

The Influence of Consumer's Internal & External Factors on Purchase Intention of Green Products in DKI Jakarta

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ABSTRACT

This study analyzes internal and external factors that influence consumer's purchase intention in green products, which is environmental awareness, environmental knowledge, green product value, and green packaging in DKI Jakarta. The data of this study were obtained by distributing questionnaires to 100 respondents who are consumers of green products in DKI Jakarta. The data analysis method is Structural Equation Modeling (SEM) with the PLS-SEM technique. The results showed that the value factor on green products had the strongest influence on purchase intention, followed by environmental consciousness, and green packaging. While environmental knowledge does not have a significant influence on consumer's purchase intention.

Keywords: Green Product, Purchase Intention, Environmental Knowledge, Environmental Consciousness, Green Product Value, Green Packaging.

1. INTRODUCTION

In this era, more companies are making various kinds of efforts to preserve the environment, this is done to reduce the impact of environmental damage caused by the company's business activities. Many companies today communicate their concern for the environment through business practices and corporate marketing (Royne et al., 2011; Raska & Shaw, 2012). As an example in the automotive industry, the company

Honda, Toyota, GM issued a Hybrid car that combines a more environmentally friendly gasoline engine and electric motor (Huang, et al., 2014). In the cosmetics industry, namely The Body Shop, L'Oreal, L'Occitane (Soerjanatamihardja & Fachira, 2017; Grundey, 2010), and in the food and beverage industry, namely Starbucks, Coca Cola and Ultrajaya (Ngantung, 2013; Ottman, 2017).

Business with the concept of environmentally friendly is also increasingly popular in Indonesia, especially in the city of Jakarta. This has encouraged many companies to launch green products that are safer for the environment (Santoso & Fitriyani, 2016). According to Albino, Balice, and Dangelico (2009) and Figueiredo & Guillen (2011), a green product is a product or service that is designed to minimize impacts on the environment in the product's life cycle. Various types of green products are commonly consumed, namely food products, hygiene, clothing, household appliances, lamps, and batteries (Ritter et al., 2015). One of the green products that attract people's attention is food and beverage. In Indonesia, products with an eco-friendly concept have also become a trend among the people (Tashandra, 2018). Based on the results of research conducted by TechNavio in 2015, the food and beverage industry is the largest consumer of green packaging products (Mohan, 2015).

Several studies have been conducted to analyze the factors that influence consumer's purchase intention in green products. Purchase intention is part of the

consumer buying process (buying process) of a product. According to Akbariyeh et al., (2015), a study of purchase intention needs to be done to see the bargaining power of consumers and retailers increasingly growing amid increasingly fierce business competition. With a study of purchase intention, companies can find out consumers' perceptions of the company's products (Xiao et al., 2018). Although green products are known to have higher prices, other factors can influence consumer's purchase intention. Understanding the factors that encourage green consumption can encourage consumers to think about the environment to increase consumer demand for green products (Ritter et al., 2015).

Research on purchasing behavior of green products that have been carried out previously highlighted the influence of green marketing on consumer buying behavior (Gayathree, 2016). Meanwhile, according to Widjojo & Yudianto (2015), consumer's purchase intention is influenced by factors from consumers (internal) and factors from products (external). Internal factors can be in the form of trust, knowledge, attitudes within consumers that are unique, while external factors are encouragement from outside that is beyond consumer control (Connell, 2010). Various attempts were made by producers to influence the mindset of consumers towards the needs and desires to buy green products, such as through prices, packaging, and advertising promotion (Maichum, et al., 2017).

Seeing that research on green products is still limited in Indonesia, this study aims to analyze the factors that influence consumer's purchase intention in the food and beverage industry in the city of Jakarta, Indonesia. The food and beverage industry is the focus of this research because the industry is the largest contributor of waste or plastic waste to the environment in Indonesia (Baqiroh, 2019). In contrast to previous studies, in this study, internal factors consist of environmental consciousness & environmental knowledge (Maichum et al., 2017). While external factors consist of green product value & green packaging (Kong et al., 2014).

2. THEORETICAL FRAMEWORK

2.1 Environmental Consciousness

Schlegelmilch et al., (1996) in Kaynak & Eksi (2014) describe environmental consciousness as a motive in increasing individual awareness of environmental damage as a result of human activities that affect the attitudes and behavior of these individuals to reduce

activities that harm the environment. Environmental consciousness that exists in a person influences that person's attitude. Ling & Huang (2012) said that environmental consciousness in its development from time to time changes the attitude and buying behavior of a product in a person. Not only does it affect consumers, but environmental consciousness also influences companies to continue producing green products (Pudaruth et al., 2015; Sharma & Bansal, 2013; Huang and Kung, 2011; Connell, 2011; Buysse & Verbeke, 2003).

Previous research by Maichum et al. (2017), environmental consciousness has a positive and significant influence on purchase intention. This is also supported by research by Park, Oh, & Na (2013). According to Ariffin et al. (2016), environmental consciousness has a strong relationship with purchase intention. However, it is different from Mishal et al. (2017), the results of his study indicate that environmental consciousness does not have a significant effect on purchase intention. Based on the explanation above, this study proposes a hypothesis:

H1: Environmental consciousness has a significant influence on purchase intention.

2.2 Environmental Knowledge

Environmental Knowledge is knowledge about the environment and aspects related to ecosystems (Fryxell & Lo, 2003). Environmental knowledge also talks about environmental responsibility (Mostafa, 2007). According to Kusuma & Handayani (2018), this knowledge is used by consumers in making decisions and evaluating a product or service. Environmental knowledge has an important role in purchasing decisions and consumer usage of green products (Maichum et al., 2017; Stutzman & Green, 1982). Environmental knowledge within consumers can contribute to sustainable development by knowing the impact of human activity and responsibility for the environment (Fryxell & Lo, 2003). According to Aman et al. (2012), consumers who have environmental knowledge have the potential to encourage positive attitudes towards environmentally friendly products.

In previous studies, environmental knowledge has positive results and a significant effect on purchase intention (Maichum et al., 2017). These results are also supported by Kusuma & Handayani's research (2018) that environmental knowledge has a positive and significant influence on purchase intention. In the research of Yadav & Pathak (2016), there is a positive

relationship between environmental knowledge and purchase intention. Based on this information, a hypothesis is formed.

H2: Environmental knowledge has a significant effect on purchase intention.

2.3 Green Product Value

One measure of customer satisfaction is to look at the green product value. Consumers can get happiness & enjoyment of life. It can reduce expenses, as well as a sense of security because it does not have a bad influence on the health of green product value (Lin & Lin, 2015). In a previous study by Kong et al. (2014), green product value is adapted from green perceived value by Chen & Chang (2012) which is defined as the benefits felt by consumers from products or services to the environment and sustainable development.

Green products generally have higher prices than conventional products (Royne et al., 2011). Therefore, green product value must be superior to conventional products to increase consumer purchase intentions (Chen & Chang, 2012). Green product value can be used as a measure of consumers' evaluation of the product whether it is fair, right, and proper to be purchased for the cost incurred (Bolton & Lemon, 1999). Based on previous research, green product value has a significant effect on purchase intention (Shaharudin et al., 2010; Kong et al., 2014; Dhewi et

al., 2018). Based on this information, it can be concluded:

H3: Green product value has a significant effect on purchase intention.

2.4 Green Packaging

In the world of marketing, the form, type, volume, and design in a package is one of the keys that can connect a company to consumers (Yang & Raghubir, 2005). But in its understanding, green packaging has a deeper meaning, not only in form, type, volume and design, but good packaging is packaging that can be reused, recycled, and does not cause pollution in the environment around humans and living things (Zhang & Zhao, 2012). According to Weber et al. (2015), green packaging has a positive influence on purchase intentions, this is supported by research by Rajendran & Wahab (2017) and Auliandri et al. (2018) which explains the positive and significant effect of green packaging on purchase intentions. Based on this information, then formed:

H4: Green packaging has a significant effect on purchase intention.

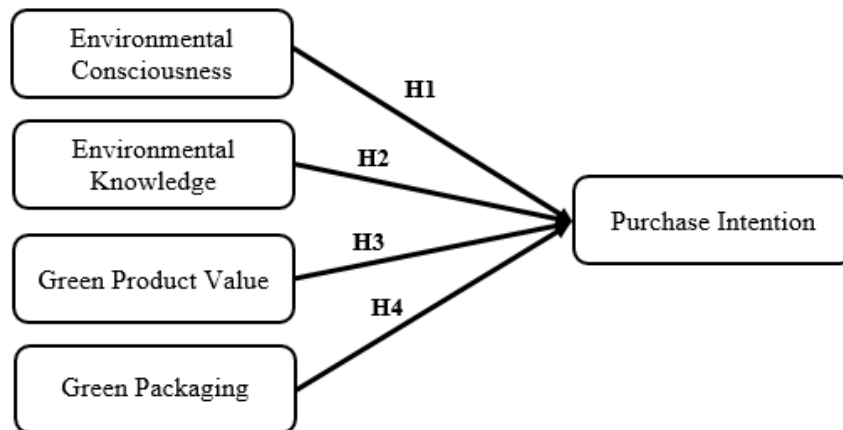


Figure 1: Theoretical Framework

3. METHODS

In this study, data collection was carried out through questionnaires. The questionnaire consisted of two parts. The first part consists of the demographics of the respondents, including gender, age, level of education, place of residence, income, and occupation. The second part is a statement of the factors that influence

purchase intention. Statement of indicators taken from several previous studies with modifications and can be seen in table 1. Consumers will assess the indicator using a Likert scale of 1-5 (strongly disagree to strongly agree). Likert scale is a method used to measure the assessment of a person or group of a statement (Umar, 2003).

The sampling method is done using the purposive sampling method that is deliberate sampling with special consideration (Juliandi, Irfan, & Manurung, 2014). The criteria used are the respondents who are residents of the city of Jakarta and Starbucks consumers. The city of Jakarta is the location of research because it is the country's capital and business center in Indonesia (Rusyanto, 2016). The sample size was obtained using the Slovin formula with a margin of error of 10% (Riadi, 2015). The total sample of 100 respondents taken as the result of the calculation using the formula Slovin of the total population in the city in 2017 is 10,177,924 inhabitants (Badan Pusat Statistik DKI Jakarta, 2017).

The model proposed in this study uses PLS (Partial Least Squares) analysis. PLS analysis is commonly used for causal research, in this case, to examine the effect of the dependent variable on the independent variable (Nurwulan et al., 2015). The experts revealed that PLS analysis has the advantage of being able to measure structural models (between variables) rather than using analytical methods such as factor analysis and multiple regression (Harmancioglu et al., 2009). PLS is defined by two equations, namely the outer model and the inner model. The outer model determines the relationship between latent variables and their indicators, while the inner model describes the relationships that exist between latent variables (Huda, 2017).

Table 1. Variables and indicators

Variable	Indicator		Source
Environmental Consciousness	EC1	I have avoided buying a product that potentially harming the environment	(Lin & Huang, 2012)
	EC2	I reduce the use of products that can produce plastic waste	(Ritter, Borchardt, Vaccaro, & Pereira, 2015)
	EC3	I understand that human activities have an impact on the environment	
Environmental Knowledge	EK1	I know environmental issues that are happening right now	(Maichum, Parichatnon, & Peng, 2017)
	EK2	I know the eco-friendly symbol on the product	
	EK3	I know the product that I bought is safe for the environment	
Green Product Value	GPV1	The performance of the product that I bought for the environment is in line with expectations	(Chen & Chang, 2012)
	GPV2	I bought the product because it was produced by the company as a form of concern for environmental issues	
	GPV3	I bought the product because it is environmentally friendly	
Green Packaging	GP1	Product packaging is made from recycled materials	(Kong, Harun, Sulong, & Lily, 2014)
	GP2	Product packaging can be recycled (recyclable)	
	GP3	Product packaging can be reused (reusable)	
Purchase Intention	PI1	I bought the product because of the environmental issues	(Chen & Chang, 2012; Suki, 2016)
	PI2	I have a plan to buy a product because of its environmental benefits	
	PI3	Overall, I like to buy green products	

4. RESULT AND DISCUSSION

Based on the information obtained, 100% of respondents in this study are consumers of green products in the city of Jakarta. 54% of men and 46% of women. Respondents were predominantly millennials, with 54% aged 25-38 years, 41% aged 24 years and under, and 5% aged 39-54 years. Furthermore, respondents in this study 42% work as private employees, 35% are students, and 9% work as civil

servants. The average expenditure was 45%, ranging from Rp. 3,000,000 to Rp. 6,000,000. Then 88% of respondents in this study mostly knew about green products in the food and beverage industry compared to other industries.

Data processing in this study uses Smart PLS. Based on the results of the validity and reliability test seen

through the value of factor loading, composite reliability, and average variance extracted. According to Hair et al. (2017), each indicator and variable is declared valid and reliable if it has a minimum factor loading value 0.6, minimum composite reliability 0.7, and AVE value above 0.5. In this study, from 15 indicators, there were 2 indicators that were invalid, so they were deleted and not used. Then the results of the data are run again so that the 13 indicators used are valid and reliable (table 2).

The purpose of this study was to identify the internal and external influences of consumers on purchase intention in green products in the food and beverage industry. Internal factors consist of environmental consciousness and environmental knowledge, then external factors consist of green product value and green packaging. Based on the results of the path

coefficient, it can be seen that environmental consciousness, green product value, and green packaging have a significant effect on consumer's purchase intention on green products (H1, H3, H4 are supported), while environmental knowledge does not affect purchase intention (H2 is not supported). This is because the t-statistic is less than 1.96 and the p-value is more than 0.005. Based on the information from table 3, it can be concluded that external factors in this study have a greater influence than internal factors. This is because green product value (0.467) has the most influence on consumer's purchase intention, then environmental consciousness (0.276) and finally green packaging (0.190), while environmental knowledge (0.033) has no significant influence on consumer's purchase intention.

Table 2. The validity and reliability test

Variable and Indicator	Factor Loading	Composite Reliability	Average Variance Extracted (AVE)
Environmental Consciousness			
EC1	0,922	0,857	0,750
EC2	0,806		
EC3	-0,145		
Environmental Knowledge			
EK1	0,568	0,836	0,719
EK2	0,839		
EK3	0,857		
Green Product Value			
GPV1	0,788	0,896	0,742
GPV2	0,890		
GPV3	0,901		
Green Packaging			
GP1	0,730	0,849	0,654
GP2	0,809		
GP3	0,881		
Purchase Intention			
PI1	0,859	0,867	0,687
PI2	0,884		
PI3	0,737		

Table 3. Path coefficient

Hypothesis	Path Coefficient	T-Statistics	P-Value	Results
H1 EC -> PI	0,276	2,794	0,005	Supported
H2 EK -> PI	0,033	0,302	0,763	Rejected
H3 GPV -> PI	0,467	3,890	0,000	Supported
H4 GP -> PI	0,190	2,541	0,011	Supported

The results of this study are consistent with the results of Chen & Chang's study (2012) that green product value is important to increase consumer's purchase

intention. The impact of the product on the environment based on product value is the benchmark for consumers. In the food and beverage industry, most

respondents in this study know and use products from Starbucks and McDonald's. The company's performance to care about the environment so far has been considered good by respondents. This is due to 90% having undergraduate education background and according to Mahendra & Ardani (2015), the higher the educational background of a person, the more important the quality in making a purchase of a product, besides that 65% of respondents already work, which according to Lee (2012) those who are already working strongly consider that the value obtained from a product must be in accordance with the amount of money they spend.

The second factor that is no less important is environmental consciousness. These results are following research from Gan et al. (2008) which states that consumers who have environmental consciousness will encourage high purchase intention in green

products because environmental awareness has changed their buying behavior to prioritize products that are friendly to the environment. This result was obtained because according to Balderjahn (1988) in Gan et al. (2008), environmental consciousness is owned by educated consumers. Furthermore, green packaging also affects respondents' purchase intention in DKI Jakarta. This result is in accordance with the result from Rokka & Uusitalo (2008) because green packaging has a major role in the environment, which can contribute to the environment, especially for the food and beverage industry, so this factor affects consumer's purchase intention. Then for environmental knowledge factors, the results of this study do not support Yadav & Pathak's (2016) research which explains that environmental knowledge has a significant effect on purchase intention in green products.

Table 4. Green product brands according to respondents

Food and Beverage Brands that sell green products	Percentage of Respondents
Starbucks	31%
McDonald's	25%
Ades	13%
KFC	10%
Burger King	5%
Fore	3%
Coca Cola	3%
AQUA	2%
Javara	2%
Rejuve	1%
Ultrajaya Milk	1%
Eatlah	1%
Lemonilo	1%
Burgreens	1%
TOTAL	100%

5. CONCLUSION AND RECOMMENDATION

This study concludes that external factors have an important role for the young consumers who are already working and educated when compared to internal factors in green products in the food and beverage industry in DKI Jakarta. Also, the value factor on green products has the strongest influence on consumer's purchase intention, followed by environmental consciousness and green packaging. While environmental knowledge does not have a significant influence on consumer purchase intention.

The limitation of this study is that the samples used are only 100 and conducted in DKI Jakarta. Therefore to increase the value of this research, it needs an increase by the number of samples and applying research in other big cities in Indonesia. Also, it is hoped that subsequent studies will be able to analyze other factors that influence consumer's purchase intention towards green products. It can also be applied to other industries besides the food and beverage industries.

Based on the results of the research, advice that can be given to food and beverage industry players is to focus on maintaining and improving the performance of

green product value and green packaging because it provides a significant influence on purchase intention. This is due to the increasing awareness of consumers in Indonesia especially in DKI Jakarta to protect the environment. To increase green product value, it needs the application of environmentally friendly systems (environmental missions) into the company's business strategy as a form of corporate commitment to the environment. Then through green marketing can apply differentiation and positioning by raising the issue of environmental problems to seize the green market. Improve green packaging performance by conducting research & development to create other alternative raw materials for packaging products that are more environmentally friendly and efficient.

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