

# 19. INTENTION TOWARDS GREEN PRODUCTS CONSUMPTION

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## INTENTION TOWARDS GREEN PRODUCTS CONSUMPTION FOR MILLENNIAL GENERATION

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**Abstract.** This study investigated the intention towards green products consumption for millennial generation. The aim of this study was to identify determinants of acceptance of green products, including attitude, subjective norm and perceived behavioral control of theory of planned behavior with gender as moderation variable towards purchase intention of green products. The sample was millennial generation with 100 responses around Purwokerto and we test this hypothesis performing a regression analysis. The findings revealed a significant effect of attitude, subjective norm and perceived behavioral control towards purchase intention. Gender did not moderate the effect of attitude, subjective norm, perceived behavioral control towards purchase intention.

**Keywords:** Green products, millennial, intention, consumption, concern

### 1. INTRODUCTION

Green products are environmentally friendly products or environmentally sustainable products, are referred to as products designed to lessen the consumption of natural resources required and minimize the adversely environmental impacts during the whole life-cycles of these products (Tsai, 2012). Green products have changed as a result of increased awareness of overall and local pollution levels, global warming, reduced natural reserves and overflow of waste (Srivastava, 2007). Fueled by environmental problems, more and more customers tend to buy environmentally friendly products and are even willing to pay relatively higher prices for these products (Chen, 2008; Zhou and Schoenung, 2007). Green consumption is one way to increase environmental sustainability. When green consumers are aware of the deteriorating environment and develop a more responsible attitude towards environmental protection, their consideration will include in their purchase intention towards green products as environmentally friendly products especially in the millennial generation in recent years.

#### 1.1 Theory of planned behavior

Theory of Planned Behavior (TPB) contains various situation-specific cognitions that influence an individual's initial interest in behaving specifically (Ajzen, 1991). In general, the formation in an individuals' decision making is guided by three different factors, which are the combination of attitude, subjective norm and perceived behavioral control. This social-psychological framework has been commonly applied by other scholars. Positive and negative beliefs affect on intention and behavior in certain actions, which provide a favorable direction to strengthen customer commitment (Yadav and Pathak, 2017). The TPB hypothesizes that person's behavior can be determined by behavioral intentions that can be predicted by certain social-cognitive factors, such as attitude, subjective norm and perceived behavioral control (Ajzen, 1991).

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TPB is used to measure the level of green consumerism<sup>1</sup> in European Union countries and facilitate policy implementation (Liobikienė et al. 2016). For example, Denmark and Austria provide more environmentally friendly products for consumers to choose. In contrast, Sweden, Italy and the Czech Republic need government intervention through subsidies in green<sup>1</sup> products that allow their consumers, who are price sensitive, to buy green products. Some studies use this theory to understand the reasons that encourage users' intention to buy environmentally friendly products (Bamberg, 2003; Rashid, 2009; Whitmarsh and O'Neill, 2010; Kanchanapibul et al., 2014; Maichum et al., 2016). This theory can be linked to research on interest in consumption of green products for the millennial generation.

Based on previous research (Ruiz-Mafe, 2013), the results for the Netherlands show that not all the variables have a significant impact on airline ticket purchase intention. The relationship between attitude and purchase intention is positive and significant. However, the effect of subjective norm and perceived control is not significant, in the case of Spain all the variables positively and significantly influence purchase intention and the strongest influence is exercised by subjective norms followed by perceived control and attitude. Based on previous research too (Mamun, 2018) attitude has a positive effect on purchase intention towards green products, subjective norm did not have significant effect on the intention to consume green products and PBC has positive effect on the intention towards the purchase of green products. Previous research (Chen, 2016) attitude has a significant association with the intention to use green products, subjective norm did not significantly affect the intention to use green products and PBC significantly affects intention to purchase and use green products.

Based on the inconsistency of the findings of previous studies, the authors conducted a research again<sup>7</sup> to examine how the influence of attitudes, subjective norm and perceived behavioral control (PBC) towards purchase intention of green products.

### 1.2 The objective of the research

The research<sup>12</sup> has the following objectives:

1. To examine the significant influence between Attitude towards Purchase Intention
2. To examine the significant influence between Subjective Norm towards Purchase Intention
3. To examine the significant influence between Perceived Behavioral Control towards Purchase Intention
4. To examine the significant influence between Gender towards Purchase Intention.

## 2. LITERATURE REVIEW

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### 2.1 Purchase Intention towards Green Products

In spite of lack of adequate research about consumers' behavior in choosing green products<sup>1</sup> the fact that the consumers spend \$25 Billion per year on green products in the US alone cannot be ignored. The relationships between intention and behavior in green consumerism have been investigated in details. For example, few studies have revealed that there is positive relationship between the intention to purchase organic products and behavior towards organic products purchase (Tarkiainen and Sundqvist, 2005; Nguyen et al., 2016; Kumar et al., 2017). Bamberg (2003) stated that students' environmentally-related behavior enhances when they intend to protect the environment. Kanchanapibul et al. (2014) also posited that younger consumers have greater intention to buy green products. Based on these previous studies, when participants have higher intention to behave in a specific manner, they are likely to perform that manner (Ajzen, 1991). This is the basis for<sup>1</sup> the younger generation to have an interest in green products that have a positive impact on health and the environment.

### 2.2 Attitude towards Purchase Intention

Attitude is considered as one of the important factors participants can evaluate in terms of the benefit of purchasing green products. Schultze (2000) suggests attitudes name<sup>4</sup> an influence or judgment of trust in certain behaviors and can be shown to influence interest in behavior. Chau and Hu (2001) state that attitude is an important factor that influences consumer decisions. Attitudes are generated from assessment while

behaviors and behavioral intentions are based on expectations, behavioral attitudes towards beliefs and different behavioral traits. Ajzen (1985) postulated that participants are more likely to behave when they think that participating in a certain act will be advantageous for them. Since then, the individuals' behaviors can be evaluated based on the participants' attitudes. With the studied context, attitude towards green products is perceived as the degree to which performance of green purchase behavior is negatively or positively valued by individuals (Chen and Deng, 2016). Previously, attitude has been studied as an independent variable to predict behaviors. Green consumption studies contended that consumers are more willing to learn about eco-friendly products when they hold positive attitudes toward these products (Paul et al., 2016; Sharma and Dayal, 2016). Kim and Chung (2011) stressed that when consumers had positive mindset of green purchasing, they had higher intention to use green products. Vermeir and Verbeke's (2006) study was more diverse as the consumers had opposing intentions and attitudes towards the use of sustainable product. Tanner and Kast (2003) stated that positive attitudes toward environment can increase natural food consumption.

#### 4.3 Subjective Norm towards purchase intention

Subjective Norm can be defined as a person's subjective belief that most of his/her 'important others' think that she/he should (or should not) behave in specific way. In other words, subjective norm can influence a user's intention and behavioral outcomes (Ajzen, 1985,1991). Taylor and Todd (1995) found that subjective norm are influenced by peers and superiors (e.g., important others and friends). Both descriptive and injunctive normative beliefs are essential for determining subjective norm (Ajzen, 2015). Normally, the actions or reactions from families, friends, consultants or any professionals show paramount importance in making own decision. This situation is known as descriptive normative beliefs (Davies et al., 2002). On the contrary, the approval, advice or suggestions from the referents can interfere or change an individual's behavioral cognitions. This scenario is known as injunctive normative beliefs (Arvola et al., 2008). Subjective norm is the opinions of others that are influential on an individual's decision making. If he or she believes that people who are significant to him or her approve the behavior, they are likely to perform the behavior, and vice versa (Hee, 2000). Therefore, subjective norms are expected to bring implication for the intention to purchase green products. Undeniably, social influence is important for continuous green consumption (Sharaf et al., 2015). Bamberg (2003) also showed that students who were slightly concerned about the environment were affected by social norm cognitions.

#### 4.4 Perceived Behavioral Control towards Purchase Intention

When participants believe that they have the ability to act or decide with a given behavior, it is known as perceived behavioral control (PBC). PBC has been examined as a main determinant of behavioral intention (López-Mosquera et al., 2014; Chen and Tu, 2014). PBC refers to one's perception as to his/her ability to perform a particular behavior (Ajzen,1991). PBC measures an individual's opportunity and ability to perform a behavior. It determines his or her beliefs about the effect of both situational and internal factors on performing behavior (Klockner, 2013). Elie-Dit-Cosaque, Pallud and Kalika (2011) also suggested that PBC is influenced by internal forces (i.e., personality, character traits), personal innovativeness, external forces (i.e. work environment) and social factors (i.e., management support). Joshi and Rahman (2015) indicated that people with PBC have positive intention to become a potential consumer of green products. The strong belief in green consumption play a crucial role in order for the consumers to fulfill their environmental responsibilities (Rezai et al., 2013). Similarly, Laroche et al. (2001) indicated that consumers are aware of the environmental responsibility through green products consumption.

#### 2.5 Gender towards Purchase Intention

Demographic analysis is one statistical analysis commonly used for segmenting consumers because of its readily available characteristics (Diamantopoulos et al., 2003). The research has attempted to identify demographic variables that correlate with green consumers (Chan et al., 2008). Such variables, including age, gender, income, and education, if significant, offer easy and efficient approaches for marketers to



segment consumers and identify green consumers (Diamantopoulos et al., 2003). The general belief in age in association with consumer behaviors is that young consumers perform more green consumer behaviors than older ones do (Han et al., 2010). The most common argument for this is that those who have grown up in a time period in which environmental concerns have been a salient issue at some level, are more likely to be sensitive to these issues (Straughan and Roberts, 1999). Taking gender issue into consideration, the connection between gender and green consumer behavior is that women display stronger green consumer behaviors than men do (Chan et al., 2008). The theoretical justification for this is that woman will consider the impacts of their action on others more carefully (Straughan and Roberts, 1999).

### 3. METHOD

This research is an exploratory study which aims to find out one variable with other variables. Model testing using regression analysis. The sampling technique used in this study is non probability sampling, namely convenience sampling. The unit of analysis of this study is 100 consumers of environmentally friendly products around Purwokerto as respondents. The type of data in this study uses quantitative data, namely data presented in the form of a numerical scale in the form of respondents' answers in the questionnaire as measured by the Likert scale. Likert scale is designed to examine how strongly subjects agree or disagree on a 5-point scale, namely: Strongly Disagree (STS) = 1, Disagree (TS) = 2, Neutral (N) = 3, Agree (S) = 4, Very Agree (SS) = 5.

#### 3.1. Research framework and hypotheses

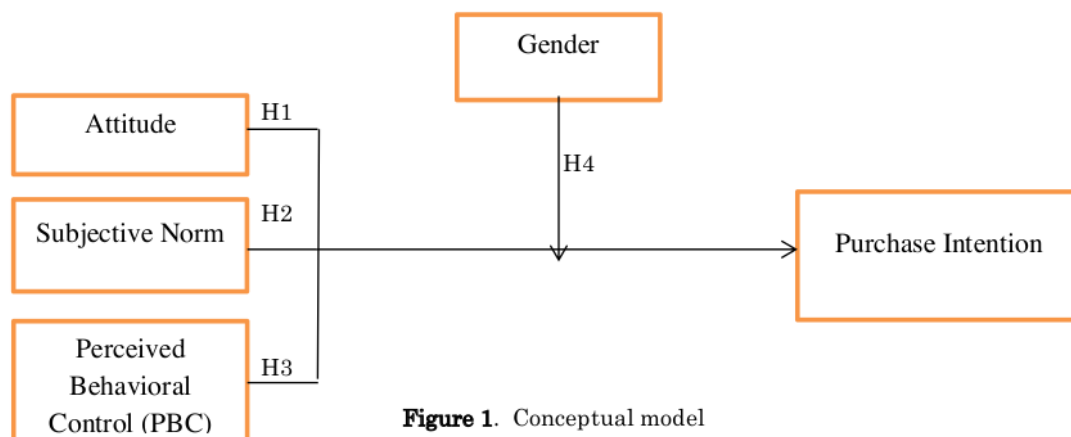
Based on the basis of theoretical and empirical evidence, attitude, subjective norm, perceived behavioral control are important predictor of purchase intention. Therefore, we hypothesize that:

**H1** : Attitude has a significant effect towards Purchase Intention

**H2** : Subjective Norm has a significant effect towards purchase intention

**H3** : Perceived Behavioral Control has a significant effect towards purchase intention

**H4** : Gender moderates the effect of attitude, subjective norm, perceived behavioral control towards purchase intention



**Figure 1.** Conceptual model

#### 3.2 Data Analysis Techniques

The statistical application used for analyzing data with computers is SPSS (Statistical Package for the Social Sciences). Knowing the effect of independent variables on the dependent variable used multiple linear regression analysis on SPSS 20 for Windows.

#### 4. RESULTS

##### 4.1 Validity and Reliability

Test the validity of the questionnaire in this study using the product moment correlation formula. Analysis of questionnaire validity included purchase intention variables, attitude, subjective norm, and PBC (perceived behavioral control). Data shows that the value of  $r$  for the product moment correlation of all question items is greater than  $r$  table = 0.374 ( $r$  table value for,  $df = n-2 = 30-2 = 28$ ). Thus, all items of questions from all indicators in this study are declared valid and can be used as data collection tools.

Reliability testing of questionnaires or questions in this study using the Cronbach alpha formula. The cronbach alpha value of each variable's attitude, subjective norm, PBC and purchase intention is greater than the cut of value = 0.60 so that all question items for each variable in this study are declared reliable and can be used as data collection tools.

##### 4.2 Equation of Multiple Regression

Based on the output of multiple regression analysis with the help of SPSS 20.0 for Windows software, then the calculation results obtained can be seen in Table 1.

**Table 1.** Results of regression analysis of the effect of attitude, subjective norm, and perceived behavioral control on purchase intention

No	Variable	Regression Coefficient	t Value	Sig.	Hypotesis Conclusion
	Male's Group				
1.	Attitude	0,318	2,365	0,025*	Accepted
2.	Subjective norm	0,379	2,387	0,024*	Accepted
3.	Perceived behavioral control	0,299	2,354	0,026*	Accepted
	Constant	-0,106			
	R Square	0,497			
	F count	9,567			
	Sig. F	0,000			
	Female's Group				
1.	Attitude	0,291	2,755	0,008**	Accepted
2.	Subjective norm	0,335	3,399	0,001**	Accepted
3.	Perceived behavioral control	0,375	3,326	0,001**	Accepted
	Constant	-0,336			
	R Square	0,522			
	F count	22,970			
	Sig. F	0,000			

Information: \*Significant at 5%, \*\*Significant at 1%

Based on Table 1, a regression equation can be made namely the regression model for the male group and the regression model for the female group.

Male group regression equation:  $Y = -0,106 + 0,318X_1 + 0,379X_2 + 0,299X_3$ . Female group regression equation:  $Y = -0,336 + 0,291X_1 + 0,335X_2 + 0,375X_3$ . From these equations can be explained several things: the constant for the male group of -0.106, for the female group of -0.336, indicates that if the variable attitude, subjective norm, perceived behavioral control is constant, purchase intention will be worth -0.106 units for the male group and will be worth -0.336 for women's groups. Attitude regression coefficient for the male group is 0.318, for the female group is 0.291. Attitude variable regression coefficient is positive for both male and female groups, this means that the relationship between attitude to purchase intention is positive or it can also be stated that the better the attitude will be able to increase purchase intention. The subjective norm regression coefficient for the male group is 0.379, for the female group is 0.335. The regression coefficient of positive subjective norm variables is good for both male and female groups, this means that the relationship between subjective norms to purchase intention is positive, this shows that the more good subjective norms are predicted to increase purchase intention. The regression coefficient of perceived behavioral control for the male group is 0.299, for the female group is 0.375. The variable regression coefficient perceived behavioral control is positive for both male and female groups, this means that the relationship between perceived behavioral control to purchase intention is positive. This means that the increase in perceived behavioral control can increase purchase intention. To find out how much the independent variable has an influence on the dependent variable, it is necessary to know the coefficient of determination. The coefficient of determination is known that the coefficient of determination ( $R^2$ ) for the male group is 0.497, this value means that 49.7 percent variation in changes in purchase intention variables in the female group can be explained by changes in attitude, subjective norm and perceived behavioral control, while 50, the other 3 percent is explained by other variables not examined. It is known that the value of the coefficient of determination ( $R^2$ ) for the female group is 0.522, which means that 52.2 percent of the variation in changes in purchase intention in the female group can be explained by changes in attitude, subjective norm, and perceived behavioral control, while 47, The other 8 percent is explained by other variables not examined.

The F test is used to assess the goodness of fit of a model, fit model is shown by significance value of F that is less than 0.05. The value of F count and its significance are shown in table 1. Based on the calculation results shown in table 1, the calculated F value for the male group is 9.567 with a significance value of 0.000. The F significance value of less than 0.05 indicates that the regression equation model for the male group is considered fit. Based on the calculation results shown in table 1, the calculated F value for the female group is 22,970 with a significance value of 0,000. F Significance values less than 0.05 indicate that the regression equation model for women's groups is considered to be fit.

## 5. DISCUSSION

The influence of the hypothesis of each independent variable on the dependent variable is explained by looking at the results obtained through the t test. In this study, the t test was carried out to analyze the first hypothesis of the third using a 95% confidence level, while the fourth hypothesis was the explanation of the moderation hypothesis. Independent variables are stated to have a significant effect on the dependent variable if the significance value of each independent variable is less than 0.05. Testing the fourth hypothesis or moderation test is done by using the Chow Test (known as the F test). First Hypothesis known that the attitude variable for male has a significance value of 0.025 and attitude variable for the female has a significance value of 0.008. The results of these statistical tests show that attitude has a significant effect towards purchase intention. Kim and Chung (2011) emphasize that when consumers have positive thoughts about purchasing green products, they have a higher interest in using green products. Tanner and Kast (2003) determined that positive attitudes towards the environment can increase consumption of natural foods. Indicators of consumer attitudes according to (Kothler and Armstrong, 1995: 246) are: 1) Cognitive component: consumer trust and knowledge of objects and what is meant by objects are product attributes. 2) Affective component: emotional that reflects a person's feelings towards an object, whether the object is desired or preferred. 3) Behavioral component: reflects the tendency and actual behavior of an object, which this component shows the tendency to take action.

Second Hypothesis, known that subjective norm variable for the male has a significance value of 0.024 and female has a significance value of 0.001. The results of these statistical tests show that subjective norm has a significant effect towards purchase intention. Subjective norms are the opinions of others that influence a person's decision making. If he trusts someone who is important to him or he supports his behavior, they like to show his behavior and vice versa (Hee, 2000). Therefore, subjective norms are expected to have implications for purchase intention towards green products. Undeniably, social influences are important for the continued consumption of green products (Sharaf et al., 2015). According to Fishbein and Azjen (2005), subjective norms generally have the following two indicators: 1) Normative beliefs, perception or belief about the expectations of others towards him which becomes a reference for displaying behavior or not. Beliefs that relate to the opinions of leaders or other people that are important and influential for individuals or role models whether the subject must do or not a certain behavior. 2) Motivation to comply, namely the motivation of individuals to meet these expectations. Subjective norms can be seen as the dynamics between the impulses perceived by individuals from the people around them with the motivation to follow their views (motivation to comply) in doing or not doing these behaviors.

Third Hypothesis known that variable perceived behavioral control for the male have a significance value of 0.026. and female has a significance value of 0.001. The third hypothesis states that the perceived behavioral control has an effect towards purchase intention. Joshi and Rahman (2015) indicate that people with perceived behavioral control have a positive intention to become potential consumers of green products. Laroché et al. (2001) show that environmentally conscious consumers are responsible for consuming green products. Ajzen (2005) describes perceived behavioral control as a function based on a belief called control beliefs, namely individual beliefs about the presence or absence of factors that support or hinder an individual from giving rise to a behavior. This belief is based on the individual's previous experience of a behavior, information that an individual has about a behavior that is obtained by observing knowledge possessed by himself or others known by individuals and also by various other factors that can increase or decrease individual feelings about the level of difficulty in carrying out a behavior.

Fourth Hypothesis, as previously explained the fourth hypothesis test is the moderating hypothesis test, the moderation test is carried out using the Chow test method, also known as the F test. The calculation of the moderation test with the Chow test can be seen in the following figure.

Diketahui		$F = \frac{(SSRT - SSRG)/k}{(SSRG)/(n1 + n2 - 2k)}$
SSRT	= 219.910	
SSR1	= 60.798	$F = \frac{(219.910 - 218.379) / 4}{(218.379) / (33 + 67 - 8)}$
SSR2	= 157.581	
SSRG	= 218.379	
k	= 4	$F = \frac{(1.531) / 4}{(218.379) / (92)}$
n1	= 33	
n2	= 67	
		$F = \frac{0.383}{2.374}$
		$F = 0.161$

**Figure 2.** Calculation of the moderation test with the F test

Based on the results of the analysis shown in Figure 2, the calculated F value is 0.161 and F table value is 2.473. Because the calculated F value is smaller than F table (0.161 < 2.473), it can be concluded that gender does not moderate the influence of attitude, subjective norm, and perceived behavioral control on purchase



intention. This shows that both male and female purchase intention behaviors are not very different. The results of these tests show that Gender did not moderate the effect of attitude, subjective norm, perceived behavioral control towards purchase intention.

## 6. CONCLUSION

Based on the results of the analysis concluded that attitude, subjective norm, and perceived behavioral control make a positive contribution in increasing purchase intention. Gender variables hypothesized as moderating variables do not provide significant results in the influence of attitude, subjective norm, and perceived behavioral control towards purchase intention. These results indicate that purchase intention behavior is not reinforced or weakened by gender, in the context of this study, purchase intention between male and female groups tends not to be too different.

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## 19. INTENTION TOWARDS GREEN PRODUCTS CONSUMPTION

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