

**CONSUMER PERSPECTIVES TOWARDS BUYING GREEN PRODUCTS:
A SURVEY OF FOOD SECTOR IN TANGA MUNICIPALITY**

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**A Dissertation Submitted in Partial Fulfilment of the Requirements for Award
of the Degree of Master in Business Administration-Corporate Management
(MBA-CM) of Mzumbe University**

2018

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled **Consumer Perspectives towards Buying Green Food Products: A Survey of Food Sector in Tanga Municipality**, in partial fulfilment of the requirements for award of the degree of Master of Business Administration of Mzumbe University.

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ACKNOWLEDGEMENT

As challenging and demanding as this work has been, the researcher has been able to accomplish it with enduring support from many. The researcher is thus grateful to the following;

God the almighty for strengthening the researcher in spiritual and flesh concerns, bestowing his everlasting mercy, grace and divine favor throughout the working period.

Emmanuel Chao (PhD) the researcher's supervisor for his constructive contributions, fast, effective responses, readiness to assist and being such a wonderful support throughout the limited working period.

All the survey participants who were ready to offer sincere cooperation throughout the research period, despite their demanding responsibilities, the researcher appreciates the time and resources you gave for this work to be a success.

Family and friends whose unfailing financial and moral support as well as their understanding of the works demands in terms of time and other resources, a great deal of gratitude is owed by the researcher to you.

The MBA-CM class (2016/2018) Mzumbe University, for their positive influence and being a source of inspiration especially during the trying times. A blessing you have been to the researcher. To you all, God bless you!

DEDICATION

To Jesus Christ, my personal Lord and wonderful savior! Thank you for the love so great!

LIST OF ABBREVIATIONS

| | |
|-------|--|
| ANOVA | Analysis of Variance |
| CFA | Confirmatory Factor Analysis |
| CFPs | Conventional Food Products |
| CSR | Corporate Social Responsibility |
| EFA | Exploratory Factor Analysis |
| GFPs | Green Food Products |
| ID | Identity |
| KMO | Kaiser Meyer Olkin |
| SPSS | Statistical Packages for Social Sciences |
| TCP | Theory of Consumer Perception |
| TPB | Theory of Planned Behavior |

ABSTRACT

Literature argues that there is greater health and environmental consciousness in the present day society, yet there still exist a huge green purchasing gap. This study, therefore, aimed at examining the consumer perspectives towards buying green food products and had specifically targeted to identify consumer self-perceptions in buying green food products, analyzing the consumer price perceptions in buying green food products, and analyzing consumer environment perceptions in buying green food products. After thorough literature review, the researcher proposed significant relationships between each perspective and the buying intention.

This survey study was deductive in nature where theories of planned behavior and consumer perspectives were tested. Quantitative data were collected in a cross-sectional manner, using a well structured questionnaire given to a sample of 399 respondents. Statistical Package for Social Science (SPSS) version 22 and AMOS version 23 was employed in the analysis of data.

Study findings reveal that consumers' actual buying decision is highly influenced by their health benefit perceptions of green food products. Perceptions of food quality and its safety were also found to be good predictors of consumers' actual buying decision that affect it positively contrary to price which influenced the same negatively. On the other hand, environment perceptions showed no significant relationship to buyers' actual buying decision. The findings are consistent with most previous studies in the sense that all self-perceptions and price proved to significantly affect buyers buying decision, while environment perceptions surprisingly revealed an uncertain relationship to actual buying decision.

These findings can help marketers of green food products to increase and diversify their markets through making right promotions. This can be by focusing on the most important factors proved to have more influence on buyers' actual decision to buy, for example; focusing promotions on health benefits than environmental ones. Successful green campaigns can be done by strategizing the focus on most influential factors for green food consumption.

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CHAPTER ONE

PROBLEM SETTING

1.1 Introduction

This chapter covers the general overview of the study undertaken on the consumer perspectives towards buying green products in developing countries. The chapter includes the background of the study, a statement of the problem, research objectives, its scope, significance, rationale or justification as well as the organization of the dissertation.

1.2 Background of the Study

The global concerns about the negative impacts of both human and industrial activities on planet Earth are increasing and the significance of taking responsibility for the environment and society call for proactive plans to protect them (Weisstein, Asgari, & Siew, 2014). Scholars, marketers, and policy makers are world widely striving with various initiatives to protect the environment. Consumers' awareness is also increasing for instance, in the US consumers have since the 1970's been driven by environmentalism and the green movements to take responsibility by altering their behavior (such as recycling, reusing) for a sustainable world. Many people are supportive to environment protection and the movements therein (Albayrak, Caber, Moutinho, & Herstein, 2011).

For companies to obtain competitive advantage they ought to utilize strategies of green marketing in order to enrich the perceived quality by the consumer as well as reducing perceived threat with consideration of the environmental concerns of the consumer (Chen, 2010). It has also been argued that green marketing has a significant role in determining the extent of competitive advantage companies that can obtain (Peattie, 1992). For this reason marketers are struggling to comply with the prevailing market situation demands.

In Africa more economic opportunities are realized through a green economy and the consumers have been gradually improving with reference to knowledge and consumption of green products (GIZ). Research shows that consumers' awareness in developing countries as most African countries keeps improving (Delloite, 2014). The perspectives of consumers in buying green products may vary over geographical locations (places), culture and time, hence the researcher is interested in studying the same in the Tanzanian context.

1.3 Statement of the Problem

Companies or firms aim at maximizing profits through attending to the needs of their customers who should be persuaded to purchase a product amongst those of many existing rival firms. Customers have needs; firms have the ability to satisfy such needs through some exchange, thus these sides are dependent on one another.

In the recent years, consumers have increasingly been alarmed about the environmental corrosion and have been very willing to purchase green products from firms that are socially and environmentally responsible (Kalafatis & Pollard, 1999; Barbarossa & Pastore, 2015) thus; firms are willing to take responsibility for the environment. Creating a competitive advantage, becoming a global leader, and cost saving through product differentiation are said to be the inspiration for producing and marketing green products (Vaccaro, 2009). Consumers actions are based on their perceptions on a range of product merits such as quality, health and safety, environmental benefits involved and many others, hence there is a need for firms to clearly understand consumers' reasons for their actions. This means, the more consumers are convinced of a particular product's benefits the greater their intention and ultimately actual buying.

A green consumer is said to be one who is not only conscious, but also interested in ecological matters (Soonthonsmai, 2007). Such individuals believe and perceive that every used product used on the daily life basis has some environmental impact and that they as individuals have, have a role to play in order to minimize the damage and make it as low as possible; Hence they are willing to change their very buying and consumption behavior to be environmentally friendlier.

However, despite the ever increasing green consciousness amongst these consumers, there still exists a huge green purchasing gap in reality. Most people seem to have the knowledge and understanding of general green products yet their actual buying and consumption is still argued to be relatively very low (Barbarossa & Pastore, 2015). These individuals concerned with the environment do not necessarily end up actually buying the GFPs despite their willingness to do so. It is argued that many consumers may have a positive attitude towards purchasing green products, but is hindered by several barriers from doing so (Ohtomo & Hirose, 2007).

Little is known about the perspectives of these consumers of the green food products in developing countries such as Tanzania. These are countries that are characterized by certain similarities such as having good unpolluted lands and other great resources endowment, have very low income earning individuals, similar age structure and population as well as population growth natural rates. This is done using a purely quantitative approach. With reference to the theories of consumer perception and planned behavior (Kotler, Brown, Armstrong & Adams 1998; Ajzen & Fishbein, 1980). This study, therefore examines the consumer perspectives towards buying green products, specifically in the food sector.

1.4 Research Objectives

1.4.1 General Objective

The aim of the study was to examine the consumer perspectives towards buying green food products in developing countries.

1.4.2 Specific Objectives

The study had three (3) specific objectives which were;

- i. To identify and describe consumer's self- perspectives in buying green food products
- ii. To analyse consumers' price perspectives in buying green food products
- iii. To analyze consumers' environment perspectives in buying green food products

1.5 Scope of the Study

The study covered examination of some important perspectives of consumers with regard to their actual buying decisions towards green food products. It also unveils the existing gap between one's attitude(s) and their actual buying decision of green food products.

1.6 Significance of the Study

The findings of this study offer marketers with a better understanding of their customer's perceptions towards the green products; henceforth they can develop strategies on improving their green products marketing activities to establish and/or maintain a competitive advantage over their competitors and conventional food products (CFPs). Policy makers and environmental societies can also be aided in making better green products policies. Scholars are also being presented with opportunities to further explore the uncovered areas of this study that can help solve similar problems in the business world.

1.7 Rationale of the Study

The study aimed at studying the consumer perspectives towards buying green food products focusing on developing countries with reference to the theories of consumer perception and planned behavior, a study that has not been carried out before in its context. The potential contribution of the study motivates and justifies it.

1.8 Organization of the Study

The study is organized such that chapter one presents a general introduction including the background of the study, a statement of the problem, objectives of the study, scope of the study, the significance of the study, rationale of the study, and finally the study's organization. Chapter two covers both theoretical and empirical literature review showing the theories in which the study lays as well as the already existing knowledge in the present literature, hence showing the research gap, the conceptual framework, research model and development of hypothesis as well. Chapter three covers the methodology used and it includes the research area, research design, variables and their measurements, population and sampling, sampling techniques, data collection methods, reliability and validity and lastly data analysis. Chapter four

presents the findings of the researcher, whereas chapter five is for discussion of these particular findings. Chapter six gives a general summary, conclusions and implications of the study.

CHAPTER TWO

LITERATUREREVIEW

2.1 Introduction

The literature review is the process of recalling or reciting and reading previously published and unpublished documents (Kothari, 2004). This chapter points out the existing concepts by other authors on the similar or related subjects to what this study digs into. Its lay out being theoretical literature review showered with theories governing the research followed by empirical studies governing the research. Just as Jankowicz, (2005) argues that:

“There is little point in reinventing the wheel ... the work that you do is not done in a vacuum, but builds on the ideas of other people who have studied the field before you. This requires you to describe what has been published and to marshal the information in a relevant and critical way.” (p.161)

Thorough literature review led to development of the working conceptual model that sets the base of the whole study. This chapter includes definitions of key used terms, theoretical literature review, empirical literature review, conceptual model and developed hypothesis statements.

2.2 Definitions of Concepts and Terms

2.2.1 Green Products

The definition of this varies from scholars to industry personnel and the consumers’ perspectives (Durif, Boivin&Julien, 2010). Some scholars define it as a product designed to minimize its own environmental impacts during its whole life-cycle. To be more specific, the usage of resources that are non-renewable is minimized, materials that are poisonous tend to be avoided and the use of renewable resource takes place as in accordance with their rate of replacement. They say it is one with less of environmental impact or less harmful to human health than the traditional product equivalent (Albino, Balice & Dangelico 2009; Speer, 2011).

On the other hand industrial definition of a green product is that which use or promote sustainable materials that is having “green credentials”. Better manage waste and/or work with recyclable, compostable or biodegradable materials wherever

possible and non-toxic for the environment at large (Converting magazine, 2008; Leportailbio, 2015).

Consumers have different perceptions on green product (s). They range from concept of biodegradable product, non-toxic for nature, product with minor impact on the environment, product safe for the planet, to product which preserves natural resources (Durif et al, 2010).

For the purpose of this study, considering consumer perceptions the working definition for green products was simply used as food products with ingredients that are more environmental friendly products (with less damage to the environment) since there is no way we can have one hundred percent green products due to processes and by-products thereafter.

2.2.2 Green Marketing

The American Marketing Association (AMA) defined this as “ecological marketing”. Most authors argue this to include planning, expansion and advertising of both products and services that fulfil the needs of consumers for quality, output, accessible prices and service, without causing in any way harmful consequences to the environment, with respect to the usage of raw material, energy consumption and the like. (Jain & Kaur, 2004; Papadopoulos, Karagouni ,Trigkas & Platogianni 2010; Grant, 2008).

For the purpose of this study, the term is referred to as ecological methods and product promotions made thereafter.

2.2.3 Consumer

As the word originates from ‘consume’ meaning to use, so is the terminology used in this work. Consumer is a person who uses particular products (Business dictionary).

2.2.4 Seller

This refers to a party that makes offers or contracts to make a sale to an actual or potential buyer (ibid).

2.3 Theoretical Literature Review

The theories that guided the study involved mainly two theories. These include the theory of consumer perceptions (TCP) and theory of planned behavior (TPB). They are as analyzed in 2.3.1, and 2.3.2 respectively.

2.3.1 Theory of Consumer Perceptions (TCP)

Consumer perception, on the other hand, is described as “acting and reacting to what one sees” (Kotler et al. 1998). The theory explains consumer actions or behavior through analyzing what motivates their buying or not buying particular products. The theory explains three angles from which consumer perceptions originate, these are ‘self-perception’ focusing on values and motivation for a certain buying decision or behavior, ‘price perception’ focusing on the perceived quality of the products or service in question and price comparisons with suppliers offering similar products or services as well as ‘benefit perception’ that focuses on the potential value in a product.

2.3.2 Theory of Planned Behavior

Taking the roots from the theory of reasoned action, Ajzen and Fishbein (1980) that explained a person’s decision or behavior to be influenced by own attitudes and expectations. After discovering decisions appearing to not be 100% voluntary and under control, they later added a component of ‘perceived control’. Hence the theory of planned behavior suggests human action to be guided by three considerations that include behavioral, normative and control beliefs.

Behavioral beliefs reflect personal attitudes or perceptions on an act’s extent of favorability. Normative beliefs are based on the fact that, man being a social creature is doubtfully unlikely to be influenced by what other people do think or believe. One’s intentions are highly shaped by the extent of approval or disapproval by family, co-workers, friends or people one trusts. On the other hand, control beliefs explain the presence of features that may assist or inhibit behavior performance. Attitudes and behaviors resulting thereafter are affected by what individuals believe to be their ability of actually performing the behaviors in question. This involves a set of controls, including internal and external controls. Internal control is about how

one perceives his own control to be like. It involves competence of one's knowledge, capabilities, skills and the amount of discipline one employs while performing the behavior. On the other hand, external controls are such as approval by close people on a certain behavior will encourage an individual's intention to ensure a specific action to its end.

2.3.3 Relationship Between the Theories and the Topic

Unlike sellers, consumers have their own perceptions from different points of views ranging from price, the ecological benefits of self-perceptions including health, safety and quality food consumption. Hence, despite having different perceptions, each side is dependent on the other in the daily ways of life.

On the other hand, both consumers and sellers are pushed by some factors to behave in a particular manner as such with which they do. As per the study on green products buying, the behavior or decision of each group is highly influenced by the perceptions they hold hence; this study aims at analyzing these perceptions. This is done through studying the way perceptions of the buyers group towards the GFPs affect their buying decision.

2.3.4 Green Gap

Consumers have been said to not only being more and more worried about the degradation of the environment, but they are also willing to buy GFPs. It is also argued that despite these ever increasing worries on the environment by these consumers; seldom do they translate their concerns and green attitudes into the real behaviour of buying green products (Co-operative Bank, 2011). The real demand for green products is argued to be very low as compared to the expected attitudes and intentions consumers express towards them. This real difference is the so called 'green gap'. It is the gap existing between the existing attitudes of consumers towards the environment and their true behavior when it comes to their actual buying decisions (Carrington, Neville & Whitwell, 2014).

The reality of a green gap causes great worries not only to the green products producers, but to the society as well. This is simply because; on realization of low demand for green products in the market producers of the same tend to reduce the

supply of such products resulting to their limited availability. Limited availability of green products consequently hinders good moral habits that are likely to be provoked when people see and notice others behaving admirably thus they become willing to buy products but hindered by the unavailability of green products (Prothero et al., 2011)

This gap needs to be bridged for the sake of the environment and mankind at large. This is of paramount importance because unless the environment is well protected, land degradation and pollution are inevitable, thus not only diseases but also degradation effects such as ozone layer depletion leading to so many effects to the environment and society will keep out bursting and cause harm.

Scholars, marketers and policy makers all have important roles to play in bridging this gap and they have all insisted on further research on the reasons to why green conscious people hardly do translate their intentions and attitudes into real decision of buying and using these green products (Delloite, 2014; Prothero et al., 2011)

2.3.5 Green Strategies

Rivera-Camion (2007) suggests that companies can respond to the interests of their consumers in the environmental sustainability through their products and/or processes. He argues that introduction of green products can be by either slight modification of the already existing products by removing those environmentally harmful components and replace them with those which are less harmful or they can or they can be completely new products that allow a company to completely differentiate itself from its rivals in the market place. A company has to choose its strategies depending on the trade-off it can make between riskiness and attractiveness (Makower, 2009). This is because completely new green products can be a riskier venture than the modified ones, thus companies better consider two important variables which are their potential market size and ability of these consumers to differentiate on greenness (Ginsberg & Bloom, 2004). If a company has a small green segment and low ability to differentiate its products, it is better it focuses on greening its operations just like Coca-Cola Company. They positioned the environmental concerns in recycling investment as well as package innovations

instead of applying green strategies on specific products (ibid), whereas for companies focusing on brand benefits are advised to better green their products than their processes (Prakash, 2002).

There exist many varying green strategies, and there may be differences in purchase intention for new green products compared to the recycled ones and those that undergo green processes (Borin, Lindsey-Mullkin & Krishnan, 2013). Companies may opt to use new and less environmentally harmful ingredients in their products or the use of recycled materials from the same products. This should be decided along with a proper version of green products to be communicated to their consumers.

2.3.6 Green Processes

A company practices may have a significant impact on consumers' perception of its products because a Company and its products are considered to not be separate entities (Brown & Dacin, 1997). "Consumer's perception of the firm's business schemes and strategies toward environmental matters is expected to contribute to the development of the general perception concerning green products." (D'Souza, Mehdi, Lamb & Peretiatkos, 2006 p.146). It has been reported for company's corporate social responsibility (CSR) to have an indirect positive on its product preference and on the company's evaluation thus causing a positive influence on their product too (Brown & Dacin, 1997). But whether to focus on greening products or processes remains for a company to decide.

2.3.7 GreenProducts

Green products can be placed under various categories including health and beauty, consumer durables, paints and furnishings, paper and cleaning products as well as food products too (Majumdar & Swain, 2015). This study addressed green products with reference to green food products only.

Many previous studies show consumer perceptions regarding food products being compared to conventional products and the shown characters were examined as an indicator of consumer buying decisions towards the products (Wee, Ariff, Zakuan, Tajudin, Ismail & Ishak, 2014). The way consumers happen to perceive these

products after their judgment of them is very important because in the end the perceptions held by them eventually affect their actual decisions to actually buying them.

The green food, literature has a general agreement on the reasons to why people consume green food products. The reasons differ between individuals, but most range between health and ecological reasons. Health reasons take base in concerns of pesticides and additives use of conventional products, hence opting for green food products (Roitner-Schoberberger, Darnofer, Somsook, & Vogl, 2008). Alongside health concerns, others guard and good taste to be of great importance leading to preference in green food product quality (Fagerli & Wandel 1999; Padel & Foster, 2005; Lockie, Lyson, Lawrence & Mummery, 2002; Magnusson, Arvola, Koivisto-Hursti, Aberg, & Sjoden, 2003)

Other studies such as that of Fotopoulous and Krystallis (2002) reports on ecological reasons to motivate green food consumers to protect water sources, wildlife and the general environment at large.

2.3.8 Consumer Green Practices and Intention to Buy

Blackwell, Miniard and Engel (2001) explain purchase intention to simply represent that which consumers think they will buy. However a purchase intention is not a guarantee of actual buying because there is a huge gap between the stated intention and actual buying behavior or decisions.

A person's knowledge of certain matter encourages a person's decision. One's knowledge on certain matter encourages very significantly their decisions regarding such a matter (Kaplan, 1991) and such is knowledge on environment and health motivating people to behave positively and take duty for the environment, hence opting to buy from businesses that do the same (Hu, Parsa & Self 2010; Dutta, Umashankar, Choi & Parsa, 2008). They also argue that consumer concern for the environment will positively impact their intention to buy green products or purchase from companies that use green practices.

Some studies have looked into demographic factors' effect in relation to their green perceptions as well as green behavior (Zimmer, Stafford & Stafford 1994; Roberts, 1996; Newell & Green, 1997; Gronhoj & Olander 2007; Schubert, Kandampully, Solnet & Kralj, 2010 and Hu et al, 2010). The studies show a relationship between some demographic factors and consumer perceptions and beliefs on green practices, although they have not had consistent results. Considering the existing contradictions basing on the demographic factor's effect on green practices and green product purchasing, there is a need for more research. Hence, some of these factors are going to be studied as per 2.5.1

2.4 Empirical Literature Review

This section provides a brief discussion on studies and findings of other researchers who used similar or same constructs of health, safety, quality, price and environment perceptions in their studies

2.4.1 Foreign Studies

Lockie et al., (2002) studied the motivations behind organic food consumption in Australia. Their findings showed people's actual buying decisions towards organic (GFPs) to be due to their perceptions of such products. He concluded that the perceptions that GFPs do not contain artificial additives, chemicals or pesticide residues hence better for their health. A similar study by Magnusson et al., (2003) on the choice of organic foods as associated with perceived consequences for human health and environmental friendly behavior, observed health consciousness to influence buying intention and consequently actual buying decision. But these two are contrary to the study by Tarkiainen and Sundvist (2005) who studied subject norms, attitudes and intentions of Finnish consumers in buying organic food. They concluded that health factors did not at all influence consumers buying intention. The contradiction in these studies calls for further research.

Exploring the gap between attitudes and behavior in understanding why consumers do or do not buy organic food, Padel and Foster (2005) found that food safety had a strong effect on buying intentions of consumers. Similar findings were observed by Michaelidou and Hassan (2008) as they studied the role of health consciousness,

food safety concern and ethical identity on attitudes and intentions towards organic food. They actually concluded food safety to be the most influencing factor for consumers to buy organic foods.

Wee et al., (2014) studied customer perceptions, their buying intention and the actual decisions towards organic food products. Their findings were such that consumers' intention to purchase green food products was significantly influenced by the consumer's perception of health, safety, the welfare of the environment and well as animal welfare of the products and their actual buying decisions or behavior was significantly affected by their intention to purchase such products. The study also revealed that perceived quality had no significant effect on consumer's intention to purchase. Despite making great contribution to literature, the study based in Malaysia a country of different economies compared to Tanzania which is a completely a different setting, and a typical developing country.

Barbarossa and Pastore (2015) in their search for why environmentally conscious consumers do not purchase green products they found higher price and scarce availability of green products to be the main barriers to green purchasing. This is in support of the study by Shafi and Madhavaiah (2013) who studying the influence of brand equity on consumer buying decisions towards organic food in India; found price perceptions to be amongst vital factors affecting the consumers' decision making on purchasing food products.

Fotopoulous and Krystallis (2002) studied the reasons for rejection and potential buyers' identification in a countrywide survey and concluded that environmental perceptions have significant impact on buying intention. This is contrary to other studies that conclude environment to not have any significance to consumers' buying intention (Ohtomo& Hirose, 2007)

Several studies have shown demographic factors to show the difference towards purchase intentions. There has been difference towards buying intentions of GFPs by gender, age, household income levels, and education levels (Wee et al, 2014; Fagerli & Wandel, 1999).

2.4.2 Local Studies

Unfortunately, not much literature is available on green food buying in Tanzania. Not much is available on matters of the subject of green food products, little is found on green concerns and procurement and green supply chains as illustrated in this section;

Atuwene (2015) evaluated the concerns towards going green and he concluded that, poor understanding and awareness (knowledge) on green products by individuals and business owners cause the little if any environmental concerns and commitment. He argues that the minority environmentally aware consumers are keen about what and how they consume with regard to their health, safety and ecology at large.

Kibwereza (2016) made an assessment on the effects of green public procurement, implementation in Tanzania and he found that, green public procurement was very minimal in practice. He further suggested this to be due to lack of green awareness as they lack trainings to impart such knowledge, facilities and skills on how to go green. He also suggested that the lack of clearer policies and regulations contributed to the minimum green procurement practices.

This study attracts the researcher's attention on further studying the perceptions of GFPs consumers in terms of their buying such products. Nevertheless, this study analyzed the perspectives of consumers towards green products with regard to two theories of consumers; these are consumer perception theory and planned behavior theory.

2.5 Research Gap

As described on the theoretical and empirical literature review, various studies were conducted on a similar subject in mostly developing countries and were mostly on large items that are not purchased on daily basis such as cars and those that checked smaller items were mostly on papers and other household utensils. Also most reviewed studies have not checked the price perceptions of consumers thus this research focuses on studying consumer perceptions towards buying green food products.

2.6 Conceptual Framework

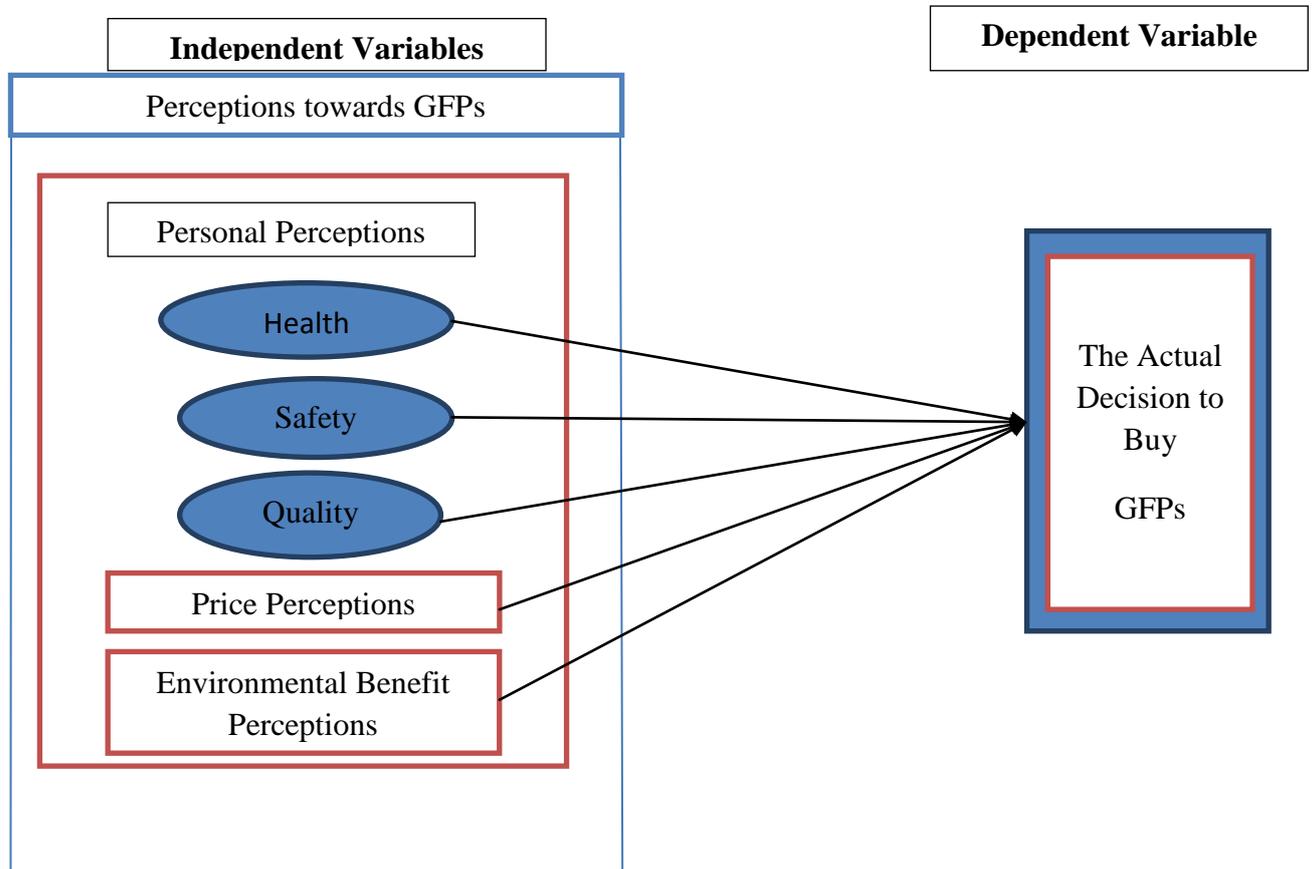


Figure 2.1 Conceptual Model

Source: Modified from Wee et al., 2014

2.6.1 Hypotheses Development

Green products are regarded to be healthier, safer, more nutritious and with better taste than conventional products (Krystallis & Chryssoloids, 2005). There are perceptions that such products are grown and/or produced naturally, hence they are chemical free (William & Hammit, 2001). Studies show the consumer perceptions that green products are healthier and safer and are more environmentally friendlier (Thompson & Kidwell, 1998; Wier & Calvery, 2002; Fotopoulous & Krystallis, 2002). Health and safety concerns are said to be some most important factors influencing the purchase and consumption of green products (Wandel & Bugge, 1997; Michaelidou & Hassan, 2008). This is suggested to be caused by consumer

concerns on residues from using chemicals in products (Roitner-Schoberberger et al., 2008), hence H1a and H1b are proposed:

H1a: Perceived health from GFPs will positively influence the buying decision.

H1b: Perceived safety from GFPs will positively influence the buying decision.

The purchase intention of consumers is said to be driven by the value they perceive; where the perceived value is a direct result of perceived quality and benefits gained from a particular good or service (Monroe, 2003). When the buyers consider a product to be of a higher quality, they will not only place higher value on it, but will also express willingness to pay premium prices and buy it. Vindigni, Janssen and Jager (2002) suggest that most consumers of green products buy them because of their perceptions of such products to possess not only uniqueness, but even superiority at times as compared to the conventional products, hence:

H1c: Perceived quality of GFPs will positively influence the buying decision.

It has previously been suggested that perceptions of buyers on price do negatively affect their perceived value by increasing the costs (Munroe, 2003). Nevertheless, it is not only the perceived quality of the product that is of high importance to customers' decision making on purchase intention and actual buying; but the perceived savings and the feeling of more gain against loss in the deal also increases the customer's perceived value and consequently bring their buying intention (Dodds, Monroe & Grewal, 1991; Grewal, Monroe & Krishnan, 1998). Weisstein et al, (2014) argues that different formats of price promotion presentations influence consumers' purchase perceptions differently. Consumers with a high degree of greenness are attracted to promotions emphasizing gain, while those with a low degree of greenness prefer promotions underlining reduced loss. Barbarossa and Pastore (2015) are of the view that consumer perceptions of price influence their actual purchase behavior hence H2 is proposed.

H2: Price perception of green products will negatively influence the buying decision. Chinnici, D'Amico and Pecorino(2002) argue that there has been an increase in consumer demand for products that are obtained by processes that cause less environmental impact. Consumers are becoming more concerned about the environment and ecology at large, hence the ecological behaviour is becoming more important in motivating consumer's purchase intention of green products (Harper andMakatouni, 2002).

H3: Perceived environmental/ecological friendlypractices of GFPs will positively affect the buying decision.

Studies show that women, especially those in families with children prefer green food products. Higher rates of women are said to hold a positive attitude towards green products, whereas adolescent girls have been reported to respond more to green products than boys (Majumdar & Swain,2015; Davies,Titterington& Cochrane 1995). On the other hand others have reported contrary to this. Gronhoj and Olander (2007) studied Denmark consumers and found no statistical differences between genders related to green perceptions, consumer behavior was revealed despite the fact that there was a significant difference in their gender roles.

H4a: There is a significance difference between gender variable towards the buying decision of green products.

With regard to age factor, older consumers are in some cases reported to be less likely to buy green products compared to younger consumers who are reported to be more willing to not only consume green products, but even pay premium prices for them (Schubert et al., 2010; Rimal, Moon & Balasubramanian, 2005). However, this is contrary to those who suggest older consumers to be more willing to switch to green products for health reasons, unlike younger consumers (Misra, Huang & Ott, 1991; Hu et al, 2010).

H4b: There is a significant difference between age variable towards the buying decision of green products.

2.6.2 Operationalization of Variables

Bryman and Bell (2015) explains operationalization to imply the designing of measures of concepts used in a particular research. Some phenomena are directly immeasurable; hence operationalization gives a definition on how they are particularly defined by the researcher. The questions referred under this section will be available in the appendix I – questionnaire sheet.

Basing on the theories of consumer perceptions and that of planned behavior, this study developed a total of five independent variables, and one dependent variable. The independent variables include health perceptions, safety perceptions, quality perceptions, price perceptions and environmental perceptions whereas the dependent variable is actual buying behavior. The operationalization of these variables involved adoption of measuring items from other similar studies of consumer perspectives and green products, but with slight modifications made in order to fit the study’s purpose.

2.6.2.1 Health Perceptions

Items measuring health perceptions with regard to GFPs are well discussed by Wee et al, (2014); Krystallis and Chryssoloids, (2005) as those with more health benefits such as being more nutritious, been grown naturally, additives and concentrate free as well as better taste. Some of these constructs have also been used by other researchers such as William and Hammit, (2001); Roitner-Schoberberger et al., 2008.

Table 2.1 Measurement Items of Health Perceptions Construct

| Construct | Item | Coding | Questionnaire wording | Sources |
|--------------------|-----------------|---------|---|--|
| Health Perceptions | More nutritious | Health1 | GFPs are more nutritious | Wee et al (2014), Krystallis and Chryssoloids, (2005), William and Hammit (2001) |
| | Naturally grown | Health2 | Growing food naturally is much better for health | |
| | Additive free | Health3 | GFPs are healthier than CFPs because they are additive free | |
| | Chemical free | Health4 | I find it best to use non-preservatives and non-concentrate food products to ensure good health | |

Source: Research findings (2018)

2.6.2.2 Safety Perceptions

Items used to measure safety perceptions construct with regard to GFPs have been adopted from various works such as that of Michaelidou and Hassan (2008), Yee, Yeung and Morris (2005) and Brom (2000). These are as shown in table 2.2

Table 2.2 Measurement Items of Safety Perceptions Construct

| Construct | Item | Coding | Questionnaire wording | Sources |
|--------------------|--|---------|--|--|
| Safety Perceptions | Organically grown/produced | Safety1 | GFPs are organically grown/produced | Michaelidou and Hassan (2008); Yee, Yeung and Morris (2005); and Brom (2000) |
| | Chemical free | Safety2 | GFPs are chemical free | |
| | Reduced physical risk | Safety3 | GFPs reduce physical risk involved in food consumption | |
| | Minimized contamination on food supply | Safety4 | Green farming minimizes pollution and contamination of soil, air, water and food supply. | |

Source: Research findings (2018)

2.6.2.3 Quality Perceptions

Attributes used in the measurement of quality perceptions have been adopted from previous studies. These include items such as product uniqueness, superiority, value as well as nutritive content it carries. These are as shown in the table below;

Table 2.3 Measurement Items of Quality Perceptions Construct

| Construct | Item | Coding | Questionnaire Wording | Sources |
|---------------------|-------------------|----------|--|--------------------------------------|
| Quality Perceptions | Uniqueness | Quality1 | GFPs are unique in taste and content | Munroe (2003); Vindigni et al (2002) |
| | Superiority | Quality2 | GFPs are superior in quality | |
| | Valuable | Quality3 | GFPs are more valuable than CFPs | |
| | Nutritive content | Quality4 | GFPs have higher nutrition content than CFPs | |

Source: Research findings (2018)

2.6.2.4 Price Perceptions

A few items found to measure price perceptions have been discussed by Munroe (2003) and Dodds, Monroe and Grewal, (1991). They used items such as relative price reasonability, readiness to pay premium prices, feeling of gain against that of loss. These are as summarized in the table below.

Table 2.4 Measurement Items of Price Perceptions

| Construct | Item | Coding | Questionnaire wording | Sources |
|-------------------|--------------------------------------|--------|--|--|
| Price Perceptions | price reasonability | Price1 | The offered GFPs prices are relatively reasonable | Munroe (2003); Dodds, Monroe and Grewal, (1991) |
| | readiness to pay premium prices | Price2 | I am ready to pay premium price for GFPs | |
| | feeling of gain against that of loss | Price3 | The amount of money savings on most GFPs is relatively low | |

Source: Research findings (2018)

2.6.2.5 Environment Perceptions

Items used in measuring ecological and environmental perceptions included pollution concerns, energy loss, animal and human life threats. These are all adopted from Wee et al., (2014).

Table 2.5 Measurement Items of Environment Perceptions

| Construct | Item | Coding | Questionnaire wording | Sources |
|---------------------------|---------------|--------|--|-------------------|
| Environmental Perceptions | Pollution | Env1 | Organic farming reduces pollution | Wee et al, (2014) |
| | Energy loss | Env2 | Organic producing reduces energy loss | |
| | Animal threat | Env3 | Organic practices reduce animal threat | |
| | Human threat | Env4 | Organic practices reduce animal threat | |

Source: Research findings (2018)

2.6.2.6 Actual Buying Decision

Table 2.6 Measurement Items of Actual Buying Decision

| Construct | Item | Coding | Questionnaire wording | Sources |
|------------------------|--|------------|---|--|
| Actual buying decision | Regularity of buying | BDecision1 | I often buy GFPs | Wee et al (2014); Michaelidou and Hassan (2008) |
| | Purchase basis | BDecision2 | I often buy GFPS on regular basis | |
| | Long term buying plan for health benefits | BDecision3 | I often buy GFPs for long term health benefits | |
| | Long term buying plan for environmental benefits | BDecision4 | I often buy GFPs long term for environmental benefits | |

Source: Research findings (2018)

All items operationalized under this section were measured using a 5-pointslikert scale where 1=strongly disagree and 5=strongly agree

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter covers the systematic approach and procedures that were used in a collection of useful data and how it was analyzed, thus the chapter generally shows how the whole research work was carried out. This includes the study type, study area, study population, unit of analysis, variables and their measurements, sample size and sampling techniques, types and sources of data, data collection methods, validity and reliability issues as well as data analysis methods.

3.2 Research Area

The study was based in the Tanga municipality because this region is mentioned to be with a great production of natural foods, including fruits and vegetables that are grown without use of artificial chemicals and/or additives (MMA, 2008). Being the researcher's residence area also gave convenience to the researcher to conduct the research.

3.3 Research Design/Type

“Research design is a master plan specifying the methods and procedures for collection and analyzing the needed information.” (Pandey&Pandey, 2015)

The research was deductive in nature as some theories were tested, considering the inquiry mode the research design was a quantitative study supported with data from a survey and basing on time dimensions the study was a cross sectional because data was only collected at a single point of time from the respondents (Boyer & Swink, 2008).

3.4. Variables and their Measurements

The variables under the study involved self-perceptions, price perceptions, and environment concerns (independent variables), and the actual buying decision (dependent variable). A 5-points Likert scale was used to get answers to the questions where; 1= strongly disagree and 5= strongly agree.

The measurement of these variables was such that the questionnaire comprised of several sections and the relationship between these dependent and independent variables was studied. Each variable had at least three items to measure it. This has been well analyzed under section 2.5.2 showing operationalization of variables.

3.5 Population and Sample Size

3.5.1 Population

Population is the full set of cases from which a sample is taken (Saunders, Lewis and Thornhill, 2007). The population under study involves the potential key informants to the study; who are consumers of GFPs in the Tanga municipality. Why this population? It is because they are of more or less characteristic that are of interest to the researcher (Creswell, 2003).

3.5.2 Sample Size

The researcher's pilot survey revealed an average of 499 regular customers of GFPs from five (5) different markets in Tanga where these green food products were actually available and sold. In this case, the respondents in the study were strictly those who revealed interest and actual buying of the green food products.

The researcher therefore targeted this average of observed buyers of green food products to be the study sample who also seems to be household decision makers when it comes to family food consumption.

Respondents included consumers who were above eighteen years of age because; despite being used to purchase products, they are empowered as well in their decisions for picking out of many available choices, the right products, thus more likely to be attentive to environmental concerns in their purchasing decisions (Rahbar & Wahid, 2011).

3.6 Sampling Technique

Sampling simply refers to selecting a particular group of elements or people (sample) to represent the whole population (Pandey & Pandey, 2015). They are majorly divided into two categories which are probability sampling and non-probability sampling (Kothari, 2004). Probability sampling is one in which every member of the

population has an equal chance of being selected, unlike non-probability sampling, where the chances of each element to be selected is not known at all.

The researcher employed the use of non-probability sampling, where the readily available characters were used as the researcher found convenient (convenience sampling). This is because not all consumers readily wanted or had they the time to engage and participate in the study, hence a sample of 399 regular customers of GFPs from main shopping market centers were targeted. These were taken from the four (4) local markets of Ngamiani, Uzunguni, Makorola, Mgandini and one (1) big supermarket in the municipality called Mkwabi.

Table 3.1 Sample Distribution by Market Source

| Market | Questionnaires distributed |
|---------------|-----------------------------------|
| Ngamiani | 80 |
| Makorola | 80 |
| Mgandini | 80 |
| Uzunguni | 80 |
| Mkwabi | 79 |

Source: Research findings (2018)

3.7 Data Collection, Methods and Refinement

In order to ensure data reliability, multiple data sources used.

3.7.1 Types of Data

The researcher used both primary and secondary sources of data.

i. Primary Data Sources

Kothari (2004) explains this to be that which is collected afresh and for the first time, and thus happen to be original in character. This was the basic source of information used in this research and it included the use of structured questionnaires, a tool as explained in part 3.7.2

ii. Secondary Data Sources

These involve data which has been collected by someone else and that has already been passed through statistical process (Kothari, 2004).The collection of this kind of data didconsider important factors such as the time of its collection, data set completeness, its consistency as well as its reliability.

3.7.2 Data Collection Tools

i. Questionnaires

“In general, the word questionnaire refers to a device for securing answers to questions by using a form which the respondent fills in himself.” (Pandey & Pandey, 2015).

Questions were prepared and handed to the respondents as questionnaires in order to be read and be answered (filled) after being well understood. It included both open-ended and closed-ended questions. The guiding consideration in the questionnaire’s construction was the relevance of questions that met the researcher’s objectives.

ii. Documentary Sources

This involved the collection of secondary data of the involved parties in the research which were important in supporting the researcher’s objectives. This included reports, articles and other similar documents.

3.7.3 Data Refinement

To improve and ensure both reliability and validity, the collected data were refined and improved. This was done by testing non-response bias by conducting an independent sample t-test. Also, all observations that were observed to be distant from the majority (outliers) were removed from further analysis. A factor analysis was conducted and was also a part of the refinement process too.

3.7.3.1 Non-response Test

Non-response bias occurs when a significant difference in response between the seeming more responsive and the less responsive respondents in responding to the questions of a particular survey (Lahaut, Jansen, Mheen & Garretsen, 2002). It has been argued that the respondent’s unavailability and pre-occupied by other different activities in the survey period to be amongst other possible reasons to non-response bias (Bankowska, Osiewicz & Perez-Duarte, 2015).

The researcher intended to carefully observe for any noticeable differences in responses during the survey process. The researcher aimed of at least 20% of the targeted sample to be used in the test where; at least the first 10% of respondents in responding to the survey was group one named “early” and at least the last 10% of respondents that were last to respond to the survey were named “late”.

The researcher then randomly picked a survey item from each construct and conducted an independent t-test in order to access non-response bias. This procedure helped the researcher to evaluate whether there were significant differences in the same questions between the group of early respondents and that of late respondents.

3.7.3.2 Factor Analysis

An exploratory factor analysis (EFA) was performed using principal component extraction and varimax rotation in order to obtain factor loadings and the number of components or dimensions. Those items with factor loadings below 0.5 were discarded while those above it were retained for a second round of EFA and a confirmatory factor analysis (CFA) thereafter.

3.8 Validity and Reliability

To ensure the reliability a factor analysis was employed to check whether every used construct item was measuring the same thing or not. All items found not to measure same components were removed from further analysis. This was done with the aim of increasing study's reliability.

Also a reliability test was performed on SPSS where Cronbach's alpha determines reliability. All constructs with value of ≥ 0.5 were treated as fit and acceptable. All constructs were subjected to the test using at least three items for each construct to ensure reliability.

3.9 Data Analysis

It is the process of evaluating data using analytical and logical reasoning to examine each component of the data provided (Kothari, 2004). This is done in order to ensure that collected data is well inspected, transformed and modeled.

3.9.1 Unit of Analysis

The research's studied unit of analysis was mainly consumer perspectives; these were studied to evaluate the way they affected consumers' actual buying decisions towards such products.

3.9.2 Data Analysis Methods

Analysis of data means the computation of certain indices or measures along with searching for patterns of relationship that exist among the data groups. It is the process of evaluating data using analytical and logical reasoning to examine each component of the data provided (Kothari, 2004).

3.9.2.1 Tools of Analysis

Analysis was done using the Statistical Packages for Social Sciences (SPSS) version 22 software. Regression analysis was used to study the relationship between the dependent and independent variables (Aaker, Kumar, Day & Leone, 2010). The regression was described using a beta (β) sign whose values range between -1 and 1, where the β -value of '0' indicates lack of relationship between the studied variables. When β equals 1, it shows a perfect positive relationship between the variables, meaning that, a dependent variable increases at the same extent as the independent variable increases. When β -value is negative, it shows that the variables are inversely related such that an increase in the independent variable results to a decrease in the dependent variable (Nolan & Heinzen, 2007).

On the other hand statistical ANOVA family tests were used to determine the differences between variables (Atuwene, 2015). Employing one way ANOVA the suggested difference between variables were checked as presented in chapter four.

CHAPTER FOUR

PRESENTATION OFFINDINGS

4.1 Introduction

This chapter presents the findings as collected from the field by the researcher. The presentation of the data resulted from analyzed data collected from the questionnaires administered to prospective respondents. This chapter therefore presents data analysis, assesses data suitability, it displays sample demographic characteristics and above all tests the fore proposed hypotheses.

4.2 Response Rate

The questionnaires were distributed to a total of 399 respondents. Only 244 (61.2%) questionnaires were collected back with responses. The response rate being above 52%, the researcher considered it representational as suggested by Baruch and Holtom (2008). The questionnaire contained questions that aimed at answering the specific questions as well as testing the developed hypotheses.

4.3 Examination of Data and its Refinement

The data collected needed to be well studied and refined in order to improve and ensure its validity and reliability. For this purpose, three statistical analysis methods were used; this included testing of non-response bias, graphic boxplot (for outliers) and the factor analysis method.

4.3.1 Testing Non-response Bias

This test was conducted using an independent sample T-test where the researcher established two groups representing at least 20% of the targeted population for this purpose. The first group consisted of the first 40 respondents to complete the survey and was called 'early' while the second group consisted of the last 40 respondents to complete the survey and the group was called 'late'. The randomly picked survey questions from each construct revealed the results shown below.

Table 4.1 Independent Sample t-test

| Construct | Sig. | T | Df | Sig. (2-tailed) |
|------------------|-------------|----------|-----------|------------------------|
| Health4 | 0.650 | 0.00 | 18 | 1.000 |
| Safety3 | 0.170 | -0.267 | 18 | 0.764 |
| Quality2 | 0.702 | 1.037 | 18 | 0.308 |
| Price1 | 0.624 | -0.764 | 18 | 0.451 |
| Environment3 | 0.710 | 0.174 | 18 | 0.851 |
| B.Decision1 | 0.418 | 1.000 | 18 | 0.331 |

Source: Study findings (2018)

Table 4.1 above shows that no independent item revealed any significance differences between the two groups in the way they did respond to the survey; hence non-response bias issue was excluded from this study.

4.3.2 Outliers

Further refinement of the data collected was done through creation of a box plot graph and outliers were identified for removal. A total of 32 extreme outliers were identified from the 244 respondents' answers. By use of the assigned identification (ID) numbers, the 32 outliers were removed from further analysis in the study. This reduced the responses total to 212 (58%) Of the original targeted sample.

4.3.3 Factor Analysis

An exploratory factor analysis (EFA) was performed using principle component extraction and a varimax rotation that revealed 5-dimensions where the KMO =0.891 and Bartlett's Test $p=0.000$ ($p<0.05$). The researcher chose to suppress the smallest coefficients (limited to 0.40). 21 out of 23 items proposed proved the factor loading above 0.5 with an exception of two items.

Some issues with regard to perceived quality and perceived environmental benefit constructs were found with loadings below 0.5. These were item 1 of quality (Q1-unique taste and content) and item 4 of perceived environment (Envt4-Organic practices reduce animal threat). Inclusion of these items was likely to affect the study's reliability and validity hence, were omitted from the study. The 21 items subjected to a second round of EFA confirmed them to have acceptable loadings of at least 0.5 with five dimensions being extracted.

Only two items were removed from this study after the factor analysis. Other researchers with the intention of using similar constructs in the future can simply take note of this, but not entirely depend on this study's results regarding the construct items. A confirmatory factor analysis (CFA) employed did confirm the five dimensions of consumer perceptions towards GFPs with an explained total variance of 83.51%.

4.4 Reliability

Performing a reliability test on every construct ensured that all the used item in this research, actually corresponded with the concept being measured. A reliability test was run using cronbach's alpha as stated in the methodology chapter, and only those with value of ≥ 0.5 were considered acceptable (Hair et al, 2006).

Each construct was measured by using at least three items, thus an improved chance of obtaining a further acceptable range of reliability (Bryman & Bell, 2011). The employed items having been used before in other similar studies, they were certain to demonstrate an acceptable reliability (Lau, Tang & Yam, 2010). Calculating Cronbach's alpha on all multi-items constructs and Cronbach's alpha values all proves to be ≥ 0.5 ; which is an acceptable range for reliability as presented in table 4.1

Table 4.2 Results of Reliability Test

| Construct | Cronbach's alpha | Number of used items |
|-------------------------|-------------------------|-----------------------------|
| Perceived HealthBenefit | 0.755 | 4 |
| Perceived Food Safety | 0.904 | 4 |
| Perceived Food Quality | 0.768 | 3 |
| PricePerceptions | 0.821 | 3 |
| Environment Perceptions | 0.672 | 3 |
| ActualBuying Decision | 0.880 | 4 |

Source: Study findings (2018)

4.4.1 Discussion of the Results

Running a reliability test for all the seven constructs revealed that they all reached an acceptable alpha level of at least 0.5. This proves the used constructs to be consistent and reliable for this study. The environment perception constructs revealed the

lowest alpha value (yet acceptable) of 0.672 whereas food safety was the construct with most reliability as it showed the alpha value of 0.904

4.5 Correlation Analysis for Used Variables

A correlation analysis was employed to check for discriminant construct validity on various variables used. This was carried so as to ensure that the used individual variables did not highly correlate with one another because this would otherwise have increased the risk of several variables measuring similar constructs.

Table 4.3 Correlation for Used Variables

| | 1 | 2 | 3 | 4 | 5 | 6 |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1.Health Perceptions | 1 | | | | | |
| 2.Safety Perceptions | .688** | 1 | | | | |
| 3.Quality Perceptions | .507** | .851** | 1 | | | |
| 4.Price perceptions | .755** | .615** | .491** | 1 | | |
| 5.Envnt Perceptions | -.137* | .010 | .118 | -.252** | 1 | |
| 6.Actual Buying Decision | .665** | .509** | .485** | .550** | -.004 | 1 |
| MEAN | 3.03 | 3.14 | 2.89 | 3.21 | 3.42 | 3.60 |
| SD | .84 | 1.08 | 1.01 | 1.15 | 1.05 | 1.01 |

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

*Correlation is significant at the 0.05 level (2-tailed)

Considering the threshold measurement of Pearson correlation of 0.9, the analysis shows that most variables revealed a mild to moderate correlation values except for quality perceptions and safety perceptions that revealed a moderately strong correlation of 0.851. Environment perceptions and actual buying decision revealed the lowest correlation value of -0.004.

4.6 Respondents' Demographic Information

4.6.1 Respondents' Gender

The details of gender of respondents were given by respondents in the questionnaires given; the respondents were of different gender as shown below in the table;

Table 4.4 Respondent's Gender

| | Frequency | Percent |
|--------|-----------|---------|
| Male | 89 | 42.0 |
| Female | 123 | 58.0 |
| Total | 212 | 100.0 |

Source: Field data (2018)

The above table shows that the gender distribution in this study was that there were more females 123 (58%) who participated as compared to the males 89 (42%).

4.6.2 Respondents' Age

The details of age of respondents were given by respondents in the questionnaires given; the respondents were of different ages as shown below in the table;

Table 4.5 Respondents' Age

| | Frequency | Percent |
|-------------------|-----------|---------|
| Below 25 | 44 | 20.8 |
| Between 25 and 45 | 78 | 36.8 |
| Between 45 and 60 | 30 | 14.2 |
| Above 60 | 60 | 28.3 |
| Total | 212 | 100.0 |

Source: Field data (2018)

The above table shows that the respondents' profile to be described mostly by the age between 25 and 45 years of age (36.8%), followed by the old aged group of 60 years and above (28.3). The people between 18 and 25 years took 20.8%, while those between 45 and 60 years occupied the least total of only 14.2%.

4.6.3 Respondents' Education Level

The details of the level of education of the respondents were given by respondents in the questionnaires given; the respondents were of different education levels as shown in the table below;

Table 4.6 Respondents' Education Level

| | Frequency | Percent |
|------------------|-----------|---------|
| Primary school | 31 | 14.6 |
| Secondary school | 87 | 41.0 |
| Diploma | 66 | 31.1 |
| Bachelor Degree | 12 | 5.7 |
| Post Graduate | 5 | 2.4 |
| Other | 11 | 5.2 |
| Total | 212 | 100.0 |

Source: Field data (2018)

From the table it can be clearly observed that most respondents had attained the educational level of secondary school 87 (41%), and diploma level 66 (31%). A bachelor degree level was attained by 12 (5.7%) and postgraduate level was with only 5 (2.4%). The rest 11 people (5.2%) had not gone to school at all.

4.6.4 Respondents' Income Level

The details of the level of income of the respondents were given by respondents in the questionnaires given; the respondents were of different income levels as shown in the table below;

Table 4.7 Respondents' Income Level

| | Frequency | Percent |
|-----------------------------|-----------|---------|
| Below 200,000 | 59 | 27.8 |
| Between 200,000 and 500,000 | 93 | 43.9 |
| Between 500,000 and 800,000 | 32 | 15.1 |
| Above 800,000 | 28 | 13.2 |
| Total | 212 | 100.0 |

Source: Field data (2018)

The table shows that the respondents' household income was the distribution that most were between Tsh. 200,000 and 500,000 (43.9%) followed by those of the income below Tsh.200,000 which were 59 (27.8%), 32 (15.1%) had an income between Tsh. 500,000 and 800,000 whereas only 28 (13.2%) had an income of above 800,000.

4.7 Study Objectives Findings

In order to determine the probable relationships between independent and dependent variables as expressed in the study's specific objectives, several analyses of regression were performed. A multiple regression analysis was performed. Table 4.8 shows the strength dimension for such expressed relationships.

Table 4.8 Strength of Correlation Coefficients

| Coefficient Range | Strength of Association |
|--------------------------|--------------------------------|
| 0-0.2 | Weak/Slight |
| 0.2-0.4 | Mild/Modest |
| 0.4-0.6 | Moderate |
| 0.6-0.8 | Moderately strong |
| 0.8-1.0 | Strong |

Source: Robert, 1996

4.7.1 Personal Perceptions and Actual Buying Decision

In examining the consumer personal perceptions with regard to health, safety and quality aspects, a multiple regression analysis was performed. The independent variables were health perceptions, safety perceptions and quality perceptions (for this objective but actual multiple regression was run for price and environment perceptions too), thus leaving actual buying decision as the dependent variable.

Table 4.9 below shows statistical significance levels and the impact the independent variables have on the dependent variable. The results showed health, safety, and quality perceptions to be significantly and positively related to the actual buying decision. For every unit increase in these perceptions, there is a respective increase shown by the B-values (Unstandardized) in the actual buying decision. The significance P-value (sig.) "r" are such that $r=0.000$, 0.041 and 0.001 respectively.

The significant change/impact (increase in this case) on the actual decision to buy GFPs is defined by $B=0.448$, 0.247 , and 0.376 respectively. The Beta values explain how much a single independent variable affects the dependent variable. It was therefore observed that, health perceptions had the highest (0.448) positive influence. This means that health perceptions are with the most influence on consumers' decision to actually buy GFPs amongst the personal perceptions studied whereas safety perceptions were with the least influence.

As table 4.9 depicts, the adjusted R-square (R^2) was observed since this was a multiple regression. R^2 shows the value of 0.468, meaning that it is the percentile that dependent variables could be explained by the independent variables. R^2 explained in percentage can be interpreted that, 46.8% of the total variability in the actual decision to buy that is explained by the independent variables.

Table 4.9 Multiple Regression Analysis – Coefficients’ Table

| | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---------------------------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| (Constant) | .275 | .303 | | .907 | .366 |
| General Health Perceptions | .448 | .114 | .340 | 3.926 | .000 |
| General Safety Perceptions | .247 | .120 | .240 | 2.053 | .041 |
| General Quality Perceptions | .376 | .110 | .342 | 3.424 | .001 |
| General Price Perceptions | -.202 | .079 | -.209 | -2.560 | .011 |
| General Environment Perceptions | .086 | .057 | .082 | 1.506 | .134 |
| R² | | | | .480 | |
| Adj. R² | | | | .468 | |
| F-value | | | | 38.05 | |

Source: Study findings (2018)

4.7.2 Price Perceptions and Actual Buying Decision

The same multiple regression analysis carried was used to study the relationship between price perceptions of consumers and their actual buying decision towards GFPs. In this case price perception was the independent variable (alongside health, safety and environment perceptions) while buying decision was the dependent variable.

Table 4.9 above shows statistical significance levels and impact the independent variable has on the dependent variable. The results show ,price perceptions to be significantly, but negatively related to the actual buying decision. For every unit increase in the perceived price, there is a respective decrease shown by the B-values (Unstandardized) in the actual buying decision. The significance P-value (sig.) “r” revealed was 0.011 and the significant change/impact (decrease in this case) on the actual decision to buy GFPs is defined by B= -0.202.

Since Beta values explain how much an independent variable affects the dependent variable, it was hence observed that price perceptions had a negative influence (B= -

0.202) on actual buying decisions of consumers. This explains an inverse relationship between the perceived price and actual buying decisions, meaning that the higher the perceived price for GFPs the less the actual buying decisions from consumers.

4.7.3 Environmental Perceptions and Actual Buying Decision

The examination of consumer's environmental perceptions with regard to the actual buying involved a multiple regression analysis as shown in table 4.9. The actual buying decision was the dependent variable, whereas environmental perceptions (for this objective, but actual multiple regression was run for health, safety, quality and price perceptions as well).

Table 4.9 below shows statistical significance levels and the impact the independent variables have on the dependent variable. Results revealed environmental perceptions to not show an acceptable significance level (>0.05) meaning that its relationship with the actual buying decision is uncertain.

4.7.4 Gender and the Actual Buying Decision

An independent t-test was employed to check the possible significant difference in the decision to buying GFPs between genders within the population hence H_{4a} was accepted. Table 4.11 shows statistical significance at 0.00. Considering the equal variance assumed, table 4.10 shows the differences in mean of 2.78 and 3.40 with standard deviation of 1.04 and 1.09 for both genders on the decision to buy was found to be significant ($df=210$, $Sig = 0.00$).

Table 4.10 Group Statistics of Gender

| | Gender | N | Mean | Std. Deviation |
|-----------------|--------|-----|--------|----------------|
| Buying Decision | Male | 89 | 2.7781 | 1.03794 |
| | Female | 123 | 3.4024 | 1.09237 |

Source: Study findings (2018)

Table 4.11 Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | Mean Difference | Std. error difference |
|-----------------|------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|
| | | F | Sig. | T | Df | Sig. (2-tailed) | | |
| Buying Decision | EVA | 1.046 | .308 | -4.193 | 210 | .000 | -.62435 | .14889 |
| | EVNA | | | -4.228 | 195.159 | .000 | -.62435 | .14767 |

Source: Study findings (2018)

4.7.5 Age and the Actual Buying Decision

A one way ANOVA test was run and it revealed that respondents' age had a significant impact. (F=58.10 Sig=.00) on their actual decision to buy GFPs hence; H_{4b} was accepted. The results of the post hoc tests for differences between the age groups are shown in table 4.16. Results show the age group of people between 45 and 60 years to have higher statistical significance scores on actual buying decisions than the other age groups.

Table 4.12 ANOVA-Age and Actual Buying Decision

| Buying Decision | | | | | | |
|-----------------|----------------|-----|-------------|--------|------|--|
| | Sum of Squares | Df | Mean Square | F | Sig. | |
| Between Groups | 118.777 | 3 | 39.592 | 58.103 | .000 | |
| Within Groups | 141.735 | 208 | .681 | | | |
| Total | 260.513 | 211 | | | | |

Source: Study Findings (2018)

Table 4.13 Post Hoc Tests – Age and the Actual Buying Decision

| (I) Age in years | (J) Age in years | Mean Difference (I-J) | Std. Error | Sig. |
|-------------------|------------------|-----------------------|------------|------|
| Between 45 and 60 | | 1.81326 | .19545 | .000 |
| | | .72628 | .17734 | .000 |
| | | -.23750 | .18458 | .000 |

Source: Study findings (2018)

4.8 Hypotheses Testing

As discussed in chapter 2 of this study, hypotheses were formulated as shown below;

H1a: Perceived health from GFPs will positively influence the actual buying decision.

H1b: Perceived safety from GFPs will positively influence the actual buying decision.

H1c: Perceived quality of GFPs will positively influence the actual buying decision

H2: Price perception of green products will negatively influence the actual buying decision.

H3: Perceived environmental/ecological friendly practices of GFPs will positively affect the actual buying decision.

H4a: There is a significance difference between gender variable towards the actual buying decision of green products.

H4b: There is a significant difference between age variable towards the actual buying decision of green products.

4.8.1 Perceived Health and the Actual Buying Decision

From the multiple regression analysis in the structural model, a direct path between the perceived health benefits and the actual business decision to buying GFPs, revealed that perceived health is significantly related to the actual buying decision ($B=0.448$, $r=0.000$), therefore supporting Hypothesis 1a (H_{1a}).

4.8.2 Perceived Safety and the Actual Buying Decision

The multiple linear regression equation of the structural model showed that there is a significant relationship between perceived safety and the customers' actual decision to buy GFPs ($B=0.247$, $r=0.041$). This implies that higher levels of perceived health do account for significant increases in the decision to buy. This test therefore accepts Hypothesis 1b (H_{1b}).

4.8.3 Perceived Quality and the Actual Buying Decision

The study findings showed that there is a significant relationship between perceived quality and the actual decision to buy GFPs ($B=0.376$, $r=0.001$) supports Hypothesis 1c (H_{1c}). This implies that the perceived quality of GFPs amongst consumers has a significant impact or effect on their actual decision to buy the products.

4.8.4 Perceived Price and the Actual Buying Decision

The multiple regression results from the model showed that perceived prices of GFPs have a significant but negative influence ($B = -0.202$, $r = 0.011$) on the actual decision to buy. This means that greater or further buying decisions are associated with lower perceived price levels of the GFPs and conversely lower prices attract further decision to actually buy GFPs. This result therefore supports Hypothesis 2 (H_2).

4.8.5 Perceived Environmental/ecologically Friendly Practices and Buying Decision

The multiple linear regression analysis of the structural model showed that perceived environmental/ecological friendly practices of the GFPs are not significantly related to the actual buying decision ($B = 0.086$, $r = 0.134$). Since the construct does not show the acceptability ($r < 0.005$), its relationship to the actual buying decision is uncertain. Thus, this finding therefore rejects Hypothesis 3 (H_3).

Table 4.14 Hypothesis Summary

| S/N | Hypothesis | Code | Findings |
|-----|---|-----------------|---------------|
| 1 | Perceived health from GFPs will positively influence the actual buying decision | H _{1a} | Supported |
| 2 | Perceived safety from GFPs will positively influence the actual buying decision | H _{1b} | Supported |
| 3 | Perceived quality of GFPs will positively influence the actual buying decision | H _{1c} | Supported |
| 4 | Price perception of green products will negatively influence the actual buying decision | H ₂ | Supported |
| 5 | Perceived environmental/ecological friendly practices of GFPs will positively affect the actual buying decision | H ₃ | Not supported |
| 6 | There is a significance difference between gender variable towards the actual buying decision of green products | H _{4a} | Supported |
| 7 | There is a significant difference between age variable towards the buying actual buying decision of green products. | H _{4b} | Supported |

CHAPTER FIVE

DISCUSSION OF THE FINDINGS

5.1 Introduction

This chapter presents the discussion of findings with regard to the research objectives stated in chapter one. This discussion usually rotates around three basic areas that include; statement of the study's major finding(s), explanation on the findings' real implication and lastly confirmation of comparison of the study findings to other similar studies that have been conducted previously, as shown in the literature reviewing chapter (Hess, 2004; Atuwene, 2015).

The general objective of this research was to examine the consumer perspectives towards buying green food products in developing countries. This chapter therefore discusses the major findings from the fourth chapter using the suggested flow by Hess (2004) and Atuwene (2015). The discussion was divided into several segments basing on the study's specific objectives and hypothesis.

The study's specific objects were;

- i. To identify consumer's self- perspectives in buying green food products
- ii. To analyse the consumer's price perspectives in buying green food products
- iii. To analyze the consumer's environment perspectives in buying green food products

Taking a base from various literatures, the researcher also hypothesized the following;

H1a: Perceived health from GFPs will positively influence the actual buying decision.

H1b: Perceived safety from GFPs will positively influence the actual buying decision.

H1c: Perceived quality of GFPs will positively influence the actual buying decision.

H2: Price perception of green products will negatively influence the actual buying decision.

H3: Perceived environmental/ecological friendly practices of GFPs will positively affect the actual buying decision.

H4a: There is a significance difference between gender variable towards the actual buying decision of green products.

H4b: There is a significant difference between age variable towards the actual buying decision of green products.

The study's conceptual framework was drawn from an integration of two theories which are consumer perception theory (Kotler et al, 1998) and planned theory (Ajzen and Fishbein 1980). From these theories, the possible consumer perceptions were drawn in order to guide the used conceptual framework. The same were thereafter studied to illustrate forth their effect on consumers and consequently their actual buying decisions towards GFPs.

5.2 Study objectives

5.2.1 Identifying Consumers' Self- perspectives in Buying GFPs

Findings from chapter four show that all components of self-perceptions play a significant role in influencing the consumers' actual decision to actually buy GFPs. This is clearly illustrated with the use of the hypothesized relationships of such relationships with regard to the actual buying decisions including H_{1a} to H_{1c} .

The regression analysis was run and found three (3) significant relationships between all self-perceptions and actual buying decisions. All of these relationships were positively significant with Beta values of 0.448, 0.247, and 0.376 which corresponds to health, safety and quality perceptions respectively. Price perceptions showed a significant negative relationship with the actual buying decisions as its Beta value read -0.202. This issue is well presented in part 4.7.2. Generally, this means four hypotheses (H_{1a} , H_{1b} , H_{1c} , and H_2) in this particular analysis were accepted out of those which were studied. Only H_3 was rejected as discussed in 5.2.3

5.2.1.1 Perceived Health from GFPs and the Actual Buying Decision (H_{1a}).

H_{1a} was accepted meaning that the consumers' health perceptions with regard to GFPshighly influence their actual decision to buy GFPs. This implies higher levels of perceived health benefits account for positive increases in the buying decision

towards the GFPs. It is found to be the factor with highest influence (Beta value 0.448).

These findings are in support of the previous studies by Lockie et al (2002) who found that people's actual buying decisions towards organic or GFPs to be due to their perceptions of such products. The perceptions that GFPs do not contain artificial additives, chemicals or pesticide residues hence better for their health. This is also in support of Magnusson et al (2003) who observed healthy consciousness to be a shaping factor in their attitude/intention and decision towards buying the GFPs. These findings are also in agreement with those of Roitner-Schobesberger et al (2008) who found health factors to significantly and positively affect customers' intention and decision towards buying green products meaning that, the higher the consumer perceived health benefits from GFPs, the higher their intention and decision to actually buy them.

The findings are also contrary to Tarkiainen and Sundvist (2005) who refute the health factors to influence or predict people's intentions/attitudes or decision towards buying organic/green food products. The leading role of health perceptions influencing the actual buying decision is also in contradiction to Michaelidou and Hassan (2008) who found food safety perceptions to be the leading factor of consumer's actual buying decision towards GFPs.

The study findings further support the theoretical idea from the theory of planned behavior, that perceptions will affect a person's attitudes and intention towards a subject matter in question (Ajzen & Fishbein, 1980). The study reveals that consumers highly regard health benefits from GFPs as compared to safety and quality. There is also a significant, positive relationship between health perceptions and the actual decision towards buying GFPs. This means a high degree of consumer health perceptions towards GFPs, attracts more decisions towards the actual buying of such products.

5.2.1.2 Perceived Safety from GFPs and the Actual Buying Decision (H_{1b})

H_{1b} was accepted meaning that the consumers' safety perceptions with regard to GFPs highly influence their decision to actually buy GFPs. This implies that the safer the consumers perceive GFPs to be, the greater their decisions to actually buy the products.

The findings are in support of other studies such as that of Fagerli and Wandel (1999) and Padel and Foster(2005); studies which found food safety to be of strong influence on consumers' actual decision towards buying GFPs. This is also congruent to the findings of the study by Michaelidou and Hassan (2008) who found food safety to be the most important predictor of the consumers' buying intention and eventually a decision towards the GFPs.

Findings of this study were further congruent to the theoretical concept of planned behaviour theory, that a person's perception towards a certain subject matter will consequently affect a person's attitudes and intention towards it (Brown, 2003; Ajzen 1991). The study reveals that there is a significant, positive relationship between GFPs safety perceptions and the actual decision to actually buy them. This means that, high degree of consumer perceptions safety towards GFPs, mean high actual decisions towards buying them.

These findings are additionally in support of the used theories of planned behavior and consumer perceptions (Kotler et al, 1998; Ajzen & Fishbein, 1980) which suggested that people's behavior (decisions) to be influenced by their motives towards or against a subject matter. These decisions or actions not being 100% voluntary a 'perceived control' was necessary in predicting people's actions. This is shown in sense that people with motive to buy GFPs will actually buy more when the component of 'perceived Safety' is relatively high.

5.2.1.3 Perceived Quality of GFPs and the Actual Buying Decision (H_{1c})

H_{1c} was also accepted where quality showed significant effect on the decision to actually buy GFPs. This means the consumers' quality perceptions with regard to

GFPs highly influence their actual decision towards buying. This implies that the higher the quality consumers perceive on the GFPs to be, the greater their actual decision to actually buy the products.

The findings are in support of other studies such as that of Magnusson et al, (2003) and Padel and Foster (2005) whose findings showed that the consumers' perceptions of GFPs quality to increasingly grow higher.

These study findings were also contrary to those of Wee et al (2014) whose findings showed the perceived quality of GFPs to not have a significant impact on the buying intention and decisions of the consumers. They suggested quality perceptions do not meaningfully affect the buying intention and decisions.

Findings from this study are therefore like the all fore discussed sub-constructs of hypothesis 1 (H₁) supported the used theories of planned behavior and consumer perceptions.

5.2.2 To Analyze Consumers' Price Perceptions in the Actual Buying of GFPs (H₂)

H₂: Price perception of GFPs will negatively influence the actual buying decision.

This hypothesis was accepted, it explains that consumers will always increase their decision towards buying of GFPs with the decrease in price. Conversely, they will decrease their actual decision to buy GFPs with an increase in the price.

These findings are similar to that of Shafi and Madhavaiah (2013) who concluded price perceptions to be amongst vital factors affecting the consumers' decision making on purchasing food products. This is also in support of the prospect theory explaining people to be more sensitive to losses than gain (Kahneman & Tversky, 1979). Findings from this research agree to this as a negative significant relationship is observed between price paid and attitude towards buying GFPs.

5.2.3 To Analyze Consumer Environmental Perceptions in Buying GFPs (H₃)

H₃: Perceived environmental/ecological friendly practices of GFPs will positively affect the actual buying decision

Hypothesis 3 of this study was rejected as observed from table 4.9. The findings of environment perceptions did not show the acceptability thus its relationship to the actual buying decision is termed uncertain.

These findings are congruent to many studies done before such as that of Ohtomo and Hirose (2007) whose findings showed that environmental conscious people do not necessarily behave in such a pro-environmental manner.

On the other hand, these study findings are contrary to those of Fotopoulos and Krystallis 2002; Passille and Rushen, 2005 which showed environmental perceptions to have significant impact on buying intention and decision. It also supports the study of Kareklas, Carlson and Muehling (2004) who found consumer beliefs that organic farming is less harmful to the environment, had a positive impact on consumers' buying decision.

This results show that environment is not a great concern to the studied population towards buying green products, hence marketers need to use different strategies in marketing of green products for successful selling of GFPs. The poor concern of the environment may be caused by reactive orientation (acting according to influence) instead of being intentional decision makers.

5.2.4 Demographic Differences (H_{4a-b})

Differences in consumer's intention to actually buy GFPs were observed with regard to their gender and age. The differences in these groups' actual decision to buy GFPs were found to be significant.

With reference to gender, results showed women to possess stronger decisions to actually buy GFPs than did men. This is in support of the findings of Wee et al (2014) who concluded this to be due to women possessing a better understanding of green products in relation to being primary food buyers for their families.

Regarding the age factor, research findings show older people (above 45 years) to be with stronger actual buying decisions towards the GFPs compared to younger people below 45 years of age. These findings are similar to those of Misra et al (1991) who concluded this to be influenced by health concerns where older people tend to be keener regarding their health than do young people.

CHAPTER SIX

SUMMARY, CONCLUSIONS, AND IMPLICATIONS

6.1 Introduction

This chapter makes a summary of the all the findings as reported by the researcher in the fourth chapter in accordance with the research questions. It also draws conclusions and makes suggestions to the potential and concerned parties such as marketers, environmental societies and researchers. This chapter is subdivided into a summary of findings, their implication, and researcher's recommendations, study limitations and suggests areas for future research.

6.2 Summary of Findings

The main objective of this research was to examine consumer perspectives towards buying green products. The scope of the study was primarily limited to people who are present and potential customers of GFPs in developing economies context. This aimed at digging into their perceptions on the GFPs, as well as how these perceptions affected their buying intention. The study sets some insight into the area of consumer perceptions of the interested parties. The study's specific objectives were;

- i. To identify consumer's self- perspectives in buying green food products
- ii. To analyze the consumer's price perspectives in buying green food products
- iii. To analyze consumer's environment perspectives in buying green food products

The study found that consumer perspectives towards buying GFPs are highly guided by self-perceptions. This involves how beneficial they regard such products to be in terms of their health, safety and quality offered. Findings revealed these three aspects of self-perceptions of consumers on GFPs to considerably contribute in determining their actual decision towards buying. This implies that GFPs market can keep growing as long as people highly perceive these three aspects.

On the other hand the study found an environment with regard to the moral aspect to not significantly determine consumers buying intention, whereas the studied population revealed no interest on environment concerns. This may help markers to

improve their marketing strategies of GFPs by considering a proper angle(s) to invest in for effective marketing of the same.

6.3 Conclusion

The examination of the model on perceptions and actual decisions or behavior has given some insights on what and how the aspects of consumer perceptions affect their actual buying decisions. The research report contributes to the existing body of knowledge and its findings enlighten more the area of GFPs consumption with regard to their actions or decisions towards buying the same. Regarding the specific objectives of this study, the researcher concludes that; of all self-perceptions studied, health perceptions are of greatest concern to consumers, whereas quality and food safety are also significant in determining their actual buying decision of GFPs. The price perceptions also play a very important part in determining consumers buying decisions, whereas environmental concerns seem to not affect consumers' buying decision at all. This is vital for marketers and other interested parties to take note and strategies on successful green campaigns from these angles.

6.4 Study Implications and Recommendations

These refer to the extent at which the findings made in this research can be used to make a practical intervention in the current state of affairs. This section hereby discusses the implication of the study findings to some potential interested parties in order of marketers, environmental societies and researchers.

6.4.1 Implications for Marketers

The study found perceived health benefits to mostly influence consumers buying decisions towards GFPs. The quality and safety perceptions also showed a positive influence while the study population revealed no concern on environmental aspects. This implies that marketers are to avoid promoting GFPs from the environmental benefits and perceptions angle because environment benefits seem to be irrelevant in this study. Alternatively, the researcher encourages marketers to use the health and quality aspects of GFPs in promoting them. This can be more effective since the studied population revealed much concern for their health and the quality products offer them.

6.4.2 Implications for Environmental Societies

Discoveries from this study have revealed consumers to not at all be influenced by the environment aspect of the GFPs. This simply means that environmental awareness is still very low in the studied population, such that environmental societies and activists seem to need to make more environmental campaigns. This is because more consumption of GFPs will more likely mean encouraging green farming, green processing and consequently cause less harm to the environment. Higher population growth illustrates the value for this need because; the larger the population, the greater the possible pollution. This pollution is likely to be reduced by encouraging the use of GFPs among the society members. For this reason, the researcher recommends more environmental campaigns from the GFPs consumption angle and other effective angles as well.

6.4.3 Implications to Researchers

The study found self-perceptions to highly influence the actual buying decision. Yet, this research studied only a few aspects of what is known to be the extended planned behavior theory (Ajzen, 2006). Variables such as taste and consumer beliefs of GFPs were not studied in this study. This implies that there may be more to what influences consumers intention and decision to buy GFPs other than the aspects proved so in this study. This may perhaps have caused the study results to have loose ends since not all aspects of consumers towards GFPs were covered. Hence the researcher recommends further research on the untouched aspects this subject.

6.5 Study Limitations

There exist a number of limits with regard to this study, which are necessary to consider before generalization of its findings. These are angles to take into consideration when inferring to the findings of this research. They include specific product limits, channel limits, geographical limits, sampling limits and translation limits.

6.5.1 Specific Product Limits

The study based only on green fruits and vegetables, thus, these results cannot be logically used to project and explain consumer buying behavior for all other green/organically produced products.

6.5.2 Channel Limits and Product Availability

Mainly one dominating selling channel (that is, local markets) of these green products was examined with only one supermarket being included. Considering that there exist different characteristics such as a range of products and levels of price for different stores formats (e.g. Hypermarkets and superstores), there is a great possibility of buying behaviors of these consumers to highly differ between stores. Also the availability of GFPs highly depends on the level at which they are primarily demanded.

6.5.3 Geographical Scope Limits

The data used in this study were collected from only one municipality in the Tanga region, hence limits the generalization of its findings. This is because the cultural aspects, economic aspects and other important aspects of this coastal region, municipality may have considerable differences from other parts of Tanzania at large. This geographical limitation was due to limited resources in terms of finances, human as well as time. All these resources were too limited to have allowed the researcher to have a better geographical research coverage.

6.5.4 Sampling Limits

The sample distribution may have not been an accurate presentation of the studied population due to the use of convenience sampling method. This method only allowed participants that were available on the researcher's convenience. A larger and better sample may be determined and thereafter be used for better results and conclusions.

6.5.5 Translation Limits

The researcher was faced with a challenge of translating some key terms of the research to the questionnaire respondents. The researcher with the help of a TUKI

English-Swahili dictionary (IKR,1996), translated the terms “consumer perceptions” (mitazamo ya mtumiaji), and “green food products - GFPs” (bidhaa chakula zisizokemikali). The translation may not fully capture the intended semantic meaning of these terms as compared to their original meaning by the reviewed writers (literature review). This might have somehow affected the responses of the respondents.

6.6 Future Research Suggestions

The researcher makes a few recommendations for future researchers interested in similar studies. Researchers may extend this examination to different GFPs such as grains and cereals or may even study different aspects of green products such as those of health and beauty, consumer durables, paints and furnishings, paper and cleaning products and the like. More channels may also be strongly involved and well examined in the future. They may extend the geographical coverage using similar conceptual model and constructs for better and more generalizable results. On the other hand they may extend this study to further increase their focus are using constructs like GFP taste and beliefs as suggested in Ajzen’s extended behavior theory. As observed with the translation challenge, future researchers may consider conducting a research in total Swahili context in order to locate the problem that caused such a huge difference between the buying intention and actual buying decision as this study revealed as been contrary to most reviewed literature.

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APPENDIX
QUESTIONNAIRE

This questionnaire has been constructed for the purpose of collecting data on a research paper titled, “**Consumer Perspectives Towards Buying Green Products: A Survey of Food Sector in Tanga Municipality**”. The research is done as a partial fulfilment of a degree award of Master in Business Administration-Corporate Management of Mzumbe University. The collected data will be used for academic and research purposes. All the information given will be treated with high confidentiality.

Please circle what best describes the situations below and/or provide brief explanation where applicable.

Note:

GFPs: Green Food Products

CFPs: Conventional Food Products

Section A: Demographic Information

1. My gender is

a) Male

b) Female

2. My age is Years old.

a) Below 25

b) 25-45

c) 45-60

d) Above 60

3. My education level is

a) Primary

b) Secondary

- c) Diploma
- d) Degree
- e) Post graduate
- f) Other: explain.....

4. My family income level ismonthly.

- a) Below 200,000
- b) 200,000-500,000
- c) 500,000-800,000
- d) Above 800,000

Section B: Perceived Health Benefits

| | 1= strongly disagree | 2=Disagree | 3=Neutral | 4=Agree | 5=strongly agree |
|--|----------------------|------------|-----------|---------|------------------|
| 5. GFPs are more nutritious | 1 | 2 | 3 | 4 | 5 |
| 6. Growing food naturally is much better for health | 1 | 2 | 3 | 4 | 5 |
| 7. GFPs are healthier than CFPs because they are additive free | 1 | 2 | 3 | 4 | 5 |
| 8. I find it best to use non-preservatives and non-concentrate food products to ensure good health | 1 | 2 | 3 | 4 | 5 |

C: Perceived Product Safety

| | | | | |
|--|---|---|---|---|
| 9. GFPs are organically grown/produced | 1 | 2 | 3 | 4 |
|--|---|---|---|---|

| | | | | | |
|-----|--|---|---|---|---|
| | | 5 | | | |
| 10. | GFPs are chemical free | 1 | 2 | 3 | 4 |
| | | 5 | | | |
| 11. | GFPs reduce physical risk involved in food consumption | 1 | 2 | 3 | 4 |
| | | 5 | | | |
| 12. | Green farming minimizes pollution and contamination of soil, air, water and food supply. | 1 | 2 | 3 | 4 |
| | | 5 | | | |

D: Perceive Quality Benefits

| | | | | | | |
|-----|--|---|---|---|---|---|
| 13. | GFPs are unique in taste and content | 1 | 2 | 3 | 4 | 5 |
| 14. | GFPs are superior in quality | 1 | 2 | 3 | 4 | 5 |
| 15. | GFPs are more valuable than CFPs | 1 | 2 | 3 | 4 | 5 |
| 16. | GFPs have higher nutrition content than CFPs | 1 | 2 | 3 | 4 | 5 |

E. Perceived Price Implications

| | | | | | | |
|-----|--|---|---|---|---|---|
| 17. | The offered GFPs prices are relatively reasonable | 1 | 2 | 3 | 4 | 5 |
| 18. | I am ready to pay premium price for GFPs | 1 | 2 | 3 | 4 | 5 |
| 19. | The amount of money savings on most GFPs is relatively low | 1 | 2 | 3 | 4 | 5 |

F: Environment Perceptions

| | | | | | |
|--|---|---|---|---|---|
| 20. Organic farming reduces pollution | 1 | 2 | 3 | 4 | 5 |
| 21. Organic producing reduces energy loss | 1 | 2 | 3 | 4 | 5 |
| 22. Organic practices reduce animal threat | 1 | 2 | 3 | 4 | 5 |
| 23. Organic practices reduce animal threat | 1 | 2 | 3 | 4 | 5 |

G: Purchase Behavior

| | | | | | |
|---|---|---|---|---|---|
| 24. I often buy GFPS | 1 | 2 | 3 | 4 | 5 |
| 25. I often buy GFPS on regular basis | 1 | 2 | 3 | 4 | 5 |
| 26. I often buy GFPS for long term health benefits | 1 | 2 | 3 | 4 | 5 |
| 27. I often buy GFPS long term for environmental benefits | 1 | 2 | 3 | 4 | 5 |