

Green Purchase Intention Towards Consumer Tissue: Empirical Evidence from Indonesia

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Abstract

Green purchase intention is the desire of consumers to buy environmentally friendly products. Currently, positive attitudes and subjective norms that consumers have can influence consumers' intention to buy green products. This study aims to examine the direct impact of consumer attitude and subjective norm on green purchase intention and the influence of consumer attitude on subjective norm. This research is a quantitative study with a survey of 150 tissue consumers in Indonesia. This study uses Structural Equation Modeling (SEM) with Partial Least Squares (PLS). Based on the findings, consumer attitudes have an impact on green purchase intentions. Therefore, subjective norms have no effect in increasing green purchase intentions. In addition, consumer attitudes have an effect on subjective norms.

Keywords: Green purchase intention, consumer attitude, subjective norm

Introduction

Consumer awareness of the importance of choosing green products has become a trend. This is characterized by the increasing demand for green products and environmental movements (Pop et al., 2020). Customers as product users are now becoming more sensitive to their product choices due to the social dilemma such as a strong belief that others buy green products and awareness of protecting the environment (Amoako et al., 2020; Gupta & Ogden, 2009). Therefore, consumer awareness of the importance of protecting nature can influence consumers' intention to buy green products.

The main factor determining whether someone will buy green products, or Green Purchase Intention (GPI), can be influenced by several aspects, including consumer perceptions, environmental awareness, and subjective norms. (Do Prado & Moraes, 2020; Shimul et al., 2022; Wijekoon & Sabri, 2021). Green purchase intention is the desire of consumers to buy products that are eco-friendly or environmentally friendly, where consumer interests have a positive impact on the environment. (Tarkiainen & Sundqvist, 2009; Wijekoon & Sabri, 2021). In this case, consumers are concerned with the impact of the products they buy, not just the quality of green products (Wijekoon & Sabri, 2021).

Attitude is an evaluation of personal behavior to take a certain action including evaluation in buying green products (Ajzen, 1991; Jae-Jang YANG & Sun-Choung AHN, 2020; Sun & Wang, 2019). Based on previous research, consumer's attitude consists of social influence, environmental awareness, perceived environmental responsibilities, and health awareness (Rathnayaka & Gunawardana, 2021). In the context of green products, consumers buy products with eco-labels to prove to society that they care about the environment. Social

influences are the reason why a person decides to buy a product regardless of whether the product suits their needs (Gupta & Ogden, 2009; Pop et al., 2020). Previous research has proven that, consumer's attitude can increase purchase intention. (Amallia et al., 2021; Benita et al., 2023). The results of research conducted by Amallia et al. (2021) in Yogyakarta shows that the positive attitude possessed by consumers towards the environment encourages them to be interested in buying green products (Amallia et al, 2021).

Subjective norm can be defined as the social pressure from important people around them such as friends, family, and influencers to a person's performance (Ajzen, 1991; Shimul et al., 2022). In this case, individual preferences that are considered important are able to influence the opinions of other individuals to have the intention to buy a product. Information provided through social media such as the importance of green products and suggestions from important people can increase consumers' desire to buy these products (Pop et al., 2020). The results of research conducted by Shimul et al (2022) on green cosmetic products in South Africa show that subjective norm is one of the predictors that has a big role in encouraging consumer purchase intention for green products.

Previous research shows that consumer attitude has an influence on subjective norm in encouraging online purchase decisions, and purchase intention. (Zirena-Bejarano & Zirena, 2023). In this case, a person's attitude can change the behavior of their peers when it has a strong influence and can encourage purchase intentions (Benita et al., 2023; Zirena-Bejarano & Zirena, 2023). Meanwhile, research conducted by Benita et al. (2023) in Indonesia found that subjective norm has a central role in moderating the relationship between consumer attitude and purchase intention.

One product that is closely related to waste and causes externalities to the environment is tissue. In the process of making tissue requires pulp and tissue waste if not handled can pollute the environment. On the other hand, the need for tissue is very high at the household level in Indonesia. Over time the tissue industry continues to adapt by developing environmentally friendly products. Some big brands in tissue products realize the importance of protecting the environment so that the raw materials they use are easy to reuse and decompose quickly.

Hence, this research strives to fill the gap by investigating the direct role of consumer attitude and subjective norm on green purchase intention and the influence of consumer attitude on subjective norm in the case study of tissue products in Indonesia.

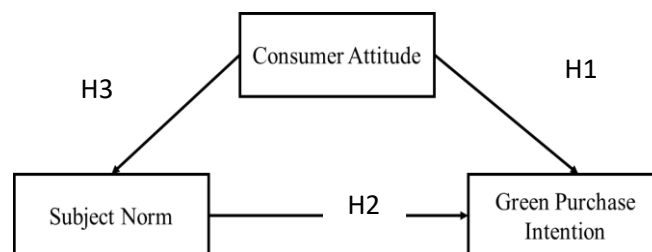


Figure 1 Hypotheses and Research Model
 Source: Compiled by author

Based on figure 1, this research consists of three main hypotheses, namely:
 H1. Consumer attitude has a significant effect on green purchase intention



- H2. Subjective norm has a significant effect on green purchase intention.
H3. Consumer attitude has a significant effect on subjective norm.

Method

This research uses quantitative data through online and offline surveys to 150 people who use tissue products. In the process of collecting data, respondents were informed that the respondent's data would be kept confidential. The sampling was carried out using purposive sampling method because the purposive sampling method considers the criteria that need to be met (Sugiyono, 2017). The requirements that can be met in sampling are tissue users aged at least 17 years and domiciled in Lampung Province. Data processing in this study used SMARTPLS3 software.

Results and Discussion

Validity, Reliability, and Multicollinearity

Validity and reliability tests in quantitative research in this study were carried out by evaluating the outer and inner models. Outer model evaluation is carried out with convergent validity, reliability, and discriminant validity. In table 1, it can be seen that each construct of consumer attitude (0.673), and subjective norm (0.740) has each Average Variance Extracted (AVE) > 0.5 according to the criteria of Hair et al (2014). However, green purchase intention has an AVE value (0.388) below 0.5. Nevertheless, composite reliability of green purchase intention (0.628) > 0.6 so that the convergent validity of GPI is tolerable (Malhotra, 2020).

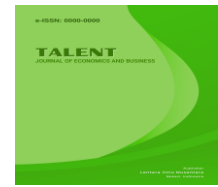
Meanwhile, the Cronbach Alpha values of consumer attitude (0.756) and subjective norm (0.830) ≥ 0.7 and the standardized loading factors values of each indicator Consumer Attitude (CA01-CA03) and Subjective norm (SN01-SN03) ≥ 0.5 in accordance with the provisions (Hair Jr et al., 2014). Meanwhile, Cronbach Alpha Green purchase intention (0.425), and Standardized Loading Factors GPI01 (0.885), GPI02 (0.449), and GPI03 (0.426).

In table 1, it can be seen that the VIF value of each indicator is <5 so that it meets the multicollinearity standard (Hair Jr et al., 2014). All indicators of consumer attitudes (CA01-CA03) have VIF values below 5. Likewise, the indicators of Green Purchase Intention (GPI01-GPI03) and Subjective Norm (SN01-SN03) have values below 5. This shows that the indicator does not have a problem related to collinearity.

Tabel 1 Validity, Reliability, and Multicollinearity

Variable	Indicator	CA	CR	AVE	SLF	VIF
Consumer Attitude	CA01	0.756	0.861	0.673	0.778	1.368
	CA02				0.826	1.637
	CA03				0.856	1.761
Green Purchase Intention	GPI01	0.425	0.628	0.388	0.885	1.002
	GPI02				0.449	1.371
	GPI03				0.426	1.372
Subjective norm	SN01	0.830	0.895	0.740	0.809	1.976
	SN02				0.879	1.712
	SN03				0.890	2.321

Source: Data processed in 2024



Path Coefficient

Tabel 2 Path Coefficient Test Results

Hypothesis	Original Sample (O)	P Values	Result
H1 Consumer Attitude -> Green Purchase Intention	0.308	0.018	Significant
H2 Subjective norm -> Green Purchase Intention	0.298	0.091	Not Significant
H3 Consumer Attitude -> Subjective norm	0.564	0.000	Significant

Source: Data processed in 2024

The results of hypothesis testing can be seen from the results of the path coefficient test on SMARTPLS3 by looking at the positive or negative original sample value and P-values. The cut off value that must be met is that the original sample is positive and the p-value ≤ 0.05 (Hair Jr et al., 2014). In table 2, we can see the path coefficient results of each hypothesis. Hypotheses 1 and 3 are acceptable and significant while hypothesis 2 is not accepted.

The Effect of Consumer Attitude on Green Purchase Intention

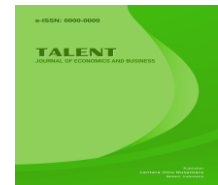
Hypothesis 1 tests the direct relationship between Consumer Attitude and Green Purchase Intention. The test results provide a positive original sample value (0.308) and P-value (0.018) so that hypothesis 1 is positively significant (data is accepted). The results of this study support previous research conducted by Shimul et al. (2022), Pop et al. (2020), Zayed et al. (2022), and Amallia et al. (2021) that, consumer attitude has a positive and significant relationship with GPI. This shows that the higher the consumer attitude possessed by consumers, the more it encourages the consumer's desire to buy green products.

The Effect of Subjective norm on Green Purchase Intention

The results of testing hypothesis 2, namely subjective norm, have no impact on green purchase intention. The test results have a positive original sample value (0.298) and the P-value is 0.091 so that hypothesis 2 is not significant (data not accepted). The results of this study are in line with previous research which found that the relationship between subjective norm and green purchase intention is not significant and tends to be weak. (Zayed et al., 2022). This result is inversely proportional to Shimul et al. (2022) and Pop et al. (2020). This shows that consumer decisions to buy green tissue products in Indonesia are not sufficiently influenced by the expectations of the people around them like family and friends.

The Effect of Consumer Attitude on Subjective norm

The results of testing hypothesis 3 show that consumer attitude has a significant effect on subjective norm. This can be seen from the positive original sample value of 0.564 and the P-value of 0.00 so that hypothesis 3 is significantly positive (data is accepted). The results of this study support previous research that consumer attitude has a significant effect on subjective norm. (Zirena-Bejarano & Zirena, 2023). In the context of tissue products in Indonesia, attitude influences consumers' perception of what is approved by the social environment. As such,



consumers have strong preferences related to tissue so consumers believe that subjective norm also has the same preferences.

Conclusion

This study was conducted by analyzing the role of consumer attitude, subjective norm, and green purchase intention on tissue products in Indonesia. Based on the results of the study, consumer attitude can significantly increase green purchase intention. However, subjective norm has no effect on green purchase intention. Meanwhile, consumer attitude has an effect on subjective norm.

This study provides literature benefits, namely consumer attitude is an important factor in increasing green purchase intention for green products in Indonesia. However, subjective norm has not conclusively influenced green purchase intention. Therefore, the results of this study can help businesses and entrepreneurs in building effective marketing strategies that provide information related to green products.

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