

# **An Analysis on Factors Influencing Green Purchase Intention among Young Consumers in the Philippine BPO Industry**

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[https://doi.org/10.35609/gcbssproceeding.2020.11\(83\)](https://doi.org/10.35609/gcbssproceeding.2020.11(83))

## **ABSTRACT**

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This study determined the factors that influenced purchase intention of young consumers in the BPO industry specifically on organic local food. The participants were 18-30 years old in selected cities in the National Capital Region (NCR). The study applied the Theory of Planned Behavior (TPB) and Self-Determination Theory (SDT) as its theoretical framework wherein the researcher extended the TPB by adding (1) value for money and willingness to pay (VM-WP); and (2) consciousness and environmental knowledge (CEK). Purposive sampling method was used in the selection of 5 participants for the in-depth interview which was based on the total sample size of 725 who responded on the online survey using stratified random sampling. Quantitative data were analyzed using PLS-SEM model and Spearman correlation analysis in support of the qualitative data. The findings of the study showed that young consumers in the BPO industry considered purchase intention as an important factor towards green purchasing. The integration of the two theories identified the influence of each factors, the additional variables: VM-WP and CEK has a positive and significant influence towards purchase intention however showed a weak coefficient value. Lastly, young consumers viewed environmental concern, health, and social responsibility as key points why it is essential to practice this mode of purchasing.

**Keywords:** BPO Industry; Green Purchasing; Organic Local Food; Purchase Intention; Self-determination Theory; Theory of Planned Behavior; Young Consumers.