

# **THE IMPACT OF SUSTAINABILITY CAMPAIGN ON CONSUMER PURCHASE INTENTION (A CASE STUDY OF FOOTWEAR INDUSTRY AND UNITED KINGDOM CONSUMERS)**

## **FINDINGS AND DISCUSSION**

### **4.1 Findings**

- *Descriptive Analysis of Participants profile*

The research aim of this study was empirically proven by an online survey, carried out using Microsoft forms. An anonymous survey was sent to individuals who desired to take part in the online panel. Consumers in the United Kingdom between the ages of 18 and 30 who had recently purchased sports goods were the target audience for the online poll. According to Johnson, Kim, and Song (2020), young people between the ages of 18 and 30 are prepared to pay more for goods that are less harmful to the environment. They also have a high level of awareness and interest in sustainable clothes (Su et al., 2019; Amed et al., 2020). As a result, they were chosen as the subjects of the survey. Responses which are classified into two sections demographic characteristics and study construct regarding purchase intention, subjective norms, attitude, awareness of sustainability issue, credibility and trust in sustainability information and Sustainability information through Digital Marketing. There were 225 replies altogether, however only 159 were utilized for the study since respondents above the age of 30 were not included. Of the respondents, 50.9% were men and 47.8% women, while 19.5% were of the age of 18 -24 and 80.5% of the age 25 -30. Furthermore, most respondents were graduate (47.2%), some were post-graduate (40.3%) and others were intermediate (12.6%). The occupation of the participants was largely within the private sector (47.2%), Student (32.7%), Government sector (18.2%) and few home makers (1.9%). The traits of respondents who participated in this research are summarized in Table 1.

Table 1: Sample description

Characteristics	Frequency	Percentage	Characteristics	Frequency	Percentage
<i>Age</i>			<i>Occupation</i>		
18 – 24	31	19.5	Private Sector	75	47.2
25 – 30	128	80.5	Government Sect	29	18.2
			Home Maker	3	1.9
			Student	52	32.7
<i>Gender</i>			<i>Residence</i>		
Man	81	50.9	Rural	19	11.9
Woman	76	47.8	Semi-Urban	53	33.3
Prefer not to say	2	1.3	Urban	87	54.7
<i>Education</i>					
			Intermediate	20	12.6
Graduate	75	47.2	Post-Graduate	64	40.3

- Reliability Analysis

Construct validity is concerned with how closely factors and measurement variables match up, as well as how well a measuring instrument captures the value of the factor being tested (Kim and Oh, 2020). The reliability analysis was used to validate the construct for the collected responses, including analysis of frequency were performed using SPSS 23.0. For an estimate of construct dependability to be considered satisfactory, a value of 0.7 is required (Jung, Choi, and Oh, 2020). The Cronbach alpha for the construct purchase intention (0.71), Awareness of Sustainability issues (.70), Subjective norm (.78), Sustainability information through Digital Marketing (.70), Attitude (0.7) and Credibility and Trust in Sustainability Information (.73) confirmed an acceptable level of reliability. The table below shows the reliability analysis.

Table 2: Reliability analysis of construct

Construct	Item	Cronbach $\alpha$
Purchase Intention (PI)	I consider purchasing sustainable Shoes I intend to buy sustainable Shoes instead of conventional Shoes in the future I might possibly buy sustainable Shoes in the future I would consider to buy sustainable Shoes if I happen to see them in a(n) (online) store	0.7
Awareness of Sustainability issues (ASI)	I am concerned about the environmental development I am concerned about the long-term consequences of unsustainable behavior I often think about the potential negative development of the environmental situation I am concerned that humanity will cause a lasting damage towards the environment	0.7
Attitude (ATT)	Generally, I have a favourable attitude towards the sustainable footwears I am positive minded towards buying recycled footwears I tend to buy recycled apparels as it helps circular economy I like the idea of buying recycled Shoes instead of conventional Shoes to contribute to environmental protection	0.7
Subjective norm (SN)	My friends expect me to buy sustainable footwears People who are important to me expect me to buy sustainable footwears	0.8

		My family expects me to buy sustainable footwears	
Sustainability information through Digital Marketing (SID)		I look forward to sustainable information about footwears on the social media platform I look forward to sustainable information about footwears on the internet I usually pay attention to information about sustainable labelled footwears advertised on social media I usually pay attention to information about sustainable labelled footwears on advertised on producer websites	0.7
Credibility and Trust in Sustainability Information (CTS)		I know the meaning of the term sustainable labelled Shoes I can identify sustainable shoes via label or grading I usually pay attention to information on sustainable labelled footwears before I purchase I compare the information on the footwears to spot any alteration I understand that there could be changes but I trust the labels	0.7

\*  $\alpha$  value approximated to 1 decimal place

**Table 3: Purchase intention towards sustainable footwears**

	N	Mean	Std. Deviation
(PI1) I prefer to purchase sustainable shoes	159	3.5346	1.46166
(PI2) I would rather buy sustainable shoes than conventional shoes in future	159	3.4654	1.40424
(PI3) I might possibly buy sustainable shoes in the future	159	3.6855	1.41035
(PI4) I would consider to buy sustainable shoes if I happen to see them in a(n) (online) store	159	3.4654	1.41770

Four items were used to gauge purchase intention, as indicated in Table 3. The analysis's findings suggest that in the UK, consumers have a nearly neutral attitude toward buying sustainable footwear. The replies were close to one another, with the items scoring a mean between 3.47 and 3.69 and standard deviations between 1.40 and 1.46. Or, to put it another way, they ranged between three and four ('Neither agree nor disagree' and 'disagree'), although more individuals were uncertain. Overall, the participants' intentions to buy eco-friendly shoes were not very strong.

- Regression Analysis

Multiple Linear regression analysis was examined to show the association between awareness of sustainability issues, attitude, credibility and trust in sustainability information, sustainability information through digital marketing, subjective norm, and purchase intention. The findings were discussed in light of the research done by Fahlevi, Hasan, and Islam (2023). First of all, individual regression analysis was conducted with the observed items of each construct, for example, SN1, SN2, SN3- independent variables and latent PI (average value of PI1, PI2, PI3 and PI4) as dependent variable. The results shows that credibility and trust in sustainability information and attitude having the greatest influence on customers' green purchase intention, followed by sustainability information through digital marketing,

awareness of sustainability issues and lastly Subjective norm. The beta values show that a rise in a unit of credibility and trust in sustainability generates an increase in consumer purchase intention of 0.469 units, while an increase in a unit of attitude causes an increase in buy intention of 0.508 units. A unit increase in awareness of sustainability issues and sustainability information through digital marketing increases consumer purchase intention by 0.359 and 0.421 units respectively, while a unit of increases in Subjective norm increases purchase intention with 0.335 units. These associations are all statistically significant ( $p = 0.000$ ). Overall, the findings point to increase knowledge of sustainability issues, credibility and trust in sustainability information, sustainability information through digital marketing, subjective norm significantly and positively affect consumer purchase intention although R-square suggest the result to be weak. The results are show in table 4 below.

**Table 4: Compiled Regression Analysis Result**

	Predictors	R-square	F-test	P-value	B
H3	Awareness of sustainability issues	.129	5.707	0.000	.359
H5	Credibility and trust in sustainability information	.220	8.629	0.000	.469
H4	Sustainability information through digital marketing	.177	8.271	0.000	.421
H1	Attitude	.258	13.381	0.000	.508
H2	Subjective norm	.112	6.543	0.000	.335
	Dependent variable: Purchase Intention				

Secondly, each item of the construct was averaged to obtain a latent variable for the construct. A regression analysis was done including latent values of four independent variables (awareness of sustainability issues, attitude, credibility and trust in sustainability information, sustainability information through digital marketing, subjective norm and latent purchasing intent as the dependent variable for regression analysis in order to estimate the model.

The R-square result of 0.353 reveals that the model is weak as only about 35% of consumer decision to purchase a sustainable footwear (purchase intention) is explained by the independent variable. The results shows that attitude, credibility and trust in sustainability information and sustainability information through digital marketing have significant influence on consumer sustainable footwear purchase intention with p-value less than or equal to 0.05

while subjective norm and awareness of sustainability issues was found to be insignificant ( $p > 0.05$ ). The result shows that subjective norm and awareness of sustainability issues may not significantly influence purchase intention of United Kingdom consumers but attitude, credibility and trust in sustainability information and the availability of sustainability information via digital marketing platforms may positively and significantly influence consumers sustainability footwear purchase intention consistent with the findings of Febriyantoro (2020).

According to the beta values, a unit change in consumer attitude concerns improves consumer purchase intent by 0.27 units, while a unit change in credibility and trust in sustainability increases purchase intention by 0.21 units. A unit rise in sustainability information through digital marketing increases consumer purchase intention by 0.152. All these relationships are significant ( $p = 0.000$ ). Overall, the results indicate awareness of sustainability issues, credibility and trust in sustainability information, sustainability information through digital marketing, except subjective norm and awareness significantly and positively affect consumer purchase intention. The finding result is summarized below.

**Table 5: Model Regression Analysis Result of Latent Variables**

Predictors	R-square	F-test	T	P-value	B
Awareness of sustainability issues	.353	16.696 (p=0.00)	1.914	0.057	.136
Attitude			3.591	0.000	.270
Credibility and trust in sustainability information			2.664	0.009	.214
Sustainability information through digital marketing			1.943	0.05	.152
Subjective norm			0.884	0.378	.065
Dependent variable: Purchase Intention					

- Correlation Analysis

Correlations showing between awareness of sustainability issues, credibility and trust in sustainability information, sustainability information through digital marketing, subjective norm, and purchase intention. The relationships between the independent factors and the dependent variable (purchase intention) are shown in Table 6. The results indicate positive correlations awareness of sustainability issues, credibility and trust in sustainability

information, sustainability information through digital marketing, subjective norm, and purchase intention. The significance of each association was determined to be ( $p = 0.000$ ). Credibility and Trust in sustainability Information and Attitude achieved the greatest correlation with Purchase intention ( $r = 0.462$ ), followed by Sustainability Information through digital marketing ( $r = 0.407$ ), Awareness of Sustainability Issues ( $r = 0.343$ ), and Subjective norm values ( $r = 0.316$ ).

**Table 6: Correlation Analysis**

Variable	Correlation	Awareness of Sustainability Issues	Credibility and Trust in sustainability Information	Sustainability Information through digital marketing	Subjective norm	Attitude
Purchase intention	Pearson Correlation	.343**	.462**	.407**	.316**	.462**
	Sig. (2-tailed)	0.00	.000	.000	.000	.000
	N	159	159	159	159	159

Note: \*\* significant  $p$ -value  $< 0.05$ .

## 4.2 Discussion

- H1: Relationship between Subjective norm and Consumer Purchase Intention

The notion of a customer about the societal pressure to buy sustainable footwear is known as subjective norms, also known as social norms. To put it simply, when regressed independently, subjective standards exhibited a modest and substantial positive influence on both purchase intention toward sustainable footwear goods. The findings are in line with other findings that show social norms have a considerable impact on consumers' intentions to buy green products (Fahlevi, Hasan, and Islam 2023; Li and Jaharuddin, 2020; Curvelo et al., 2019; Abrar et al., 2018;). When paired with other latent factors, it was shown that this component had no effect on consumers' purchase intentions, which the British people's individualistic culture may account for. Han (2018) reported that in a collectivist society as opposed to an individualist culture, social norms are more likely to have a significant impact on consumers' intentions to buy green footwear items. More specifically, the results of the current study suggest that subjective norms (social influence/norm) may have a considerable impact on UK consumers' purchase intentions when examined independently. However, subjective norm's ability to



influence purchase intention when considered with other factors may not be significant or prevalent among United Kingdom consumers.

- H2: Relationship between consumer attitude and purchase intention

The study's findings support those of Haung, Lee, and Chen (2022) and Febriyantoro (2020) by showing a strong positive effect of customer attitude on purchase intention. This study also showed a substantial positive relationship between customer attitude and the intention to buy sustainable footwear items. This is in line with the hypothesis that says consumers who have a more favorable attitude about items are more likely to buy them and are more ready to pay for them (Solomon et al., 2013). Additionally, this is consistent with other research that demonstrated that consumer attitudes had a beneficial impact on intentions to buy green products (Fahlevi, Hasan, and Islam 2023; Haung, Lee, and Chen 2022; Johnson et al., 2020). Tandon et al. (2020), who found no significant relationship between customer attitude and purchase intentions, disagree with the findings, which contradict their findings. Overall, the study supports the notion that improving purchase intention depends on customer attitude. As a result, consumers' ambiguous attitude toward sustainable footwear items may be used to explain their buyers' 'neither agree nor disagree' reaction about purchase intention. Although the attitude construct failed the reliability test, changing consumer attitudes may enhance purchase intentions.

- H3: Relationship between Consumer awareness of sustainability issues and purchase intention

Consumer awareness was also found to have a favourable and significant impact on consumers' intentions to buy sustainable footwear when examined independent of other factors. This component has an impact on purchase intention, supporting Irianto study in (2018) which contend that more consumer knowledge of how environmentally friendly green products are results in favourable assessments of these items and increases purchase intention. This is also in line with recent research (Fahlevi, Hasan, and Islam 2023; Abrar et al., 2018), which found that customer knowledge of green products had a beneficial effect on purchase intention. Sustainability conformity, according to Ahmed et al. (2021), is the sharing of information and fostering of awareness of environmental problems and remedies. sustainability awareness, according to Kusumawati et al. (2020), is the comprehension of the value of the environment and a disposition toward taking part in efforts to preserve it. According to Wasaya et al. (2021),

when customers are highly aware of sustainability concerns, their trust in green products and desire to purchase them improve. Study by Kusumawati et.al., (2020) reveals that people are more likely to want to travel sustainably when they have a high level of awareness on sustainability issues. According to Ahmed et al. (2021), customers who are very concerned about the environment are more inclined to buy organic food. However, awareness of sustainability issues when combined with other factors in the general model does not indicate a significant relationship with purchase intention. Some researchers believe that sustainability awareness is a factor that influences consumers' purchase intentions. This is in contrast to other studies, which found that consumer awareness of green products does not always affect consumers' purchase intentions because aware consumers may not be interested in these products or too much awareness may lead to confusion (Fahlevi, Hasan, and Islam 2023; Shrestha, 2020; Pancheo-Blanco 2020). According to Skallerud et al.'s research findings in 2021, a high level of environmental knowledge may have a detrimental impact on consumers' attitudes about purchasing fish that was sustainably farmed. According to Haung, Lee, and Cheng's research findings from 2022, people's sustainability knowledge does not significantly affect their desire to make purchases. At the moment, buyers who want to buy eco-friendly shoes put a lot of emphasis on color, style, and look. Additionally, it has been shown that customers would be less interested in green consumption if they believe that green items are too expensive (Sun, Li, and Wang, 2021).

- H4: Relationship between sustainability information through digital marketing channels and purchase towards sustainable footwears

According to Jahnstedt and Widen (2017), organizations may use sustainability marketing via digital platforms to create and maintain long-lasting connections with their customers. It has the potential to be a strategy used by businesses to influence customer behavior and promote more sustainable behaviors, such as reducing consumption, and it encompasses both commercial and social marketing of items that are environmentally friendly and sustainable (Peattie & Peattie 2009). This study's main goal was to investigate how customers perception of information on sustainability available through digital channels influence consumers purchase intention, this is important to know how to dispense information (what means or channels to engage). The study's findings demonstrate that customers' purchasing decisions are frequently impacted by the accessibility of sustainability data via digital channels. Therefore, this may be used to obtain a favorable or positive indicator if a shift in sustainable consumption

is sought. Consumers are more likely to engage in sustainable consumption and alter their purchase intentions the more information they have about sustainability (Haung, Lee, and Chen 2022). Dispensing sustainability information using digital channels is a way to educate and inform consumers about sustainability and therefore also a way to positively affect and change consumers' purchase intentions (Fahlevi, Hasn and Islam 2023). The results of this study demonstrate a relationship between customers' intentions to buy sustainable footwear and the accessibility of sustainability information through digital channels (Table 6). From an economic point of view, this correlation should be taken into account to educate consumers about specific sustainability aspects. As a result, green marketing via digital channels, including social media, is an opportunity for businesses to educate, boost customer value, and establish trust (Jahnstedt and Widen 2017).

#### *H5: The Relationship between Consumer perceived Credibility and Trust in Sustainability Information and Consumer Purchase Intention*

As defined by Amarullah, Handriana, and Maharudin 2022, trust is the degree of customer confidence that marketers do not do actions that might endanger consumers. According to Beldad et al. (2016), consumer trust is the conviction that marketers would do every effort to serve the interests of customers. Due to the high level of unpredictability and social complexity involved in purchasing, trust is essential and serves as the fundamental underpinning for all consumer transactions. Additionally, consumers' purchase intentions are impacted by the fact that they lack the knowledge necessary to verify that marketers or producers won't engage in opportunistic behavior (Amarullah, Handriana, and Maharudin, 2022). Trust is a crucial factor in influencing merchants' performance both in the short and long term, as demonstrated by Menidjel et al. in 2021. According to Zhang et al. (2022; Taufique et al., 2014), the legitimacy of information informs persuasive influence and will boost the trust of prospective purchasers toward the purchase of sustainable footwear. Along these lines, Amarullah, Handriana and Maharudin, (2022) found that reputation would increase potential customers' belief in a company's ability to provide high-quality goods. The research result of the current study has revealed that credibility and trust in sustainability information is a very cogent determining factor of purchase intention. Correlation and regression analysis implies that for increase in consumer purchase intention towards sustainable footwear, producers should consider producing quality products in other to increase credibility and build trust (Taufique, Vocino and Polonsky 2017).