

Green Consumerism : an Eco-Friendly Behaviour Form Through The Green Product Consumption and Green Marketing

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Abstract. This research is referred to analyse the influence of consumer attitude of green product towards purchase intention. The consumer attitude of green product is a psychological tendencies that is expressed by evaluating a certain entity with some advantage or disadvantage considerations. The problem of this research is the low of consumer awareness to consume green product, because the lack to comprehend the importance of green product usage for health and eco-friendly. The purpose of this research is to test the influence of consumer attitude of green products towards purchase intention. Hypothesis testing using Partial Least Square (PLS). The result of analysis show that there is influence among consumer attitude of green product towards consumer purchase intention significantly.

Keywords : Consumer Attitude, Green Product, Buying Interest, Green Marketing

I. INTRODUCTION

Green consumerism is the continuation of global consumerism action that started with consumer awareness about their rights to get proper product, safe, and eco-friendly product. Consumer awareness of eco-friendly product become a suitable issue to be lifted remembering that stuff is important for future human sustainability. (Dono et al., 2010)

Recently, the global warming issue is getting often to be spoken, it's global warming condition that damage the nature. The appearance of global warming issue makes citizens and companies be aware again that overseeing environment is really needed. There is a phenomenon that to make eco-friendly environment so we have to be back to the nature, in consuming or marketing. The Green term is getting often to be spoken even become an interesting issue in research of knowledge. Green has gone mainstream because more people are worried about sustainability - related issues than ever before (Ottman, 2011). The Green term is related with eco-friendly solution or design, or as little as possible gives bad impact result in environment, so it's expected to be able contribute to curb global warming. This phenomenon gives a picture of how cheap Green term in our life, whereas actually it can be very expensive. It's not about the price, but the value, expensive of the comprehension, the application, to build realistic Green that can curb this global warming. (kompasiana.com, 2015). These topic could certainly use future development. Thus, with investments and foresight from pioneering organizations can develop the necessary green capabilities and resources to build markets (Bigliardi et al., 2012).

Commitments by organizations focusing on environmentally friendly products and services and to conduct marketing activities in an environmental responsible way (Kinoti, 2011). Marketers also have the responsibility to make the consumers understand the need

for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Consumers, industrial buyers and suppliers need to pressurize to minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India (Sarkar, Anirban, 2012).

Green marketing is product marketing concept using the materials that not damage environment. Green marketing will be created if there is an awareness of company to take care environment by applying of green marketing concepts.

Green marketing is believed to be essential for sustainable development by striking a balance between ecology, industrialization and human life. Green Marketing is not only possible but also it is sustainable as well as profitable from various quarters (Das et al. 2012). Nadaf and Nadaf (2014) described that "Green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment.

Polonsky (2011) proposed that transformative green marketing can be implemented by (a) creating alternative ways of presenting value and costs (considering environmental value), (b) changing the communications approach with a focus on education about human-environment interface and importance of action and inaction; and (c) reframing consumption as want satisfaction rather acquisition of goods.

Kilbourne (2010) emphasised about the integration of environmental issues into marketing approaches and actions for sustainability. Companies can reach to these green segments by designing effective integrated marketing communications (IMC) matching to identified profiles, by

highlighting their product's value proposition and competitive differentials for ensuring sustainable development. By developing a deeper understanding of key issues of sustainable consumption, future for industries will be untangled, clear, good for their businesses and good for sustainable development. Corporate must realize the fact that sustainability has created immense opportunities for them and has constructed a bridge between business and green, ensuring a better quality of life for everyone, now and for the generations to come. (Saxena, 2010).

Green marketing is not going to be an easy concept. The firm has to plan and then carry out research to find out how feasible it is going to be. Adoption of Green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm. The companies are involved in various activities to show their concern for environment as well as society, but at the same time it is necessary for the companies to understand that Green marketing should not overlook the economic aspect of marketing. Green marketing helps in the effective outcomes like cost cutting, employee satisfaction, waste minimization, society welfare for the companies as well for society also (Devi,R.Uma, 2015).

Unruh, G. and Ettenson, R. (2010) believe that developing green products make sense for their organization and need to determine the best path forward. A green product is a product whose design and/or attributes (and/or production and/or strategy) use recycling (renewable/toxic-free/biodegradables) resources and which improves environmental impact or reduces environmental toxic damage throughout its entire life cycle. Note that each code contains several synonymic terminologies; for example: Green: environmental or ecological; Attributes: functions, ideas, practices, or qualities; Uses: incorporates; Recycling: renewable, toxic-free, or biodegradable; Resources: energy, materials, or ingredients; Benefits: maximizes, encourages, or contributes; Reduces: minimizes, saves, or eliminates, and Toxic damage: pollution (Durif, Boivin, Julien, 2010).

Green products can be green for a number of reasons, including being manufactured in a green way or products when used make for a greener way of life (Mohanasundaram, 2012).

Therefore, due to the attention of the society, many organisations have started to accept their environmental responsibility (Chen, 2010). Chen & Chai (2010) defined green product/service as the product/service that will not spoil the environment or deplete natural resources, and can be recycled or conserved. According to Martin & Simintiras (1995) consumers are converting their environmental concern into green buying behaviour. Chase (1991) as cited in Kim & Chung (2011) argued that environmentally conscious people were changing their buying behaviours for a better environment.

Currently, there are already many green products in market, in fashion market, consumer goods and construction materials. Construction materials are also needed to be attention because containing chemicals that can danger people's health. As an example, wall painting has VOC which is organic compound that easy to evaporate in the air. Mostly of bad effects of this material can be felt

after several years or even multiple tens. This VOC spread through many variants of product such as wall painting and varnish, so in the usage must be careful because the effect that made by this additive substance is really dangerous and soil the environment (www.homefamilia.2015). Based on phenomenon above, so the next will be done a research about the influence consumer attitude of green product towards purchase intention.

A. Attitude Toward Green Product

Green consumers are defined as consumers who prefer products that are not likely to endanger human health or damage the environment (Tekade & Sastikar, 2015; Xie et al., 2014). Green consumers are the ultimate users of end products that are manufactured, although industrial consumers may be green as well, the focus is on individual or household consumers. Arguably, much of the green movement is driven by consumers, who then make their needs known through the supply chain, helping, in turn to green the supply chain and markets (Brindley & Oxborrow, 2014). Organizations are quite aware of green consumer preferences, clearly profit-driven companies will be strongly encouraged to green themselves

The green consumer is typically known as one who support eco-friendly attitudes and/or who purchases green products over the standard alternatives (Boztepe, 2012). Almost all consumers are conceivably green consumers. For instance, when a consumer has option to choose from two similar products, the consumer will choose to buy environmentally friendly product. There have been a total of various circumstances which are influential in encouraging green consumers to buy green products. Far-reaching research over the years classify that intensive understanding of green issues; heightened level of knowledge opportunity on environmental subsistence; green advertising by corporations; raised concern for the environment; expanded in recognition of green products by environmental and social charities as some circumstances.

This overpowering advance in the general environmental awareness among various consumer biography have been attempt undertaken by companies to go green by introducing the idea of corporate environmentalism (Cherian & Jacob, 2012). Consumers' environmental concerns are connected to the benefit towards the biophysical environment and its issues connected to the consumer and the surroundings. Initially, gender plays an essential role in consumerism and environmental consciousness (Kaufmann, Panni, Orphanidou, 2012). It has been recognized by prior research that women were more concerned about the environment than men.

Besides, it has been told that consumers show environmental concerns depending on product features, precision of green product claims, information provided on the products and its advantages (Suki, 2013). There are psychographic and cultural factors that are closely related to personal beliefs. Psychographic variables may include attitudes, behaviors and concerns of individuals (Zhao et al., 2014). In addition, cultural factors such as individualism and collectivism may also be categorized as psychographic variables (Xue, 2015).

Green consumer behavior (Zhao et al., 2014) Single psychographic factors or combinations of them can result in different consumer behaviors with respect to green activities. Different groups of individuals who share the same or similar psychological factors may form behavioral segments within the context of sustainable lifestyle. Although what was found in this literature review mentioned psychographics, explicit investigation of psychographic-specific characteristics and green consumerism was only evident in two publications (Chan, 2000; Zhao et al., 2014).

Green consumer behaviour is a consumer behaviour that applying eco-friendly knowledge in every their consuming action. There are some actions that must be done of consumer as a realization of eco-friendly consumer behaviour which is known by 3R (*Reduce, Reuse dan Recycle*) Mils,(2012).

Several researchers wanted to uncover the role of attitude on green consumption. Kim (2011) tried to understand the green consumption patterns by investigating the role of collectivism, personal values, environmental attitudes and effective consumer perception. Hartmann & Apaolaza-Ibanez (2012) argue that, in general, attitudes towards green products contribute to the purchase of green products.

Consumer attitude towards environment is a common tendency that is learnt or formed in responding consistently towards environment in a positive or negative form, which is based on cognitive, affective, and conative.

This thing can be seen from there is still lack of consumer's knowledge about eco-friendly claim. Consumer will believe information that is given by company without processing the information more continuously because consumer has had trust of product quality. The information of environment on product table, has not been fully give a clearly picture to consumers about the impact of consuming product to environment. In the reality, the available of data and information linked with environment and the products that are claimed green products still of lack so actually consumer don't know about the truth of those claims fully.

B. The Dimension Of Consumer Attitude Toward Green Product

Someone who concerned of many people importance especially family, there is a tendency to do positive attitude toward green product. This opinion is supported by the result of Cheah and Phau's research (2011). That explain positive relation between value orientation with consumer attitude towards green product. The dimensions of *Attitude Toward Green Product* variable former are :

1. *Ecoliteracy*, ecological knowledge that is also called as ecoliteracy is a consumer skill to identify or difine some symbols, concepts and behaviour linked to the problem of ecological environment(Laroche et al. 2001, in Anvar and Venter, 2014).
2. *Interpersonal influence*, is the influence of persuade action or influence others to a specific purpose. The main influence of individual behaviour is the influence from another person (Bearden et al, 1989, in Cheah and Phau,2011).

3. *value orientation* as individual tendency to reach expected purpose,based on the importance level, and guide the principles into people's lives (Laroche et al., 2001in Anvar and Venter, 2014).

C. The Definitions of Purchase Intention

Purchase intention is consumer tendency to buy a trademark or take an action that is related with a purchase that measured with consumer probability to do the purchase level. It can be called that purchase intention is mentally question from consumer who reflect purchase planning a number of product with a certain trademark. This is really needed by marketers to know consumer purchase intention towards a product, the marketers or economists use intention variable to predict consumer behaviour in the future.

Purchase intention is obtained from a learning process and thinking process that form a perception. The purchase intention that appear create a motivation that recorded continously on their mind, and finally when a consumer must fill their necessary will actualization what's in their mind. Thus, purchase intention is an important thing in a business. Indicator purchase intention of Rizaimyet. al, (2010) and Phuah et.al. (2011).

D. The Influence Of Consumer Attitude Of Green Product Toward Purchase Intention

Several researchers wanted to uncover the role of attitude on green consumption. Kim (2011) tried to understand the green consumption patterns by investigating the role of collectivism, personal values, environmental attitudes and effective consumer perception. Kareklas, Carlson, and Muehling (2014) expect that consumers' beliefs that organic farming is less harmful to the environment will positively impacttheir organic food-related attitudes and purchase intentions. The attitude toward environment with product purchasing or the willing to use it. The researchers conclude that individual has positive attitude with environment will be more participate in buying and consuming green product (Kinnear et al, 1974; Amyx et al, 1994; McCarty and Shrum, 1994; in Cheah dan Phau, 2011).

This thing indicate, the more higher individual or consumer mixed up with environment, the more higher they will buy green product. This concept is also supported by the result of Cheah and Phau (2011) research, that consumer who has positive attitude toward green product, will have a want to buy green product

Attitude is someone expression that express a sense of like or dislike on an object. Someone attitude and his behaviour are really related, which is if someone has positive attitude so the behaviour will be positive too. The attitude towards green product purchase behaviour has positive correlation, supported by the research of Cheah and Phau (2011) where the consumer who has an attitude that gives advantage to their environment will buy green product in market. Based on the background and problem that have been explained before, so the hypotheses who can

be formulated is : that consumer attitude toward green product made positive influence toward purchase intention.

II. METHODS

A. Participants

The population of this research is wall painting consumer. This research uses *purposive sampling* technic with criteria : the consumer who will buy eco-friendly wall paint, the age of at least 21st, the consumer who understand about green product.

B. Instrument

The Variable of this research is consumer attitude toward green product, formed by ecoliteracy, interpersonal value and value orientations. Questionnaire that using were study sum 20 item. Five items to measure respondents' ecoliteracy were adapted from the work of (Laroche *et al.* 2001, in Anvar and Venter, 2014). Five items to measure respondents' interpersonal influence were adapted from the work of (Bearden *et al.*, 1989, in Cheah and Phau, 2011). Five items to measure respondents' value orientations were adapted from the work of (Laroche *et al.*, 2001 in Anvar and Venter, 2014). Six items of behavioral intention to purchase green products were constructed based on the studies of Rizaimy *et al.*, (2010) and Phuah *et al.* (2011). All items were measured using 5-point Likert scale (1 is low and 5 is high).

C. Procedures

The descriptive survey using questionnaire was employed in this study to examine how consumers' perceived green products affect their behavior intention to purchase the products. The survey was conducted to customer green product. The questionnaire were shared to 50 people who will buy eco-friendly wall paint. Then the data were analyzed use *Partial Least Square* (PLS).

III. RESULTS

The result of research show that model outer value (*Measurement Model*) with showing that all dimension in variables of green products attitude show good validity, (*factor loading*) the entire above 0,5 and significant, bigger than 1,645. So it can be concluded that all dimension as variable measurer of green product attitude.

The *inner model* testing or structural model was done to see the relations among variables, significance of value and R-square is *goodness-fit model* testing. Based on table above value of $R^2 = 0,572046$.

Based on above table is obtained : attitude of green product influence toward purchase intention with path coefficient as 0,756337, can be received, which is score of T-Statistic = 22,592258 is bigger than score of $Z \alpha = 0,10$ (10%) = 1,645, so the significant is positive.

IV. DISCUSSION

Based on the research is obtained that hypotheses who is submitted by consumer attitude toward green product influence positively to purchase intention of eco-friendly is the truth, because from the result of research declare that consumer *attitude toward green product* influence positively toward purchase intention of wall paint can be received. This research is also supported research-research that there is positive influence from understanding of environment on positive attitude formation toward green product and influence positively toward consumer attitude on consumer willing to buy green product.

The result of this research show that on common consumer knowledge in green product can interpret symbol of eco-friendly written on that product. With the increasing of consumer awareness toward environment, so consumer interest to use it and have the positive impact for environment sustainability in a general way and consumer health for special way. Making consumer active to search the information about eco-friendly wall paint product.

This information sources are obtained by consumer from many media sources, such as television, newspaper, magazine, tabloid, and scientific. The information about the product also can be obtained from friend, family, or formally from company's promotion, that means that the care toward environment causes positive attitude to environment. Therefore, from attitude will make influence of consumer willing to buy the product, this is called ecological. Thus, it shows there is positive influence about environment on consumer positive attitude on consumer willing to buy eco-friendly wall paint product.

V. CONCLUSION

Based on the research can be concluded that consumer attitude toward green product able to increase consumer purchase willing. This is because there is awareness of the important taking care the health and create eco-friendly condition in our environment. The spreading of information and knowledge about green product must be increased continuously. Thus consumer be able to interpret the symbol of eco-friendly in the future on the product and will getting aware that by buying and using green product, it means that participate in environment sustainability. The company is better to add information and promotion programs that can attract consumer purchase intention toward green product. Next research can learn green product promotion variables, communication and technology of information to increase the knowledge and interpretation of consumer and the variables green consumerism variable.

VI. REFERENCES

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