Research Article

ENCOURAGING GREEN PURCHASE INTENTION THROUGH BEHAVIORS THAT ARE FORMED BY NORM, BELIEF AND AWARENESS

BayuRetno*., Sri Widyastuti., NuruddinSubhanM and Nana Nawasiah

Faculty Economic & Business, University of Pancasila

A R T I C L E I N F O	A B S T R A C T

With the rise of green-economic awareness in recent years, Indonesian companies need to constantly seek to introduce new green-concept products to the world market to gain a larger market share in the future. Indonesian green consumers can be different compared to western consumers, and thus, many Indonesian companies need to further investigate their perceived differences in green products. A comprehensive study of the Indonesian consumers' purchase intentions for green products needs to be explored and developed into a suitable strategy. This study assesses the variables that influence consumers' purchase intention of green products. Structured questionnaires were administered in various locations in Indonesia. These determinants of green purchase were classified as 'Subject Norms', 'Belief', 'Awareness', and 'Perceived Behaviors'. Through AMOS-SEM analysis, this study sets up a substantial relationship display for purchase intention of green products and distinguishes the main influence paths. The results revealed that 'Subject Norms', 'Belief', and 'Perceived Behaviors' on the 'Purchase Intention' of Indonesian green consumers are highly related. The information on what are the factors that influence consumers' purchase intention serves as the information used by the green product industry to explore and develop the suitable strategy that is able to enlarge the market size.

INTRODUCTION

Sustainability revolution is portrayed as the development of people, organizations, and societies toward building up a limit with respect to environmental and socioeconomic improvement of value life. More people are learning and trying to take more substantive actions in improving their community's socioeconomic sectors in order to achieve future sustainability. Everything in and on Earth is intricately and inextricably tied to the natural environment, including our socioeconomic environment. The challenge here is how do we sustain for the future: to provide resources and the continuity for world citizens of the future, yet still providing the desired productivity and wealth that the present needs.

The green-economic has become more popular nowadays. The increase in the public's green awareness, have spurred the trend of green consumption into the mainstream. People in western countries admire the environmental protection as a key factor in purchase decisions. Hence, the trend of offering green products to the consumers has driven green marketing concepts for green products. With the rise of green-economic awareness in recent years, Indonesian companies need to constantly seek to introduce new green-concept products to the world market to gain a larger market share in the future.

Corresponding author: **BayuRetno**
Faculty Economic & Business, University of Pancasila

A question then arises: Will the purchase intention increase if eco-awareness Indonesian companies have introduced new green-concept products to the market?

Bui (2005) studied that so many variables including value, trust, knowledge, needs and motivations, attitudes, and demographics are shown to encourage consumers' choices in terms of purchasing environmentally friendly products. However, only a small amount of research has been conducted on green purchasing behavior [2]. Meantime, Mostafa (2007) and Lee (2008) argues that green marketing studies in the Arab, Asian Western Countries, and Asian countries are just at the stage of green awakening and relatively less compared to Western countries. However, all these green-economic awards may be easily accepted, especially within educated Indonesian-consumers that are based upon 'western' ideas, embedding the occidental mindset within them. There is a paradox here, although 'Western' ideas are accepted, many Indonesian consumers are influenced by indigenous cultural. This is the source of many conflicts with the way 'Western consumers' is thought out there.

The study indicates that friends and environmental knowledge seem to be a significant factor in encouraging green purchase intentions. Green perception can influence consumers' intention to buy green products. Johnstone and Tan (2014), Maichum, Parichatnon, and Peng (2016) stated that green products are goods that are widely used throughout the world because of their environmental benefits; however, information

about consumers' purchase intentions on green products in developing countries, such as Indonesia, is still lacking.

This study will analyze and explore the 'Purchase Intention' within Indonesian green consumers that are affected by the cumulative effects and interrelationship between 'Belief', 'Subjective Norms', 'Brand Awareness', 'Perceived Behavioral'. Simply, Indonesian green consumers can be different with Western consumers, and thus, many Indonesian companies need to further investigate their perceived differences in green products. We hope that the findings will correspond and confirm that 'Purchase Intention' of Indonesian green consumers are highly related to and is dependent upon the cumulative effects of, and the interrelationship between several key factors.

LITERATURE REVIEW

Purchase Intention

Purchase intention is the most precise predictor of purchase behavior [7]. There are indexes-'the possibility that consumers will purchase the product', 'whether they consider to purchase the product', 'whether they will recommend the product to their relatives and friends', 'purchase possibility', 'purchase price', 'purchase probability', 'purchase intention', 're-purchase' and 'recommending the item to other consumers' [8], [9]. Wu and Chen (2014) used the above indexes in the development of the measurement variables for purchase intention. Many studies found that consumers' green marketing awareness has the maximum influence on purchase intention, which indicates that the greater the perception of green marketing of green products, the higher is the consumers' purchase intention.

Hence, green purchase intentions are conceptualized as a person's probability and willingness to give preference to products that have environmentally friendly features compared to other traditional products in consideration of their purchase [11]. Chan and Lau (2001) defines green product's purchases as specific kinds of environmentally friendly behavior that consumers do to express their anxiety for the environment. Purchasing interest is an important factor to predict consumer behavior [13]. Sumi and Kabir (2010) define purchase intention as a decision-making process carried out by customers on products offered or needed by customers. There are five stages in the process of making decisions that are commonly made by someone, namely: needs recognition, customer information processes, brand product evaluation, post-purchase, and evaluation.

Beck and Ajzen (1991) described purchase intention as a person's situation before carrying out an action, which can be used as a basis to predict the behavior or action of the customer. Purchase priority begins with collecting product information based on personal experience and the surrounding environment. After getting the information to a certain level, the customer arrives at the process of estimating and evaluating, then making a purchase decision after comparing and taking into consideration. So, it can be said that the purchase intention is the final level of purchase interest in the form of confidence before the purchase decision is taken. J.P and Japarianto (2014) argues that when a customer receives a positive response to past actions, there will be reinforcement from there. Meanwhile, Peter and Olson (2009) stated that customers make purchases because of an encouragement and

purchase behavior that can foster a loyalty to what they feel is appropriate for them. Thus, purchase intention can be concluded as a tendency to make a purchase, after obtaining a positive response to past actions.

Belief

The main factor that explores influencing green is belief: how eco-friendly products can affect green trust [18]. Consumer purchase habits can be understood by investigating the effects of expectations, perceptions, subjective, norms, perceived behavioral control, and the attitude of purchase green sports clothing [19]. Thus, environmental knowledge is adopted as a variable for this study because there is not much research done in this context [20]. Individuals who value environmental protection, and are therefore more involved when processing normative messages [21]. Variables in belief-value are able to explain the involvement of energy conservation and environmental citizenship behavior in an institutional environment [22].

People believe that the effects of unethical behavior can be compensated by doing alternative conservation activities [23]. There are also other scientists who have carried out similar studies regarding purchase intentions. Janiszewski and Meyvis (2001) and Laroche, Kim, and Zhou (1996) testify that the level of exposure to advertising endorsers can change consumer preferences and attitudes and encourage purchase intention. Mei, Ling, and Piew (2012) and Lee (2008), use variables such as environmental attitudes, government initiatives, peer pressure and green purchase intentions based on the TRA model to testify green purchase behavior among Malaysian consumers. Consumer belief is a key prerequisite to building a market for trustworthy items, such as green products, especially if the price is premium [27]. Ajzen (2011), behavioral belief is the trust that a person has towards a behavior that will encourage the formation of an attitude. Confidence is a relatively stable thing and the control center is related to the individual beliefs about its success in doing everything, whether it depends on its own efforts or other factors outside of itself [29], [30]. This belief is related to a specific achievement, like belief can master a choice of behavior; for example, purchase behavior. Therefore, the following hypothesis is established:

- H1. Customer 'Belief' toward a green product has a positive influence on consumer's 'Perceived Behavior'
- H2. Customer 'Belief' toward a green product has a positive influence on consumer's 'Purchase Intention'.

Subject Norms

Subjective norms are defined as an individual's perceptions of social pressure to do or not to conduct a behavior [31]. Subjective norms are determined by a combination of individual normative beliefs and motivation to comply. Normative belief is a belief about agreement or disapproval coming from the reference group. On the other hand, 'motivation to comply' is an individual's motivation to comply with the expectations of the referent. Xu, Ling, Lu, and Shen (2017) studied the predictions of household waste management, they found that 'Subject Norms' is the main determinant variable that influences the intention and behavior of the separation of household waste; together with other determinant variables including citizen attitudes, perceived behavioral control, morals, obligations, past behavior, and

demographic factors. Ramchurjee and Suresha (2015) conducted the study on environment stated that many individuals are motivated to change their consumer behavior and participate in practices that are more environmentally responsible. On the health subject, Templeton, Stanton, and Zaki (2016), found that individuals change their food preferences and eating behavior in response to health-based social norms. Therefore, this study proposes the following hypothesis:

H3. Customer 'Subject Norms' towards a green product has a positive influence on consumer's 'Perceived Behavior'

H4. Customer 'Subject Norms' towards a green product has a positive influence on consumer's 'Purchase Intention'

Brand Awareness

Wang and Yang (2010) research used the brand image as an independent variable, product category as a moderator, and purchase intention as the dependent variable and found that the higher the brand image, the higher the purchase intention. In addition, Kamins and Marks (1991) and Laroche, Kim and Zhou (1996) found that brand attitudes and consumer purchase intentions will be higher if the product has a high image of preference and familiarity. In the context of purchase intentions for green products, Qader and Zainuddin (2011) concluded that government regulations are perceived as having no influence on both environmental attitudes and purchase intentions. Paladino and Ng (2013) conducted an empirical investigation among young consumers in the Australian context regarding the intention to buy green cell phones.

Simultaneously, Keller (2009) said, "Brand awareness is divided into two, namely: 1) Brand Recognition is the ability of consumers to recognize the brand of a product or service that consumers have known before and, 2) Brand Recall is the ability of consumers to remember certain brands when looking for certain needs or being told certain types of products." Through recognition and awareness of brands, consumers will make a purchase. Therefore, this study proposes the following hypothesis:

H5. Customer 'Brand Awareness' towards a green product has a positive influence on consumer's 'Perceived Behavior'

H6. Customer 'Brand Awareness' towards a green product has a positive influence on consumer's 'Purchase Intention'

Perceived Behavior

Perceived Behavior or Perceived Behavior Control is an individual's perception of the control that is done with respect to the behavior [31]. The perception of behavior control can change depending on the situation and the type of behavior that will be carried out. Behavioral control is also defined as an individual's perception of the ability to control or avoid certain behaviors. This ability reveals two things, namely the control factor and the strength of the influence of the control factor. According to Ajzen and Fishbein (2005), there are three factors that influence it, namely attitude, subjective norms, and perceived behavioral control that can predict an individual's intentions in carrying out certain behaviors.

Behavioral control is determined by a combination of belief and perceived power control. Control belief is an individual's

belief about a supporting or inhibiting factor to bring about a behavior. Perceived power control is the strength of an individual's feelings for each of the supporting or inhibiting factors. Subjective norm is a person's perception of social pressure to conduct or avoid certain behaviors [31]. In the TRA and TPB models' subjective norms is a function of normative beliefs, which represent the perceptions of other significant preferences regarding whether the behavior should be carried out or not. This model quantifies this belief by multiplying the subjective possibilities of a person, called relevant thinking, that someone must carry out this behavior with one's motivation to follow (motivation to comply) what they want to do. Therefore, this study proposes the following hypothesis:

H7. Customer 'Perceived Behavior' toward a green product has a positive influence on consumer's 'Purchase Intention'

METHODS

This research is an explanatory and descriptive study that use survey methods. The unit of analysis in this study is individuals, namely housewives. The analytical method used is the descriptive analysis that examines what norms and behaviors can encourage and convince the public to buy green products; the community, in this case are housewives. The next stage will be correlational and casuality analysis to see the relationship between the variables of 'Purchasing Intention' of the green product, 'Subject Norms' and 'Belief'.

This study is intended to determine the effect of 'Subject Norms', 'Belief' and 'Perceived Behavior' on the 'Purchase Intention' of green products. In accordance with the type of research used - descriptive and verification, which is carried out through data collection in the field, the research method used is thedescriptive method of survey and explanatory survey. Descriptive surveys are carried out to obtain an overview of the norms in the community and an overview of community behavior. Explanatory surveys are carried out by distributing questionnaires to the community (especially housewives) to determine the influence of norms and behaviors on purchasing decisions of the community's green products through testing hypotheses.

The type of investigation in this study is correlational research and causality because it states the relationship between the independent and dependent variable is based on causal relationships. The unit of analysis in this study is the community (in this case, the housewives). The dimension of time used is cross-section, which reflects the picture of a situation at a certain time. To summarize the literature review and research hypothesis, this study establishes the research framework depicted in Figure 1. This study is the first to explore the three independent variables, 'Subjective Norms', 'Belief' and 'Awareness'; how these independent variables affect the mediator variables of 'Perceived Behavior' and moreover, how they affect the dependent variable, 'Purchase Intention'.

RESULT AND DISCUSSION

Sampling

The sampling technique that will be used in this research is proportional SRS (simple random sampling) method. The selected population elements of this study were housewives.

Research population in Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, Bekasi) The procedure of determining the sample is done by non-probability sampling considering that the large population is unknown. This procedure is a sampling procedure where the opportunity of a member of the population to appear as a sample is unknown. The data used consists of primary data obtained through questionnaires and interviews in the form of opinions, attitudes, norms, and behavior of each individual who are the subject of the research. In addition, secondary data is also used, which includes data on companies that produce green products that are environmentally sound, government policies for green products or products that are environmentally friendly, data, types, and numbers of green products produced by the company including consumer targets and distribution. Before taking the field data, a validity and reliability test was conducted on the research instrument.

Reliability and Validity Analysis

The testing of the hypotheses in this section was analyzed through inferential statistics and it tried to find a suitable response for research questions given to confirm or reject these hypotheses. Using structural equations models, to analyze the causal relationship among the variables to test the hypothesis, was suitable. This study used AMOS 21.0 software for structural equation modeling (SEM) analysis to understand the relationships among multiple variables and their intensity. According to the principle of the good model: the value of Chi-Square, CMIN/DF, GFI, AGFI, TLI, CFI & RMSEA [40] to test the fitness of this research model were considered a good fit. The results of SEM analysis show the fitness of the full models, so the models were acceptable (as shown in Figures 1).
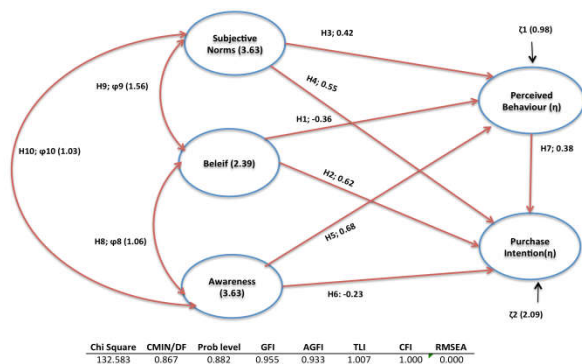

Figure 1 the relationship of model

Meanwhile, the results show that most of the hypotheses are supported, as shown in Table 1.

Table 1 the result of hypotheses test

No	Research hyphoteses	Research result	Estimate	S.E.	C.R.	P
H1	Customer 'Belief' toward a green product has a positive influence on consumer's 'Perceived Behavior'	Rejected	-0.363	0.087	-4.167	***
H2	Customer 'Belief' toward a green product has a positive influence on consumer's 'Purchase Intention'	Supported	0.623	0.09	6.895	***
H3	Customer 'Subject Norms' toward a green product has a positive influence on consumer's 'Perceived Behavior'	Supported	0.419	0.073	5.766	***
H4	Customer 'Subject Norms' toward a green product has a positive influence on consumer's 'Purchase Intention'	Supported	0.549	0.070	7.816	***
H5	Customer 'Brand Awareness' toward a green product has a positive influence on consumer's 'Perceived Behavior'	Supported	0.683	0.067	10.243	***
H6	Customer 'Brand Awareness' toward a green product has a positive influence on consumer's 'Purchase Intention'	Rejected	-0.232	0.075	-3.104	0.002
H7	Customer 'Perceived Behavior' toward a green product has a positive influence on consumer's 'Purchase Intention'	Supported	0.385	0.075	5.124	***

This study used AMOS 21.0 software structural equation modeling (SEM) analysis to understand the relationships among multiple variables and their intensity. The testing analysis is done using analyzing regression values (Regression Weights Equation Modeling Analysis). Table.1 shows that the loading (estimate) and the value of Critical Ratio (CR) and Probability (P) of 'belief', 'subject norms', 'brand awareness' and 'perceived behavior' respectively are presented. As Table.1 shows the regression weights for the effect of 'belief', 'subject norms', 'brand awareness' on 'perceived behavior' and 'purchase intention', as well as 'perceived behavior' on 'purchase intention' are statistically significant at 1%, it supports the hypotheses. The findings from the SEM analysis showed a strong support and had accepted four of the seven hypotheses (i.e., H2, H3, H4, H5 and H7), indicating the significant positive direct relationship.

The other findings show that the two of the seven hypotheses for the effect of 'belief' on 'perceived behavior' and 'brand awareness' on 'purchase intention' is statistically significant but it rejected the hypotheses. The two hypotheses (H1 & H6) of the consumers' 'belief' and 'brand awareness' have a significantly negativeinfluence on 'perceived behavior' and 'purchase intention' respectively. The result was inconsistent with the concepts brought up by Bristow et al (2002) and Ataman &Ulengin (2003). It indicates that the 'brand awareness' perceived by Indonesian consumers, in the green products bought by Indonesian consumers, did not have any certain quality assurance and they don't believe that green products will reduce environmental pollution and the waste of resources. Consequently, the marketing strategies on the influencer consumers need to be considered in order to increase on green product awareness.

CONCLUSION

Conclusions and Discussion

Through SEM analysis, this study establishes paths and a valid relationship model for purchase intention on green products and includes some important findings. The research results show some interesting findings. The first finding, confirm our initial argument that the 'subject norms' is positively influences to 'perceived behavior' and 'purchase intention'. It is implied that Indonesian people are more likely to display and engage in the pro-environmental behavior of using the green product when there is pressure to conform to the expectation and requirement of normative social influence. The result was consistent with the concepts of Asian' Social Norms brought up by Eze and Ndubisi (2013).

Secondly, they confirm our initial argument that the 'belief' positively influences to 'purchase intention', but not for 'perceived behavior'. In our study, the 'purchase intention' is more likely to be influenced by 'perceived behavior'. Contrary to the second finding, the last finding of this study confirms that 'brand awareness' positively influences to 'perceived behavior' but not for 'purchase intention'. Again, the decision to purchase green products by Indonesian customer depends on the 'brand awareness' since they do not believe in the quality assurance whatsoever.

Nowadays, educated Indonesians regard environmental protection as an important factor in purchase decisions. Consequently, it is suggested that Indonesian companies should aim at core consumers and apply green marketing strategies to bring more consumer recognition. These companies should understand that the main influence would

help them develop strategies and actions corresponding to the current market demand. Those efforts can aim at their target consumer to provide more green information on the green products in order to attract consumers' attention and enhancing their purchase intention. In the end, Indonesian companies can absolutely increase consumers' purchase intention for green products through the perception and feelings they develop through a product's green marketing concept in terms of product, technology, production, and promotion to drive green consumption and to achieve competitive advantage.

Managerial Implications

This study found that Indonesian consumers' purchase intention for green products awareness has the maximum influence on purchase intention, especially when the Green-Awareness can cost them more compared to the ordinary products. The applicability of this research is 'High' to managerial practices in circumstances especially when the customers' green awareness is increasing. Eco-awareness and innovation with new green-concept products need to be introduced frequently by Indonesian companies to the core consumers to bring more consumer recognition and gain a larger market share, even though it is unclear whether it will increase purchase intention or not.

Study Limitations and Suggestions for Future Study

This study has delivered valuable results; however, there are still some issues that have to be addressed. The future paper will still continue to explore a better framework for purchasing green products practice for Indonesian companies that are associated with a new green environmental developments, 1) future studies may incorporate findings of different strategies in improving green product purchase intention for Indonesian companies; 2) future paper could be focused on identifying different opportunities and challenges within various products in new green environmental issues; 3) future researcher could pay more attention to the new green product innovation within Indonesian companies, and 4) future studies need to verify the value of the measurement variables and the relationship model of green products studies with some observed and control variables that can be added in the model that might give relevant effects to the green product issue.

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