Building the Attitude of Consumer Concern for Environmentally Friendly Products

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ABSTRACT

This study aims to determine what factors can influence consumer attitudes on green products (attitude on green product). Furthermore, it will be analyzed whether consumer attitudes on green products have an effect on green behavior intention, the influence of green behavior intention towards the green purchase behavior. The sampling technique using purposive sampling of 220 students in the Jakarta area. The data analysis method used in this study is to use Structural Equation Modeling (SEM). The results of this study are consumer attitudes towards green product influenced by social influence and personal norms. While government roles, environmental emotion and cognition have no significant effect. The higher the consumer's attitude towards the green product, the more it increases consumer attitudes to care about the environment and will have an impact on purchasing behavior towards environmentally friendly products.

Keywords: Attitude on green products, green behavior intention, green purchase behavior.
INTRODUCTION

Environmental damage caused by human activities is a threat to various countries in the world. At present many countries are beginning to realize the threat and try to minimize the negative impact on business activities and their environment. One effort that can be done is with green consumption. According to Moisander (2007) green consumption is related to consumer responsibility for the environment when consuming products. Consumers think of the environmental impact of products to be consumed starting from the stage of purchase, use and when the product is not reused.

In the field of marketing, environmental problems are not only the responsibility of marketers, but also of the entire consumer community. For marketers, environmental issues become a competitive advantage criteria that influence consumer buying behavior. In the new marketing era, products are evaluated not only based on performance or price, but also based on social responsibility from consumers. Consumers who want products that have minimal impact on the environment are called green customers. Socially conscious customers will consider the social impact of their buying behavior. One type of environmentally conscious behavior is environmental consumerism (green buying) - buying and consuming products that are environmentally friendly such as reducing the use of plastic bags, using their own shopping bags, using energy-saving lamps (Sarumathi, 2014).

To examine consumer purchasing behavior towards environmentally friendly products several previous studies have shown that consumer behavior is influenced by consumer attitudes while attitudes can be influenced by many variables. In the research of Chen and Chai (2010) it was stated that environment protection, government’s role, a personal norm influences consumer attitudes on green products (Attitude on green products). In addition, in several other studies, it has been shown that social influence can influence one’s attitude towards the environment (Oliver, 2011; Anvar and Venter, 2014).

Furthermore, in Sarumathi, 2014 also stated that consumer attitudes towards green products will affect the purchase intention and the green purchase behavior. Susanty et al. (2012) in his research also showed that to protect the environment, people began to carry
their own shopping bags or Bring Your Own Bag (BYOB) as a green purchasing behavior, where green purchasing behavior is influenced by the green behavior intention.

**LITERATURE REVIEW**

Green product is one of the offers that can meet customer satisfaction without destroying the environment and contributing to a sustainable world (more sustainable world) (Shamdasami, Chon-Lin and Richmont, 1993, Joshi and Rahman, 2015). A Green consumer is defined as someone who voluntarily engages in environmentally friendly marketing activities such as using energy-efficient products, controlling pollution and using recycled products (Peattie, 2001). But research showing consumers who care about the environment does not guarantee that they will always behave in a green way in general or in purchases (Maheshwari, 2014).

According to Han et al. (2010) individuals are greatly influenced by family, colleagues, business partners and so on. The information available from other people can have a big impact on consumers, known as social influence (Ryan, 2001). He also said that individuals will share belief, thoughts and values with others. always behave green way in general or in purchasing (Maheshwari, 2014).

**H1 : Social influence affects consumer attitudes (consumer attitude) on the green product.**

Personal Norm is a person's moral obligation to protect the environment. Norms are activated by realization, consequences and principles of human responsibility (Schwartz, 1977). Consumers feel morally obliged to protect the environment and save limited natural resources on earth.

In some studies related to the environment, it shows that people who feel a moral obligation to protect the environment are also more likely to intend to reduce private vehicle use (Nordlund and Garvill, 2003), intend to use public transportation (Bamberg et al., 2007) or buy organic food products (Thøgersen and Olander, 2006). Several studies examined the influence of personal norms and willingness to engage in pro-environment behavior while on vacation (Dolnicar 2010; Dolnicar and Leisch, 2008; Ong and Musa, 2011).
H₂: Personal norms have an effect on consumer attitudes on green products (attitude on green product).

Government roles or the role of government in environmental protection are very important. Many people still believe that the government is the main body that must be responsible for protecting the environment (Chyong et al., 2006).

H₃: Government Role affects the attitude of green product consumers (attitude on green product).

According to Solomon (2008) emotions are the state of feeling, which includes physiological, cognitive and behavioral components (Solomon, 2008). Minister of Health, 2010 has investigated the influence of emotions and cognition on green behavior (reduce, reuse and recycle).

H₄: Environmental emotion has an effect on consumer attitudes on the green product (attitude on green product).

H₅: Environmental cognition influences consumer attitudes on the green product (attitude on green product).

Based on the expectancy-value theory (Ajzen and Fishbein, 2008) attitudes (attitudes) are the result of evaluating belief. Attitude contains components of thinking and affective (Ajzen and Driver, 1991; Ajzen, 2001; Agarwal and Malhotra, 2005; Kim et al., 2007). According to the multi-component view, attitude is assumed to be an evaluation that is influenced by cognition or thought compared to feeling (Ajzen, 2001). Tilikidou (2001) pro-environmental behavior purchases environmentally friendly products and avoids the purchase of products that damage the environment. Rahbar and Shyan (2011) green purchasing behavior is the level of consumer awareness of purchasing behavior of products that are environmentally friendly. Dagher and Itani (2012, 2014) found that consumers try to preserve the environment by buying environmentally friendly products (green purchasing behavior). Consumers have realized the impact of their behavior on the environment and turned to green purchases and even agreed to pay more for green products. Han et al., (2010) showed a gradual increase in consumer demand for green companies.

H₆: Consumer attitudes on green product (attitude on green product) affect the pro environmental behavior.
H7 : Pro-environmental behavior affects the green purchase behavior.

Picture 1: Conceptual Framework

METHODS

The design of this study uses hypothesis testing (hypothesis testing), by testing the variables that can influence consumer behavior on environmentally friendly products (green products). Data obtained by distributing questionnaires to 220 students in Jakarta. The data quality test results show all indicators used in the study are valid and reliable.
RESULT AND DISCUSSION

Table 1: Model Suitability Test Results

| Goodness-Of-Fit (GOF) | Analysis Results | Cut Off Value | Model Evaluations |
|-----------------------|------------------|---------------|------------------|
| P value               | 0.000            | Probability ≥ 0.05 | Poor Fit         |
| TLI                   | 0.780            | TLI > 0.90    | Marginal Fit     |
| IFI                   | 0.806            | IFI > 0.90    | Fit              |
| NFI                   | 0.735            | NFI > 0.90    | Marginal Fit     |
| CFI                   | 0.804            | CFI > 0.90    | Fit              |
| RMSEA                 | 0.099            | RMSEA ≤ 0.08  | Marginal Fit     |

Based on the data above, it is known that the measurement of the model is close to fit, as a whole (absolute fit measure) can be fulfilled by looking at the calculation criteria of TLI and CFI close to 0.90. Thus, as a whole the structural equation model used is still acceptable even though not all criteria show good results.

Table 2: Hypothesis Testing Results

| Hypothesis          | Estimate | S.E. | C.R. | P     | Explanations       |
|---------------------|----------|------|------|-------|-------------------|
| H1 : Social influence → Attitude | .336     | .089 | 3.807 | ***   | H1 Supported       |
| H2 : Govrole → Attitude | .044     | .092 | .463 | .643  | H2 Not Supported |
| H3 : Personal norm → Attitude | .385     | .125 | 2.810 | .005  | H3 Supported       |
| H4 : Emotion → Attitude | -.104    | .139 | -.950 | .342  | H4 Not Supported |
| H5 : Cognition → Attitude | .096     | .098 | 1.116 | .265  | H5 Not Supported |
| H6 : Attitude → Intention | .630     | .075 | 8.831 | ***   | H6 Supported       |
| H7 : Intention → Behavior | .569     | .088 | 7.715 | ***   | H7 Supported       |

The results showed that only social influence and personal norms had a positive and significant effect on attitudes toward green products. While other variables, namely government role, environmental emotion and environmental cognition do not have a significant effect on attitude toward green product. Furthermore, attitude toward green product has an effect on Green behavior intention which will have an impact on Green Purchase Behavior.

The influence of social influence on consumer attitudes to be more concerned with green products can be interpreted that consumer attitudes can be influenced by individuals or groups that are used as references where they interact with each other to achieve common goals. Social influences referred to here include parents, family, friends and people who are considered important. Positive news about green products can provide a positive view of green products. For marketers, understanding social groups is very important, especially in developing promotional strategies. Marketers must find the right model so that the products offered can be accepted by consumers. Marketers can also approach people who have a strong influence so that other consumers are interested in buying the products offered. Besides social influence, personal norms can also influence consumer attitudes towards green products. Personal Norm is a person's moral obligation to protect the environment. Norms can be activated by realization, consequences and principles of human responsibility. In order to increase the positive attitude of consumers towards green products, the company is expected to be able to remind consumers of their obligations to preserve the environment.

Furthermore, consumer attitudes towards green products affect the caring behavior towards the environment by reducing, reusing and recycling non-environmentally friendly products such as the use of paper, electricity and plastic bags. The higher the behavior of concern for the environment, the consumer’s awareness to preserve the environment is higher. Awareness of preserving the environment can also be realized in one way by reducing the use of plastic bags when shopping and consumers can bring their own shopping bags.
CONCLUSION

The attitude of consumers towards green products influences the behavior of caring for the environment. The higher the behavior of concern for the environment, the awareness of consumers to preserve the environment is higher. Awareness of preserving the environment can also be realized in one way by reducing the use of plastic bags when shopping and consumers can bring their own shopping bags. Of the five variables that influence consumer attitudes towards the environment only two variables have a significant influence, namely social influence and personal norms. While government roles or government roles, environmental emotion and cognition have no significant effect. Norms can be activated by realization, consequences, and principles of human responsibility consumers.

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