

Examining The Ajzen's Predictors of Intention Formation towards Purchase of Ethical Products in Rwanda

Mukandoli Denyse¹ and Deepak Bhagat²

*Department of Management, North- Eastern Hill University, Tura Campus, Tura,
Meghalaya- 794002, India
E-mail:¹<kandolide@gmail.com>,²<dip19bhagat@gmail.com>*

KEYWORDS Ethical Consumer Behaviour, Purchase Intention, Theory of Planned Behaviour

ABSTRACT With the focus being shifted towards ethical consumption, understanding ethical consumer behaviour is getting more fundamental for business houses. On the basis of the variables proposed in the Ajzen's theory of planned behaviour, the present paper attempts to explain the predictors of intension formation towards purchase of ethical products in Rwanda. Purposive sampling technique was used to select 400 generation Y consumers of Rwanda which were further divided into college students, government/public sector employed people, private sector employed people and self-employed people. Through descriptive analysis and multiple regression analysis, it was observed that attitude, subjective norm, and perceived behavioural control are significant factors which influence the consumer's intention formation towards purchase of ethical products. Based on the regression results, suitable models were also developed. They will assist business houses and government agencies to develop an appropriate strategy and practical marketing outline to reach ethical consumers.