

**GREEN CONSUMER BEHAVIOUR AND GREEN PURCHASES: EVIDENCE
FROM LOCAL FAST-MOVING CONSUMER GOODS FIRMS IN GHANA**

Dissertation

Submitted to Meet in Part the Requirements of Doctoral Degree
at Management Study Program



By

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**DOCTOR OF MANAGEMENT STUDY PROGRAM
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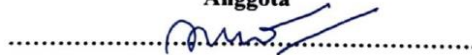
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DECLARATION

I hereby declare that this dissertation entitled “**Green Consumer Behaviour and Green Purchases: Evidence From Local Fast-Moving Consumer Goods Firms in Ghana**” and all its contents are truly my own work. I do not plagiarize or quote in ways that violate the scientific ethics that apply in the scientific community. I am ready to bear the risk/sanction if in the future there is a violation of scientific ethics or there is a claim against the authenticity of my work.

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ABSTRACT

This study investigates the interplay between green influencers, brand associations, trust, purchase intentions, and purchases within the context of local FMCGs in Ghana. Despite increasing consumer awareness of environmental issues, the specific dynamics between influencer marketing and green consumer behaviour remain underexplored. This study addresses this gap by employing a cross-sectional survey design within the quantitative approach, collecting data from 381 consumers of local fast-moving consumer goods firms in the Greater Accra and Ashanti Regions of Ghana. Structural equation modelling using partial least squares (PLS) version four was utilized to analyse the relationships between the study variables. The findings reveal that while green influencers significantly impact consumer perceptions and brand associations for eco-friendly products, their direct effect on purchases is minimal. However, strong purchase intentions play a critical role in translating into actual green purchases. Influencer marketing is effective in fostering positive brand associations and attitudes towards sustainability; however, a comprehensive approach is needed to convert intentions into actions. Green trust influences brand perceptions and the relationship between purchase intention and brand association. These implications suggest that policymakers should promote sustainable marketing practices and transparency in green advertising while supporting consumer education on sustainability. Businesses should strategically utilize green influencers, build consumer trust, and integrate influencer marketing with broader sustainability initiatives. Researchers should study the impact of influencer marketing across industries and consumer segments as well as the factors influencing its effectiveness. The findings underscore the critical role of green influencers in advocating sustainable consumption, highlighting the need for targeted marketing strategies to enhance green purchase behaviours.

Keywords: Green Influencers, Green Brand Association, Green Brand Attitude, Green Purchase Intentions, Green Purchases

TABLE OF CONTENTS

DECLARATION	iii
ACKNOWLEDGEMENT	v
ABSTRACT	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	xiv
LIST OF FIGURES	xvii
LIST OF APPENDICES	xviii
CHAPTER I	1
INTRODUCTION	1
1.1 Research Background	1
1.2 Research Problem.....	6
1.3 Research Objectives.....	9
1.4 Significance of Research	10
1.5 Structure of Dissertation.....	11
CHAPTER II	13
LITERATURE REVIEW, CONCEPTUAL FRAMEWORK, AND HYPOTHESES	13
2.1 Literature Review	13
2.2. Conceptual Review	13
2.2.1 Concept of Influencer Marketing	13
2.2.2 Green Influencers	19
2.2.3 Green Brand Attitude.....	23

2.2.4 Green Brand Associations.....	27
2.2.5 Green Trust	28
2.2.6 Green Purchase Intentions	32
2.2.7 Green Purchases	34
2.3 Theoretical Framework	35
2.3.1 Grand theory	36
2.3.2 Middle Theory.....	39
2.3.3 Applied Theory	42
2.4 Previous Research	46
2.4.1 Green influencers and green purchase intentions.....	46
2.4.2 Green influencers and green brand attitude	48
2.4.3 Green influencers and green brand associations	50
2.4.4 Green attitude and green brand associations.....	53
2.4.5 Green Attitude and Green Purchase Intentions	55
2.4.6 Green Brand Associations and Green Purchase Intentions	57
2.4.7 Green Trust and Green Purchase Intentions	58
2.4.8 Green Influencers, Green Purchase Intentions and Green Purchases.....	60
2.4.9 Mediating role of green brand association in the relationship between green influencers and the green brand attitude.....	62
2.4.10 Mediating effect of green brand attitude on the relationship between green influencers and green purchase intentions.....	69
2.4.11 Moderating effect of green trust on the relationships between green influencers, green brand attitude, and green brand association	75
2.5 Conceptual Framework	80

CHAPTER III.....	86
RESEARCH METHODS.....	86
3.1 Object and Subject Research	86
3.1.1 Object Research.....	86
3.1.2 Subject research.....	86
3.2 Research Design.....	86
3.3 Participants	88
3.4 Population and Sample	89
3.4.1 Sample size Determination	90
3.5 Research Instruments	92
3.5.1 Validity and Reliability of Research Instrument.....	92
3.6 Research Procedures	93
3.6.1 Measures	96
3.7 Data Analysis	124
3.7.1 Steps in analysing structural equation modelling (SEM)	124
3.7.2 Empirical model	128
3.8 Ethical Issues	129
CHAPTER IV.....	131
RESULTS AND DISCUSSION.....	131
4.1 Description of local Fast-Moving Consumer Goods Firms in Ghana.....	131
4.2 Demographic Information and Respondents Experience	133
4.2.1 Education level and age of respondents.....	134
4.2.2 Age and income level of respondents.....	135
4.2.3 Gender and income level of respondents.....	136

4.2.4	Employment status and education level of respondents	137
4.2.5	Employment status and purchase experience of respondents	139
4.2.6	Marital status and household size of respondents	141
4.2.7	Internet usage and purchase experience of respondents	142
4.2.8	Ethnicity and religion of respondents	143
4.2.9	Respondents experience and items	145
4.3	Descriptive Statistics	148
4.3.1	Green influencer	148
4.3.2	Green brand attitude	150
4.3.3	Green brand association.....	152
4.3.4	Green brand intention	153
4.3.5	Green trust.....	155
4.3.6	Green purchases	156
4.4	Data Normality Assessment	157
4.5	Hypotheses Testing	160
4.5.1	Measurement Model Assessment (Confirmatory Composite Analysis) .	160
4.5.2	Structural Model Assessment for Hypotheses Testing	172
4.5.3	Importance-Performance Map Analysis (IPMA)	186
4.6	Discussion.....	188
4.6.1	Description of variables.....	188
4.6.2	Relationship between green influencers and green purchase intentions of local FMCGs in Ghana.....	193
4.6.3	Relationship between green influencers and green purchases of local FMCGs in Ghana.	197

4.6.4 Impact of green purchase intentions on the green purchases of local FMCGs in Ghana.....	200
4.6.5 The mediating role of green brand association in the relationship between green influencers and the green brand attitude of local FMCGs in Ghana.	203
4.6.6 The mediating effect of green brand attitude on the relationship between green influencers and green purchase intentions of local FMCGs in Ghana ...	206
4.6.7 The moderating effect of green trust on the relationships between green influencers, green brand attitude, and green brand association in the context of local FMCGs in Ghana.....	210
4.7. Novelty	217
CHAPTER V.....	222
CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS	222
5.1 Conclusion	222
5.1.1 Description of the variables	222
5.1.2 Relationship between green influencers and green purchase intentions of local FMCGs in Ghana.....	222
5.1.3 Relationship between green influencers and green purchases of local FMCGs in Ghana.	223
5.2.4 Impact of green purchase intentions on the green purchases of local FMCGs in Ghana.....	223
5.1.5 The mediating role of green brand association in the relationship between green influencers and the green brand attitude of local FMCGs in Ghana.	224
5.1.6 The mediating effect of green brand attitude on the relationship between green influencers and green purchase intentions of local FMCGs in Ghana ...	224

5.1.6 The moderating effect of green trust on the relationships between green influencers, green brand attitude, and green brand association in the context of local FMCGs in Ghana.....	225
5.2 Implications	226
5.3 Recommendations	231
REFERENCES	241
APPENDICES	267

LIST OF TABLES

Table 3.1a Variable, Indicators/Dimension and Item Questions.....	97
Table 3.1b Variable, Indicators/Dimension and Item Questions.....	98
Table 3.1c Variable, Indicators/Dimension and Item Questions.....	99
Table 3.1d Variable, Indicators/Dimension and Item Questions.....	100
Table 3.1e Variable, Indicators/Dimension and Item Questions.....	101
Table 3.2 KMO and Bartlett’s Test for Green Influencer (GINF)	102
Table 3.3 Communalities for Green Influencer.....	103
Table 3.4 Total Variance Explained for Green Influencer.....	104
Table 3.5 Rotated Component Matrix for Green Influencer	105
Table 3.6 KMO and Bartlett’s Test for Green Brand Attitude (GBA)	106
Table 3.7: Communalities for Green Brand Attitude	107
Table 3.8 Total Variance Explained for Green Brand Attitude.....	108
Table 3.9 Rotated Component Matrix for Green Brand Attitude.....	109
Table 3.10 KMO and Bartlett’s Test for Green Brand Association	110
Table 3.11 Communalities for Green Brand Association	111
Table 3.12 Total Variance Explained for Green Brand Association	112
Table 3.13 Rotated Component Matrix for Green Brand Association.....	113
Table 3.14 KMO and Bartlett’s Test for Green Trust.....	114
Table 3.15 Communalities for Green Trust	114
Table 3.16 Total Variance Explained for Green Trust	115
Table 3.17 Rotated Component Matrix for Green Trust.....	116
Table 3.18 KMO and Bartlett’s Test for Green Purchase Intention	117
Table 3.19 Communalities for Green Purchase Intention.....	117
Table 3.20 Total Variance Explained for Green Purchase Intention.....	118
Table 3.21 Rotated Component Matrix for Green Purchase Intention	120
Table 3.22 KMO and Bartlett’s Test for Green Purchases	121
Table 3.23 Communalities for Green Purchases	121
Table 3.24 Total Variance Explained for Green Purchases	122

Table 3.25 Component Matrix for Green Purchases	123
Table 3.26 Cross Tabulation of Education Level and Age of Respondents	134
Table 4.1 Cross Tabulation of Age and Income Level	135
Table 4.2 Cross Tabulation of Gender and Income Level of Respondents	136
Table 4.3 Crosstabulation of Employment Status and Education level	138
Table 4.4 Crosstabulation of Employment Status and Purchase Experience	139
Table 4.5 Crosstabulation of Marital Status and Household Size	141
Table 4.6 Crosstabulation of Internet Usage and Purchase Experience	142
Table 4.7 Ethnicity and Religion of Respondents	143
Table 4.8 Respondents Experience and Items	145
Table 4.9a Construct Descriptive Results	148
Table 4.9b Construct Descriptive Results	153
Table 4.11a Normality Result	158
Table 4.11b Normality Result	159
Table 4.12a Initial Measurement Model's Loadings, Construct Reliability and Convergent Validity	161
Table 4.12b Initial Measurement Model's Loadings, Construct Reliability and Convergent Validity	163
Table 4.13a Final Measurement Model's Loadings, Construct Reliability and Convergent Validity	166
Table 4.13b Final Measurement Model's Loadings, Construct Reliability and Convergent Validity	167
Table 4.14 HTMT Result for Discriminant Validity	171
Table 4.15 Collinearity Statistics (Variance Inflation Factor (VIF))	173
Table 4.16 Complete Structural Model's Explanatory Power and Predictive Relevance (Accuracy)	174
Table 4.17 Direct Effects Assessment	176
Table 4.18 Indirect Effects (Mediation) Assessment	178
Table 4.19 Total Effects Assessment	180

Table 4.20 Moderating Effects of Green Trust Assessment	182
Table 4.21 IPMA Result	186

LIST OF FIGURES

Figure 2.1 Conceptual Framework	80
Figure 2.2 Research Procedures.....	93
Figure 3.1 Scree plot for Green Brand Attitude	109
Figure 3.2 Scree plot for Green Brand Association.....	113
Figure 3.3 Scree plot for Green Trust	116
Figure 3.4 Scree plot for Green Purchase Intention	119
Figure 3.5 Scree plot for Green Purchases	123
Figure 4.1 Initial Measurement Model	165
Figure 4.2 Final measurement model.....	169
Figure 4.3 Final Structural Model Results	183
Figure 4.4 Simple Slope for the Moderating Effect of Green Trust on Green Influencer and Green Brand Attitude Relationship	184
Figure 4.5 Simple Slope for the Moderating Effect of Green Trust on Green Influencer and Green Brand Association Relationship	184
Figure 4.5 Simple slope for the moderating effect of green trust on green influencer and green purchase intention relationship.....	185
Figure 4.6 Simple slope for the moderating effect of green trust on green brand attitude and green purchase intention relationship.....	185
Figure 4.7 Simple Slope for the Moderating Effect of Green Trust on Green Brand Association and Green Purchase Intention Relationship	185
Figure 4.8 IPMA Result	188
Figure 4.9 Green Purchases Model based on Green Inflencers through Grand Brand Attitude, Green Brand Association and Green Trust	212
Figure 4.10 Novelty Model	220

LIST OF APPENDICES

Appendix I: Research Instrument (Questionnaire)

Appendix II: List of Fast-Moving Consumer Goods Firms

Appendix III: List of Green Influencers in Ghana

Appendix IV: Raw Survey Data

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