

**THE INFLUENCE OF GREEN MARKETING AND CORPORATE SOCIAL RESPONSIBILITY PRACTICES ON CONSUMER PURCHASE INTENTION (STUDY CASE: STARBUCKS COFFEE)**

*PENGARUH PRAKTIK PEMASARAN HIJAU DAN TANGGUNG JAWAB SOSIAL PERUSAHAAN TERHADAP NIAT BELI KONSUMEN (STUDI KASUS: STARBUCKS COFFEE)*

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**Abstract:** One way for consumers to know whether the products offered are green and environmentally friendly products is by doing green marketing. By applying green marketing as their strategy, they are helping to make the world become greener and safer for the future and up to some extent they are delivering their Corporate Social Responsibility (CSR) by producing their products in an environmentally friendly way for the welfare of the environment and for the customers as a whole. The purpose of this study is to evaluate the influence of Green Marketing and Corporate Social Responsibility Practices on Consumer Purchase Intention in Manado (Study Case: Starbucks Coffee). The data was collected through an online survey questionnaire using purposive sampling technique of 100 respondents and analysis technique used is Multiple Linear Regression Analysis by using SPSS software. The research shows that there is a positive and significant influence between Green Marketing and Corporate Social Responsibility Practices on Consumer Purchase Intention.

**Keywords:** green marketing, corporate social responsibility, consumer purchase intention

**Abstrak:** Salah satu cara bagi konsumen untuk mengetahui apakah produk yang ditawarkan adalah produk hijau dan ramah lingkungan adalah dengan melakukan pemasaran hijau. Dengan menerapkan pemasaran hijau sebagai strategi mereka, mereka membantu membuat dunia menjadi lebih hijau dan lebih aman untuk masa depan dan sampai batas tertentu mereka memberikan tanggung jawab sosial perusahaan (CSR) mereka dengan memproduksi produk mereka dengan cara yang ramah lingkungan untuk kesejahteraan lingkungan dan untuk pelanggan secara keseluruhan. Tujuan penelitian ini adalah untuk mengevaluasi pengaruh pemasaran hijau dan praktik tanggung jawab sosial perusahaan pada niat pembelian konsumen di Manado. (Studi Kasus: Starbucks Coffee). Data dikumpulkan melalui kuesioner survei online menggunakan teknik sampling khusus dari 100 responden dan teknik analisis yang digunakan adalah Multiple Linear Regression Analysis menggunakan perangkat lunak SPSS. Penelitian menunjukkan bahwa ada pengaruh positif dan signifikan antara pemasaran hijau dan praktik tanggung jawab sosial perusahaan pada niat pembelian konsumen.

**Kata Kunci:** pemasaran hijau, tanggung jawab sosial perusahaan, niat beli konsumen

## INTRODUCTION

### Research Background

In the world of business nowadays, enterprises and organizations are becoming more and more committed to environmental issues because of environmental legislation, economic and other influences as well as increasing concern about the environment among the general public. The environmental issue that has been going on for a long time and still having difficulties to be overcome by Indonesia is the problem of waste, especially plastic waste, which ranks second as the type of waste that is produced the most after organic waste.

The issue of plastic pollution in Indonesia is expected to continue to increase. At present, the beverage industry in Indonesia is one of the fastest-growing sectors industry. The rapid growth of the beverage industry will result in an increase in the amount of plastic waste. Many of the final beverage products use disposable plastic as packaging. These drinks can easily be found in various retail outlets, both modern and traditional. Especially at this time, the capacity for processing plastic waste is still fairly minimal. The increasing amount of waste makes consumers realize that the products they use every day can increase the amount of waste, which has a negative impact on the environment. Behind this situation, companies see opportunities from the demand and needs of the consumers for products that are environmentally friendly. Companies should be aware of these changes because in the future, environmentally friendly products will be preferred by consumers. Based on research from the journal Effectiveness of Green Marketing for Starbucks, shows that consumers are willing to pay more to get products that are environmentally friendly.

One way for consumers to know whether the products offered are green and environmentally friendly products is by doing green marketing. The concept of green marketing first emerged in 1970s and become popular in 1980s in order to tackle the important issue of environmental pollution, it was the time when consumers became conscious about the environment and start to look for products that would have less damage to the environment. In order for the companies to successfully applied green marketing concept, they need to used strategy to convince consumers. Green marketing mix is the strategy used by the companies to attract consumers and ensure that the products or services are environmentally friendly. Green marketing mix has the same function as the traditional marketing mix, which are Product, Price, Place, and Promotion, but has different concept because green marketing mix are more environmentally oriented. Green marketing is promoting products or services based on their eco-friendliness. These products or services may be environmentally friendly in themselves or produced in an environmentally friendly way.

Green marketing is usually applied by companies that are committed to sustainable development and corporate social responsibility. By applying green marketing as their strategy, they are helping to make the world became greener and safer for the future and up to some extent they are delivering their Corporate Social Responsibility (CSR) by producing their products in an environmentally friendly way for the welfare of the environment and for the customers as a whole. Corporate Social Responsibility (CSR) practices could be referred to as the way for the companies to show their responsibility to their environment. While doing business it is important for the company to consider that corporate social responsibility practices are needed to be taken. It can no longer be denied that we are all expected to have a high degree of responsibility. This generation must ensure that future generations of living creatures enjoy the same standards of living. Increasing social awareness is forcing businesses to reduce their environmental burden. Companies are increasingly aware that having a high level of social responsibility can increase consumer intention to buy their product or use their service, especially for socially conscious consumers. Mohr, Webb, and Harris (2001) showed that the evaluation of products, companies, and purchase intentions depends on the amount and nature of the CSR information that is shared.

Purchase intention is a key indicator for firms. It helps them to predict the likelihood that a consumer makes a purchase within a given period and acts as a proxy for actual behavior. Purchase interest is obtained from a learning process and a thought process that forms a perception. This buying interest creates a motivation that continues to be recorded in the consumer's mind and becomes a very strong desire that in the end when a consumer has to fulfill the needs, they will actualize what is in their mind. The interest in certain objects makes a person feel happy and have a desire or relate to that object so that a sense of belonging arises. The taste of each person is the basis for choosing something, buying interest shows a person's tendency to prefer products with certain brands. Based on the explanation previously stated, this study aims to explain the variables of green marketing and corporate social responsibility influence consumer purchase intention. This study takes the object of a coffee shop, Starbucks, with the research title "The Influence of Green Marketing and Corporate Social Responsibility Practices on Consumer Purchase Intention (Study Case: Starbucks Coffee)".

### **Research Objectives**

1. To identify the influence of Green Marketing on Consumer Purchase Intention.
2. To identify the influence of Corporate Social Responsibility on Consumer Purchase Intention.
3. To identify the influence of Green Marketing and Corporate Social Responsibility on Consumer Purchase Intention.

**Green Marketing**

Green marketing involves of a wide range of business activities aims to satisfy customers' needs and wants, as well as diminish the negative impacts on the natural environment. The activities associated in green marketing practices tend to eliminate the use of toxic products, pollution, and waste which are harmful to the environment. It also encourages the production of pure products by pure technology, conservation of energy, preservation of environment, and minimum use of natural resources. These green marketing efforts enhance consumer' purchase intentions. Companies need to focus on reducing the green perceived risk by giving trustworthy information so that it helps build the trust with the consumers, improve the green perceived value and enhance the purchase intentions about buying a green product.

**Corporate Social Responsibility**

Corporate social responsibility (CSR) is a commitment to improve community well-being through discretionary business practices and contributions of corporate resources (Kotler and Lee, 2005). Corporate Social Responsibility actions have potential to create additional value for corporates. Carroll (1991) categorizes corporate social responsibilities into four dimensions: economic responsibilities, legal responsibilities, ethical responsibilities, and philanthropic responsibilities. The economic responsibilities dimension addresses the firm's responsibilities to its many stakeholders, while legal responsibilities means that firms are expected and required to comply with the laws and regulations as a condition of operating. Ethical responsibilities implies that firms will embrace those activities, norms, standards and practices that even though they are not codified into law, are expected nonetheless. Lastly, the philanthropic dimension addresses its responsibility to take part in activities promoting the welfare of human beings.

**Purchase Intention**

Purchase intention indicates an emotional reaction resulting from consumers' overall evaluation of a product, and also indicates the possibility that consumers would like to purchase the product (Grewal, Monroe, and Krishnan, 1998). The knowledge about the product by the consumer plays an integral role during product purchase decision. The relevant model used to measure purchase intention is the AIDA model. AIDA is the acronym of Awareness, Interest, Desire, and Action. Rehman et al. (2014) describe the stages in measurement using the AIDA model as follows:

- Awareness is a cognitive stage to attract consumers and the first stage in communication.
- Interest is the stage where the advertisement of a product or service aims to create consumer interest, because creating interest is a marketer's priority.
- Desire is a stage that shows the formation of a consumer's desire to buy a product or service.
- Action is the stage where consumers are ready to make transactions to fulfill their desires for the product.

**Previous Research**

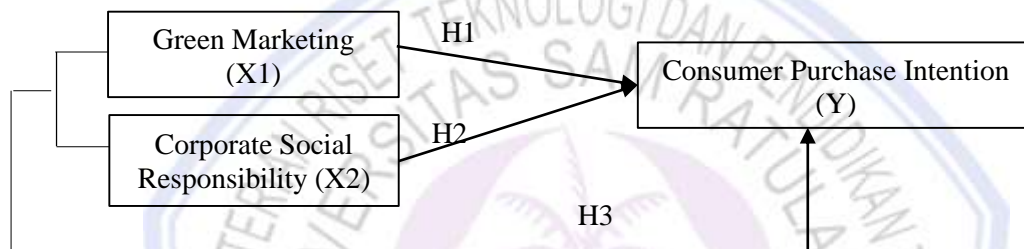
Suki, Suki, and Azman (2016) examined the mediating roles of corporate social responsibility on the links between green marketing awareness and consumer purchase intentions. Data was analyzed using the partial least squares (PLS) approach for the analysis of structural equation models with SmartPLS computer program version 2.0. PLS results revealed that corporate social responsibility partially mediated the link between green marketing awareness and purchase intentions of the product. Consumers develop positive green marketing awareness based on the growing environmental knowledge. They were aware of the green marketing program of the retail store when they noticed that the store allocated specified space to sell eco-friendly products. Furthermore, the companies make their green marketing activities known to the publics by distributing eco-friendly fliers which helps to increase sales revenue, raise consumer awareness, and develop greater intention to purchase the products.

Ansar (2013) studied the factors that determine consumer intentions towards buying green products. The inclusion criterion for the respondent was at least 14 years of education and the minimum age of 19. Findings of the study show that age and education have positive relation with Eco-literacy. Socio demographic variables are not significantly related with green purchase intention. Besides this Environmental advertisements, Price and Ecological packaging were found to be positively related with the Green purchase intention.

Dodd and Supa (2011) aimed to recognize the relationship between consumers' purchase intentions and organizations' involvement in socially responsible programs. Participants were general consumers from a

variety of backgrounds, ages, ethnicities, education and income levels or representative of U.S. consumers in the Midwest region. Procedures Thirteen intercept interviews were initially conducted at a popular Midwest business. These interviews lasted approximately 20 minutes and were used to collect qualitative data and to establish parameters for the survey instrument. A total of 287 surveys (N=2,000, response rate 14%) were collected through an online instrument using a midsized Midwest university webmail listserve. Overall, the results of this study support the H that a positive association exists between an organization's involvement in CSR programs and consumers' purchase intentions or that consumers in this study are more likely to purchase an organization's product if that organization is involved in socially responsible practices.. Specifically, a positive association exists between an organization's involvement in CSR programs and consumer's purchase intentions. The attitude toward the behavior is decidedly moderately positive, and the subjective norm is decidedly highly positive. The average of these two numbers is 15.5, showing a positive intention toward the behavior. The high products and average of these variables show that a positive relationship exists between corporate social responsibility and consumer purchase intention. Also, the research questions were affirmatively answered in regards to participants' awareness of specific organizational involvement in socially responsible and irresponsible activities. It appears that consumers have at least a moderate amount of awareness in this regard.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Data Processed, 2023*

### Research Hypothesis

Based on the background and research problem, so the hypothesis can be formulated, as follows:

H1: There is an influence of Green Marketing on Consumer Purchase Intention

H2: There is an influence of Corporate Social Responsibility on Consumer Purchase Intention

H3: There is an influence of Green Marketing and Corporate Social Responsibility on Consumer Purchase Intention

## RESEARCH METHOD

### Research Approach

This research used quantitative research with survey method. Survey method used as the source of primary data by distributing questionnaire to find out the direct and indirect influence of independent variables (X): Green Marketing and Corporate Social Responsibility Practices on dependent variable (Y): consumer purchase intention.

### Population, Sample, and Sampling Technique

Population is a generalization region consisting of objects or subjects that become quantities and certain characteristics set by the researchers to learn and then drawn conclusions (Sugiyono, 2012). According Sugiyono (2012), sample is part of number and characteristic possessed by the population. When large populations, and researchers are not possible to learn everything in the population, for example because of the funding, energy and time, the researchers will take samples from that population. This research uses purposive sampling technique. According to Arikunto (2006), purposive sampling is a technique of taking samples not based on random, regional or stratum, but based on the existence of considerations that focus on specific objectives. Based on the formula that used to determine the number of samples, the sample size for this research is 100 respondents.

### Source of Data

There are two types of resources to gain the data needed for this research. The first is the primary data. Primary data is an original and unique data, which is directly collected from a source such as observations, surveys, questionnaires, case studies, and interviews according to the requirements. The data on this research is obtained from the research objects by using questionnaire. The second is the secondary data. According to Sugiyono (2012), secondary data is a source of data obtained by reading, studying and understanding through other media sourced from literature, books, and documents. For this research, the data taken from journals, articles text books, internet and previous research.

### Data Analysis Method

Data analysis method is performed to ensure the quality of the data in the research has valid and accurate result.

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability Test

**Table 1. Validity Test**

		<b>Green Marketing (X1)</b>	<b>Corporate Social Responsibility (X2)</b>	<b>Purchase Intention (Y)</b>	<b>Total</b>
Green Marketing (X1)	Pearson Correlation	1	.539	.642	.673
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Corporate Social Responsibility (X2)	Pearson Correlation	.539	1	.535	.593
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Purchase Intention (Y)	Pearson Correlation	.642	.535	1	.669
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100

Source: Data Processed, 2023

The data shows that the correlation value of Green Marketing (X1), Corporate Social Responsibility (X2), and Purchase Intention (Y) are greater than 0.3 and the significance value is below 0.05. Therefore, the research instrument of this study is considered valid.

**Table 2. Reliability Test**

<b>Cronbach's Alpha</b>	<b>N of Items</b>	<b>Status</b>
.799	3	Reliable

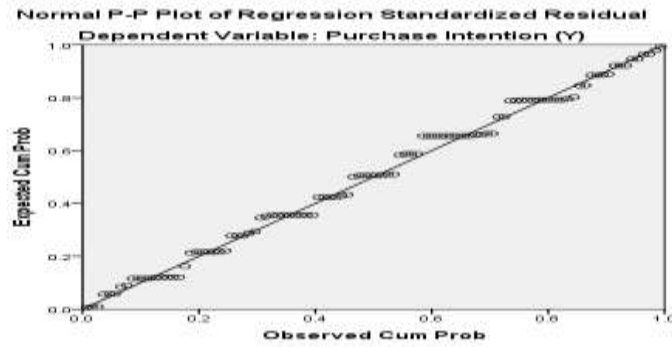
Source: Data Processed, 2023

Based on the result of the reliability test above, the Cronbach's Alpha on this research is 0.799. The minimum value of Cronbach's Alpha is 0.6 and since  $0.799 > 0.6$  then the research instrument is considered as reliable.

### Test of Classical Assumptions

#### Normality Test

The data in figure 2 indicates that the Normal P-Plot of Regression Standardized Residuals plot represents the dispersion of data points about the diagonal line, and the distribution conforms to the direction of the plot's diagonal line. This implies that the presence of data points located proximal to the linear line suggests that the model conforms to a normal distribution.



**Figure 2. The Result of Normality test**  
 Source: Data Processed, 2023

**Multicollinearity Test**

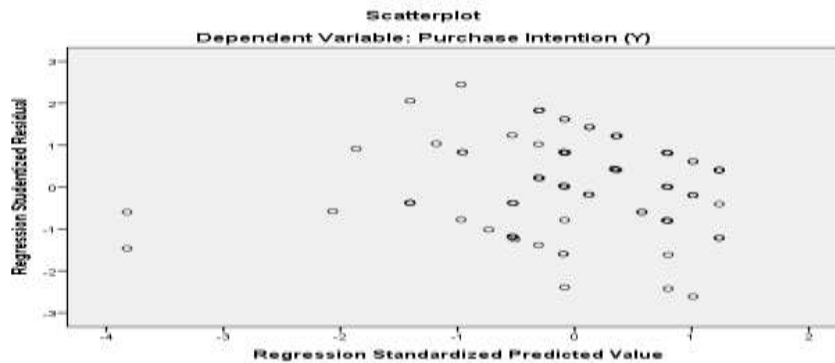
**Table 3. The Result of Multicollinearity Test**

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Green Marketing	0.710	1.409	No Multicollinearity
Corporate Social Responsibility	0.710	1.409	No Multicollinearity

Source: Data Processed, 2023

Based on the table above that shows the result of Multicollinearity test using Variance Inflation Factor (VIF), the tolerance value of Green Marketing (X1) and Corporate Social Responsibility (X2) are 0.710 and the value of Variance Inflation Factor (VIF) is 1.409. Because the tolerance value > 0.100 and VIF value is below 10, thus this research is multicollinearity free.

**Heteroscedasticity Test**



**Figure 3. The Result of Heteroscedasticity Test**  
 Source: Data Processed, 2023

Figure 3 shows that the result of heteroscedasticity test using scatterplot. The pattern of the dots in the scatterplot are spread above and below 0 in Y axis. It means the result there is no symptoms of heteroscedasticity in this regression model.

**Multiple Linear Regression Analysis**

The equation based on the result in table 4 can be shown through the regression equation below:

$$Y = 4.316 + 0.501X_1 + 0.258X_2 + e$$

The table above shows the result of Multiple Linier Regression Analysis, which to analyze the influence between independent variables (X1 and X2) in terms of Green Marketing (X1) and Corporate Social Responsibility (X2) towards dependent variable which is Purchase Intention (Y).

1. The constant value of 4.316 shows that the independent variables Green Marketing (X1) and Corporate Social Responsibility (X2) have a positive influence towards the dependent variable which is Purchase Intention (Y). It means that in case all independent variables equal to zero, then the dependent variable value is predicted to be 4.316.
2. The value of regression coefficient of Green Marketing (X1) is 0.501, this result shows if Green Marketing (X1) increase, then Purchase Intention (Y) is increasing at 0.501 or 50.1% assuming the performance of Green Marketing affecting Purchase Intention.
3. The value of regression coefficient of Corporate Social Responsibility (X2) is 0.258, this result shows if the Corporate Social Responsibility (X2) increase, then Purchase Intention (Y) is increasing at 0.258 or 25.8% assuming the performance of Corporate Social Responsibility affecting Purchase Intention.

**Table 4. The Result of Multiple Linear Regression Analysis Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.316	1.521		2.838	.006		
Green Marketing (X1)	.501	.089	.498	5.633	.000	.710	1.409
Corporate Social Responsibility (X2)	.258	.085	.267	3.015	.003	.710	1.409

a. Dependent Variable: Purchase Intention (Y)

Source: Data Processed, 2023

#### Coefficient of Correlation (R) and Coefficient of Determination (R<sup>2</sup>)

**Table 5. The Result of Coefficient of Correlation (R) and Coefficient of Determination (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 <sup>a</sup>	.462	.451	1.254

a. Predictors: (Constant), Corporate Social Responsibility (X2), Green Marketing (X1)

b. Dependent Variable: Purchase Intention (Y)

Source: Data Processed, 2023

The Coefficient of Correlation (R) has a value of 0.680, indicating a strong relationship between the independent and dependent variables. This finding suggests that as the independent variable increases or decreases, the dependent variable changes in a predictable manner. Furthermore, the Coefficient of Determination (R<sup>2</sup>) has a value of 0.462 or 46.2%, indicating that the independent variable only accounts for 42.6% of the total variation observed in the dependent variable and the remaining can be attributed to external factors or variables that are not explicitly discussed or explained in this research.

**Table 6. The Result of T-Test (Partial)**

Model	T	t <sub>table</sub>	Sig	Status
Green Marketing (X1)	5.663	1.987	.000	Accepted
Corporate Social Responsibility (X2)	3.015	1.987	.003	Accepted

a. Dependent Variable: Consumer Purchasing Intention (Y)

Source: Data Processed. 2023

The interpretation is as follows:

- The significance value of Green Marketing is 0.000 less than 0.05 with t<sub>count</sub> of Green Marketing is 5.663 and t<sub>table</sub> is 1.987, which means t<sub>count</sub>>t<sub>table</sub>. Therefore, Green Marketing affects Purchase Intention or H1 is accepted.
- The significance value of Corporate Social Responsibility is 0.003 less than 0.05 with t<sub>count</sub> of Corporate Social Responsibility is 3.015 and t<sub>table</sub> is 1.987, which means t<sub>count</sub>>t<sub>table</sub>. Therefore, Corporate Social Responsibility affects Purchase Intention or H2 is accepted.

**Table 7. The Result of F-Test (Simultaneous)**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130.922	2	65.461	41.654	.000 <sup>b</sup>
	Residual	152.438	97	1.572		
	Total	283.360	99			

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), Corporate Social Responsibility (X2), Green Marketing (X1)

Source : Data Processed, 2023

The table shows the result of this research in ANOVA using the level of significance of 5% ( $\alpha=0.05$ ). The table above shows that the significant level is 0.000 means below 0.05 and the degree of freedom (df) of 2;97. The value of  $F_{\text{count}}$  from the table above is 41.654, the  $F_{\text{table}}$  is 3.090. The result concluded that  $F_{\text{count}} > F_{\text{table}}$  ( $41.654 > 3.090$ ). Based on result, shows that Green Marketing (X1) and Corporate Social Responsibility (X2) as independent variables have significant influence on Purchase Intention (Y).

## Discussion

### Influence of Green Marketing on Purchase Intention

Based on the results of the study, it is known that Green Marketing has a positive and significant effect on consumer perceptions. According to Chen and Chang (2012), these green marketing efforts enhance consumers' purchase intentions. Most respondents in this study already have a high awareness of environmental sustainability. Consumers think that environmentally friendly products are useful so as not to increase the volume of existing waste. Consumers have a better perception of packaging that can be recycled, does not use environmentally damaging materials, and can be reused. Consumers assume that using green products provides a sense of security and is considered healthier. Consumers also assume that by consuming or using green products, they can directly contribute to reducing the amount of environmental pollution. Because green products tend to have a higher price than products in general, companies that sell green products must carry out marketing activities that can attract consumer interest. Companies need to make a strategy that involves configuring the tools of promotion, such as advertising, marketing materials, public relations, sales promotions, direct marketing and on-site promotions. Green promotion involves communicating information on the environmental commitments and efforts made by companies to consumers for protecting the natural resources. According to the results of this research test, consumers are interested in green products because of the campaigns carried out by companies about caring for a healthy environment and also applying environmentally friendly principles in the production and distribution process.

### Influence of Corporate Social Responsibility on Purchase Intention

The Fundamental role of the business organization is to produce goods and services that society needs and wants, and to make an acceptable profit in the process. It is very important to examine the influence of different Corporate Social Responsibility types on consumer purchase intention. Carroll (1991) suggested four types of social responsibilities that constitute total Corporate Social Responsibility such as economic, legal, ethical, and philanthropic. For economic corporate social responsibility activities, the business organizations are the basic economic units in any society. Therefore, company take voluntary positive economics Corporate Social Responsibility activities to influence members of a society. The members of society establish association and bond with a business organization. Hence, company's economic Corporate Social Responsibility activities positive influence members of the society. It also influences consumer purchase intention. For legal corporate social responsibility activities, when a company abides by the local laws and actively participate in activities which promote legal and fair business it sends message to its consumers that it honors the local regulation and it ultimately influence consumer purchase intention. For Ethical corporate social responsibility, when the company shows their concern for what consumers, and society regard as fair, just or in keeping with the respect or protection of public moral rights, consumer will also show their interest. For the philanthropic corporate social responsibility, the greater the company's contribution to the community the more it improves the quality of life and company's soft image and higher is the consumer's response to company's products and services. Taking all the arguments together and in summary, the Corporate Social Responsibility positively influence the consumer purchase intention.



## **Influence of Green Marketing and Corporate Social Responsibility on Purchase Intention**

Based on the result of this research test, consumers value the practices of Corporate Social Responsibility that a company has. Because by those practices not only influence the sale of company's products and consumer's purchase intention but also employees of the company. Consumers associate certain expectations with the business entities (company) that are operating in the society. When the business company's responses, in the form of Corporate Social Responsibility activities, exceed the consumers' expectations it affects consumer's overall evaluation of company and its products (David, Kline, and Dai, 2005). Purchase intention indicates an emotional reaction resulting from consumers' overall evaluation of a product, and also indicates the possibility that consumers would like to purchase the product. Balderjahn (1988) found that consumers possessing a positive attitude about environmental protection would purchase and use more green products. Green Marketing has significantly positive influence on consumer purchase intention. It indicates that Green Marketing perceived by consumers in the green products brought consumers certain quality assurance, and the consumers believed that purchasing green products could satisfy their demand in terms of quality, use, and functions, and they would reduce environmental pollution and the waste of resources, which was worth consumers' purchase.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on the results of research and discussion regarding the influence of green marketing and corporate social responsibility practices on consumer purchase intention, it can be concluded that:

1. Green Marketing (X1) affects Consumer Purchase Intention (Y) positively and significantly.
2. Corporate Social Responsibility (X2) affects Consumer Purchase Intention (Y) positively and significantly.
3. Green Marketing (X1) and Corporate Social Responsibility (X2) affects Consumer Purchase Intention (Y) significantly.

### **Recommendation**

Based on the above conclusions, the suggestions are described as follows:

1. This research can be a reference for entrepreneur that want to develop their business to be more influential on consumer purchasing intention.
2. The future researcher may have more samples or using specific requirement of samples, also may develop it by using other variables or factors for the better research.

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