

The Impact of Sustainability on the Consumer's Purchase Intention

Alaa Ahmed Sakr
Aisha Mohammed Shaban
Yara Walid Mohamed
Farha Yasser Abdelraouf
Noha El Shaarawy
Norhan Ashoush

Faculty of Commerce and Business Administration
Future University in Egypt, Egypt

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Abstract

Sustainability means intersecting our own needs without negotiating the ability of future generations to meet their own needs. In addition to natural resources, we also want social and economic resources. Sustainability is not just green politics. Sustainability is the progression of living within the limits of existing, natural, physical, and social resources in ways that allow the living organizations in which humans are fixed to thrive in endlessness. Purchase intention refers to a customer's willingness to purchase a specific good or service. The dependent variable, purchase intention, is influenced by both internal and external variables. An indicator of a respondent's attitude towards making a purchase or using a service is their purchase intention. The research goals are to test the impact of sustainability on consumers' purchase intention. By applying it on mineral water consumers to test this impact. Data were collected through a structured questionnaire of 25 questions and answered by 138 respondents. Data were analyzed through reliability analysis, normality test and correlation test.

The research summary indicates that there is a direct relationship between sustainability and purchase intention. It also indicates that there is a positive impact of sustainability on purchase intention.

Introduction

The universe has developed strategies over time to preserve a healthy and sustainable environment for all living things. The advance of environmental responsiveness has become a global phenomenon. As a result, companies had begun reacting to sustainable challenges using green marketing strategies, which are part of maintainable improvement strategies (Nozari, Szmelter-Jarosz, & Ghahremani-Nahr, 2021). The idea of sustainability has been incorporated into many countries. (Eneizan, Assoc, Wahab, & Salwa, 2015). Recently, marketing experts and practitioners have become interested in sustainability.

The corporate rules and regulations in various nations are changing substantially as a result of this notion, which is defined as "progress that fulfils the requirements of the present without sacrificing the ability of future generations to meet their own needs." (Heinberg, 2021).

A green product is one that performs the same tasks as an equal conventional product while producing less environmental harm over the course of its life cycle. Its composition should also not injure or otherwise violate the environment, and it should not utilize packaging. Knowing that green products are those that are not supposed to be risky to the environment or to human health in both their content and their packaging is crucial for distinguishing between conventional items and green products. (Juniora, Dirceu, & Gabrielb, 2015).

One of the main inputs that marketing managers use to anticipate future sales and evaluate how their actions will affect consumers' purchasing behavior is the expressed purchase intentions of consumers. Green investment is described by academics as "a series of legislative and institutional frameworks to attract private capital investments into green industries through financial services," such as environmental protection, energy conservation, and renewable energy (Liao & Shi, 2018).

Sustainability

Sustainability is seen as one of the most pressing concerns of our day, as well as a necessity for the life of our planet. The term "sustainability" refers to "development that meets the requirements of current generations without jeopardizing future generations' ability to satisfy their own needs." (Abdelrazek & El-Bassiouny, 2022). Environmental Sustainability has garnered a lot of attention recently from academics and professionals. The advantages of such methods for firms are what motivates increased research and implementation of environmental Sustainability. Environmentally conscious business practices have emerged as crucial performance and reputational factors. Sustainable Development (SD) is developing, growing ideas from academics, business organization and policy makers. One of the key spaces raised in the discussion of Sustainable Development is the role of innovation in acceptable Sustainability. Innovation is a key enabler of Sustainability for organizations, supply chains, institutions, communities, regions, and countries, as it constantly changes the external environment and our way of life. (S.Silvestre & MihaelaȚîrcă, 2018). Philip Kotler, known as the father of Marketing, said in an interview for BBS "Sustainability will soon become a determining factor in business, as consumers want companies to care about them and the planet, not just their profits." (Abdelrazek & El-Bassiouny, 2022).

Sustainability aids the ability to sustain an entity, result, or process over generation. However, in the development literature, most scholars, researchers, and practitioners apply the concept to show improvement and maintenance of healthy economic, environmental, and social systems for human development. Some researches defines Sustainability as the adept and reasonable circulation of resources within and between generations through the operation of socioeconomic activities within a finite ecological community (BraisSuárez-Eiroa, EmilioFernández, GonzaloMéndez-Martínez, & DavidSoto-Oñate, 2018).

Purpose of Sustainability

Rapid population increase, industrialization, unplanned urbanization, climate change, tourism, and natural disasters have all contributed to environmental problems that have now spread to a global scale and are beginning to endanger animal life. There is a desperate need for extensive national and international legislation to ensure the sustainability and ecological balance forever. Applying the idea of Sustainability at this point is necessary. (Akdoğan, 2015).

Sustainability has numerous short- and long-term advantages. We cannot maintain our Earth's ecosystems or continue to function as we do unless we make more sustainable choices. If harmful processes continue unabated, we will most likely run out of fossil fuels, a large number of animal species will become extinct, and the atmosphere will be irreparably damaged. Sustainability benefits include clean air and nontoxic atmospheric conditions, increased reliance on resources, and improved water quality and cleanliness. (Hiçyorulmaz, 2015).

Egypt's Acts toward Sustainability

Egypt is one of ten countries submitting their third voluntary national review (VNR) this year. While the first VNR was submitted in 2016, following the launch of the national sustainable development strategy "Egypt Vision 2030," the second VNR presented in 2018 marked the successful implementation of the economic stabilization and reform program, while the third VNR would share with the international community Egypt's strides toward laying the groundwork for a more resilient economy and community capable of weathering adverse unexpected shocks such as the COVID-19 pandemic (Hiena, Phuonga, Tranb, & Thang, 2019). Prior to the outbreak of COVID-19, Egypt was on track to meet its development goals. Unfortunately, the COVID-19 pandemic and its socioeconomic consequences devastated the entire world, resulting in an unprecedented global recession.

Despite the negative impact on the Egyptian economy, the successful implementation of the economic stabilization and reform program, which increased the economy's resilience, diluted the impact of the pandemic, leaving the Egyptian economy among the few and only in the MENA region to register growth. The Egyptian government (GOE) is convinced that, despite the pandemic's shortcomings, it can be used as a catalyst to accelerate the implementation of reforms. As a result, the GOE has launched the second phase of the economic reform program in 2021, with the goal of streamlining the Egyptian economy's structure and increasing its competitiveness by addressing sectoral bottlenecks (Hiena, Phuonga, Tranb, & Thang, 2019).

Dimensions of Sustainability

The Environmental (or ecological), Economic, and Social goals of three dimension to form Sustainable Development, according to the systems approach. (DempseyNicola, BramleyGlen, Sinéad, & Caroline, 2011).

Environment Dimension

The necessity of protecting the environment for improved living can be summed up as tourist Environmental awareness. Understanding the value of the environment and having the attitude to support efforts to preserve it are the goals of environmental awareness. Most scientists agree that environmental consciousness is a crucial element. One of the requirements for changing one's attitude toward and behavior toward the environment in the face of accelerating climate change and global warming is Environmental Sustainability consciousness. Globally, higher education is in charge of educating students and faculty about Environmental issues and influencing how future generations will view the value of protecting the Environment. (DempseyNicola, BramleyGlen, Sinéad, & Caroline, 2011).

Economic Dimension

Economic interpretations of Sustainability commonly take as their place to begin the consensus reached through the World Commission on Environment and Development (Barbier & Burgess, 2017). The sharing Economy has a lot of potential for paving new, Sustainable business and consumption channels that could upend established corporate models. Sustainable consumption practices allow for the effective use of any underutilized resource, such as sharing extra household resources or joining a carpool, which extends the lifecycle of items and demonstrates the sharing Economy's significant Sustainability potential (Barbier & Burgess, 2017).

Social Dimension

The Social Dimension of Sustainability is focused on community and individual well-being as a Non-Economic form of wealth. Social has only recently been incorporated into discussions on Sustainability. In the Social sciences, the Sociological field remained invisible among experts, and public and political debates focused on climate change and Sustainability (Dempsey, Bramley, Power, & Brown, 2009). While this dimension shows conflict between commercial and social objectives, there is also a convergence of interests when companies take Sustainability into account. The fundamental question of "what are the social goals of Sustainability?" is a broad, multifaceted term called "Social Sustainability," and there is no agreement on how these goals are defined (Dempsey, Bramley, Power, & Brown, 2009).

Green Marketing

The Green marketing is the fourth generation of sustainability.

The Green marketing concept first surfaced in the late 1980s as a competition trend that businesses use to differentiate themselves by providing green value propositions to draw in and keep customers. For some authors, Green Marketing represents a developing idea that places a focus on using excellent environmental care techniques including eco-efficiency, green labelling, and green control in the use of resources, green advertising, and the repurposing of materials. Green Marketing is also described as a tactical approach that businesses can use to boost their revenue through Sustainable management to satisfy environmentally conscious customers (García-Salirrosas & Rondon-Eusebio, 2022).

Purchase Intention

Purchase intention is a difficult process related to customer behavior, observations, and manners, making it an excellent instrument for predicting the purchasing process. Still, Armstrong and Kotler argue that purchasing intent is established before the buyer makes the final purchase choice. Founded on the many definitions and clarifications of purchasing intention offered by the authors. It might be requested that purchase intention is created on a consumer's willingness to gain a given product or service under confident environments (Faeq, Saleh, Hiwa, Ismael, & Nawzad, 2022).

Purchase intent refers to a consumer's ability to plan or purchase a particular product or service in the future. Mittal and Kamakura (2001) argue that purchase intentions cannot be accurately predicted, but purchase intentions drive purchase intentions. Intent can represent a person's motivation to perform an activity. Specific intentions are the driving forces that influence behavior. Strong intentions lead to stronger actions.

Purchase intent reflects a prediction or plan of future behavior, or the likelihood that beliefs will turn into purchasing behavior. Purchase intent also reflects consumers' intentions to purchase goods and services based on their attitudes and emotions. (Hiena, Phuonga, Tranb, & Thang, 2019). Purchase intent is the desire to purchase a particular product or service within a specified period. Consumers' willingness to purchase from e-commerce companies also influences their online purchase intentions. Consumers are more likely to visit online shopping sites with purchase intent if they have knowledge and experience with e-commerce stores. However, consumer objectives may change due to unforeseen circumstances. Therefore, it is important for businesses to take proactive steps to ensure that their products and services are perceived positively by consumers.

Purchase behavior is an important factor in a consumer's ability to access and evaluate a specific product. Purchase Intention is an effective tool for predicting the buying process. Purchase intention can be impacted by price, as well as perceived quality and value. (Mirabi, Akbariyeh, & Tahmasebifard, 2015).

Theory of Reasoned Action VS Theory of Planned Behavior

Two concepts are most frequently used in marketing literature to characterize consumer behavior: the theory of reasoned action and the theory of planned conduct. (Ajzen, 2015). According to the theory of planned behavior, intention is the main factor influencing conduct. Purchase intent and completion are tightly related. (Ajzen, 2015). The Theory of Planned Behavior concentrates on anticipating and explaining both the actual behavior and the behavioral goal, whereas the Theory of Reasoned Action concentrates exclusively on explaining behavioral intention. Several research looked into what consumers believed and felt about green products. According to some, Theory of Reasoned Action is the best explanation of green consumer behavior (Gotschi & Vogel, 2009). Additionally, (Paladino & Ng, 2012) think that the Theory of Reasoned Action is a solid theory, particularly when it comes to figuring out the factors that affect consumers' propensity to make green purchase.

Green purchase intention

Green purchase intention is defined as a person's likelihood and desire to choose products with eco-friendly features over standard products in their purchasing decisions. (Mei, Ling, & Hooi, 2012). Consumer purchasing motivation can be defined as a certain aim or behavioral attitude. (Tarabieh, 2020). Green product purchases help to ensure environmental sustainability since they cause no harm to the environment during their manufacturing, usage, and disposal cycles. (Xing, 2022). Purchase intention is the way a consumer chooses to acquire things or services because they believe it meets their wants and is consistent with their overall outlook. (Al-Gasawneh & Al-Adamat, 2020). Green purchasing is defined as the concept of acquiring raw materials that prioritize environmental sustainability, such as lowering waste sources, increasing recycling and reuse, reducing resources, and employing environmentally friendly materials. (Sugandini, Muafi, Susilowati, Siswanti, & Syafri, 2020). The term "green purchasing behavior" refers especially to the practice of buying goods that are not only beneficial to and kind to the environment but also recyclable and reusable. Products that are produced, used, and disposed of according to the principles of sustainable development are referred to as "green products. (Sheng, Xie, Gong, & Pan, 2019).

Factors affecting green purchase intention

Perceived seriousness of environmental problems

Dunlap and Xaio (2007) employed one of the factors used to analyse public opinion about environmental issues – the perceived danger presented by environmental problems – in their research. Like this, Guber's approach (1996) locates policy-relevant environmental concerns by combining the 'perceived importance of environmental problems' with two additional environmentalist tenets. The media has an impact on how seriously people see environmental issues (Moser and Uzzell, 2003). Such a perception suggests that as communication and media technologies develop quickly, the effectiveness of the media will also grow.

Perceived environmental responsibility

Individuals should adopt an environmentally conscious lifestyle (Fraj and Martinez, 2006). Perceived environmental responsibility was determined by Lee (2008) to be an unreliable indicator of green. Because it was the fourth predictor among the seven variables included in her study, purchasing habits, it. According to Lee (2009), personal commitment to the environment is frequently lacking. Nevertheless, Nyborg et al.

Perceived effectiveness of environmental behaviour

Individuals' behaviour are influenced by perceived consumer efficacy whether or whether such behaviours result in the desired outcome (Ellen et al. 1991). People that are more eager to recycle, donate to environmental causes, and buy environmentally friendly items are viewed as being more effective (Ellen et al. 1991). People attempt to engage in behaviour that they think they can carry out (Conner and Armitage, 1998).

Concern for self-image in environmental protection

Self-identity shows how much a person perceives themselves as meeting the requirements for particular societal roles, such as caring about environmental concerns (Conner and Armitage, 1998). In order to create a common framework for self-image, self-concept, and self-identification, Bailey (2003) observed that it is crucial to preserve the original denotative meanings of an image, concept, and identity. Buying eco-friendly items helps people feel better about themselves (Nyborg et al. 2006). Individuals' behaviour are influenced by perceived consumer efficacy, regardless of whether such behaviours will result in the desired objective or not (Ellen et al. 1991). People that are more eager to recycle, donate to environmental causes, and buy environmentally friendly items are viewed as being more effective (Ellen et al. 1991).

Conceptual model

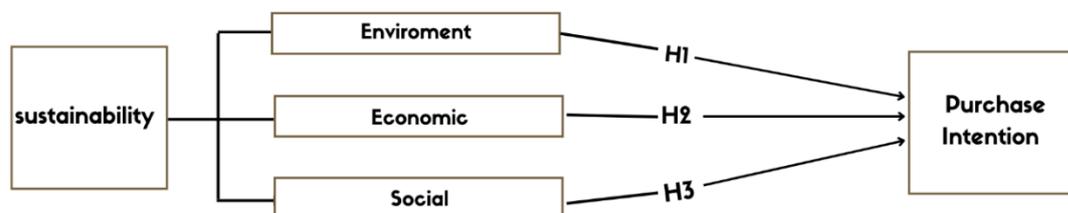


Figure 1: Conceptual Model.
Source: Developed by the Researcher

Research Methodology

A survey was issued to gather information for an analysis of the impact of sustainability on customer purchase intentions using a quantitative technique.

Data Collection Methods

This research relied on the quantitative approach. Data were collected from both primary and secondary data.

Primary Data

This research depended on a survey to gather information in order to examine the effect of sustainability on consumers' intent to buy. The primary data used in this study was collected through a survey from the sample or target population in order to examine hypotheses. The primary data employed helped collecting in amount of data from a sample of 139 in relatively a short period of time.

Secondary Data

In order to collect the literature review about the impact of sustainability on consumer purchase intention, we relied on secondary data obtained from journals, articles, and books.

Secondary data was acquired in this study by studying the literature and prior studies on green marketing and its strategies, as well as customer purchase intentions. The researcher gathered, analyzed, summarized, and compared data, theories, models, and outcomes from a variety of sources, including textbooks, articles, management journals, electronic resources, and published reports.

Population and Sample

The study's population encompasses all individuals who use or consume water. A sample of 139 respondents answered the survey online using Google docs.

Research Hypotheses

Based on SPSS v25.0 statistical package program for social science was used to analyze the collected data by using frequency tables, reliability and validity tests, and used PLS-Smart V4 for regression analysis in order to describe data and test hypotheses.

The main Hypothesis: H1: There is a positive impact of sustainability on consumers' purchasing intention.

Emanates from hypothesis 1 the following sub hypotheses

- H1a: There is a positive impact of environment dimension on Consumers' Purchasing Intention.
- H1b: There is a positive impact of economics dimension on Consumers' Purchasing Intention.
- H1c: There is a positive impact of social dimension on Consumers' Purchasing Intention.

Table 1: Measurement scales

Variables		Item	coding	N. item
independent variable sustainability	Social	I think this company actively participates in social and cultural events	S1	7
		I think this company helps to solve social problems	S2	
		I think this company is committed to improving the welfare of the communities in which it operates	S3	
		I think this company plays a role in society that goes beyond mere profit generation	S4	
		It is important to me that company treat their employees fairly	S5	
		It is important to me that manufacturing of product does not conflict with human rights.	S6	
		I think the company should regularly donate to charity	S7	
	Environmental	I think this company tries to make its production process more environmentally friendly	EN1	8
		I think this company tries to make its products as ecological as possible	EN2	
		It is important to me that company takes care of our environment.	EN3	
		It important to me that the manufacturing of products does not harm our environment.	EN4	
		I think it is important that products can be recycled.	EN5	

		The long run preservation of natural resources concerns me.	EN6	
		It is important to me that company reduce their emissions.	EN7	
		I think that company should make every effort to reduce pollution	EN8	
	Economics	I think this company improves its economic performance	EC1	3
		I think this company obtains the greatest possible profits	EC2	
		It is important to me that company is future-oriented	EC3	
Dependent variable Purchasing Intention		I think I would buy green products rather than any other product	GP1	3
		I think I am willing to recommend green products to my friend	GP2	
		I think I intend to purchase green products in the future	GP3	
Total				21

Source: developed by researchers

Reliability Analysis

It relates to the stability axis's internal consistency measure, which is evaluated using the Cronbach alpha coefficient. Every time the test is run, it gives the same result, and the re-measurement again produces the same result, showing that the degree of internal consistency is the same.

Table 2: Reliability analysis results

Variables		N. item	Alpha Cronbach
independent variable sustainability	Social	7	0.955
	Environmental	8	0.924
	Economics	3	0.995
dependent variable Purchasing Intention		3	0.874
Total		21	0.975

Source: developed by researchers from Spss V25 Output.

Table 2, results indicate that the Alpha Cronbach coefficient ranges in value from 0.874 to 0.995 for the study variables, its value was for the questionnaire as a whole 0.975 This is a good indicator of reliability between the dimensions of the study.

Normality test

Kolmogorov-Smirnova and Shapiro-Wilk normality test, They show the normal distribution of the variables of the study, and the results show that the significance values of the Kolmogorov-Smirnova test range between (0.202 - 0.357), which is greater than 0.05, which indicates that the data follows a normal distribution, and this is confirmed by the results of the Shapiro-Wilk test, where Significance values ranged between (0.235 - 0.414), which is also greater than 0.05.

Table 3: Normality test

Variable	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Social	0.156	138	0.337	0.974	138	0.391
Environmental	0.170	138	0.357	0.956	138	0.414
Economics	0.178	138	0.276	0.942	138	0.320
Purchasing Intention	0.150	138	0.202	0.880	138	0.235

a Lilliefors Significance Correction

Source: developed by researchers from Spss V25 Output.

Correlation test

It is clear from the following table that there is a direct positive relationship between the dependent variable and the independent variable at a significance level of less than 10%, and the value of the Pearson correlation coefficient between Purchasing Intention and social (0.301), and with Environmental (0.493), and Economics (0.498), that indicate there is moderate relationship between Purchasing Intention and independent variables (social - Environmental - Economics).

Table 4: Correlation Test

		Correlations			
		Green_Product	Social	Environmental	Economics
Green_Product	Pearson Correlation	1	.301**	.493**	.498**
	Sig. (2-tailed)		.000	.000	.000
	N	138	138	138	138
Social	Pearson Correlation	.301**	1	.415**	.314**
	Sig. (2-tailed)	.000		.000	.000
	N	138	138	138	138
Environmental	Pearson Correlation	.493**	.415**	1	.531**
	Sig. (2-tailed)	.000	.000		.000
	N	138	138	138	138
Economics	Pearson Correlation	.498**	.314**	.531**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	138	138	138	138

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

Source: developed by researchers from Spss V25 Output

Table 5: Model quality tests

Breusch-Pagan Test	Test-Statistic	df	P value
	0.425	1	0.409

VIF	sustainability	1.09

Source: developed by researchers from Smart Pls v4 Output.

Table No. (5) shows the tests for verifying the quality of the estimated study model and its suitability for use. The significant value of the Breusch-Pagan test was (0.409), which is greater than 0.05, which indicates that the estimated model is free from the problem of data heterogeneity. The significant value of the VIF test was (1.09), which is less than 5, which indicates that there is no inflation of variance in the model data.

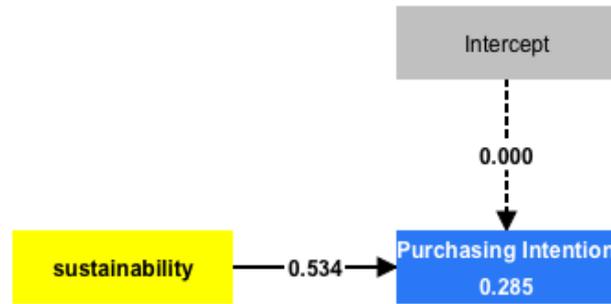


Figure 2: Regression Model

Source: developed by researchers from Smart PIs v4 Output.

Summary of hypothesis testing results

Table.6: Summary of hypothesis testing results

	Hypothesis	results
H ₁	H1: There is a positive impact of sustainability on consumers' purchasing intention.	Accepted
H1a	H1a: There is a positive impact of environment dimension on Consumers' Purchasing Intention.	Accepted
H1b	H1b: There is a positive impact of economics dimension on Consumers' Purchasing Intention.	Accepted
H1c	H1c: There is a positive impact of social dimension on Consumers' Purchasing Intention.	Accepted

Main Findings and recommendation

According to the scale results and the statistical analysis performed, it was concluded that there is an impact of Sustainability on the Consumers' Purchase Intention, a survey has been distributed on a sample population and the results were analyzed using SPSS and pls-smart to investigate the Impact of Sustainability on the Consumer's Purchase Intention and it proved the following: Sustainability has been proven in this study to have an Impact on the Consumer's Purchase Intention. According to the consumer, Sustainability affects the Consumer's Purchase Intention with the percentage of 28.5%.

According to our study, the researchers recommend the following to the future marketers:

- Providing transparency on the sustainability of the products, through eco-labels or sustainability reports, in order to enhance consumer trust and increase purchase intention.
- Educating consumers on sustainable practices and the environmental impact of their purchases to help improve overall awareness and shift consumer behavior towards more sustainable choices.
- Storytelling that could act as a powerful tool for promoting sustainability and increasing purchase intention. By telling the story of how the sustainable product was made, including the people and processes involved, increasing their understanding of the value of sustainability.
- Additionally, using emotional appeals, such as highlighting the impact of climate change or the social benefits of sustainable practices, can motivate consumers to make more sustainable choices.
- Engage in cause-related marketing: Cause-related marketing involves partnering with a non-profit organization or promoting a social or environmental cause to increase purchase intention. By donating a portion of profits to the cause or promoting the organization through marketing campaigns, the company can demonstrate its commitment to sustainability and increase purchase intention among consumers who support the cause.

Discussion

This study is a preliminary investigation into how sustainability information affects customer purchasing intentions. We derive a variety of inferences from this data. Firstly, sustainability information has a big impact on consumer's purchase intention. For some, a product's "sustainable" status may even raise purchase intent. Consumers who have previously demonstrated a dedication to sustainability concerns, on the other hand, seem to use this knowledge as part of their decision-making process. We

discovered a statistically significant association between sustainability and consumers' purchase intentions among these direct users, with more favorable information being associated with higher buy intentions. Examining sub scores, we demonstrate that the main source of this impact is health evaluations, which are most closely connected to self-interest.

Research Limitation

Because nothing is totally perfect, every study has some limitations. Some of the limitations of this research listed below:

The main limitation of this research has been the lack of studies that focused on sustainability and its three pillars.

One of limitation of this research is the Lack of resources which made the researchers find it challenging to find the most accurate information and details.

Another limitation of this research is that the researcher found difficulty in collecting the data analysis due to the small number of respondents.

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