

The influence of green image, physical environment quality and green trust on green purchase intention

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ABSTRACT

The emerging natives of green purchasing and green supply chain management in South Africa are quite hostile and characterised by many players who scramble for market share, profitability and long-term survival. Organisations doing business under this initiative need to think of new business ideas to remain competitive. The study was done to analyse the influence of green image, physical environment quality, green trust and green purchase intention on various sectors of the economy. With research methodology having two main techniques, a quantitative research technique was used in this study. 332 questionnaires were collected from students and staff members of the One University of Technology (UoT). The hypotheses of the variables were tested using structural equation modelling (SEM). Thereafter, the results of the tests revealed positive and significant relationships between the predictor constructs (green image, physical environment quality and green trust) and the outcome variable (green purchase intention). Physical environment quality, green image and green trust were the most important constructs in influencing green purchasing intentions. The results of the study may be used as a measure in addressing the challenges that green purchasing indicatives incorporate.

Keywords: Green image, Physical environment quality, Green trust, Green purchase intention, Attitude Behaviour, Context Theory

Green image and green trust are the main drivers in implementing the strategies that could possibly adopt the key for both competitive advantage and also survival in the challenges and dynamic global physical environmental (Perotti, Zorzini, Cagno & Micheli, 2012). The implementation of green purchase intention strategies is subject to the organisational capabilities in which firms seek to distinguish its traditional practices that do not seek the necessary tools for recent supply chain effectiveness (Henry & Thompson, 2011). The proliferation of green trust on green purchase intention is centred on consumer behavioural attitudes towards the methodology of contextualising the importance of contemporary organisational practices (Cerchiello & De Giovanni, 2012). In order to make a nexus between green image and green trust coalitions, teams and integration need constant focus between consumers and suppliers (Mafini, Loury-Okoumba & Pooe, 2015).

PROBLEM STATEMENT

Nguyen and Leblanc (2010) highlighted that a huge void exists between the knowledge of green supply chain management and the successful implementation of environmental qualities strategies within South African higher learning institutions. Furthermore, the Supply Chain Foresight Report (2015) highlights that a mere 29 percent of the higher learning institutions in South Africa are optimising green purchase intention sustainability programs, while there are only 46 percent that are jointly working together. Even though some research has been carried out on the factors influencing physical environment performance, more research is needed to close the gap between physical

environmental quality, green image, green trust and green purchasing intention. Furthermore, new innovations and technological advancements erupting in this field remains a paucity which makes this study fill in that gap and be of paramount importance (Narver & Slater, 2012). Wong, Lai, Lun and Cheng (2012) review the aspect that to succeed in green innovation is more challenging than to succeed in traditional innovation. Investing in green innovation not only requires a good understanding of the market and statutory requirements but also environmental ethics and a paradigm, which is expanding and evolving and which is expected to exert growing influence on consumer buying behaviour.

Lee and Ball (2011) indicated that even though there has been various studies that have focused on green purchasing and green procurement performance, none of these studies gave attention to how green image and trust link in developing intra-firm supply chain practices with the inter-firm practices of supply chain green management, green sustainability and environmental performance. Although, Viehland (2012) focused on intra-firm green purchasing intention, which gave room to focus on green perceived risks rather than green trust performance through the organisational practices of supply chain physical environmental chronologies, strategic green image and supply chain capabilities. The absence of such a link between intra-firm green procurement practice and green purchase intentions through the inter-firm practices of green perceived risks, physical environment and eco-friendly competence makes this study significant in filling such a research gap (Marcus & Fremeth, 2010). With a vast of studies conducted in this field of expertise it is difficult to acquire research that examined the influence of physical environment quality and green image as predictors, green trust as the mediator and green purchase intention as the outcome variable. This study seeks to focus on a gamut of green initiatives in one UoT where evidence shows that minimal or no research has been carried out on this subject.

RESEARCH OBJECTIVES

The main research objective is to investigate the impact of green image, physical environment quality and green trust on green purchase intention. The empirical objectives are:

- To examine the relationship between green image and green trust
- To investigate the relationship between physical environment quality and green trust
- To explore the relationship between green trust and green purchase intention.

LITERATURE REVIEW

Attitude behaviour Context Theory

The study has managed to employ the attitude–behavior–context (ABC) theory with the main aim of understanding the effect of green image and trust on green purchase intention. The attitude behaviour context theory ABC theory ascertains that some attitudes posits different types of factors underlying the desire to act with pro-environmental intent and that they can influence the occurrence of pro-environmental behaviour (Stern, 2000). Additionally, The ABC theory drives its attention on a specific set of perceived contextual factors which are most dominant and directly influence the attitudes to influence environmental behaviour (Guagnano, Stern & Dietz, 1995; Stern, 2000). According to ABC theory, personal behavior is based on goodwill, the more or less time-consuming, expensive, or difficult the behavior is perceived to be, the stronger it becomes on attitudinal factors, such as attitudes (Guagnano et al., 1995; Stern, 2000; Stern, 1999). For the purpose of this study physical environmental quality, green image, trust and the intent to purchase are the factors that interact with attitudes related to environmental behaviour.

Green Image

Eggert and Ulaga (2010) outlines the emergence of green image on purchase decisions, defines a close relationship onto organisational alignment with customers' perceptions and a link with bad corporate image. Furthermore, Padgett and Allen (2011) also argue that green image is associated with defining the image as a set of perceptions about an organisation reflected by the organisational association of the consumers. This brings about a concept of reflective

mechanism in which the capabilities of corporates to construct a distinctive image in green offerings will be termed by a more detailed attention on positive operational constructs (Panayides & Lun, 2009). This signifies the role of supporting functions in the organisation that correlate with image in order to detail entail positive ratings from corporate bodies that measure the level of success in that field.

Chang, Ouzrout, Nongaillard, Bouras and Jiliu (2014) highlighted that when organisational structures are correctly aligned to green practises the innovative processes which are green confer cost advantage on a firm over its competitors, which results in innovative products which are also green to enhance firm profitability as products marketed under the green and innovative concept may bring in new customers and fresh revenue. This idea brings in the marketing department to strategically link strategic development components in line with the constant change in technological advancements that bring about the green image of the company. The importance of this variable to the study of green purchasing plays a pivotal role when aligning corporate structures in an organisation nowadays. This is evident enough that with green image the success of other critical concepts including the other variable of physical environmental quality can be integrated using different models of scholars and knowledge which entirely save the ultimate purpose of a positive construct in organisational recognition.

Another important factor to the study of green image is the issue of service quality. This posits a positive relationship on organisational image with the demand for customers that require distinctive customer service which includes green product offerings. Lee, Park and Han (2011) found that social influence, environmental concern, self-image, and perceived environmental responsibility determined green purchase behaviour from a point of interaction between the retailer and also the third party involved.

Green image is a variable that does not stand on its own as it carries several other factors that influence its existence. The antecedents of green image include personal norms, social norms and peer influence. Customers' perceptions and evaluations about their personal needs directly play a role in their buying patterns, resulting in consumers buying products that align to their identity, social status, and values (Belk 2009). This reflects the individual social norms that individuals take into consideration when conducting green purchase intentions from a participative point of correlation. Burris and Rempel (2010) posit that their characteristics are aligned as an addition of one's self and customers to participate in different roles of their societies. This gives the social norm greater chances of real time participation to gather more options to enrich the image of green performing entities.

A combination of the individual norm and self-identity can subject a positive relationship which in turn can motivate the factors that determine success in green image and buying behaviour patterns. Several authors (Daugherty, Richey, Roath, Min, Chen, Arndt & Genchev, 2006) highlight that relationship between socio-demographic variables and green buying was relatively complex and difficult to segment customers according to these constructs. Furthermore, an account on how peer influence as a factor that influences green image plays a vital role in contributing to other relevant stakeholders that need support mechanisms for the overall success of product development and green buying intentions.

Physical Environment Quality

According to Perotti, Zorzini, Cagno and Micheli (2012) physical environment quality is a variable which represents used environmental cooperation along with other green supply chain management (GSCM) initiatives used to examine how the adoption of green supply chain (GSC) practices by third-party logistics (3PLs). In modern day operations the need for green supply chain initiatives to work with third party logistics is key to increase the levels of awareness which are brought about by the external providers who eliminate wastages in the eco-friendly societies. Eltayeb, Zailani and Ramayah (2011) highlighted that adherence of green experience emanates from consumption, in which this may be an indicator of customers' demand for green, environmental regulations and society's expectation of sustainable development.

Marcus and Fremeth (2009) emphasized that the multidimensional nature of green management relates to good

practice. This signifies a detailed argument in which corporates which have not invested more on their environmental attributes need to attend to the manner so that numerous improvements regarding the quality of their environment can be positive in manner (Oreg & Kartz-Gerro, 2016; Han, Eom, Chung, Lee, Ryu & Kim, 2019)

Lee and Ball (2011) ascertained that the main drivers to the management of firm interaction with, and impact upon, the natural environment. Hart (2015) argued that green management relates far much more than regulatory compliance and there is need to incorporate innovative methods such as waste prevention, product adherence and corporate social responsibility. This signifies the attentive nature of how the structure of the organisation would be able to position the nature of its operations according to the required and favourable operational basis of market success. Huang and Wu (2010) highlighted that green products are designed and commercialized according to the regulations mainly centred at reducing sources of pollution and minimizing risks to human health and the environment at large. This entails that green offering, lean and practises and regulatory measures are closely monitored to instil a smooth transitional interchange.

Another important aspect of the physical environment in relation to this study is integration of the different functions that constitutes of an improved eco-friendly society. Jain, Khalil, Johnston and Cheng (2014) highlighted that typical green characteristics are channelled on several green customer guides revolving around recyclability, recycled content, fuel efficiency, toxic emission related performance, and others such as efficient marshalling and disposals (Han et al, 2019). This gives more room to highlight mass inclusivity in terms of a more content and robust of aligning the organisation to the relevant quality in which consortiums can firmly agree on.

Sawers, Pretorius and Oerlemans (2008) found that physical environmental quality consists of several important aspects to the study. Hadenet and Siegel (2009) highlighted that environmental quality recalibrates organisational capabilities by being able to conduct green switching intent on the environment which gives the society more room for liason. Physical environmental quality signifies the position of organisational performance to a larger extent. Li and Calantone (2011) indicated that top-level management support can directly influence the effectiveness of quality environmental management systems through human capital operations, such as performance bonuses or rewards, training, and increased support networks. Additionally, the initiatives provided by top-level management is regarded as an important factor for further developments and implementation mechanisms of proactive environmental strategies (Peng & Lin, 2008; Nath, Nachiappan & Ramanathan, 2010; Zhu, Geng & Lai, 2010). This gives in the influence of a more comprehensive approach to link all the possible construct to environmental strategies.

This direction has arisen from Sweeney, Soutar and Johnson (2010) confirm that robust approaches to physical environmental quality might be a factor that has contributed to competitive advantage in several ways such as product innovation and process development. This gives this variable numerous viability in which product performance can be used to link both factors and strategies that need attention to enlighten better ways in which the environment can attract green switching intentions (Aragon-Correa and Rubio-Lopez, 2007; Lai, Wong & Cheng, 2010; Han et al, 2019).

The factors that may affect physical environmental quality include public expectation, environmental performance and environmental information. Several authors (Mitchell, 2010; Schiesel, 2011) indicates that there is integration of the two factors in terms of how well the concepts of environmental quality can be aligned with the physical internal factors that affect organisations.

Burris and Rempel (2009:193) highlighted that more room for environmental information play a more comprehensive metrics in solving the crisis of a better environment works at minimising the social risk of increased health hazards. Cerchiello and De Giovanni, (2012) tend to produce more environmental information to organisations that are working on constructing the machinery and equipment that could be in the capacity to provide the necessary conditions for green purchase offerings.

Green Trust

Trust is a major component of how retailers, suppliers and consumers perceive the end result of buying behaviours. Hadenet and Siegel (2009:187) outlined that "green trust" as "a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence, and ability about its environmental performance". Additionally, numerous scholars including Henry and Thompson (2011) indicated that over the years, customer trust is a dimension of consumer purchase intentions. This gives an account of the nature of a strong and

meaningful relationship between customers and retailers on how they fundamentally attend to trust and green offering in business organisations.

Scaglione, Schegg and Murphy (2009) defined green trust as a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence and ability about its environmental performance. This entails that when an organisation positions itself according to expectations of customers' there is always room for trust and loyalty resulting from quality services and experience. Kalafatiset (2012) highlighted that there is need for holistic tools in which organisations can adopt and continuously develop to further put green purchasing trust in the minds of consumers.

Customers focus mainly on the characteristics of the product as a measure to differentiate themselves from the other inferior service providers who do incorporate trust as one of their major variable in determining a positive service level to its customers (Wong et al, 2012). Vorhies and Morgan (2015) indicated that inducing the processes of pro-social environment status on customers' trust and ability to acquire green products which in turn highlights pro-social status perceptions and how they could affect customers' ability to participate or purchase green products. This defines a more distinctive feature of how trust and organisational buying tallies through the social contract of retail buying.

Product development together with the enhancement of green trust brings in a robust engagement on social processes involving individuals from different backgrounds and top management positions (Wong et al, 2012). This entails those provisions of the green offering which are in line with product manifestation correlates directly to loyalty in terms of how well the product is being managed to attract its customer base. Vorhies and Morgan (2015) highlighted that pressure on suppliers to entail more sustained green product offering might be a factor which may in turn be of positive measure to their customers.

Trust and loyalty continues to play a pivotal role in ascertaining the importance of green purchasing in the modern day technology. Li and Calantone (2011) highlighted that the research and development has components such as product trust which links with the research and development strength that can play a pivotal role and influence future product performance therefore; the study will propose a positive hypothesis between current and future product alignments. This helps potential shortcomings to be eliminated using research and development mechanisms that are specifically meant for green purchase intentions and offerings. In the next section the constructs or measurements that affect this variable will be discussed taking into account both its tools and antecedents.

Green trust has other several important aspects that it brings to the study of green purchase intentions which organisations need to take into account. Hart (2015:28) found that the most relevant justification consumers present for not engaging in eco-responsible consumption is the "economic rationalisation" argument, which the authors synthesised in the statements "it is all about costs and benefits, and socially responsible consumption is costly" and the costs of socially responsible consumption are greater than its benefits. This explains the need for a green initiative for consumers to be able to link a justifiable trust in their quantitative costs and benefits arises from a more cognitive approach which both the social and economic contract resolve in green purchasing.

Green trust is multi-dimensional variable because of its nature of having several other components that are used to measure that particular variable. Additionally, these components used to measure green trust include brand image, green satisfaction and brand equity. Scaglione et al, (2009) highlighted that brand equity as activities directly influenced organisational reputation and also led to consumer trust in a company. Furthermore, trust mediated the relationship between trust and corporate reputation and between green trust and brand equity.

Green Purchase intention

Sweeney, Soutar and Johnson (2010) outlined that green purchase intention constitutes of certain characteristics that are related to the perception of a product's value, so it generates a positive word-of-mouth effect and raise purchase intentions. This describes the different components in which an organisation can align itself for the benefit of evaluating the principles that can be used to solve the word of mouth effect. Spanos and Lioukas (2011:229) indicated that cross-functional teams in green purchase intention can be defined as the magnitude of interaction and communication, the level of information sharing, the degree of coordination, and the extent of joint involvement across functions in specific new product task". This signifies a transit and temporal measure the organisation can absorb to limit future risks and bottlenecks.

Mitchell (2010) described green purchasing intention as a risk component that is aimed at minimising perceived risk rather than to maximize their expected output. This entails the desire that buyers interact with a retailer to attain a certain product or service taking into account the use of a projected eco-friendly dynamic. Several authors (Schlosser, White and Lloyd, 2006; Steenkamp & Geyskens, 2006; Woo & Kim, 2019) highlighted that green purchase intention correlates with perceived value which is subjected to customers' evaluation of the expected outcome of a product or service based on consumers' adherence. This gives an account of how well fundamentals relating to the degree of gross settlement can be aligned with the generation of service quality and positive acquisition mechanisms.

Green purchase intentions are more important for companies under the context of strict international environmental regulations and prevalent customer environment. Mathhes and Wonneberger (2007) also found that green consumers were not sceptical of green advertising; in fact, they found that green consumers saw more informational utility in green ads than did non-green ads. This entails the provision of promotional capabilities that can be incorporated by the firm to gather the desire to purchase a product with intention of having a two way relationship.

Zutshi and Sohal (2009) highlighted that the abilities of green initiatives often requires cooperation amongst environmental quality personnel, supervisors, and production personnel therefore giving room for continuous evaluation, monitoring and improvements on the subjected line of operation. Hadenet and Siegel (2009) highlighted that customers reflect favourably to products when they view the brands as having similar components as they have, therefore it has been argued that green purchase intention customers will perceive green companies as having similar ideals as they have and will respond favourably to these firms and organisations.

This entails a more cognitive approach in terms of the critical concepts which redirects consumers to attain the perceived green offering. The behavioural nature of green initiatives can be calibrated by the essence of collaborative working tools including the lean and just in time approaches which organisations make use of to combat occurrence in purchasing and procurement mechanisations initiatives (Mitchell, 2010; Anastasiei & Dospinescu, 2019). An initiative of green purchase intention which environmental friendly mechanisms are put into practice results in the variable to be best equipped with proactive green purchase initiatives (Anastasiei & Dospinescu, 2019).

CONCEPTUALISED FRAMEWORK

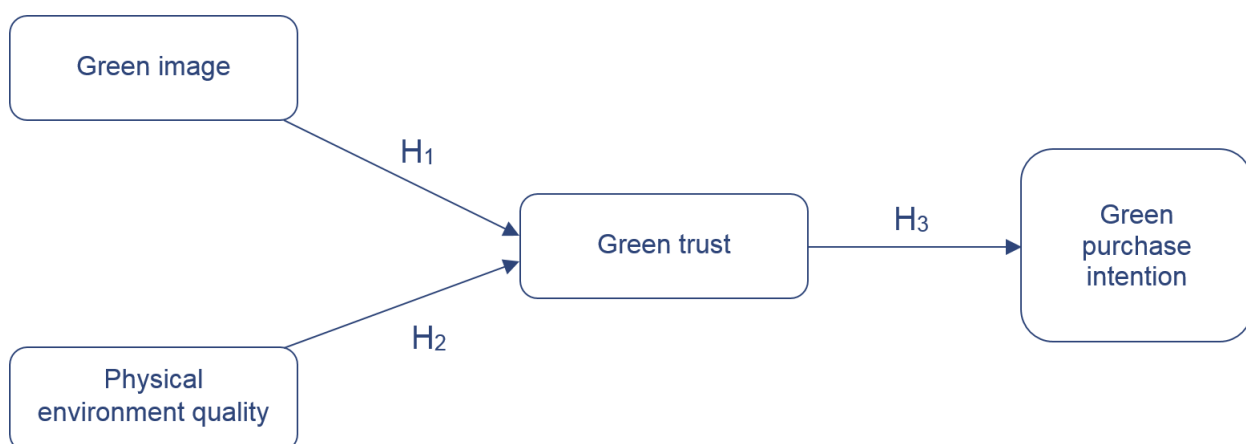
Drawing from the literature reviewed, the research model in Figure 1 has been developed. The conceptual model is a representation of the constructs and their relationships with one another.

H₁: Green image exerts a positive influence on green trust

H₂: Physical environment quality exerts a positive influence on green trust

H₃: Green trust exerts a positive influence on green purchase intention

**FIGURE 1:
PROPOSED RESEARCH FRAMEWORK**



RESEARCH METHODOLOGY

This paper has utilised a Five-point-Likert scale to collect data from the respondents. The questions for this study were developed from previous literature; these questions were adapted for this study, therefore it was possible to obtain adequate information. The target population was the staff members and students of one UoT. This study adopted a cross-sectional survey design as it studies are generally quick, easy, and cheap to perform. In this study, the quantitative approach was adopted because a quantitative research is more objective and scientific, which provides more valid and reliable results (Crowther & Lancaster, 2009). In addition, quantitative research is easier to conduct, since the data can be collected with ease and can be collated using tables and figures. For these reasons, the quantitative method was selected. In this study the sample size was set at n=332 respondents. A convenience sampling technique was applied in this study to collect data from respondents. The convenience sampling technique was chosen because it was quick and cheap, also because respondents were conveniently available (Creswell, Ebersohn, Eloff, Ferreira, Ivankova, Jansen, Nieuwenhuis, Pietersen, Plano Clark & Van Der Westhuizen, 2012).

Descriptive statistics results

Descriptive statistics in Table 1 show the gender, age, marital status, race and languages for the respondents. The table depicts that more females (77.1%) participated in the study than males (22.9%). More females took part in the study than males and this might be because women are green conscious than males (Mitchell, 2010). This study also highlighted that there were more single respondents than married (9.6% were married and 81.3% single). The modal age group of respondents was between 26 and 36 years, constituting 46.7% of the sample. 272 people from the sample are black, and this number represents 81.93% of the sample which is the largest race in this study. 2 of them are Indian and they represent 0.6% of the sample frame. 124 people from the sample speak English, and this number represents 37.35% of the sample, which is the largest proportion of the respondents. There is another group referred to as other reflected by 50 people and a staggering 15.1%. The smallest group was Afrikaans speaking people represented by 20 people, and a percentage of 6%. The last group is of the Zulu speaking people who constitutes of 38 people reflecting 11.45% of the sample. Ethical considerations of the respondents were taken into consideration like privacy and confidentiality and permission from the university was granted to collect data.

**TABLE 1:
SAMPLE DEMOGRAPHIC CHARACTERISTICS**

		Frequency	Percentage
Gender	Male	76	22.9
	Female	256	77.1
	Total	332	100%
Marital status	Married	32	9.6
	Single	270	81.3
	Widowed	2	6
	Engaged	28	8.4
	Total	332	100%
Age	25-less	134	40.4
	26-36	155	46.7
	37-47	41	12.3
	48-58	2	0.6
	Total	332	100%
Race	Black	272	81.9
	Indian	2	0.6
	White	53	16.0
	Coloured	5	1.5
	Total	332	100%
Language	English	124	37.3
	Sotho	69	20.8
	Xhosa	31	9.3
	Other	50	15.1
	Afrikaans	20	6.0
	Zulu	38	11.4
	Total	332	100%

TESTS OF MEASURES AND ACCURACY ANALYSIS STATISTICS

The software Statistical Package for Social Sciences (SPSS) 25.0 and Analysis of Moment Structures (AMOS) 25.0 were used to perform the data analysis. Additionally, the reliability and validity of the measuring scales were assessed to ensure valid data analysis. Confirmatory factor analysis (CFA) was carried out to examine the reliability, convergent and discriminant validity of the multi-item construct measures. All the factor loadings are above the 0.5 threshold, which indicates a good validity of the measurement instruments used. Overall acceptable CFA model fit

indices used in this study included: the (df) (Chi-Square/Degree of Freedom) value equal to or less than 3.00, the CFI (Comparative Fit Index) value equal to or higher than 0.90, Tucker and Lewis Index (TLI) value equal to or higher than 0.90, the Incremental Fit Index (IFI) value equal to or higher than 0.90, and the Root Mean Square Error of Approximation (RMSEA) value equal to or less than 0.08. Furthermore, recommended statistics for final overall model assessment indicated a favourable fit of the measurement model to the data, that is: (df) = 1,237, CFI = 0,950, TLI = 0,909, IFI = 0,965 and RMSEA = 0,029.

Furthermore, SEM was performed to test the causal relationships between variables simultaneously. Furthermore, SEM was designed to test causal relationships between and among latent constructs. The main advantage of SEM is that SEM assesses the whole structural model causal relationships simultaneously whereas, Regression Analysis uses a Partial approach to assessing causal relationships. SEM with AMOS indicators are used to evaluate the model fit to the data collected using indicators such as GFI, AGFI, CFI, IFI, TLI and RMSEA which other methods cannot provide. In addition to that, SEM with AMOS uses the Confirmatory Factor Analysis (CFA) to provide indicators that evaluate the measurement instruments, reliability and validity.

Convergent validity is a technique to assess construct validity (Fornell & Larcker, 1981). In the current study, convergent validity was determined through item to total correlation and factor loading. Item to total correlation and factor loading were assessed using SPSS. For consistency to assess the items, factor loading should be greater than 0.5 (Fornell & Larcker, 1981). As seen in the Table 2, the factor loading of the all the measurement instruments are within the range of 0.528 to 0.750. All the items are greater than 0.5. These results mean that all the items are acceptable and that there is a relationship between each construct and each item.

**TABLE 2:
ACCURACY ANALYSIS STATISTICS**

	Research Construct	Cronbach's Test		Composite Reliability Value	Average Variance Extracted Value	Factor loading
		Item-total	α value			
Green image (GI)	GI 1	0.697				0.651
	GI 2	0.685				0.594
	GI 3	0.656	0.711	0.711	0.535	0.571
	GI 4	0.506				0.694
	GI 5	0.787				0.528
Physical environment (PE)	PE 1	0.770				0.535
	PE 2	0.710				0.579
	PE 3	0.736	0.798	0.798	0.563	0.664
	PE 4	0.660				0.714
	PE 5	0.736				0.670
Green trust (GT)	GT 1	0.500				0.560
	GT 2	0.528				0.591
	GT 3	0.539	0.633	0.633	0.500	0.634
	GT 4	0.554				0.682
	GT 5	0.506				0.615
Green purchase intention (GP)	GP 1	0.547				0.625
	GP 2	0.590				0.650
	GP 3	0.623	0.645	0.645	0.507	0.750
	GP 4	0.530				0.716
	GP 5	0.661				0.665

Note: Scores: 1 – Strongly Disagree; 3 – Neutral; 5 – Strongly Agree;

Measurement CFA model fits: χ^2 (df) = 1,237, CFI = 0,950, TLI = 0,909, IFI = 0,965 and RMSEA = 0,029

To evaluate the internal consistency of the research constructs, composite reliability was conducted in this study. The following formula was used to calculate composite reliability.

$$(CR): CR\eta = (\sum \lambda_{yi})^2 / [(\sum \lambda_{yi})^2 + (\sum \epsilon_i)]$$

$$CR = (\text{square of the summation of the factor loadings}) / [(\text{square of the summation of the factor loadings}) + (\text{summation of error variances})]$$

According to Hair, Babin, Anderson and Tatham (2010) a composite reliability greater than 0.6 reflects to a good consistency of the variable. As shown in the Table 2, all the four constructs in this study were having a composite reliability between 0.633 and 0.798 (more than 0.6). Therefore, these results prove the existence of a good internal reliability of the constructs in this study.

According to Hair et al, (2010) the average variance extracted of the research constructs should be greater than 0.5. The AVE was calculated by using the following formula of Fornell and Lacker (1981:64):

$$V\eta = \sum \lambda_{yi}^2 / (\sum \lambda_{yi}^2 + \sum \epsilon_i)$$

$$AVE = (\text{summation of the square of factor loadings}) / [(\text{summation of the square of factor loadings}) + (\text{summation of error variances})]$$

The values of AVE of the research constructs are between 0.500 and 0.563 (as presented in Table 2), these values exceed the recommended threshold of 0.50 (Fornell & Larcker, 1981; Hooper, Coughlan, & Mullen, 2008). Therefore, these results are acceptable.

In the current study, the Table 3 shows a positive significant correlation between the different constructs. The correlation between PE and GI has a value of ($r=0.305$; $p<0.01$). Moreover, the correlation matrix describes a positive relationship between GT and GI with a value of ($r=0.443$; $p<0.01$) as well GT and PE with a value of ($r=0.491$; $p<0.01$). Furthermore, the same type of correlation exists between GP and GI ($r=0.410$; $p<0.01$); GP and PE ($r=0.338$; $p<0.01$) as well as GP and GT ($r=0.488$; $p<0.01$).

**TABLE 3:
CORRELATIONS BETWEEN CONSTRUCTS**

Research Construct	Construct correlation			
	GI	PE	GT	GP
Green Image (GI)	1.000			
Physical Environmental Quality (PE)	0.305**	1.000		
Green Trust (GT)	0.443**	0.491**	1.000	
Green Purchase Intention (GP)	0.410***	0.338**	0.488**	1.000

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

**TABLE 4:
RESULTS OF HYPOTHESES TESTING (PATH MODELING)**

Proposed hypothesis relationship	Hypothesis	Path coefficient estimates	Decision
Green Image → Green Trust	H1	0.702***	Accepted
Physical Environmental Quality → Green Trust	H2	0.534***	Accepted
Green Trust → Green Purchase Intention	H3	0.632***	Accepted

As presented in Table 4, the levels of the coefficients of all the three hypotheses are significant at a level of $p < 0.01$. All the hypotheses present three stars (***)). According to Chinomona, Lin, Wang and Cheng (2010) significant level of $p < 0.05$, $p < 0.01$ and $p < 0.01$ are indicators of positive, strong and significant relationships between the research constructs. Based on that, it can be concluded that the hypotheses in this study are significant and acceptable.

RESULTS DISCUSSION

The main objective of this paper was to examine the influence of green image and physical environment quality on green trust and green purchase intention. The first hypothesis stated that green image has a positive influence on green trust for the staff members and students at UoT. This hypothesis was therefore supported in this study. It can be observed that in Table 4 that green image exerted a positive influence ($r = 0.702$) and was statistically significant. This result implies that green image directly influence green trust in a positive and significant way. The higher the level of green image, the higher the level of green trust. Studies done also proves that the more the green image the more the green trust (Zhou, Pan, Chen & Yang, 2013; Fernando, Jabbour & Wah, 2019; Gazzola, Del Campo & Onyango, 2019). Economic, political and social pressure are not the only reason for green trust, other motivation may include corporate responsibility, a desire to maintain brand reputation and competitive pressure (Coyle, Novack & Gibson, 2017). For companies to be competitive globally they should embrace the greening policy and procedures.

Hypothesis two suggested that physical environment quality has a positive influence on green trust of students and staff members on UoT. The hypothesis was supported in this study. Table 4, indicates that physical environment quality exerted a positive influence ($r = 0.534$) on green trust. The results indicates that physical environment quality is positively and significantly related to green trust. Therefore higher levels of physical environment quality will lead to greater levels of green trust. Therefore, physical environment quality aid organisations competitive sustainability and also the ability to respond to the global market conditions thereby leading in green trust (Mena, Hult, Ferrel & Zhang, 2019).

The third hypothesis, which advanced that green trust exerts a positive influence on green purchase intention was strong and accepted in this study. Table 4 shows that H_3 green trust exerts a positive ($r = 0.632$) influence on green purchase intention. This result suggests that green trust has a direct positive effect on green purchase intention. Therefore, the more effective the green trust, the greater the positive green purchase intention. Therefore, organisations aiming to enhance green trust and green purchase intention should consider supplier integration based on sustainable environmental performance which may increase organisation's efficiency and effectiveness (Bals & Turkulainen, 2017; Huo, Gu & Wang, 2019). The impact and benefits of green purchasing may include but not limited to technological advancement, environmental and economic performance and increased organisation competitive advantage (Yook, Choi & Suresh, 2018).

Green image with green trust ($r = 0.702$) emerged as the highest scoring hypothesis amongst the three hypotheses. This result could be attributed to the fact that most companies that are singled out as going green depend on the green production of the products and the green trust of consumers. Studies done also proves that the more the green image the more the green trust of the consumers (Zhou, Pan, Chen & Yang, 2013; Fernando, Jabbour & Wah, 2019; Gazzola, Del Campo & Onyango, 2019).

LIMITATIONS AND IMPLICATIONS FOR FURTHER RESEARCH

This paper presents research that has results which are aligned to the previously research methodologies that were carried out in the field of SCM. However, despite these positive results, outcomes relating to how customers perceive physical environmental quality through trust and utilisation on the few related scarce resources has not been fairly investigated, particularly in the supply chain related industries. The results of the study were constrained to four variables, which restricted the inclusion of other variables such as green perceived risk and green perceived value that has been excluded from this study.

The overall conclusion of the study is that green image, physical environmental quality and green trust between consumers and suppliers in the UoT exert a positive influence on green purchase intention. The executive management and respective councils in the sector may use the results of this study as a tool in addressing key green purchase

intentions related challenges. When green purchase intention related challenges emerge, it may be key for executive managers to check if the cause of the problem does not emanate from the three variables used in this study.

RECOMMENDATIONS TO POLICY MAKERS

Policy makers are generally responsible for creating a conducive environment for the success of Institutions. Good policies and strategies drive organisations to success while poorly formulated policies and strategies spell doom and failure for the organisations. As mentioned before, the findings show that the majority of Colleges are either micro or small. Therefore, poorly formulated policies and strategies lead to small institutions making an insignificant contribution to the national economy. The South African government and other governments, globally, are concerned with improving the growth and sustainability of SMEs.

CONCLUSION

The importance of this study is to involve several aspects, which are key to customer satisfaction in the modern world whereby firms incorporate green concepts to manufacture and deliver their products to different customers. The steps mentioned in this study may incorporate activities surrounding areas such as developing firm-wide learning about green innovation and physical environmental quality management figures and regulations, manifesting into green opportunities. Additionally, green product features and developing up new capabilities is a major concern mainly by aligning both new and existing capabilities with continuous innovation.

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