The effect of green brand on green product purchase intention in Indonesian communities

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ABSTRACT: The issue of plastic waste in Indonesia is a national and chronic problem. The non-green materials are still often used for product packaging. Western people have environmental concerns by using green products, but that is not the case for Indonesian people. This study aims to examine the effect of green product use on green product purchase intention for Indonesian people. This causal study used respondents who are 150 Tupperware consumers. The sampling technique used was non-probability sampling with a purposive sampling model. Data processing used AMOS (SEM). The empirical results show that the public's knowledge of green product has a positive effect on the green product attitude itself. The positive attitude and knowledge of green products influence the green product purchase intention. Positive positioning affects the desire to buy a green product.

Keywords: Attitude towards green brands, Green brand knowledge, Green brand positioning, Green product purchase intention

1 INTRODUCTION

The problem of environmental pollution has never stopped to be highlighted by the public. One of the most phenomenal environmental pollutions is a waste problem. Waste is a big problem as the amount of waste is increasing and difficult to recycle. Indonesia produced 65 million tons of waste in 2016. That number increased compared to 2015 of 64 million tons. The amount of waste is now a serious concern of the government because it cannot be denied that the use of plastic and plastic bags continues to increase from year to year. (http://www.viva.co.id/).

Consumption of bottled water (AMDK) in Indonesia continues to increase 10 percent per year. About 43.4% of plastic in Indonesia is used as packaging. It is known that every individual in Indonesia disposes of 700 plastic bags per year. It was also said that Indonesia is ranked second after China as the largest contributor to plastic waste in the world. The amount is 3.2 million tons (Cahyono 2018). This fact shows that plastic waste in Indonesia is a chronic and unresolved problem. Indonesian consumers are still accustomed to using plastic as a disposable product.

Began in the 1990s, the discussion of environmental concern has become an important issue in most countries in Europe. Hartmann & Ibanez (2006) state that a green product is a set of attributes and related benefits to reduce detrimental environmental impacts and create a positive impression of environmental concern to customers. Individuals who buy a green product are called eco-friendly customers. One environmentally friendly product that is well received by consumers is an environmentally friendly product that can be used repeatedly. Joshi & Rahman (2015) have conducted green brand research for products in western countries and suggested research in developing countries. People in western countries have environmental concerns by using green products, but that is not the case in Indonesia. This becomes an interesting research gap to study. This study aims to examine the effect of green product use on green product purchase intention for Indonesian people.

Green Brand Positioning is related to the value of products or services that are based on environmen-

tally friendly products from brands that have interests for customers (Aaker & Joachimsthaler 2002; Hartmann & Ibanez 2006; Rios et al. 2006). Green brand positioning carries out campaigns related to green products, with the aim of generating more positive perceptions among consumers. Green brand positioning significantly influences the green product purchase intention (Huang et al. 2014; Mostafa 2009). Then the hypothesis (H1): Green brand positioning has a significant positive effect on green product purchase intention.

Positive feelings and images are the basis that forms customer attitudes and influences their green product purchase intention (Schiffman & Wisenblit 2014; Thøgersen et al. 2015). Mostafa (2009) points out that consumers with a positive attitude towards green products are more likely to buy the products by referring to the green brand and rely heavily on green brand positioning. Hypothesis that can be built (H2): Customer attitude toward green brand has a significant positive effect on green product purchase intention.

Product knowledge provides information about unique brand products and their benefits to the environment as a whole to consumers. Two types of brand knowledge are brand awareness and brand image (Keller 1993). Knowledge of the environment positively influences customer intention and actual green product purchases (Eze & Ndubisi 2013; Mostafa 2009; Norazah 2013b). Green marketing research suggests that consumers' positive attitudes toward green products can influence purchase intention (Laroche et al. 2001). Fraj-Andrés & Martínez-Salinas (2007) illiterate that environmental knowledge influences consumer behavior towards green attitude. In addition, consumers with a high level of environmental knowledge have a much better pro-environment attitude and a strong intention to buy a green product for consumption (Huang et al. 2014; Rokicka 2002). Thus, this study proposes (H3): Green brand knowledge has a significant positive effect on green product purchase intention (H4): Green brand knowledge has a significant positive effect on consumer attitudes toward green brand.

2 RESEARCH METHODS

This research used a sample size of 150 respondents (Hair et al. 2006). The respondents were the Tupperware Green Product consumers in Surabaya with the following characteristics: female (70%), married (92%), age 19-23 years old (64%), senior high school education (54%), and a maximum income of IDR 800,000 (56%). The sampling technique used was non-probability sampling with purposive sampling model. The data processing used AMOS (SEM).

3 RESULTS AND DISCUSSIONS

Table 1 shows that validity and construct reliability variable are good so that it can be used to analyze the structural model.

Table 1. AVE and Construct Reliability

Var.	(Σstd.loading)^2	Σerror	AVE	Construct Reliability
GBP	0.33	4.670	0.2216	5.6701
ATGP	1.429	3.571	0.533	4.571
GBK	1.408	3.592	0.4832	0.256
GPPI	1.068	1.932	0.5957	2.932

Based on the description in Table 2, the overall structural model has met the required relative Goodness-of-Fit, thereby, the analysis is continued by testing the hypothesis.

Table 2. The Results of Structural Model Compatibility Test

No	Criteria	Result	Description
1	CMIN/DF ≤ 3	2.194	Good Fit
2	GFI $0.8 - 0.9$	0.828	Marginal Fit
3	RMSEA ≤ 0.08	0.08	Good Fit
4	CFI ≥ 0.9	0.872	Marginal Fit
5	TLI ≥ 0.9	0.947	Good Fit

Table 3 shows that the four hypotheses are all proven and in line with the research conducted by Suki (2016). Green brand positioning has a significant positive effect on green product purchase intention. Attitude toward green brand has a significant positive effect on green product purchase intention. Green brand knowledge has a significant positive effect on green product purchase intention. Green brand knowledge has a significant positive effect on attitude toward green brand.

The results of this study indicate that the public has realized the importance of using a green product. Tupperware, in the eyes of consumers, has a positive positioning so that consumers feel happy and are not hesitant to buy the product. This knowledge encourages consumers to have a positive attitude towards green products. This is believed that a positive attitude begins with good knowledge. Based on the research model of knowledge and positive attitudes, this leads to an interest in buying green products. Consumers buy green products driven by knowledge, attitudes, and product positioning.

Table 3. The Results of Hypothesis Testing

Hypotheses	Relationship between Construct	Estimate Value	Critical Ratio	P-value
H1	GBP → GPPI	0.280	2.496	0.013
H2	ATGB → GPPI	0.388	3.054	0.002
H3	GBK → GPPI	0.384	3.042	0.002
H4	GBK → ATGB	0.328	2.994	0.003

4 CONCLUSIONS

The results of this study show that knowledge, attitude, and positioning variables have a positive effect on green product purchase intention. The variable that has the greatest effect is attitude toward green brand. The attitude of green product users can be formed with sufficient product knowledge. Green product knowledge needs to be improved through promotions that highlight the environmental benefits and impacts. Limitations of this study are related to the small number of samples and the type of green product. In future research, it is recommended to use a green product obtained from recycled materials with waste utilization. Waste utilization is also a reflection of environmental awareness. Future research can be conducted with respondents who reside in rural areas. Basically, the awareness to preserve the environment is the duty of the community.

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