

**CONSUMER ATTITUDES TOWARDS GREEN PRODUCTS:  
EXPLORATION OF THE ROLE OF FUNCTIONAL VALUES, EMOTIONAL VALUES,  
AND SUBJECTIVE NORMS**

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**Abstract:** *Increasing public awareness and concern for environmental preservation has a positive impact on the development of green marketing. This research aims to analyze the influence of functional value and emotional value on consumer attitudes. This research approach uses quantitative research. The population and sample of this research are consumers who have purchased green tissue products. The sampling technique uses Purposive Sampling. This research data comes from primary data. Data collection techniques through surveys, by distributing questionnaires to target research respondents. Research data was processed using PLS SEM software. The results of this research prove that functional value has succeeded in increasing consumer attitudes towards green products. On the other hand, emotional value cannot improve consumer attitudes. This research also shows that subject norms are proven to be unable to play a moderating role in the influence of functional values and emotional values on consumer attitudes. It is hoped that this research will be useful in helping researchers and marketers understand the influence of values on consumers' attitudes towards green products.*

**Keywords:** *Consumer attitudes, Functional Value, Emotional Value, Subjective Norms, Green marketing*

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## **1. Introduction**

Environmental problems are still of concern to the public from various groups, both practitioners and academics. Global warming is one of the consequences of human activities due to excessive use of fossil fuels as energy (Harvey, 2018). Apart from that, the waste problem is still an unresolved polemic, adding to a long list of environmental problems. The types of waste produced include food waste, tissue used after eating, plastic packaging and others that have not been processed optimally (Dewilda, et al. 2019).

The increase in population causes the problem of landfills, which can result in health problems and environmental pollution. Not all waste can decompose easily, many types of waste take months or even tens or hundreds of years to decompose. Therefore, if the volume of waste from the community is high, a large area of land is needed for the final disposal site. Waste originating from households and industries is the responsibility of every household and institution that produces waste, so the community needs to build a special place for waste collection. The waste is then transported to temporary and final waste disposal sites. This pattern is not yet a solution because it only moves from home or industry to the landfill. However, until now waste processing has not been able to prevent the accumulation of waste and its effects.

Therefore, changing behavior by switching to environmentally friendly products can minimize the negative impacts of waste.

Tissue is a product that has become a human necessity in everyday life and has a cleaning function (Widya, et al. 2021). However, according to SIPN 2022, not all tissues are made from environmentally friendly materials, and contain bleach, chlorine, heavy metals and Bisphenol-A (BPA) which endanger health and damage the environment. Apart from that, according to Pemkomedan.Go.Id in 2018, tissue can cause rubbish and flooding, unwise use of tissue also reduces the area of Indonesia's forests, and damages the ecosystem, so tissue waste cannot be separated from the overall waste problem in Indonesia.

To overcome the problem of tissue waste, this can be done by reducing the use of tissue for cleaning, and replacing it with reusable rags. Another way is to change consumer attitudes to use environmentally friendly tissue products. Green products are products that are not harmful to humans and the environment, do not waste resources, do not produce excessive waste, and do not involve cruelty to animals. Environmentally friendly products are products that are long-lasting, non-toxic, made from recycled materials, or have minimal packaging. Actually nothing is completely environmentally friendly products, because they all consume energy and resources and creates by-products and emissions during its manufacture, transportation to warehouse and storage, use and final disposal. So environmentally friendly products are relative, nothing is truly pure but only describes a product with a smaller impact on the environment than its impact on the environment alternative (Ottman, 1998).

There are currently quite a lot of environmentally friendly tissue products available on the market. Environmentally friendly wipes are made from recycled, organic materials and can be returned to the soil as compost. Green tissue brands include Tessa, Multi, Nice, See U green value, Paseo, Livi Eco, Sinar Mas Livi Eco, and others. The large number of green tissue brands circulating on the market is a sign that demand for these products is increasing. Public awareness of the importance of protecting the environment is also reflected in purchasing behavior. Green consumers will choose and use products that support environmental sustainability. This is what encourages companies as tissue manufacturers to use business strategies that support the environment, known as green marketing strategies.

Green marketing according to Dangelico & Vocalelli, (2017) is a series of activities starting from designing, developing and promoting products or services to satisfy consumer needs in terms of quality, results, prices and services that are accessible, without causing negative impacts on the environment, regarding use. raw materials and energy consumption. Thus, the important thing from these two quotes is about green marketing or Environmental marketing is a promotional strategy to obtain benefits based on claims environmentally friendly products and sustainable production processes. Therefore green marketing is an appropriate strategy to support environmental preservation, not just pursuing profits in managing a business

According to Yang (2020), Arifin et al. (2022) consumer attitudes are largely determined by subjective norms and personal values, especially functional and emotional values. This opinion is supported by Moon et al. (2017); Kusumawardhani et al. (2019); Kim & Kim, (2021) functional value greatly influences consumer attitudes. Eagly & Chaiken, (1993) stated that functional theory supports the assumption that attitudes are stored in memory in the form of a series of forms related to objects, and relatively stable, but when needed it will reappear from that memory. When someone wants to make a decision regarding a particular object, the appropriate attitudes will be activated to inform that decision.

However, a different opinion was expressed by Adhitiya, & Astuti, (2019) who found that functional and emotional values are not factors that determine consumer attitudes. This

shows that there are still inconsistencies in research results which constitute a research gap, and solutions must be found to overcome this gap. We propose subject norms as a moderating variable to cover the gap in the research results.

Based on the differences in research results, this research aims to analyze the influence of functional value and emotional value on consumer attitudes. In addition, to analyze the influence of subjective norms on consumer attitudes. Specifically, this research aims to analyze the moderating role of subjective norms on the influence of functional and emotional values on consumer attitudes. This moderating role is expected to bridge the research gap between functional and emotional values on consumer attitudes. Attitude is a learned tendency to behave in a favorable or unfavorable way towards a particular object (Schiffman, and Kanuk, 2004). Ajzen (1985) put forward the adjustment model in TRA, which shows that the extent to which a person's intention to carry out a behavior can be carried out depends on the person's resource capabilities and self-control over his behavior. It indicates that a person's resources and opportunities can, to some extent, determine his behavior. The research hypothesis and conceptual model are presented in the following figure.

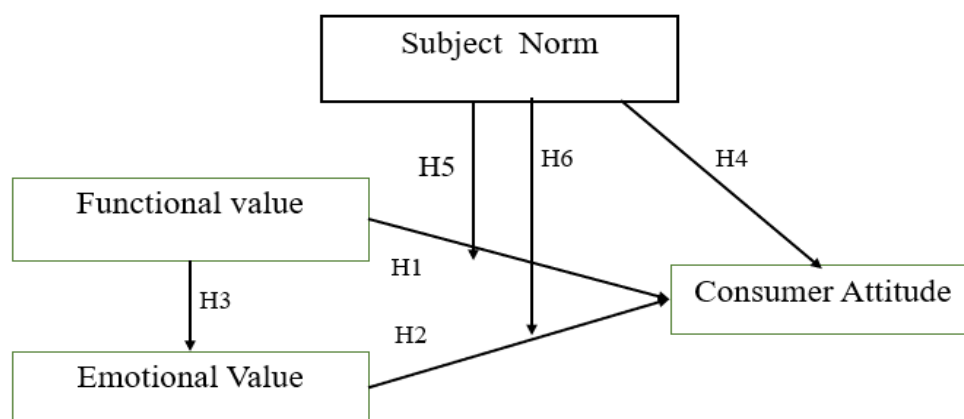


Figure 1. Hypotheses and Research Model

Based on Figure 1. The hypothesis of this research is that H1 functional value has a significant effect on consumer attitude. H2 emotional value has a significant effect on consumer attitude. H3 Functional value influences emotional value. H4 Subject norms have a significant effect on consumer attitude. H5 Subject norms can act as a moderating influence of functional value on consumer attitude, and H6 Subject norms can act as a moderating influence of emotional value on consumer attitude. This research hypothesis and model were built based on previous research findings regarding the factors that influence consumer attitude, namely subject norms, functional values, and emotional values (Yang, 2020, Arifin et al. 2022, Moon et al., 2017; Kusumawardhani et al. al. 2019; Kim & Kim, 2021).

## 2. Research Method

This study uses a quantitative approach. The population and sample of this research are tissue product consumers who live in Lampung. The sampling technique uses purposive sampling technique. The sample consisted of 150 people with minimum criteria of 17 years, men

and women, domiciled in Lampung. The data source uses primary data collected by distributing online and offline questionnaires using google form and printing out the questionnaire to respondents. The number of samples is appropriate, namely 100 – 200 for analysis using Structural Equation Modeling (SEM) PLS (F. Hair Jr et al., 2014). The samples used in the research complied with the requirements for processing using SEM PLS.

### 3. Results and Discussion

Good discriminant validity test results can be seen from the Cross Loading and Fornell-larcker values (Hair et al., 2014). In the discriminant validity test, the variables in this study met the cross loading and Fornel-Lerckel requirements. In Cross loadings, each construct has the highest value compared to other constructs. shows the results of testing the reliability of each variable. A variable that can be declared reliable can be seen from the Composite Reliability (CR) value  $> 0.7$  (Hair, et al., 2014) and the Cronbach Alpha (CA) value must have a minimum value of  $\geq 0.5$  (George and Mallery, 2003). The customer attitude, emotional value, functional value, and subject norm, variables have a CA value of more than 0.05, and a CR of more than 7. The results of the discriminant validity test are presented in Table 1. as follows.

Table 1. Discriminant Validity

<b><u>Fornell lecker</u></b>				
	Consumer Attitude	Emotional Value	Functional Value	Subject Norm
<b>Consumer Attitude</b>	0.839			
<b>Emotional Value</b>	0.683	0.906		
<b>Functional Value</b>	0.763	0.764	0.845	
<b>Subject Norm</b>	0.541	0.528	0.549	0.904

The results of hypothesis testing show that of the 6 hypotheses, three were accepted and 3 were rejected. The accepted hypotheses are hypotheses 2, 5, and 6. While the accepted hypotheses are hypotheses 1, 3, and 4. The conditions that must be met if a relationship or influence between variables is significant are the original value of the sample to determine whether the relationship is positive or negative, and t value  $> 1.96$  and p-value  $\leq 0.05$ . All hypothesis testing results are summarized in Table 2, and described as follows.

Table 2. Hypotheses Testing Result

			T statistic	Status
Hipotesis	Original Sample (O)		P	
H1	Functional Value -> Consumer Attitude	0.483	4.763	Accepted
H2	Emotional Value -> Consumer Attitude	0.214	1.906	Not accepted
H3	Functional Value -> Emotional Value	0.764	14.859	Accepted
H4	Subject Norm -> Consumer Attitude	0.148	2.466	Not accepted
H5	FV*SN -> Consumer Attitude	-0.082	1.291	Not accepted
H6	EMV*SN -> Consumer Attitude	0.042	0.549	Not accepted

The results of testing hypothesis 1 show that the influence of functional value on consumer attitude is positive and significant. The original sample value (O) is 0.483 and the statistical t value is 4.763, and the P value is 0.00, this means that hypothesis 1 is accepted. The results of this research support the results of previous research which stated that functional value has a positive influence on consumer attitudes (Yang 2020, Arifin et al. 2022; Kim, Y. J., & Kim, H. S., 2021). If the functional value increases, consumer attitudes will automatically also increase. This result is not in line with the findings of Adhitiya, & Astuti, (2019) who found that functional and emotional values are not factors that determine consumer attitudes.

The results of testing hypothesis 2 show that emotional value has no effect on consumer attitude. This is shown by the results of the original sample (O) value of 0.214, the statistical t value of 1.906 and the P value of 0.057, therefore the hypothesis that emotional value can influence consumer attitude is rejected. These results do not support the findings of Yang, (2020), and Arifin, et al. (2022) but supports the findings of Adhitiya, & Astuti, (2019) that emotional value does not play a role in improving consumer attitudes.

Testing hypothesis 3 shows that functional value has a significant influence on emotional value. The original sample value (O) is 0.764, the t statistic value is 14.859 and the P value is 0.000, so hypothesis 3 is accepted. The results of this test show that functional value can play a role in increasing emotional value. When functional value increases, emotional value automatically increases.

The results of testing hypothesis 4 obtained an original sample (O) value of 0.148, a statistical t value of 2.466, and a P value of 0.000, so the subject norm has a positive and significant influence on consumer attitude. Thus hypothesis 4 is accepted. These results support previous research that subject norms influence consumer attitudes (Yang, 2020, Arifin et al., 2022).

Hypotheses 5 and 6 test the moderating role of subject norm variables on the influence of functional and emotional value on consumer attitudes, showing that subject norms cannot play a moderating role. This can be seen in the original value of -0.082, t statistic of 1.291 and P value



of 0.197, so the hypothesis which states that subject norms are able to moderate the influence of functional value on consumer attitudes is rejected. Likewise, the statement that subject norms are able to act as a moderating influence of emotional value on consumer attitudes is also rejected. This is because the original sample value (O) is 0.042, the statistical t value is 0.0549, and the P value is 0.584.

#### **4. Conclusion**

Based on the results and discussion, the conclusion of this research is that functional value influences consumer attitudes, but emotional value does not influence consumer attitudes. Functional values influence emotional values. Subjective norms influence consumer attitudes, but subjective norms do not play a moderating role in the influence of functional values and emotional values on consumer attitudes. Thus, the results of this research have not been able to answer the research objectives which hope for subject norms.

Based on the research results and conclusions, it can be suggested that future research can retest this conceptual model with different product objects and locations. Then future research can also test again the influence between variables that have not been proven. Companies and marketers of green products must pay attention to things that influence consumer attitudes in buying green products such as tissue, cosmetics, food and other products. Marketers must look for other, more appropriate strategies in an effort to increase consumers' positive attitudes towards green products. When purchasing environmentally friendly tissue products, consumers prioritize functional value over emotional value. This must be a concern for marketers to maintain and increase the functional benefits of tissue products and put aside environmental concepts.

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