

# Antecedents of Green Purchase Behavior in Indonesia

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## Antecedents of Green Purchase Behavior in Indonesia

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**Abstract:** The objective of this paper is to investigate factors affecting green purchase intention and behavior within young consumers in Indonesia. 140 responses from respondents were collected in West Jakarta. The results of the study found that green purchase intention and willingness to pay had the largest influence on green purchase behavior. Green trust was influenced by green purchase value. Meanwhile green purchase intention was influenced by several variables e.g. Environmental knowledge, ecolabel ling and government initiative. This study is expected to have implications for marketers in formulating a certain strategy in marketing green products that can increase their competitive advantage.

**Keywords:** green purchase intention, green purchase behavior, knowledge, government initiative, eco-labelling and certification, willingness to pay

**JEL Classification codes:** M31

### INTRODUCTION

There is a growing awareness of environmental issues in Indonesia. It is reflected with urban communities' various activities related to the issues e.g. Earth Day, Bike to Work, and Car Free Day, Go green, paid plastic bagsprogram etc.

As one of the most populous countries in the world, there is a great potential market of environmental friendly products in Indonesia. It is deemed very important to identify factors affecting green purchase behavior of consumers in Indonesia.

Today's companies, should not only focus on profit, but should also care to the planet, society and the environment to achieve their sustainability.

The concern towards the environment and society has led to the emergence of sustainable development which focuses on the need to promote sustainability and advocates the form of development which could reduce negative impact on the environment and society. Sustainable development further encourages green consumption ((Joshi and Rahman, 2015).

Green is a synonym for environmentally friendly, environmentally responsible and eco-friendly (Manakotla and Jauhari, 2007). Green vision could help marketers to design marketing strategies that meet the needs of green consumers (D'Souza, 2004).

Environmentally responsible purchasing is very important as unplanned purchasing of goods can severely damage the environment (Joshi and Rahman, 2015). Consumers possess the capability to prevent or decrease environmental damage by purchasing green products.

Previous studies (Suki, N.M, 2016; Lee,K;2009; Hartmann and Ibanez ,2006; Juwaheer et al. 2012; Konuk 2015, Yadav and Pathak 2016 indicated that a lot of studies regarding green marketing had been conducted in western countries, however lack of studies had been done in Asian settings such as Indonesia.

Thus, the aim of this study is to examine factors affecting green purchase intention and behavior toward environmentally friendly products or green products within young consumers in Indonesia.

From literature it is revealed that there are several previous studies regarding green behavior of customers (Khare, 2014; Mostafa, 2007; D'Souza 2004), ;Chan and Lau, 2002; doPaco and Raposo, 2009; Lee, 2008; Chen and Chai, 2010; Laroche, M et.al, 2001).

A few studies have been conducted regarding environment-friendly consumers; their attitude and behavior have been done in Indonesia.

## 1 LITERATURE REVIEW

### 1.1 Green perceived value and green trust

In today's competitive environment customer perceived value is regarded as a key source of competitive advantage (e.g. Eggert & Ulaga, 2002; Gale, 1994; Payne & Holt, 2001). Consumers' perceived value is referred to as consumers' overall assessment regarding what is received and what is given or sacrificed (Zeithaml, 1988). Based on Chen and Chang (2012), green perceived value is related to consumer's overall evaluation of the net benefit of a product or service between what is received and what is given based on the consumer's environmental desires, sustainable expectations, and green needs. Perceived value is defined as a consumer's overall evaluation of the net benefit of a product or service based on a consumer's evaluation (Bolton and Drew, 1991; Patterson and Spreng, 1997). Previous research has extensively studied perceived value because it has a positive influence on marketing performance (Sweeney et al., 1999).

Green perceived value is defined as a consumer's overall evaluation of the net benefit of a product or service between what is received and what is given based on the consumer's environmental desires, sustainable expectations, and green needs (Spreng, 1997).

Trust is referred to as willingness of an exchange partner in that case one is confidence (Morgan and Hunt, 1994; Moorman, Deshpande and Zaltman, 1993).

In relation to environmental consciousness, Chen (2010) defines green trust as a willingness to depend on one object based on the belief or expectation resulting from its credibility, benevolence, and ability about environmental performance.

Previous studies found that there was a positive relationship between green perceived value and green trust (Chen, et al, 2012; Eid, 2011 and Sirdeshmukh et al, 2002).

Lee et al (2011) stated that trust is a major influence of consumer behavior. Harris and Goode (2010) also indicate that consumer purchase intention is influenced by consumer trust. Furthermore Chen et al (2012) found that green trust has an influence on green purchase intention. Therefore the following hypotheses are proposed:

H1: Green perceived value will have an influence on green trust.

H2: Green trust will have an influence on green purchase intention.

### 1.2 Environmental knowledge

Environmental knowledge is defined as the knowledge regarding what people know about the environment (Mostafa, 2007). Meanwhile, Chan and Lau (2000) found that environmental knowledge as the extend of knowledge a person has regarding environmental issues. Previous



studies found that environmental knowledge of consumers was positively influenced green purchase intention and green purchase behavior (Eze et al, 2013; Chan et al, 2000; Aman et al, 2012). Therefore the current study hypothesized that:

H3: There is a relationship between environmental knowledge and green purchase Intention.

H4: There is a relationship between environmental knowledge and green purchase behavior.

### 1.3 Perceived effectiveness of environmental behavior

Consumers' belief in their ability to effectively solve environmental problems has been related to their purchase of green products (Samdahl and Robertson, 1989), and is one of the strongest predictors of ecologically conscious behavior (Roberts, 1996).

Sinnappan and Rahman (2011) define perceived effectiveness of environmental behavior as a person's perception that if each individual involves himself /herself in pro-environmental behaviors he/she would contribute a lot to the environment. Perceived effectiveness of environmental behavior is also known as perceived consumer effectiveness. According to Kim and Choi (2005), individual with a strong belief that environmental behavior will generate a positive outcomes; will be more interested in doing the behavior to support its care for the environment. Moisander (2007) says that the consumer will act pro-actively if felt the actions were effective for protecting the environment. Consumers, who believe that they can make a difference by engaging in environmental protection, will buy green products to reduce the harm to the environment (Sinnappan and Rahman, 2011). In their research, Sinnappan and Rahman (2011) found that perceived effectiveness of environmental behavior as one of the strongest predictors of green purchasing behavior in Malaysia. This is similar to Lee (2008) which founds perceived effectiveness of environmental behavior as one of the strongest predictor of green purchasing behavior in Hong Kong. Based on the literature concerning these variables then the following hypothesis is proposed:

H5: There is a relationship between Perceived effectiveness of environmental behavior and green purchase behavior.

### 1.4 Ecolabelling

Ecolabelling or eco-certification informs consumers regarding green characteristics of the product and motivates them to purchase green product (Yang et al, 2010). Reliable information should be available in a simple and user friendly way through product labels (Padel and Foster, 2005; Connel, 2010). It might build consumer trust and motivate more sustainable purchase (Rahbar and Wahid, 2011).

The ecolabels are increasingly used by marketers to promote the identification of green products (D'Souza et al, 2006). Loureiro and Lotade (2005) suggested that consumers have shown their willingness to pay higher premium for ecolabelled products.

Few studies have studied the relationship of ecolabelling and purchase intention and green behavior (D'Souza, 2004; Whitson et al, 2004). Previous studies suggested that ecolabelling motivates consumers to purchase green products (Harris, 2007; Young et al, 2010; Joshi et al, 2016). A study of Chekima et al (2015) found that eco-label had a significant influence on purchase intention. Hence the following hypotheses are proposed:

H6: There is a relationship of ecolabelling and purchase intention.

H7: There is a relationship of ecolabelling and green purchase behavior.

### 1.5 Willingness to Pay

Price remains to be cited as the major reason for not buying organic food. Bray et al (2011), Glenn et al (2013), Carrington (2014) identified that higher price as one of the reasons for lack of consumption behavior. Furthermore Barbarossa and Pastore (2014) found that higher price and scarce availability were the main barriers to green purchasing. Price is one of the main attributes on which purchasing decisions are based (Gadenne and Oglethorpe, 2011; Mai and Hoffmann, 2012). Consumers perceive that high prices as a barrier to green consumption (Gleim et al., 2013; Paul and Rana, 2012; Vega-Zamora et al., 2014). Consumers with environmental concerns are less sensitive to price (Olson, 2013; Tanner et al., 2003) and are willing to accept trade-offs between environmental benefits and higher costs (Laroche et al., 2001). Moser (2015) found that willingness to pay was the strongest predictor of green purchase behavior. Therefore, it is proposed the following hypothesis:

H8: There is a relationship of consumers' willingness to pay for green product attributes and green purchase behavior.

### 1.6 Government initiative

The government's role is another predictor of green purchase behavior (Pimita and Rahman, 2011; Tsen et al, 2006). Government initiative is referred to as initiative of national government (Dekmeyer, 2008). A study of Mei et al, 2012 found that government initiative had the strongest influence on green purchase intention among Malaysia consumers. Chan (2001) defined green purchase intention as a specific kind of eco-friendly behavior that consumers perform to reflect their concern to the environment. Hence the following hypotheses are proposed:

H9: There is a relationship of government initiative and green purchase intention.

H10: There is a relationship of government initiative and green purchase behavior.

### 1.7 Green Purchasing

Recently, the number of green consumers has been increasing (Makeower, 2009). According to Dagher and Itani (2012, 2014), consumers are trying to help sustain their environment by indicating green purchasing behavior. Consumers are aware of the significant effect that their purchasing behavior has on the environment (Wahid, Rahbar & Shyan, 2011).

Green purchasing refers to the purchase of environmentally friendly products and avoiding products that harm the environment (Chan, 2001). This green purchasing is frequently measured as green purchase intention and behavior (Joshi et al, 2015). Green purchase intention is conceptualized as consumers' willingness to purchase green products. Green purchase behavior reflects the motivational elements that could influence green purchase behavior (Ramayah et al, 2010).

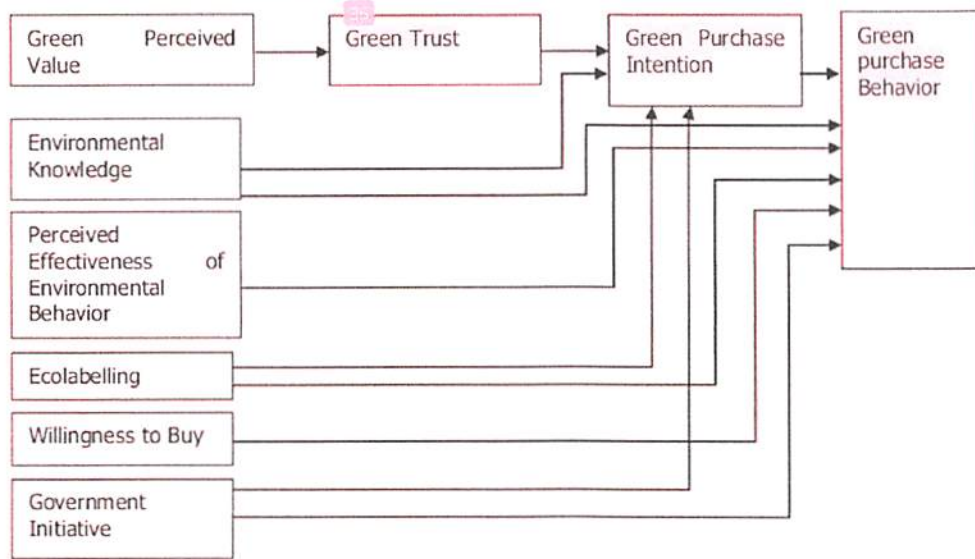
Studies on green purchase intention showed that intention is a strong predictor of green purchase behavior as intention strongly affects the likelihood of decision to buy the product (Chen, 2010). Therefore the following hypotheses are proposed:

H11: There is a relationship of green purchase intention and green purchase behavior.

The overall conceptual framework is presented in Figure 1.



**Fig.1 Conceptual Framework**



## 2 METHODOLOGY

### Sample

A purposive sample was used in term of familiarity with green purchase experiences.

The questionnaire was distributed among 200 respondents (Master of management students of a private university in Jakarta) participated in this study. These respondents are selected based on their understanding about green marketing. Before distributing the questionnaire the object of study and questions were explain to the respondents. From 200 responses collected, 140 valid responses were used for further analysis.

### Measures

*Environmental knowledge* - three items were used to measure environmental knowledge or perceived environmental knowledge. The items adapted from Joshi et al (2015).The sample items are:

1. I know I buy products and packages that are environmentally safe.
2. I know more about recycling than the average person.

*Perceived effectiveness of environmental behavior* - two items were used to measure perceived effectiveness of environmental behavior. The items were adapted from Uddin and Khan (2016):

1. I think I carry out some pro-environmental behavior in my everyday life, it would contribute a lot to our environment.

2. supporting environmental protection makes me more socially acceptable.

*Eco-labelling* - four items were used to measure ecolabelling. The items were adapted from Joshi and Rahman (2016). The sample items:

1. Whenever possible I buy products packaged in reusable containers.
2. I purchase the green products if they are certified by environmental organization.
3. I trust the eco-friendly claims in the advertisements.
4. Marketers must advertise the environmental aspects of their products.
5. Government must make eco labelling mandatory.

*Government initiatives* - four items were used to measure government initiatives. The items were adapted from Mei et al (2012). The sample items are:

1. Environmental protection is the responsibility of the government.
2. The government should subsidize research on technology for recycling waste products.
3. Government should enforce environmental rules and regulations.

*Green purchase behavior* - four items were used to measure government initiatives. The items were adapted from Uddin and Khan (2016). The sample items are:

1. I buy environmentally friendly products even if they are more expensive.
2. I buy environment friendly products.
3. I can pay extra to get green energy before considering buying a product.
4. I look for the seal certifying that it is environmentally safe.

*Green trust* - three items were used to measure green trust. The items were adapted from Chen (2010), The items are:

1. I believe that this products environmental image is reliable.
2. I think that this product's functionality is generally dependable.
3. Overall, I believe that this product's environmental claim is trustworthy.

*Green Purchase Intention* (Mei et al, 2012)

1. I would definitely intend to buy those products that are environmental friendly.
2. I would absolutely consider buying those products that is environmental friendly.
3. I would absolutely plan to buy those products that are environmental friendly.

*Willingness to pay* (Moser, 2015)

1. I am willing to pay more for environmentally friendly packaging.
2. I am willing to pay more for environmentally friendly electronic products.

### 3 RESULTS AND DISCUSSION

Following the two-step approach, a measurement model was first estimated using a confirmatory factor analysis (CFA). Each measurement item was loaded on its prior construct. The instrument reliability was assessed using Cronbach's alpha. The alpha values range from 0.79-0.88.



Convergent validity meets the requirements in this study all the items had relatively high factor loadings on the underlying construct, the values range from 0.70 to 0.87. Overall model fit for CFA was assessed using the Chi-square test and a goodness-of-fit indices. Since the Chi-square test is significant (indicating the model a poor fit,  $\chi^2=768.31, p=0.000$ ), other indices of fit were assessed i.e. Comparative Fit Index (CFI), the Normed Fit Index (NFI), Root Mean Square Error (RMSEA) indicated the measurement model fit the data well (CFI=0.910, NFI=0.902, RMSEA=0.02).

As the second step, the proposed structural model was assessed. On the basis of CFI=0.95, NFI=0.90, RMSEA=0.057 indicated that the model fit was acceptable.

Green perceived value was found to be significantly and positively influenced green trust ( $\beta=0.58, t=7.98$ ) thus Hypothesis 1 was supported. The results of the current study were consistent with the finding of previous studies (Chen, et al, 2012; Eid, 2011 and Sirdeshmukh et al, 2002).

**Table 1 Results of Hypotheses Testing**

| Hypothesized relationship  | Standardized coefficient | t-value | Results   |
|--|--------------------------|---------|-----------|
| H1 Green Perceived $\rightarrow$ ValueGreen Trust  | 0.37                     | 6.52*   | Supported |
| H2 Green Trust $\rightarrow$ Green Purchase intention  | 0.49                     | 5.56**  | Supported |
| H3 Environmental Knowledge $\rightarrow$ Green Purchase Behavior                             | 0.43                     | 7.55**  | Supported |
| H4 Environmental Knowledge $\rightarrow$ Green Purchase Behavior                             | 0.36                     | 6.32**  | Supported |
| H5 Perceived Effectiveness of environmentally Behavior $\rightarrow$ Green Purchase Behavior | 0.23                     | 3.73*   | Supported |
| H6 Ecolabelling $\rightarrow$ Green Purchase Intention                                       | 0.35                     | 3.22*   | Supported |
| H7 Ecolabelling $\rightarrow$ GreenPurchase Behavior   | 0.30                     | 5.27*   | Supported |
| H8 Willingness to Pay $\rightarrow$ Green Purchase Behavior                                  | 0.48                     | 6.61*   | Supported |
| H9 Government Initiative $\rightarrow$ Green Purchase Intention                              | 0.23                     | 3.38*   | Supported |
| H10 Government Initiative $\rightarrow$ Green Purchase behavior                              | 0.30                     | 5.39*   | Supported |
| H11 Green purchase Intention Gereen $\rightarrow$ Purchase Behavior                          | 0.37                     | 6.55*   | Supported |

\* $p < 0.01$  \*\* $p < 0.05$

Green trust was also had a significant influence on green purchase intention ( $\beta=0.39; t=5.56$ ). Thus hypothesis 2 was supported. The results were consistent with Lee et al (2011), stated that trust is a major influence of consumer behavior. Harris and Goode (2010) also indicate that consumer purchase intention is influenced by consumer trust. Furthermore it was consistent with Chen et al (2012)

The next predictor variables of green purchase intention i.e. Environmental knowledge, perceived effectiveness of environmental behavior, ecolabelling, willingness to pay and government initiative) were also found significantly influenced green purchase intention and green purchase behavior ( $\beta=0.43, t=3.55; \beta=0.36, t=5.32; \beta=0.23, t=3.75; \beta=0.31, t=5.22; \beta=0.30, t=5.27; \beta=0.48, t=6.61, \beta=0.23, t=3.38; \beta=0.30, t=5.39$ ). Finally green purchase intention was also influenced green purchase behavior ( $\beta=0.37, t=6.55$ ). Thus hypothesis 3,4,5,6,7,8,9,10 were supported.

The results of Hypothesis 3 and 4 were consistent with Chan and Lau (2000) who found that environmental knowledge as the extend of knowledge a person has regarding environmental



issues. It was also consistent with other previous studies which found that environmental knowledge of consumers was positively influenced green purchase intention and green purchase behavior (Eze et al, 2013; Chan et al, 2000; Aman et al, 2012).

Results of Hypothesis 5 is consistent with findings of Sinnappan and Rahman (2011), and Lee (2008), who found that perceived effectiveness of environmental behavior as one of strongest predictors of green purchasing behavior .

The results of Hypothesis 6 and 7 were consistent with finding of previous studies Few studies (D'Souza, 2004; Whitson et al, 2004; Harris, 2007; Young et al, 2010; Joshi et al, 2016), it was also consistent with Chekima et al (2015).

The results of hypothesis 8 was consistent with findings of Moser (2015) who found that willingness to pay was the strongest predictor of green purchase behavior.

The results of hypotheses 9 and 10 supported the findings of Mei et al, 2012. Finally the results of hypotheses 11 was consistent with findings of Chen (2011), which found that intention is a strong predictor of green purchase behavior.

## CONCLUSION

The present study validated a model that predicts the antecedents and consequents of green trust towards electronic products among Indonesian consumers. Green trust and willingness to pay revealed has the strongest effect on green purchase intention. Meanwhile green purchase intention and willingness to pay had the largest influence on green purchase behavior.

This research provides insights for green products' marketers indicating that green purchase intention and willingness to pay are the most important determinant of green purchase behavior, meanwhile green trust itself was influenced by green perceived value. On the other hand green purchase intention was influence by several variables e.g. environmental knowledge, perceived effectiveness of environmental behavior, ecolabelling willingness to pay and government initiative. The findings of this study suggest that marketers need to consider green perceived value to create green trust and pricing of the product should be match with consumer willingness to pay.

There are several limitations of this study. First we did not classify the green products based on its specific category. The product chosen for this study is only electronic products which are familiar by the students. Second, the respondents in this study were only students . Future study could consider another segments of consumers with different characteristics and integrate another variables such as consumer's demographics that could influence consumer's purchase behavior into the research model.

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