

Factors affecting consumers' purchasing intention on safe vegetables in Rambukkana area

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1. Introduction

With the upgrading of consumer lifestyle, the concern towards the safety and quality of fresh produce has also risen. According to Thuy and Tran, 2016 highly perishable fresh produce i.e. vegetables/fruits are prone to pathogenic and chemical contamination easily. Vegetables being a compulsory addition to the diet, safety and quality concern over the produce can significantly affect the purchasing intention of consumers. Consumers are an integral part of the vegetable supply chain and act as the end-users. The current study was undertaken with an attempt to investigate the consumers' purchasing intention. Purchasing intention is affected by the quality and health awareness, subjective norms, barriers, and habit experiences (Dickieson et al., 2009). In purchasing safe vegetables for daily consumption, consumers consider a variety of criteria. Freshness, nutrient content, price, outer-appearance, availability, family encouragement, awareness about safe vegetable consumption, and the way vegetables are displayed for sale are the factors examined (Dickieson et al., 2009). Hence, the aforementioned factors can have a major impact on customers' purchasing intention. The objectives of the study were to find out the level of quality awareness, subjective norms, barriers, and habit experience factors on consumers' purchase intention on safe vegetables and to identify the relationship between aforementioned factors and the consumers' purchasing intention on safe vegetables.

2. Materials and Methods

Two hundred (200) customers, purchasing vegetables from public market and supermarkets in Rambukkana area, were selected as the sample of the study. The study was conducted using deductive approach. Data were gathered via survey strategy through convenience sampling technique. Primary data were collected through online administered structured questionnaire. The questionnaire consisted of 34 five-point Likert scale questions. Online journal databases were used as secondary data sources to gather more information about purchasing intention on safe vegetables. Collected data were analysed using Microsoft Excel and through univariate and bivariate analysis in SPSS software version 21. Descriptive tools such as frequencies, tables and percentages were used to describe the socio-economic characteristics of the respondents and to identify the level of impact of the factors. Multiple regression analysis was used to identify the impact of factors for the purchasing intention on safe vegetables. Univariate analysis was used to identify the level of each factors on consumers purchase intention on safe vegetables. Correlation analysis was used to investigate the relationship between each factor and purchasing intention. Figure 01 depicts the conceptual framework for the study.

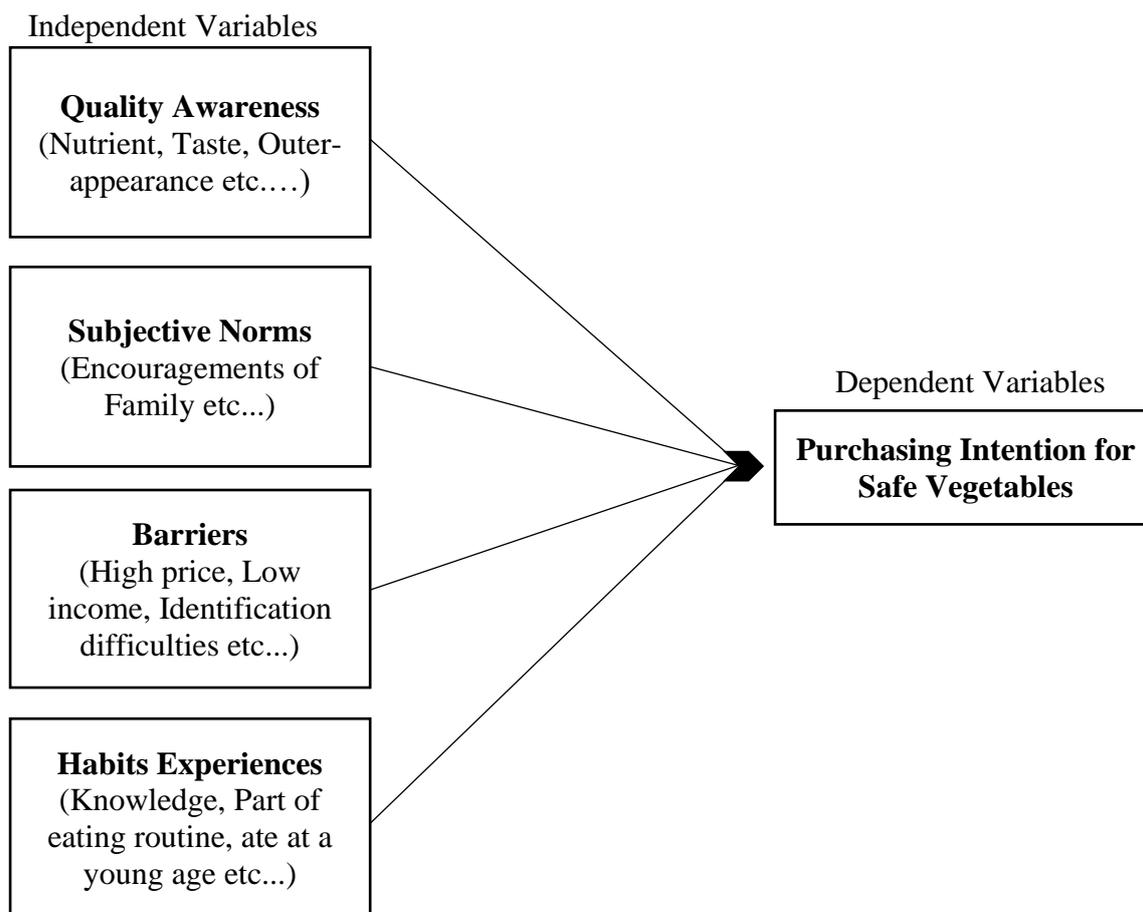


Figure 1. Conceptual Framework

3. Results and Discussion

The female representation of the entire sample was 66.5%. The age group, 41 years, represented 9% while the majority of the participants had received secondary education, which was 47%. When the monthly income of the participants was considered, the majority had received an income of 30 000 LKR.

Out of the entire sample, each individual considered safety issues before purchasing the vegetables, and among them, 71% respondents were willing to pay more for buying safe vegetables. Variables of quality awareness, subjective norms, barriers and habits experiences (independent variables) was tested against the dependent variable; and purchasing intention for safe vegetables (dependent variable) in order to analyse factors affecting consumers' purchasing intention on safe vegetables in Rambukkana area. Multiple regression analysis was used to identify the impact of these four independent variables on purchase intention for safe vegetables.

The fitted model for the analysis is given below:

$$PISVi = \beta_0 + \beta_1 QA + \beta_2 SN + \beta_3 B + \beta_4 HE + ui$$

PISVi = Purchasing Intention on Safe Vegetables

QA = Quality awareness

SN = Subjective norms

- B = Barriers
- HE = Habits and experiences
- β_0 = intercept (constant) value
- β_1 = coefficient
- ui = error term

According to R value, there is a relationship between dependent and independent variables. It is 94.4%. According to R Square value, 89.1% is represented by these four independent variables to purchasing intension and remaining 1.09% is represented by other factors.

According to the coefficient table 01, a significant value of quality awareness, subjective norms, barriers and habit & experiences, are lesser than to alpha value 0.05. Therefore, these four variables significantly impact on the purchasing intention.

Table 01. Coefficient table for purchasing intention on safe vegetables

| Variable | Unstandardized | | Standardized | T | Sig. |
|------------------------|----------------|------------|--------------|--------|-------|
| | Coefficients | | Coefficient | | |
| | B | Std. Error | Beta | | |
| Constant | -0.386 | 0.123 | | -3.140 | 0.002 |
| Quality awareness | 0.190 | 0.048 | 0.200 | 3.987 | 0.000 |
| Subjective norms | 0.224 | 0.058 | 0.216 | 3.870 | 0.000 |
| Barriers | 0.401 | 0.061 | 0.337 | 6.546 | 0.000 |
| Habits and experiences | 0.261 | 0.077 | 0.254 | 3.373 | 0.001 |

(Source: Survey Data)

According to the coefficient result, the regression model can be expressed as follows:

$$Y = \beta_0 + \beta_1 QA + \beta_2 SN + \beta_3 B + \beta_4 HE + u_i$$

$$Y = -0.386 + 0.190(QA) + 0.224(SN) + 0.401(B) + 0.261(HE)$$

According to Table 01, the constant value is -0.386. It shows that model would predict if all the independent variables values were zero. According to the univariate analysis, all mean values of each independent variables are above 3.5(3.5-5). Therefore, these four variables have a high level of contribution to the purchasing intention on safe vegetables. According to the correlation (bivariate) analysis, all R-values between purchasing intention and independent variables are more than 0.7. Therefore, there is a high positive relationship between purchasing intention and independent variables. Alamsyah et al., 2017 identified a relationship between safe vegetables products and purchase intention. Bagozzi (1992) identified that subjective norm has a relationship with purchase intention. Angulo, Gil and Tamburo (2005) has also identified that barriers have a positive relationship with purchase intention.

4. Conclusions

According to the study, factors such as quality awareness, subjective norms, barriers and habit experiences have a significant impact on the purchasing intention and on safe vegetables in Rambukkana area. Quality awareness, subjective norms, barriers and habit experiences have a high level of contribution to the purchasing intention on safe vegetables. The result indicates that there is a statistically and high positive relationship among quality awareness, subjective norms, barriers, habit experience and the purchase intention for safe vegetables.

5. References

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