann et al. 2012).

H₅: Subjective Norms' significant impact on green food purchase intention.

2.6 Green Food Purchase Intention (GFPI)

Intention to purchase is a predicted behaviour encompassing planned and unplanned purchases (Lim et al., 2013; Lin and Chang, 2012). In addition to the TPB framework, other studies demonstrated that preparedness to participate in behaviour substantially correlates with purchase intent (Malik et al. 2019, Mostafa 2006, Mostafa 2009). The TRA model has been extensively used in studies of eco-friendly purchasing practices in India. Since the TPB model hasn't been utilized to investigate the association between PBC as well as the purpose of purchasing sustainable food options, the findings of this study are all the more important (Padel and Foster 2005). Figure 1 shows an updated version of such a TPB framework derived from two models developed by Yadav & Pathak (2017).

3. Materials and Methods

3.1 Research Design

The present study used diagnostic cum descriptive research design. An empirical survey was undertaken in the Delhi NCR region to examine the above hypotheses. In this case, email addresses were used to disseminate the survey. Using Purposive Sampling, the final sample size was 180, distributed to the Gen Z consumers. The purposive sampling is justified because participants who possessed the characteristics or experiences that are most relevant to the research objectives were chosen. The survey adapted from previous studies (Malik et al. 2019, Mostafa 2006, Mostafa 2009) used a 5-point scale for its questions. Respondents' gender, age, level of education and occupation were also recorded to create complete socio-demographic profiles. The face validity of the questionnaire was checked by using subject experts' opinions, based on which several minor changes were made before distributing the questionnaires to the respondents.

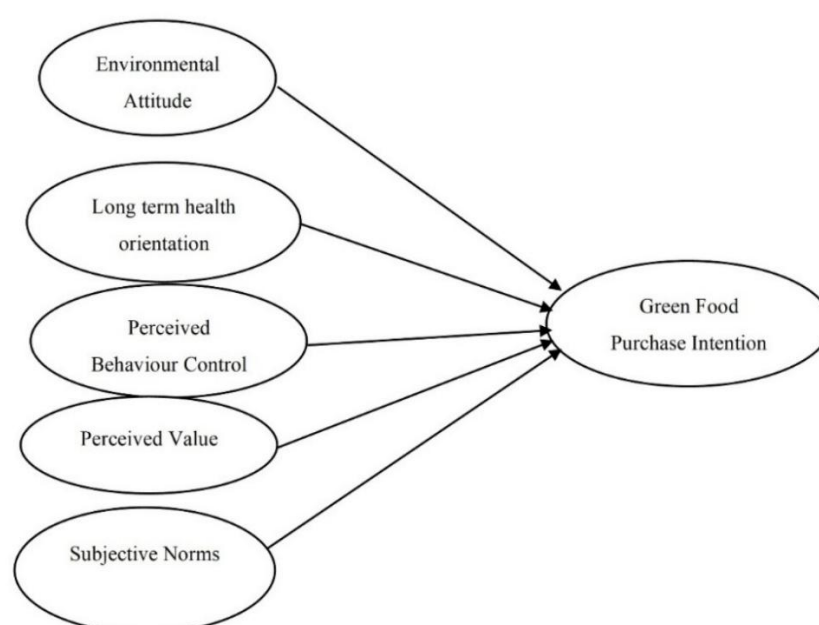


Figure 1. Proposed Research Model

3.2. Data Analysis

A confirmatory factor analysis (CFA) was conducted to assess the discriminant and convergent validity of the scale. The study used hierarchical linear modelling in SPSS AMOS 24 to test the hypotheses with a battery of statistical tests, including the chi-square (χ^2) and chi-square to the level of individual liberty ratios (χ^2/df), the Tucker-Lewis index (TLI), the comparative fit index (CFI), the goodness-of-fit index (GFI), and the root average square error in the estimate (RMSEA). AMOS was used to confirm the results of an indirect effect evaluation utilizing bootstrapping processes.

4. Results

Table 1 presents the study's variables' means, standard deviations, & intercorrelations. As indicated by the relevant mean scores, respondents exhibited a high level of care for the environment attitude, high long-term health orientation, and substantial purchase behaviour control. However, the perceived value of green items, subjective norms, & green food purchase intention was significantly higher than average. Initial support for the study's hypothesis was also found in positive correlations between the predictor & outcome variables.

Table 1 Mean, Standard deviation & inter-correlations between study variables

S.No.	Variables	Mean	SD	1	3	4	5	6	7
1	EA	4.2573	0.5103	(0.71)					
2	LTHO	4.6315	0.77058	0.614**	(0.75)				
3	PBC	3.7034	0.76413	0.401**	0.641**	(0.72)			
4	SN	3.6267	0.74456	0.513**	0.625**	0.731**	(0.84)		
5	PV	4.0576	0.4532	0.644**	0.530**	0.641**	0.764**	(0.86)	
6	GFPI	3.1546	1.02030	0.131**	0.526**	0.453**	0.488**	0.483**	(0.85)

Notes: ** Correlation is significant at 0.01 level (two-tailed) **Source:** AMOS output

4.1 Measurement Model

CFA was used to study the six-factor measuring model (environmental attitude, long-term health orientation, perceived value, subjective norms, green food purchase intention, & purchase behaviour control).

Table 3. Reliability and validity assessment of constructs (Source: AMOS output)

Construct	Codes	AVE	CR/ α	Standardised Loadings
EA	EC1	0.65	0.87/0.76	0.802*
	EC2			0.832*
	EC3			0.782*
LTHO	LTHO1	0.57	0.94/0.85	0.782*
	LTHO2			0.861*
	LTHO3			0.883*
	LTHO4			0.851*
	LTHO5			0.734*
	LTHO6			0.735*
	LTHO7			0.534*
PBC	PBC1	0.59	0.81/0.80	0.861*
	PBC2			0.781*
	PBC3			0.836*
PV	PV1	0.64	0.91/0.85	0.778*
	PV2			0.710*
	PV3			0.842*
	PV4			0.846*
	PV5			0.803*
SN	SN1	0.71	0.92/0.87	0.835*
	SN2			0.818*
GFPI	PB1	0.77	0.88/0.86	0.917*
	PB2			0.870*
	PB3			0.872*

Environmental attitude measure Item 2 (EC2) was deleted owing to poor factor loading. Data fit was satisfactory using the proposed six-factor model (Table 2). Table 2 demonstrates that a poor match was obtained using a one-factor model in which all items were loaded on a single latent component (Yadav et al., 2022).

Table 2. Confirmatory Factor Analysis (Source: AMOS output)

Model	χ^2	χ^2 / df	GFI	CFI	IFI	TLI	RMSEA
Five-factor model	426.452	2.103	0.840	0.883	0.926	0.914	0.073
One-factor model	1,165.06	5.017	0.622	0.735	0.726	0.721	0.132

Cronbach alpha values for all variables were greater than 0.70, indicating their reliability (Table 3). The construct reliabilities range was 0.81 (Long Term Health Orientation) to 0.93. (Green Food Purchase intention). Tolerable significance levels were reached for all factor loadings at the 0.001 level. Strong factor loadings and high construct reliabilities (Yadav et al. 2022) are signs of convergent validity. Reports of AVE values greater than 0.5 with CR values larger than AVE were evidence of convergent validity. To test the model's ability to discriminate, the study compared the square root of AVE values and the correlations between the two model constructs. Table 1 displays discriminant validity because the item's square root AVE value was higher than its correlation with the other model variables. Additionally, discriminant and convergent validity of the constructs was confirmed by the model and confirmed absence of multicollinearity.

4.2 Structural Model

Structure Equation Modeling (SEM) was used to check the hypotheses. Throughout this study, the researchers assumed that all variables were latent constructs, with the means of the subscales standing in as surrogates for the actual factor. The researchers used the most widely used fit indicators to evaluate the model fitness: CMIN/df = 2–5 (Wheaton et al., 1977); CFI $\geq$ 0.90 (Bentler, 1990; Byrne, 1998); RMSEA < 0.08 (MacCallum et al., 1996); PGFI > 0.50 (Mulaik et al., 1989), and RMR < 0.05 (Byrne, 1998). It was found that the proposed framework fitted the data quite well. Table 4 shows that the CFI, TLI, & IFI were more than 0.91 (Yadav et al. 2022), whereas the RMSEA value was 0.08. Figure 2 depicts the structural model using normalized path coefficients.

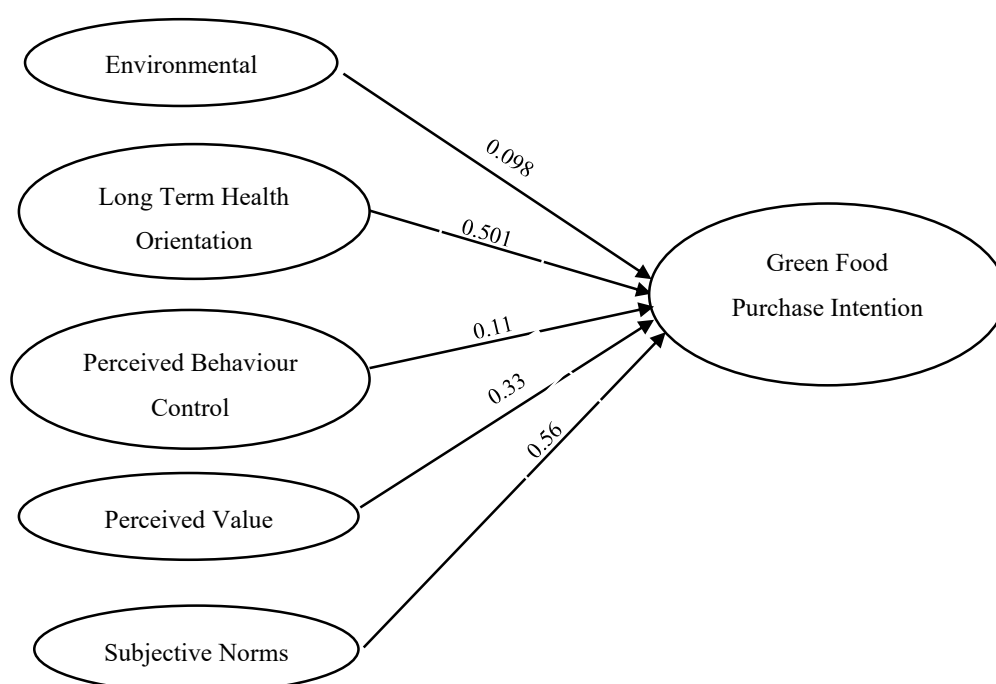


Figure 2. Structural Model

The results showed that 91% of the variation in the intention to buy green food products was explained by environmental attitude, long-term health orientation, potential value, or subjective standards. There was a highly substantial positive correlation between intent to buy and valuation (Beta = 0.332, $p = 0.001$), long-term health orientation (Beta = 0.501, $p = 0.001$), normative beliefs (Beta = 0.561, $p =$

0.001), and environmental attitude (Beta= 0.098, $p = 0.001$). The correlation between perceived behaviour control and future purchase intent was weak ($r = 0.112$, ns).

Table 4. SEM model fit indices (Source: AMOS output)

Model fit indices	Structural model
χ^2	481.85
χ^2/df	2.177
GFI	0.817
CFI	0.901
IFI	0.913
TLI	0.908
RMSEA	0.081
R^2 (GFPI)	0.921

Therefore, H_3 was rejected; but H_1 , H_2 , H_4 , & H_5 were supported. Table 5 summarises the results of testing hypotheses.

Table 5. Summary of Acceptance and rejection of the Hypothesis

Hypothesis	Relationship	Path coefficient (β)	Significance	Acceptance/Rejection of Hypothesis
H1	Gen Z's environmental attitude significantly and positively affects their GFPI	0.098*	0.001	Supported
H2	Gen Z's Long-term health orientation significantly and positively affects their GFPI.	0.501*	0.001	Supported
H3	Gen Z's perceived behavioural control significantly and positively affects their GFPI	0.112	0.436	Not Supported
H4	Gen Z's Perceived value significantly and positively affects their GFPI.	0.332*	0.001	Supported
H5	Subjective Norms' significant impact on green food purchase intention.	0.561*	0.001	Supported

Source: Author's Compilation based on AMOS output

5. Discussion and Implications

This research set out to learn how several factors—including care for the environment, social norms, perceived value, & subjective norms—affect Indian Gen Z consumers' green food purchase intentions and in turn their perspective towards sustainable consumption which is one of the major goals of SDGs (Sustainable Development Goals). Environmental attitude, Long-term health orientation, perceived value & subjective norms are shown to be crucial in encouraging green food purchase intention. The results align with studies done in China, Taiwan, & India (Zafar et al. 2020; Lee, K. 2014; Lee 2009). It was discovered that perceived value substantially impacts purchase intention, demonstrating that consumers view green food products as of great value and are eager to adopt them. It was also shown that the perceived value had a large indirect effect on green food purchase intention. In addition, a positive correlation was identified between long-term health orientation and green food purchase

intention, indicating that customers look for long-term benefits of green food products. Green purchasing behaviour was found to be influenced by subjective norms through the latter's impact on purchase intention. Thus, the current sample for green food purchasing behaviour control did not substantially affect the consumer's propensity to purchase green food products. This was as per the results of (Lee 2009; Vermeir and Verbeke 2008), which concluded that individual standards were not to blame for environmentally conscious decisions made by Indian customers. Nonetheless, it contradicts previous studies' results, demonstrating considerable links between perceived behaviour control (Xu et al. 2020) & purchase intention (Young et al. 2010). This could be because environmental attitudes, perceived value, subjective norms, and long-term health orientation (Zafar et al. 2020; Lee, K. 2014; Lee 2009) may indirectly influence green food purchase intentions rather than directly influencing purchase behaviour control.

5.1 Theoretical implications

The study's findings have important theoretical implications for understanding the factors that influence Indian Gen Z consumers' green food purchase intentions. The study found that environmental attitude, long-term health orientation, perceived value, and subjective norms are all important factors influencing green food purchase intentions. This is consistent with previous research on green consumer behavior, which has found that these factors are important motivators for consumers to purchase green products. The study also found that perceived value and subjective norms have a significant indirect effect on green food purchase intentions through their impact on environmental attitude and long-term health orientation. This suggests that these factors may play an important role in influencing consumers' green food purchase intentions, even if they do not directly influence consumers' purchase behavior control.

5.2 Managerial implications

The study's findings have important managerial implications for businesses that are targeting Indian Gen Z consumers with green food products. Businesses should focus on developing marketing strategies that highlight the environmental and health benefits of their products, as well as the social norms associated with green consumption. Businesses should also make sure that their green food products are affordable and accessible to consumers. In addition, businesses can promote green food consumption by partnering with influencers who are popular with Gen Z consumers. Businesses can also use social media to educate consumers about the benefits of green food consumption and to promote their green food products.

5.3 Practical implications

The study's findings have important practical implications for consumers who are interested in adopting a more sustainable lifestyle. Consumers should consider the environmental and health benefits of green food products when making purchase decisions. Consumers should also be aware of the social norms associated with green consumption and strive to support businesses that are committed to sustainability. Consumers can also support sustainable consumption by reducing their food waste and by choosing to eat local and seasonal produce. Consumers can also make a difference by advocating for policies that support sustainable agriculture and food production.

Overall, the study's findings provide valuable insights into the factors that influence Indian Gen Z consumers' green food purchase intentions. These findings can be used by businesses, consumers, and policymakers to promote sustainable consumption and to achieve the Sustainable Development Goals. The study's results confirm the relevance of the TPB framework for analyzing consumers' motivations & actions when shopping for environmentally friendly products in India. Further, the study's result adds to the existing literature on green consumption by exploring the characteristics used to foretell green

purchasing behaviour within a unified framework. The study goes beyond the TPB by representing the significance of additional factors, such as long-term health orientation, environment attitude, purchase behaviour control, perceived value and subjective norms, in predicting green food purchasing intention among consumers in India. This research also shows that the green consumer's purchase intention is affected by their long-term health orientation, environmental attitude, perceived value & subjective norms.

6. Conclusions

The findings from this research offer valuable insights for businesses, policymakers, and marketers looking to target India's Generation Z. To encourage the adoption of green food products, strategies should not only focus on product quality and affordability but also leverage the environmental and health consciousness of this generation. Moreover, fostering social connections and peer influence can be an effective means of promoting sustainable consumption within this demographic. Overall, understanding the drivers of green food purchase intentions in Indian Generation Z provides a foundation for creating more sustainable food consumption patterns in the future.

7. Future Research Directions

Future research could explore the moderating effects of contextual factors such as cultural influences, socioeconomic status, and environmental awareness on the relationship between sustainable perspectives and green food product buying intentions among Generation Z in India, enhancing understanding and informing targeted marketing strategies.

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