

WORKING PAPER N°5

# An Empirical Study of Consumer Purchase Intention for Responsible Enterprises in Chile

---

AUTHOR: BIANCHI, CONSTANZA

School Of Business  
Universidad Adolfo Ibáñez

# **An Empirical Study of Consumer Purchase Intention for Responsible Enterprises in Chile**

*Constanza Bianchi, Verónica Devenin, Valentina Reyes*  
*UAI*

## **Abstract**

There is a lack of research that focuses on consumer preference for purchasing from responsible enterprises, particularly in less developed countries. This study addresses this gap by examining the antecedents of consumer purchase intentions for products and services from responsible enterprises in Chile. Drawing on the theory of planned behavior (TPB), a conceptual model is developed, and hypotheses are tested with structural equation modeling (SEM). Data is collected from 200 Chilean consumers of B-Corps, a type of responsible enterprise. The findings reveal four main drivers that are related to consumers' intention to purchase from responsible enterprises in Chile: (1) attitude towards purchasing from responsible enterprises, (2) perceived behavioral control, (3) consumer involvement in responsible enterprises, and (4) consumer environmental consciousness. These results show that the main drivers are mostly related to consumer intrinsic beliefs and motivations of being responsible with society and the environment. The findings of this study offer valuable insights to the literature on environmental management and are also useful for managers of responsible enterprises, and public policymakers.

**Key words:** responsible enterprises, B-Corps, consumer, purchase intention, Chile

# **An Empirical Study of Consumer Purchase Intention for Responsible Enterprises in Chile**

## **1. Introduction**

In the last few years, enterprises around the world have increasingly become more responsible and integrated social or environmental purposes into their business models (Vila and Bharadwaj 2017, HBSE 2018). A responsible enterprise is defined as a for-profit entity that has committed to creating social or environmental benefits to society, in addition to its traditional for-profit motive (Hollensbe et al. 2014). Unlike firms with only corporate social responsibility (CSR) initiatives (Boccia and Sarnacchiaro 2018), responsible enterprises are formally committed in their mission to supporting social and environmental causes in addition to their traditional for-profit motive (Hiller 2013, André 2012). An example of a responsible enterprise is the Benefit Corporation (B-Corp), which provides a positive contribution to the community, employees, and environment (Honeyman 2014, Wilburn and Wilburn 2015).

Consumers are also gradually preferring to buy products and services from responsible enterprises which do not operate only by the logic of profit, but that also provide a social or environmental contribution (Accenture 2008, Lee and Cho 2019). However, most research on responsible enterprises has focused on the firms' perspective by investigating topics such as sustainable business models, performance and governance (Battilana and Lee 2014, Santos, Pache, and Birkholz 2015, Agarwal et al. 2018, Dart 2004, Stubbs 2017, Dobson et al. 2018, Olofsson, Hoveskog, and Halila 2018). Although this research has advanced our understanding of responsible enterprises, scant research has examined the consumers' perspective regarding

what drives consumers to purchase products and services from these firms. Although there is evidence indicating a shift in consumer behaviors towards more responsible consumption (Lee and Cho 2019), little is known regarding the motives that drive consumers to purchase from responsible enterprises, particularly from less developed regions (Bianchi, Devenin, and Reyes 2018, Gaynor 2018, Bianchi, Reyes, and Devenin 2020, Madsen 2013). Understanding both the organizational as well as the consumer perspective is important because there might be differences in perceptions between responsible enterprises and consumers regarding the relevant attributes that provide value to consumers. Thus, a greater understanding of consumer motivations for purchasing from these firms is needed to gain better insights and assist managers to develop more effective strategies for attracting consumers.

Supporting responsible enterprises is found beneficial to protect the environment and reduce poverty, particularly in less developed regions such as Latin American countries (Gatica 2015). Responsible enterprises in this region are increasing in numbers and attempting to address social and environmental challenges (Madsen 2013). Chile provides a rich research context because it is the highest ranked in the competitiveness ranking in the region (GCR 2019), and the best nation for social entrepreneurship (TRF 2017). However, cultural differences exist between Chile and other developed nations in terms of collectivism and uncertainty avoidance (Hofstede 2001). This can affect consumer purchase intention towards responsible enterprises because Chilean consumers may need more assurance from accreditations to support responsible enterprises (Jaén et al. 2018, Miadaira Hamza, Sofiatti Dalmarco, and de Melo Pereira 2018). Thus, the main objective of this study is to advance the literature of responsible enterprises by understanding consumer behavior regarding responsible enterprises in Chile.

Drawing on the theory of planned behavior (TPB) (Fishbein and Ajzen 1975), and the literature on responsible consumption (Bianchi, Reyes, and Devenin 2020), this study proposes an extended conceptual model that explores six factors that are likely to influence consumers' intention towards purchasing from responsible enterprises. The basic premise of TPB is that attitudes toward performing a behavior, social norms, and perceived behavioral control influence behavioral intentions, which in turn affect actual behavior. In order to provide a better understanding of what may drive consumer to purchase products and services of responsible enterprises, we extend the TPB model to include three additional variables found in recent the literature on responsible consumption that might be related to consumer purchase intention: consumer involvement in responsible enterprises, environmental consciousness, and trust in responsible enterprises. We choose these variables because recent research has identified them as relevant drivers of responsible consumption (Bianchi, Reyes, and Devenin 2020, Huang et al. 2018, Kim 2019, Thøgersen et al. 2015).

The proposed hypotheses are tested using an online survey applied to Chilean consumers located in Santiago and statistically analyzed using structural equation modelling (SEM) technique. Understanding potential factors that may affect behaviors of consumers for supporting responsible enterprises can directly help companies, governments and policy makers identify and implement strategies to encourage consumer support for responsible enterprises.

## **2. Literature Review and Hypotheses**

### ***2.1 Responsible Consumption***

The literature demonstrates that consumers are increasingly preferring more responsible consumption options (de Klerk, Kearns, and Redwood 2019, Lee and Cho 2019). Responsible consumption represents a general concept that considers various types of related consumption terms, such as ethical consumption (Sudbury- Riley and Kohlbacher 2016), sustainable consumption (Yarimoglu and Binboga 2019, White, Habib, and Hardistym 2019), socially responsible consumption (Lee and Cho 2019, Han and Stoel 2017), eco-friendly consumption (Lobasenko and Llerena 2017), and green consumption (Lin and Hsu 2015, Cho et al. 2013). For this study we will use the term responsible consumption to englobe all these terms. In this study, responsible consumption is defined as “the consumption that has less negative impact or more positive impact on the environment, society, the self, and the other-beings” (Ulusoy 2016, p. 285). In general, responsible consumption refers to consumer purchase decisions according to social and environmental considerations (Lee and Cho 2019, Andorfer and Liebe 2012, Lobasenko and Llerena 2017). For example, there is a growing trend of people preferring to purchase products and services from enterprises such as B-Corps, that are committed to contributing to environmental and social causes (Nielsen 2015, Jin 2018).

Research has recently examined what motivates mainstream consumers for purchasing environmentally friendly and sustainable products (e.g., Davies and Gutsche 2016, Huang et al. 2018). These studies have found that, although functional attributes are important for consumer purchase intention, personal values and concerns regarding the environment, such as *environmental consciousness*, are strong predictors of responsible consumption intentions (Huang et al. 2018). Particularly, a recent qualitative study found that consumer values related to social and environmental responsibility were relevant motivators for purchasing from B-Corps (Bianchi, Reyes, and Devenin 2020). Furthermore, consumer *trust* and *involvement in*

*responsible enterprises* are also found significantly related to responsible consumption (Kim 2019, Thøgersen et al. 2015).

However, it has been argued that developing nations, such as Latin American countries, would express lower concern about responsible consumption than more developed countries (Nicholls-Nixon et al. 2011). Nevertheless, it is demonstrated that residents of poorer nations not only tend to see environmental problems as most serious but are also more supportive of efforts to ameliorate them (Matzembacher and Meira 2019, Benites-Lázaro and Gremaud 2016). One particular study examined the factors that determine environmental behaviors of a Chilean community in Santiago, and the results suggest that several participants displayed tendencies that favor more responsible consumption behaviors, with high environmental consciousness of the consequences of failing to protect the environment (Menzel and Bögeholz 2010, Cordano et al. 2011, Bronfman et al. 2015). In sum, although these studies advance in the understanding of responsible consumption, more research needed to better understand what drives consumers to have positive intentions to purchase from responsible enterprises in less developed countries.

## ***2.2. Conceptual Framework and Hypotheses***

The theory of planned behavior (TPB) extends TRA and proposes that actual behavior is affected by behavioral intentions, which in turn can be affected by three factors: attitude towards performing a particular behavior, subjective norms and perceived behavioral control (Ajzen 1991). In other words, people's intentions to carry out a particular type of behavior will increase if they believe that such behavior will lead to a valued outcome; their peers will approve of their behavior and they have the necessary capacity and resources to perform such behavior (Ajzen 1991).

Behavioral intention is a central factor in the TBP model, since it is the immediate antecedent of an actual behavior, and is defined as “the strength of one’s intentions to perform a specific behavior” (Fishbein and Ajzen 1975, p.288). Thus, the stronger the intention to perform a behavior the greater the likelihood that a consumer will actually perform that behavior (Ajzen 1991). For this study, we define behavioral intentions as consumers’ intentions to purchase from responsible enterprises.

TPB has been applied to investigate different forms of responsible consumption (Carrington, Neville, and Whitwell 2010, Hassan, Shiu, and Shaw 2016, Han and Stoel 2017, Bila-Basha and Lal 2019, Thøgersen et al. 2015, Emekci 2019, Paul, Modi, and Patel 2016, Chen and Tung 2014, Huang et al. 2018). These studies have consistently found that attitudes, social norms and perceived behavioral control are important predictors of purchase intention for responsible consumption options. However, although widely used, the TPB has suffered various criticisms due to its presumed poor predictive efficacy, due to an insufficient number of variables to explain the reasons pushing individuals to undertake a given behavior in certain circumstances (e.g., Chen and Tung 2014). Consequently, our conceptual model extends the TPB framework to include three additional variables that might improve the prediction of purchase intention for responsible consumption: 1) consumer involvement in responsible enterprises, 2) consumer trust in responsible enterprises, and 3) consumer environmental consciousness (see Figure 1). These variables are added to the model because recent research has identified them as relevant drivers of responsible consumption (Bianchi, Reyes, and Devenin 2020, Huang et al. 2018, Kim 2019, Thøgersen et al. 2015).

**Insert Figure 1 here**



### ***3.1. Attitudes***

Drawing on the TPB model, attitude is defined as individuals' positive or negative feelings associated with conducting a particular behavior (Ajzen 1991). Attitude is considered a function of salient beliefs, which may be formed by observation, secondary information, or by an inferential process. Based on these beliefs, people form favorable or unfavorable attitudes toward the consequences of a behavior. Consecutively, attitudes do not affect actual behavior directly, rather they influence the intentions to perform a behavior, such as purchasing a certain product or service. In the context of responsible consumer behavior, several studies have found a significant positive relationship between attitudes and intentions to purchase products that are environmentally friendly (Hassan, Shiu, and Shaw 2016, Jones III et al. 2017, Paul and Rana 2012, Chen and Tung 2014, Huang et al. 2018). Thus, in line with previous research we formulate the following:

**H1:** Attitude towards purchasing from a responsible enterprise is positively related to intentions to purchase from a responsible enterprise.

### ***3.2 Subjective Norms***

Based on the TPB model, subjective norms are another factor that influences behavioral intention. Subjective norms are a function of an individual's perception of how referent others (e.g., family, friends, colleagues) view the behavior and the motivation to comply with these referent's beliefs and expectations (Ajzen and Fishbein 1980). This implies that individuals will feel social pressure to perform a behavior if they believe that significant referents will approve the behavior. The role of subjective norms as a driver of behavioral intentions is well recognized in the business literature (Mintona et al. 2018). Research shows that responsible consumption choices in developed and emerging countries are positively affected by consumers' beliefs

about whether referents will approve of their choice to consume or not a specific product or brand (White, MacDonnell, and Ellard 2012, Paul and Rana 2012, Khare 2015, Moser 2016, Huang et al. 2018). This leads to the following hypothesis:

**H2:** Subjective norms are positively related to intentions to purchase from a responsible enterprise.

### ***3.3 Perceived behavioral control***

Another determinant of behavioral intentions is perceived behavioral control, which is described as “the perceived ease or difficulty of performing the behavior”(Ajzen 1991, p.122). That is, perceived behavioral control refers to an individual’s belief that he or she is capable of performing the behavior. Particularly, perceived behavioral control is a function of an individual’s perception regarding the presence or absence of resources or opportunities to perform a particular behavior (Ajzen and Madden 1986). Previous research on responsible consumption shows a significant and positive effect of perceived behavioral control on individuals’ behavioral intentions (Chen and Tung 2014, Hassan, Shiu, and Shaw 2016, Moser 2016, Han 2015, Huang et al. 2018). Factors such as abilities, time, and resources are significant in predicting intentions to perform a behavior. The literature also shows that resources and opportunities such as money and time are required for consuming responsible or environmentally friendly products (Wang, Liu, and Qi 2014). Based on the above discussion the following hypothesis is formulated:

**H3:** Perceived behavioral control is positively related to intentions to purchase from a responsible enterprise.

### ***3.4 Consumer Environmental Consciousness***

Jiménez-Sánchez & LaFuente (2010) employ the concept of environmental consciousness to refer to specific psychological factors related to individuals' propensity to engage in pro-environmental and social behaviors. The authors define an environmental conscious individual as someone who engages in behaviors to support social and environmental causes. Several studies have found that individuals who are environmentally conscious have different beliefs and values from conventional people (Kim 2019). Consumers who are concerned about the environment show this consciousness by means of their purchase behavior (Emekci 2019), and tend to prefer purchasing responsible and environmentally friendly products (Sudbury- Riley and Kohlbacher 2016, Jiménez-Sánchez and LaFuente 2010, Paul and Rana 2012). These consumers are found to value more highly quality of life, personal health and responsible consumer behavior than conventional consumers (Van Doorn and Verhoef 2015, Kim 2019, Bianchi, Reyes, and Devenin 2020). Overall, environmental consciousness might be an important factor in consumers' intentions to purchase from responsible enterprises, as consuming these products will be part of a set of behaviors, they engage in order to preserve society and the environment. Based on the previous findings, the following is stated:

**H4:** Consumer environmental consciousness is positively related to intentions to purchase from a responsible enterprise.

### ***3.5 Consumer Involvement in Responsible Enterprises***

Involvement is a motivational variable in consumer behavior and can be defined as “a person's perceived relevance of the object based on inherent needs, values and interests” (Zaichowsky 1985, p.342). Involvement is used to describe the level of consumer interest, search, or complex decision making toward a product, service, a situation, or a cause. Previous research show that in general, consumer involvement in products or brands is a strong predictor of consumer behavior

(Bezencon and Blili 2010, Hollebeek et al. 2007). Particularly, studies on organic food demonstrate a link between consumer involvement and purchasing intentions (Kim 2019, Thøgersen et al. 2015), and hence may have a probable role in predicting behaviors related to responsible consumption. Thus, the following hypothesis is stated:

**H5:** Consumer involvement in responsible enterprises is positively related to intentions to purchase from a responsible enterprise.

### ***3.6 Trust on Responsible Enterprises***

Trust is defined as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function” (Chaudhuri and Holbrook 2001, 82). Previous literature on responsible consumption has found that consumer intention to purchase from a company depends on the consumer trust in the company (Kang and Hustvedt 2014). Consumers who perceive that a firm conducts its business in accordance with moral rules, they perceive the firm to be trustworthy (Park, Lee, and Kim 2014, Pivato, Misani, and Tencatin 2008, Chen and Chang 2012), and believe that the company is genuinely concerned with the preservation and enhancement of the welfare of society. Trust is particularly relevant in situations of uncertainty or risk where consumers feel vulnerable (Doney and Cannon 1997). Thus, trust in responsible enterprises might be even more important than normal corporations, as the values they hold might be seen just as a strategy of greenwashing, generating a negative intention to purchase from these firms (Kang and Hustvedt 2014, Bachnik and Nowacki 2018). Thus, we propose that trust in a responsible enterprise will increase consumers’ purchase intentions:

**H6:** Consumer trust in responsible enterprises is positively related to intentions to purchase from a responsible enterprise.

## 4. Research Methodology

### 4.1 Data Collection

Data were collected by applying a cross-sectional online survey to Chilean consumers during July and August 2018. The questionnaire focused on B-Corps as a type of accredited responsible enterprise that is regularly certified through B-Lab to ensure that social and environmental goals are sustained (Surowiecki 2014). As of March 2020, there were around 3,000 certified B-Corps in over 60 countries ([www.bcorporation.net](http://www.bcorporation.net)). Example of B-Corps in Chile are Late ([www.late.cl](http://www.late.cl)), Green glass ([www.greenglass.cl](http://www.greenglass.cl)), and Buin Zoo ([www.buinzoo.cl](http://www.buinzoo.cl)).

All the constructs of the model were measured by using scales with multiple items adapted from previous literature. The dependent variable, *intention to purchase from a responsible enterprise* was adapted from Ajzen (2002) and measured through a three-item Likert scale asking respondents if they would definitively, likely and surely prefer to purchase products or services from a B-Corp on a five-point likert scale. *Attitude towards purchasing from a B-Corp brand* was adapted from Ajzen (1991) and measured by a five-item likert scale asking respondents how important for purchasing from B-Corps are several attributes offered by these firms. These attributes were rated on a 5-point likert scale ranging from “not at all important” to “extremely important”. *Subjective norms* was adapted from Ajzen (1991) and measured with a three-item Likert scale asking respondents how important the opinions of other people (family, friends) are in the decision of purchasing from B-Corps, on a five-point likert scale. *Perceived behavioral control* was adapted from Ajzen (1991) and measured using a four-item scale, with items, such as: “I feel that I have enough time to purchase from B-Corps”, on a five-point likert scale. *Consumer involvement in responsible enterprises* was adapted from Bezecon and Blili (2010)

and measured with a three-item Likert scale asking respondents how involved they are with the products and services of B-Corps, on a five-point likert scale. *Consumer trust on responsible enterprises* was adapted from Chen and Chang (2012), and measured using a four-item scale, with items such as: “I think that B-Corps generally keep their promises”, on a five-point likert scale. *Consumer environmental consciousness* was adapted from Gupta and Agrawal (2018) and measured with a four-item scale, with items such as asking consumers about their general social and environmental behaviour when shopping for products or services, on a five-point likert scale. Finally, demographic information of respondents was collected in terms of age, status, gender, education, income and the occupation.

The questionnaire was developed in English, then translated into Spanish by one of the research team members, and then back translated by a colleague in Chile (Brislin 1970). The survey pre-tested with a convenience sample of five Chilean consumers, which resulted in minor changes in wording to some questions. The final version of the Spanish questionnaire was placed online, hosted by a Chilean university. A sample of 2000 potential participants’ email addresses was extracted from a database of alumni of a large university located in Santiago. An email with a letter presenting the research team, objectives of the study and online survey link was sent to participants. A dichotomous screening question (yes/no) was used to establish whether the participant had previously purchased from a responsible enterprise (B-Corp) previously. Respondents that answered NO to this question were taken to the end of the survey and thanked for their participation.

After one month and two waves of email, this resulted in 200 questionnaires being analyzed and used to test the proposed structural model. There were no cases of missing data due to the fixed answer system in the survey. In this sample 58% of respondents were female and 42%

were male. All the respondents (100%) had made at least one purchase from a B-Corp previously. The demographic characteristic of the participants is shown in Table 1. While the characteristics do not enable the data to be generalized to the wider Chilean population, the purpose was to achieve a sample frame of participants that represent actual consumers of B-Corps.

**Insert Table 1 here**

## **5. Findings**

### ***5.1 Data Analysis***

The data set ( $n = 200$ ) was analyzed statistically and it revealed normality of the data. Correlations means and standard deviation of constructs are shown in table 2. The reliability and validity of the construct measures were measured using Cronbach's alpha reliability and Pearson correlations. Scales exhibited relatively high reliability coefficients with all Cronbach alpha scores over 0.7, as seen in Table 3 (Nunnally 1978). To check and reduce the common method bias variance, the questionnaire included mixed positive and negatively worded items. Secondly, the study varied and altered the scale item placement in the questionnaire and response format as well (Podsakoff and Organ 1986). Analysis was conducted for all constructs and this demonstrated that there was no single factor or any general factor that accounted for most of the variance in the independent and dependent variables, and following Harman's one-factor test, no single factor accounted for the majority of the covariance between the measures, thus, no common method bias variance issues were identified (Podsakoff and Organ 1986).

Regarding convergent and discriminant validity of the construct measures, the results of indicate that all construct items showed loading above 0.70, and the average variance extracted (AVE) values were also above the benchmark value of 0.50 (Fornell and Larcker 1981). None of the inter-item correlation covariances surpassed any of the Cronbach alpha reliability scores, thus providing strong evidence of convergent validity of the construct measures (Gaski 1984). Complete results for Cronbach's alpha, composite reliabilities and AVE values are shown in Table 3. The also analysis reveals that no correlations between constructs exceed the lowest alpha reliability score, confirming the discriminant validity of the constructs (Fornell and Larcker 1981).

**Insert Tables 2 and 3 here**

## ***5.2 Hypotheses Testing***

Following Gerbing and Anderson (1988), we used two-stage procedure to perform SEM analysis and AMOS 26 software was used to test the proposed model. CFA was performed using maximum likelihood estimation ("MLE"), and the indices that are widely used by researchers, such as  $\chi^2/df$  (CMIN/DF), IFI, TLI, CFI, and RMSEA (Root Mean Square Error of Approximation) were assessed for model fit (Hair et al. 1998). The fit statistics showed a good fit for the proposed model ( $\chi^2/df$  (CMIN/DF) =1.379, IFI=.986, TLI=.981, CFI=.986, and RMSEA=.044).

The results of the hypotheses testing for Chilean consumers are shown in Figure 2 and Table 4. The findings show that for hypothesis 1, consumer attitudes are positively and significantly related to intentions to purchase from a responsible enterprise (B-Corp) in Chile ( $\beta=.530$ ,  $p=.000$ ). Therefore, Hypothesis 1 is supported. However, the result of Hypothesis 2 indicates that



social norms are not significantly related to intentions to purchase from a responsible enterprise (B-Corp) in Chile ( $\beta=-.062$ ,  $p=0.299$ ). Therefore, Hypothesis 2 is not supported. The result of Hypothesis 3 indicates that perceived behavioral control is significantly and positively related to intentions to purchase from a responsible enterprise (B-Corp) in Chile ( $\beta=.185$ ,  $p=.000$ ). Thus, Hypothesis 3 is supported. For Hypothesis 4 the results show that consumer environmental consciousness is positively and significantly related to intentions to purchase from a responsible enterprise (B-Corp) in Chile ( $\beta=0.100$ ,  $p=0.05$ ). Thus, Hypothesis 4 is supported. For Hypothesis 5, the results show that consumer involvement with responsible enterprises is positively related to intentions to purchase from a responsible enterprise (B-Corp) in Chile ( $\beta=0.278$ ,  $p=0.000$ ). Thus, Hypothesis 5 is also supported. Finally, for Hypothesis 6, the results demonstrate that trust in responsible enterprises is not significantly related to intentions to purchase from a responsible enterprise (B-Corp) in Chile ( $\beta=0.087$ ,  $p=0.233$ ). Thus, Hypothesis 6 is not supported.

**Insert Table 4 and Figure 2 here**

## **6. Discussion**

The main objective of this study was to understand consumer behavior towards responsible enterprises in Chile. Drawing on TPB, an extended conceptual model was developed and tested, which incorporates six antecedent variables (consumer attitude, social norms, perceived behavioral control, involvement, trust, and environmental consciousness) of consumers' intentions to purchase from a responsible enterprise. The empirical findings indicate that consumer attitudes, perceived behavioral control, involvement and environmental consciousness

are positively related to consumers' intentions to purchase from responsible enterprises, in this case B-Corps.

### ***5.3 Theoretical Contribution***

Theoretically, these results support arguments of several scholars to use an extended model of TPB for explaining consumers' purchase intention for responsible consumption (e.g., Chen and Tung 2014). The results support the claim that, if attitude towards responsible enterprises and perceived behavioral control are positive, consumers will be more likely to have intentions to purchase from these firms. This is consistent with most previous research on responsible consumption which suggests that attitude towards responsible consumption is strongly related to purchasing ethical and sustainable products (e.g., Hassan, Shiu, and Shaw 2016, Paul, Modi, and Patel 2016, Huang et al. 2018).

Interestingly, subjective norm is not significantly related to purchase intention, which implies that consumers feel that approval of significant others is not an important a factor for purchasing from responsible enterprises. This result contradicts previous research on responsible consumption that find subjective norms as significantly related to the purchase intention of sustainable, green and organic consumption (e.g., Paul, Modi and Patel 2016). However, in a recent qualitative study, Bianchi, Reyes, and Devenin (2020) found that opinions of others are not significant consumer motivations for purchasing B-Corp brands (Bianchi, Reyes, and Devenin 2020). These findings may be explained by the fact that B-Corps are not widely known in Chile (Bianchi, Devenin, and Reyes 2018), therefore the decision to purchase B-Corp products or services is not particularly judged by others.

Additionally, the results show that trust in the enterprise is not significantly related to purchase intention of B-Corp products and services. Although previous literature has found that trust in the company is an important factor that can affect purchase intention for environmentally friendly products (e.g., Park, Lee, and Kim 2014), it may be that Chilean consumers rely more on the responsible enterprise certification (B-Corp accreditation) than on the reputation or business mission of the firm to perceive that the firm is trustworthy (Bianchi, Devenin, and Reyes 2018).

Further, consistent with previous research, the results support the relevance of consumer involvement in responsible consumption as significantly related to consumer purchase intention (Kim 2019, Thøgersen et al. 2015). Nevertheless, the findings of this study contribute to previous literature by focusing specifically on consumer involvement with responsible enterprises, as opposed to involvement with specific product categories or brands (e.g., green, organic products). Involvement is an important motivational variable in consumer behavior and particularly in responsible consumption studies because it considers consumers' inherent values and interests (Zaichkowsky 1985).

Finally, consumer environmental consciousness is also found significantly related to purchase intention of responsible enterprises, although it is the weakest significant variable in the model. According to previous research, environmentally conscious consumers tend mostly to purchase environmentally friendly products (Sudbury- Riley and Kohlbacher 2016, Jiménez-Sánchez and LaFuente 2010, Paul and Rana 2012). However, consumers may purchase these products from a broad set of firms and not necessarily only from accredited responsible enterprises.

Overall, the results of this study contribute by identifying that the main motivations for purchasing from responsible enterprises are more linked to intrinsic consumer motivations related to consumer personal beliefs and attitudes, perceived behavioral control, degree of

involvement with responsible enterprises and environmental consciousness (Bianchi, Reyes, and Devenin 2020).

## ***5.2 Managerial Contribution***

From a managerial perspective, this study offers owners and managers of responsible enterprises insights regarding consumers' perceptions of these firms and suggestions on specific strategies for providing value and attracting more consumers. Overall, consumers' intention to purchase from responsible enterprises is affected by factors particularly related to their intrinsic motivations: attitude towards responsible enterprises, perceived behavioral control, involvement in responsible enterprises and environmental consciousness. In first place, managers of responsible enterprises should invest resources for creating awareness of the benefits provided by these firms to social or environmental causes, which can help to and generate positive attitudes among consumers regarding purchasing products and services from these firms. This is fundamental in order to increase consumption as consumer attitude is the strongly related to purchase intentions and consumers might not be conscious of the benefits provided by responsible enterprises. Furthermore, a recent study shows that these firms are not widely known, at least in Chile (Bianchi, Devenin, and Reyes 2018).

Second, managers of responsible enterprises should make their products and services conveniently located and to make the purchase process easy and accessible for consumers in order to increase their perceived behavioral control. As an example, B-corps in Chile are mostly sold through specialty stores and/or online channels (Bianchi, Devenin, and Reyes 2018). More emphasis should be done to have competitive prices and distribute products through traditional distribution channels to reach a wider range of consumers and make it more affordable and

accessible. Third, managers should highlight and make the values of the responsible enterprises more visible to conscious consumers and communicate broadly social and environmental contribution in order to enhance consumer involvement with these organizations. Recent research show that consumers in Chile get to infuse products with their own values related to contributing to society (contributing to a better world, environmental and social causes) and to themselves (health benefits, better quality products). To promote the consumption of products and services from B-Corps, enterprises should highlight the contribution they make and their benefits to society (Bianchi, Reyes, and Devenin 2020).

### ***5.3 Limitations and future research***

One limitation of this study is that it examines consumers' intentions to purchase from responsible enterprises based on the extended TPB model instead of their actual purchase behavior. Although TPB is found robust in numerous studies, caution must be kept in mind that a consumer's actual behavior may differ from his/her behavioral intentions (Belk 1981). This suggests that future research studies should investigate consumers' actual purchase behavior regarding these firms. Additionally, future research should also investigate additional variables beyond those included in this research. Finally, our results consider B-Corps, only type of responsible enterprise and only one country (Chile), as well as limited to a specific socio-economic context (most of our respondents have a post-graduate degree). Future research should replicate these results considering other developing and developed countries as well other types of responsible enterprises.

*Acknowledgements:* We thank the reviewers for comments and suggestions that have greatly improved the manuscript.

## References

Accenture. 2018. To Affinity and Beyond: From Me to We, The Rise of the Purpose-Led Brand, Accenture Strategy, available at: [https://www.accenture.com/t20181205T121039Z\\_w\\_us-en\\_acnmedia/Thought-Leadership-Assets/PDF/Accenture-CompetitiveAgility-GCPR-POV.pdf](https://www.accenture.com/t20181205T121039Z_w_us-en_acnmedia/Thought-Leadership-Assets/PDF/Accenture-CompetitiveAgility-GCPR-POV.pdf).

- Agarwal, N., R. Chakrabarti, A. Brem, and N. Bocken. 2018. "Market driving at Bottom of the Pyramid (BoP): An analysis of social enterprises from the healthcare sector." *Journal of Business Research* 86 (2):234-244.
- Ajzen, I. 1991. "The theory of planned behavior." *Organizational Behavior and Human Decision Processes* 50 (2):179-211.
- Ajzen, I. 2002. "Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behavior." *Journal of Applied Social Psychology* 32 (4): 665–683.
- Ajzen, I., and M. Fishbein. 1980. *Understanding attitude and predicting social behavior*. Edited by NJ: Prentice-Hall Englewood Cliffs, Inc.: Englewood Cliffs, NJ: Prentice-Hall, Inc.
- Ajzen, I., and T. Madden. 1986. "Prediction of goal-directed behavior: attitude, intentions, and perceived behavioral control." *Journal of Experimental Social Psychology & Marketing* 22:453-474.
- Andorfer, V. A., and U. Liebe. 2012. "Research on Fair Trade Consumption-A Review." *Journal of Business Ethics* 106 (4):415-435.
- André, R. 2012. "Assessing the accountability of the benefit corporation: Will this new gray sector organization enhance corporate social responsibility?" *Journal of Business Ethics* 1 (10):133-150.
- Bachnik, K., and R. Nowacki. 2018. "How to Build Consumer Trust: Socially Responsible or Controversial Advertising." *Sustainability* 2173 (10):1-21. doi: 10.3390/su10072173.
- Battilana, J., and M. Lee. 2014. "Advancing Research on Hybrid Organizing - Insights from the Study of Social Enterprises." *The Academy of Management Annals* 8 (1):397-441.
- Belk, Russell W. 1981. "Determinants of Consumption Cue Utilization in Impression Formation: An Associational Deviation and Experimental Verification." In, edited by Vol. 8 in *Advances in Consumer Research*, ed. Kent B. Monroe, Ann Arbor, MI: Association for Consumer Research.
- Benites-Lázaro, L. L., and A. P. Gremaud. 2016. "A responsabilidade social empresarial e sustentabilidade na America Latina: Brasil e México." *Revista de Administração da Universidade Federal de Santa Maria* 9 (1):138-155. doi: 10.5902/19834659 12279.
- Bezençon, V., and S Blili. 2010. "Ethical products and consumer involvement: what's new?" *European Journal of Marketing* 44 (9/10):1305-1321.
- Bezençon, V., and S. Blili. 2010. "Ethical products and consumer involvement: what's new?" *European Journal of Marketing* 44 (9/10):1305-1321. doi: 10.1108/03090561011062853.
- Bianchi, C., V. Devenin, and V. Reyes. 2018. "Consumer Perceptions of B-Corps in Chile." Academic Conference on New Economy and Purpose-Driven Companies, Puerto Varas, Chile, November.
- Bianchi, C., V. Reyes, and V. Devenin. 2020. "Consumer motivations to purchase from Benefit Corporations (B Corps)." *Corporate Social Responsibility and Environmental Management*. doi: 10.1002/CSR.1897.
- Bila-Basha, M., and D. Lal. 2019. "Indian consumers' attitudes towards purchasing organically produced foods: An empirical study." *Journal of Cleaner Production* 215 (1):99-111. doi: 10.1016/j.jclepro.2018.12.098.
- Boccia, F., and P. Sarnacchiaro. 2018. "The Impact of Corporate Social Responsibility on Consumer Preference: A Structural Equation Analysis." *Corporate Social Responsibility and Environmental Management* 25:151-163. doi: 10.1002/csr.1446.
- Brislin, Richard. 1970. "Back Translation for Cross-Cultural Research." *Journal of Applied Psychology* 1 (3):185-216.

- Bronfman, N. C., P. C. Cisternas, E. López-Vázquez, C. De laa Maza, and J. C. Oyanedel. 2015. "Understanding Attitudes and Pro-Environmental Behaviors in a Chilean Community." *Sustainability* 7:14133-14152. doi: 10.3390/su71014133.
- Carrington, M. J., B. A. Neville, and G. J. Whitwell. 2010. "Why Ethical Consumers Don't Walk Their Talk: Towards a Framework for Understanding the Gap Between the Ethical Purchase Intentions and Actual Buying Behaviour of Ethically Minded Consumers." *Journal of Business Ethics* 97 (1):139-158.
- Cordano, M., S. Welcomer, R.F. Scherer, L. Pradenas, and V. Parada. 2011. "A Cross-Cultural Assessment of Three Theories of Pro-Environmental Behavior A Comparison Between Business Students of Chile and the United States." *Environmental Behavior* 43:634-657.
- Chaudhuri, A., and M.B. Holbrook. 2001. "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty." *Journal of Marketing* 65 (2):81-94.
- Chen, M-C., and P-J. Tung. 2014. "Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels." *International Journal of Hospitality Management* 36:221-230.
- Chen, Y.-S., and C.-H. Chang. 2012. "Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust." *Management Decision* 50 (3):502-520.
- Cho, Y.-N., A. Thyroff, M. I. Rapert, S.-Y. Park, and H. L. Lee. 2013. "To be or not to be green: Exploring individualism and collectivism as antecedents of environmental behavior." *Journal of Business Research* 66 (8):1052-1059. doi: 10.1016/j.jbusres.2012.08.020.
- Dart, R. . 2004. "The legitimacy of social enterprise." *Nonprofit Management and Leadership* 14 (4):411-424.
- Davies, I. A., and S. Gutsche. 2016. "Consumer motivations for mainstream "ethical" consumption." *European Journal of Marketing* 50 (7/8):1326-1347. doi: 10.1108/EJM-11-2015-0795.
- de Klerk, H. M. , M. Kearns, and M. Redwood. 2019. "Controversial fashion, ethical concerns and environmentally significant behaviour: The case of the leather industry." *International Journal of Retail & Distribution Management* 47 (1):19-38. doi: 10.1108/IJRDM-05-2017-0106.
- Dobson, K., S. Boone, P. Andries, and A. Daou. 2018. "Successfully creating and scaling a sustainable social enterprise model under uncertainty: The case of ViaVia Travellers Cafes." *Journal of Cleaner Production* 172:4555-4564. doi: 10.1016/j.jclepro.2017.09.010.
- Doney, Patricia M. , and Joseph P. Cannon. 1997. "An Examination of the Nature of Trust in Buyer-Seller Relationships." *Journal of Marketing* 61:35-51.
- Emekci, S. 2019. "Green consumption behaviours of consumers within the scope of TPB." *Journal of Consumer Marketing* 36 (3):410-417. doi: 10.1108/JCM-05-2018-2694.
- Fishbein, M., and I. Ajzen. 1975. *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Fornell, Claes , and David F. Larcker. 1981. "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error." *Journal of Marketing Research* 18 (1):39-50.
- Gaski, J.F. 1984. "The effects of discrepant power perceptions in a marketing channel." *Psychology & Marketing* 1 (3/4):45-56.



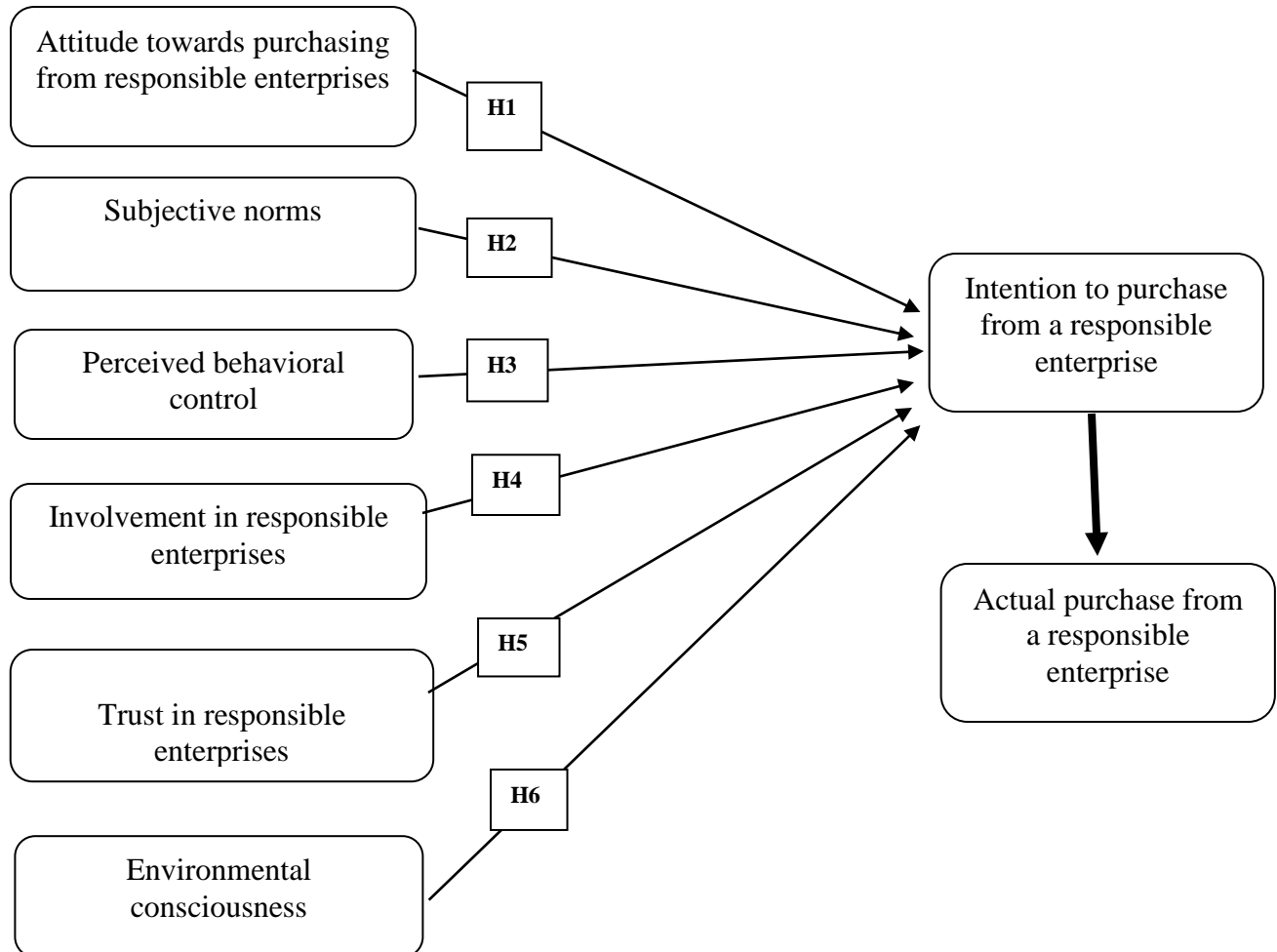
- Gatica, S. 2015. "Understanding the phenomenon of Chilean social enterprises under the lens of Kerlin's approach: Contributions and limitations." *Social Enterprise Journal* 11 (2):202-226.
- Gaynor, E. 2018. "Consumer Perceptions of Social Business Practices in South Korea and Thailand. Capstone Collection. 3100. <https://digitalcollections.sit.edu/capstones/3100>."
- GCR. 2019. "The Global Competitiveness Report 2019, World Economic Forum (WEF) Available at: [http://www3.weforum.org/docs/WEF\\_TheGlobalCompetitivenessReport2019.pdf](http://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport2019.pdf), accessed March 26, 2020."
- Gerbing, D.W., and J.C. Anderson. 1988. "An updated paradigm for scale development incorporating unidimensionality and its assessment." *Journal of Marketing Research* 25 (2):186-192.
- Gupta, S., and R. Agrawal. 2018. "Environmentally Responsible Consumption: Construct Definition, Scale Development, and Validation." *Corporate Social Responsibility and Environmental Management* <https://doi.org/10.1002/csr.1476>.
- Hair, Joseph F., Rolph. E. Anderson, L.Tatham Ronald, and William C. Black. 1998. *Multivariate Data Analysis*. New Jersey: Prentice Hall.
- Han, H. 2015. "Travelers' pro-environmental behavior in a green lodging context: Converging value-belief-norm theory and the theory of planned behavior." *Tourism Management* 47:164-177.
- Han, T-I., and L. Stoel. 2017. "Explaining Socially Responsible Consumer Behavior: A Meta-Analytic Review of Theory of Planned Behavior." *Journal of International Consumer Marketing* 29 (2):91-103. doi: 10.1080/08961530.2016.1251870.
- Hassan, L. M., E. Shiu, and D. Shaw. 2016. "Who Says There is an Intention-Behaviour Gap? Assessing the Empirical Evidence of an Intention-Behaviour Gap in Ethical Consumption." *Journal of Business Ethics* 136:219-236.
- HBSE. 2018. Why purpose-driven companies succeed? Harvard Business School Executive Education, available at: <https://qz.com/772461/why-purpose-driven-companies-succeed/>.
- Hiller, J. S. 2013. "The Benefit Corporation and Corporate Social Responsibility." *Journal of Business Ethics* 118 (2):287-301.
- Hofstede, G. 2001. *Cultures consequences: Comparing values, behaviours, institutions and organisations*. CA: Sage Publications.
- Hollebeek, L.D., S.R. Jaeger, R.J. Brodie, and A. Balemi. 2007. "The influence of involvement on purchase intention for new world wine." *Food and Quality Preference* 18 (8):1033-1049.
- Hollensbe, E., C. Wookey, L. Hickey, G. George, and V. Nichols. 2014. "Organizations with Purpose: From the Editors." *Academy of Management Journal* 57 (5):1227-1234.
- Honeyman, R. 2014. *The B Corp Handbook: How to use business as a force for good*. San Francisco, CA: Berrett-Koehler, Inc.
- Huang, C.-H., I. Lings, A. Beatson, and C. Y. Chou. 2018. "Promoting consumer environmental friendly purchase behaviour: a synthesized model from three short-term longitudinal studies in Australia." *Journal of Environmental Planning and Management* 61 (12):2067-2093. doi: 10.1080/09640568.2017.1381590.
- Jaén, M. H., N. Auletta, J. B. Celli, and M. Pocaterra. 2018. "Bibliometric analysis of indexed research on corporate social responsibility in Latin America (2000-2017)." *Academia*

- Revista Latinoamericana de Administración* 31 (1):105-135. doi: 10.1108/ARLA-06-2017-0190.
- Jiménez-Sánchez, M., and R. LaFuente. 2010. "Defining and measuring environmental consciousness." *Revista Internacional de Sociología* 68 (3):731-755.
- Jin, C. H. 2018. "The effects of creating shared value (CSV) on the consumer self-brand connection: Perspective of sustainable development." *Corporate Social Responsibility and Environmental Management* 25:1246-1257. doi: 10.1002/csr.1635.
- Jones III, R. J., T. M. Reilly, M. Z. Cox, and B. M. Cole. 2017. "Gender Makes a Difference: Investigating Consumer Purchasing Behavior and Attitudes Toward Corporate Social Responsibility Policies." *Corporate Social Responsibility and Environmental Management* 24:133-144. doi: 10.1002/csr.1401.
- Kang, J., and G. Hustvedt. 2014. "Building Trust between Consumers and Corporations: The Role of Consumer Perceptions of Transparency and Social Responsibility." *Journal of Business Ethics* 125:253-265. doi: 10.1007/s10551-013-1916-7.
- Khare, A. 2015. "Antecedents to green buying behaviour: A study on consumers in an emerging economy." *Marketing Intelligence and Planning* 33 (3):309-329. doi: 10.1108/MIP-05-2014-0083.
- Kim, Y.-H. 2019. "Organic shoppers' involvement in organic foods: self and identity." *British Food Journal* 121 (1):139-156. doi: 10.1108/BFJ-03-2018-0202.
- Lee, J., and M. Cho. 2019. "New insights into socially responsible consumers: The role of personal values." *International Journal of Consumer Studies* 43:123-133. doi: 10.1111/ijcs.12491.
- Lin, H.-Y., and M.-H. Hsu. 2015. "Using social cognitive theory to investigate green consumer behavior." *Business Strategy and the Environment* 24:326-343.
- Lobasenko, V., and D. Llerena. 2017. "Elicitation of willingness to pay for upgradeable products with calibrated auction-conjoint method." *Journal of Environmental Planning and Management* 60 (11):2036-2055. doi: 10.1080/09640568.2016.1271776.
- Madsen, K. M. 2013. Social Enterprise In Latin America: Dimensions of collaboration among social entrepreneurs, ScholarWorks@UMass Amherst, School of Public Policy Capstones, available at: [https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1024&context=cppa\\_capstones](https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1024&context=cppa_capstones).
- Matzembacher, D. E., and F. B. Meira. 2019. "Sustainability as business strategy in community supported agriculture: Social, environmental and economic benefits for producers and consumers." *British Food Journal* 121 (2):616-632. doi: 10.1108/BFJ-03-2018-0207.
- Menzel, S., and S. Bögeholz. 2010. "Values, beliefs and norms that foster Chilean and German pupils' commitment to protect biodiversity." *International Journal of Environmental Science Education* 5:31-49.
- Miadaira Hamza, K., D. de A. Sofiatti Dalmarco, and F. A. de Melo Pereira. 2018. "Sustainable consumption profile differences among Brazilian regions." *Journal of Environmental Planning and Management* 61 (9):1553-1569. doi: 10.1080/09640568.2017.1355778.
- Mintona, E. A., N. Spielmann, L. R. Kahle, and C.-H. Kim. 2018. "The subjective norms of sustainable consumption: A cross-cultural exploration." *Journal of Business Research* 82:400-408.

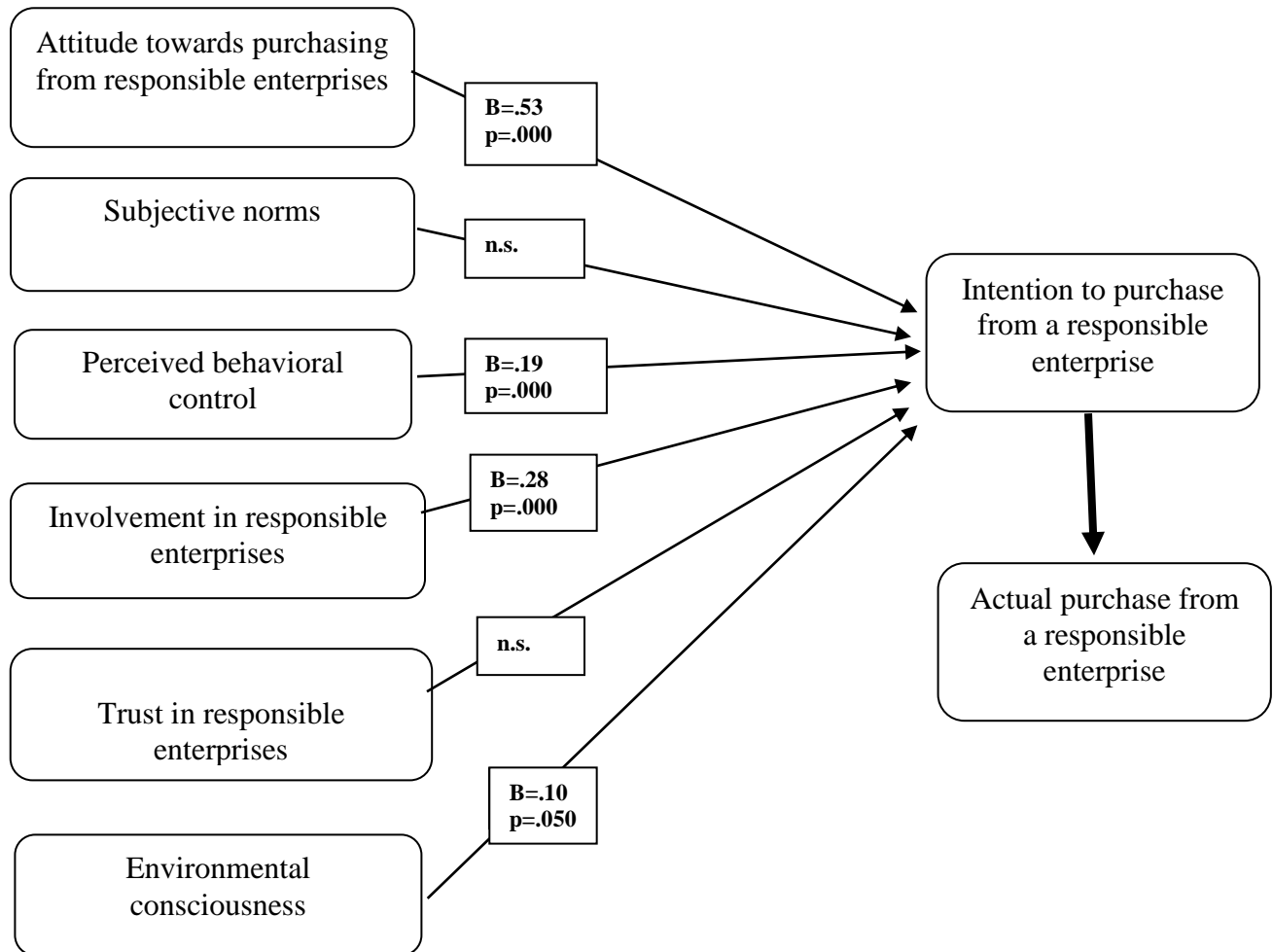
- Moser, A. K. 2016. "Consumers' purchasing decisions regarding environmentally friendly products: An empirical analysis of German consumers." *Journal of Retailing and Consumer Services* 31:389-397. doi: 10.1016/j.jretconser.2016.05.006.
- Nicholls-Nixon, Charlene L. , Jose Antonio Davila-Castilla, Julian Sanchez-Garcia, and Martha Rivera-Pesquera. 2011. "Latin America Management Research: Review, Synthesis, and Extension." *Journal of Management* 20 (10):1-50.
- Nielsen. 2015. The Sustainability Imperative: New Insights on Consumer Expectations, October, available in: <https://www.nielsen.com/content/dam/nielsenglobal/dk/docs/global-sustainability-report-oct-2015.pdf>.
- Nunnally, Jum C. 1978. *Psychometric Theory*. New York: McGraw-Hill.
- Olofsson, S., M. Hoveskog, and F. Halila. 2018. "Journey and impact of business model innovation: The case of a social enterprise in the Scandinavian electricity retail market." *Journal of Cleaner Production* 175 (20):70-81. doi: 10.1016/j.jclepro.2017.11.081.
- Park, J., H. Lee, and C. Kim. 2014. "Corporate social responsibilities, consumer trust and corporate reputation: South Korean consumers' perspectives." *Journal of Business Research* 67:295-302.
- Paul, J., A. Modi, and J. Patel. 2016. "Predicting green product consumption using theory of planned behavior and reasoned action." *Journal of Retailing and Consumer Services* 29:123-134. doi: 10.1016/j.jretconser.2015.11.006.
- Paul, J., and J. Rana. 2012. "Consumer behavior and purchase intention for organic food." *Journal of Consumer Marketing* 29 (6):412-422. doi: 10.1108/07363761211259223.
- Pivato, S., N. Misani, and A. Tencatin. 2008. "The impact of corporate social responsibility on consumer trust: the case of organic food." *Business Ethics: A European Review* 17 (1):3-12.
- Podsakoff, P. M., and D. Organ. 1986. "Self-Reports in Organizational Research: Problems and Prospects." *Journal of Management* 12 (4):531-543.
- Santos, F., A.-C. Pache, and C. Birkholz. 2015. "Making Hybrids Work: Aligning Business Models and Organizational Design for Social Enterprises." *California Management Review* 57 (3):36-58.
- Stubbs, W. 2017. "Characterising B Corps as a sustainable business model: An exploratory study of B Corps in Australia." *Journal of Cleaner Production* 144:299-312.
- Sudbury-Riley, L., and F. Kohlbacher. 2016. "Ethically minded consumer behavior: Scale review, development, and validation." *Journal of Business Research* 69 (8):2697-2710. . doi: 10.1016/j.jbusres.2015.11.005.
- Surowiecki, J. 2014. "Companies with Benefits." *The New Yorker*, available at: <https://www.newyorker.com/magazine/2014/08/04/companies-benefits>, August 04.
- Thøgersen, J., M. D. Barcellos, M. G. Perin, and Y. Zhou. 2015. "Consumer buying motives and attitudes towards organic food in two emerging markets " *International Marketing Review* 32 (3/4):389-413. doi: 10.1108/IMR-06-2013-0123.
- TRF. 2017. The Best Countries to be a Social Entrepreneur 2016, Thonpson Reuters Foundation, available at: <http://poll2016.trust.org/>. Th.
- Ulusoy, E. 2016. "Experiential responsible consumption." *Journal of Business Research* 69 (1):284-297. doi: 0.1016/j.jbusres.2015.07.041.
- Van Doorn, J., and P. C. Verhoef. 2015. "Drivers of and Barriers to Organic Purchase Behavior." *Journal of Retailing* 91 (3):436-450.

- Vila, O. R., and S. Bharadwaj. 2017. "Competing on social purpose." *Harvard Business Review* September-October:1-9.
- Wang, P., Q. Liu, and Y. Qi. 2014. "Factors influencing sustainable consumption behaviors: a survey of the rural residents in China." *Journal of Cleaner Production* 63 (15):152-165.
- White, K., R. Habib, and D. J. Hardistym. 2019. "How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework." *Journal of Marketing* 83 (3):22-49. doi: 10.1177/0022242919825649.
- White, K., R. MacDonnell, and J.H. Ellard. 2012. "Belief in a just world: consumer intentions and behaviors toward ethical products." *Journal of Marketing* 76 (1):103-118.
- Wilburn, K., and R. Wilburn. 2015. "Evaluating CSR accomplishments of founding certified B Corps." *Journal of Global Responsibility* 6 (2):262-280.
- Yarimoglu, E., and G. Binboga. 2019. "Understanding sustainable consumption in an emerging country: The antecedents and consequences of the ecologically conscious consumer behavior model." *Business Strategy and the Environment* 28:642-651.
- Zaichkowsky, J. L. 1985. "Measuring the Involvement Construct." *Journal of Consumer Research* 12:341-352.

**Figure 1: Model of Intentions to Purchase from Responsible Enterprises**



**Figure 2: Result of Intentions to Purchase from Responsible Enterprises**



**Table 1: Respondent Demographic Characteristics (N=200)**

<b>Characteristics</b>	<b>Total N=200</b>	<b>%</b>
<b>Gender</b>		
Male	84	42.0
Female	116	58.0
<b>Age Cohorts</b>		
18-24	23	11.5
25-34	103	51.5
35-44	55	27.5
45-54	15	7.5
55-64	4	2.0
65+	0	0
<b>Marital Status</b>		
Single no child	100	50.0
Single w /child	10	5.0
Partner no child	30	15.0
Partner w/child	60	30.0
<b>Education</b>		
High School	2	1.0
Technical	2	1.0
University	63	31.5
Post Graduate	132	66.0
Other	1	0.5
<b>Occupation</b>		
Unemployed	5	2.5
Office/Administration	52	26.0
Tourism/Hospitality	2	1.0
Education	35	17.5
Health	3	1.5
Information Technology	12	6.0
Executive	42	21.0
Entrepreneur	20	10.0
Other	29	14.5
<b>Income</b>		
< US\$ 18,000	18	9.2
US\$ 18,001-36,000	54	27.0
US\$ 36,001-54,000	38	19.5
US\$ 54,001-72,000	26	13.3
US\$ 72,001-90,000	24	12.3
Over US\$90.001	20	10.3
No response	20	10.3

**Table 2: Mean, standard deviation and correlations**

	Mean	S.D.	ATT	SN	PBC	INV	TRU	EC	INT
ATT	3.92	.698	1.00	.423**	.207**	.535**	.623**	.260**	.628**
SN	2.89	.797	.423**	1.00	.087	.345**	.312**	.144*	.275**
PBC	3.99	.697	.207**	.087	1.00	.248**	.301**	.208**	.374**
INV	3.38	.921	.535**	.345**	.248**	1.00	.609**	.347**	.628**
TRU	3.86	.698	.623**	.312**	.301**	.609**	1.00	.215**	.607**
EC	3.94	.743	.260**	.144**	.208**	.347**	.215**	1.00	.332**
INT	4.13	.726	.628**	.275**	.374**	.628**	.607**	.332**	1.00

ATT= Attitude; SN=Subjective Norms; PBC=Perceived behavioral control; INV=Involvement; TRU= Trust; EC= Environmental consciousness; INT= Intentions to purchase

\*. All correlations are significant at the 0.05 level

\*\*. All correlations are significant at the 0.01 level



**Table 3: Construct Item Means, St. Deviation, Cronbach's alpha, AVE, Composite Reliability**

<b>Constructs / Items</b>	<b>Mean</b>	<b>St. Dev.</b>	<b>Cronb. Alpha</b>	<b>AVE</b>	<b>Composite Reliability</b>
<b>Attitude (ATT)</b>			<b>.885</b>	<b>.604</b>	<b>.914</b>
Purchasing from a responsible enterprise is good	4.38	0.798			
Purchasing from a responsible enterprise is desirable	4.02	0.929			
Purchasing from a responsible enterprise is nice	3.85	0.892			
Purchasing from a responsible enterprise is fun	3.33	0.930			
Purchasing from a responsible enterprise is wise	3.81	0.984			
Purchasing from a responsible enterprise is favorable	4.17	0.867			
Purchasing from a responsible enterprise is positive	4.46	0.756			
<b>Social norms (SN)</b>			<b>.852</b>	<b>.744</b>	<b>.911</b>
Most people who are important to me think I should purchase from a responsible enterprise	2.73	0.862			
Most people who are important to me would want me to purchase from a responsible enterprise	2.87	0.915			
Most people whose opinion I value would want me to purchase from a responsible enterprise.	3.06	0.944			
<b>Perceived Behavioral Control (PBC)</b>			<b>.781</b>	<b>.711</b>	<b>.880</b>
If I want to, I can purchase products and services from a responsible enterprise	4.23	0.853			
I am capable to purchase products and services from a responsible enterprise.	4.27	0.768			
I have enough financial resources to purchase products and services from a responsible enterprise.	3.92	0.969			
<b>Intention to Purchase (INT)</b>			<b>.918</b>	<b>.860</b>	<b>.948</b>
I plan to purchase products and services from a responsible enterprise.	4.03	0.805			
I hope to purchase products and services from a responsible enterprise.	4.20	0.755			
I intend to purchase products and services from a responsible enterprise	4.18	0.792			
<b>Trust in Responsible Enterprises (TR)</b>			<b>.931</b>	<b>.880</b>	<b>.956</b>
I think that responsible enterprises usually fulfill their promises.	3.96	0.788			
I think that the information provided by a responsible enterprise is reliable.	3.99	0.770			
I feel that I can trust the information provided by a responsible enterprise.	3.99	0.783			
<b>Involvement in Responsible Enterprises (INV)</b>			<b>.837</b>	<b>.660</b>	<b>.847</b>
I am very interested in the products and services offered by responsible enterprises.	3.94	0.903			
My level of involvement with products and services offered by responsible enterprises is high.	3.14	1.119			
I am particularly involved with products and services from responsible enterprises.	3.07	1.141			
<b>Environmental Consciousness (EC)</b>			<b>.919</b>	<b>.812</b>	<b>.945</b>
I purchase products that don't contaminate the environment and support social causes.	4.02	0.820			
I purchase products and services that are friendly with the environment and social causes	4.10	0.767			

I purchase products and services that have symbols, certification and rankings.	3.68	0.906			
I purchase products and services that don't damage the environment.	3.99	0.814			

**Table 4: Model fit and hypotheses testing.**

Model	Overall fit						P- value>.05
	Model fit indices						
	$\chi^2/DF$	CMIN	RMSEA	IFI	CFI	TLI	
Proposed Model	1.379		.044	.986	.986	.981	.000 significant

Hypotheses	Path directions		Estimate	CR	P	Result
H <sub>1</sub>	ATT	→INT	.530	6.18	***	Supported
H <sub>2</sub>	SN	→INT	.062	1.04	.299	Not Supported
H <sub>3</sub>	PBC	→INT	.185	3.35	***	Supported
H <sub>4</sub>	INV	→INT	.278	3.97	***	Supported
H <sub>5</sub>	TRU	→INT	.087	1.19	.233	Not Supported
H <sub>6</sub>	EN	→INT	.100	1.90	.050	Supported

*ATT= Attitude; SN=Subjective Norms; PBC=Perceived behavioral control; INV=Involvement; TRU= Trust; ETH= Environmental consciousness; INT= Intentions to purchase*

*\*\*\* Results significant a  $p < .001$*