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THE IMPACT OF ENVIRONMENTAL CONCERN, AND ENVIRONMENTAL ATTITUDE ON GREEN PRODUCT PURCHASE INTENTION

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Abstract: *Environmental pollution due to plastic bottle waste is still an important issue that has not been resolved until now in various cities in Indonesia, including . Plastic bottle waste is increasing in number along with the increasing use of plastic bottles for packaging of beverage products. This waste problem is also faced by the City of Bandar Lampung, which is the third largest waste producer in Sumatera. Efforts that can be made to overcome these problems are to manage and reduce them. The purpose of this study to examine and analyze the effect of environmental concern, and environmental attitude on green product purchase intention. This research method uses a quantitative approach. The population of this study were users/consumers of Tupperware drinking bottles in Bandar Lampung. The samples of this study were men and women, at least 17 years old, had used Tupperware drinking bottles for at least 1 year. The sampling technique used was the purposive sampling technique. Data collection techniques using a questionnaire. The data analysis technique with Structural Equation Modeling (SEM) AMOS.. The results show that environmental concern does not affect the purchase intention of green products, but environmental attitudes had affect to green product purchase intention.*

Keywords: *Environmental Concern, environmental attitude, green product purchase intention, Structural Equation Modeling*

1. Introduction

Environmental pollution due to plastic bottle waste is still an important issue that has not been resolved to date in various cities in Indonesia (Lee J, 2021). This is because the amount of plastic waste is increasing along with the increase in plastic bottled beverage products. 11,600 tons of plastic bottle waste were collected in early 2021 by a plastic bottle waste management company, (Sari JPI, 2021).

Bandar Lampung is a city that is ranked as the third largest waste producer in Sumatra (Widya, et.al). Especially for plastic bottle waste, the Bandar Lampung City government has tried to process it into small particles with a chopping machine and then sold it to companies and SMEs (Ibrahim D, 2021). The community has also moved by managing the waste into Ecobricks (Oktavia V, 2021). However, these waste management efforts have not been able to solve the waste problem. If not resolved, these problems can have a negative impact on health (Marliani N, 2015) and the environment such as soil, water and air pollution (Purwaningrum P, 2016).

The solution that can be done to overcome this problem is to reduce plastic bottle waste by switching to green products as a substitute for plastic bottles that are not environmentally friendly. On the other hand, the momentum that can be used lately is the increasing public

awareness to be more concerned about the environment and health due to news related to environmental issues and the Covid-19 pandemic which is being reported massively in various print and electronic media (Lestari RB, Widagdo H, 2019). This people awareness can be seen when they are active outside the home by bringing their own drinking utensils, namely bringing a drink with a tumbler (Mulyani HS, 2021). The use of the tumbler is expected to reduce the spread of the virus and the amount of plastic bottle waste.

Tabel 1. Top Brand-Awards Tumbler, 2017-2021

Brands	2017		2018		2018		2019		2020		2021	
Tupperware	72,4%	TOP	62,6%	TOP	52,5%	TOP	50,0%	TOP	50,0%	TOP	48,5%	TOP
Lion Star	17,3%	TOP	24,6%	TOP	34,4%	TOP	28,2%	TOP	28,2%	TOP	23,8%	TOP
Lock & Lock	4,2%	-	2,7%	-	5,2%	-	3,6%	-	5,2%	-	11,5%	TOP
Claris	-	-	-	-	-	-	5,2%		5,5%	-	6,0%	-

Source : https://www.topbrand-award.com/top-brand-index

Tupperware is an environmentally friendly tumbler brand that is ranked at the top according to the Top Brand Awards 2017-2021, but its index is decreasing compared to other brands such as Lion Star, Lock n Lock, and Claris, (Table 1.). This decline indicates that consumer buying interest in Tupperware tends to decline. This decrease could be caused by various factors that require further research. The purpose of this research is to find out the factors that cause a decrease in buying interest in green products, especially Tupperware brand tumblers.

Maichum, K, et al. (2016) found that environmental concerns and environmental attitudes to increase purchase intention of green products. Taleghani et al. (2011) added that caring for consumers' purchase intentions is something that companies must do. Therefore, companies must always strive to increase environmental awareness (Yogananda, Nair, 2019).

Based on environmental and business phenomena as well as the results of the research that has been described, the purpose of this study is to examine and analyze the effect of environmental care and attitudes on the purchase intention of green products.

2. Literature Review

Green products are products that protect nature, improve environmental quality, are non-toxic, reduce pollution, and waste (Maichum K, 2017). Green products are products that are not harmful to human health, and the environment (Dianti NR, Paramita EL, 2021). Green products are products made from recycled materials, durable, non-toxic, and minimally packaged (Ottman JA et.al. 2006).

Environmental concern is defined as a commitment and emotional response from consumers such as concern, dislike, and compassion for various environmental issues around them (Lasuin CA, Ng YC, 2014). Furthermore, the notion of environmental care is a person's awareness of environmental problems and the willingness to solve these environmental problems (Alibeli MA, Johnson C, 2009). Environmental awareness is also defined as a tool to predict the possibilities for green product purchasing behavior (Angelovska J, 2012)

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Environmental attitude is a person's tendency that is formed when responding consistently to environmental conditions, whether he likes it or not, based on perceptions and knowledge of environmental problems (cognitive), emotions that arise towards the environment (affective), and a tendency to behave or act towards the environment /conative. (Giyatno Y, 2013).

Purchase intention of green products is defined as the possibility and willingness of a person to buy a product that has environmentally friendly features compared to conventional products when considering purchasing decisions (Rashid N, 2009). Understanding the purchase intention of green products is an intention that arises from within the consumer which is also seen in the form of environmentally friendly attitudes and behavior to show concern for the environment (Rehman Z, Dost MK, 2013).

Previous Study

Several studies on the effect of environmental care, attitude, and knowledge on the purchase intention of green products have been carried out. Factors influencing green purchase intention among university students (Lasuin, C. A., & Ng, Y. C. (2014). The research was conducted in Malaysia using a sample of 195 students from various universities in Kota Kinabalu. Data analysis used multiple linear regression. The results of the study stated that environmental awareness, and self-image have a positive and significant relationship with green purchase intentions. However, gender and ethnic groups did not moderate the relationship between environmental awareness, social influence, self-image and green purchase intention among Kota Kinabalu students.

The influence of environmental concern and environmental attitude on purchase intention towards green products: a case study of young consumers in Thailand. The research was conducted in green markets, green shops, shopping centers in Thailand. Data were obtained by distributing questionnaires to 500 people. The findings of this study are environmental concerns, and environmental attitudes, have a significant effect on green purchase intentions (Maichum K, et al. 2016).

The influence of environmental concern, green perceived knowledge, and green trust on green purchase intention (Chairy C, Alam MEN, 2019). The research population is Jabodetabek residents. The sample is 300 people, with the sampling technique using convenience sampling. The analysis tool uses SPSS version 22. The results show that environmental awareness, green perceived knowledge and green trust have an effect on green purchase intentions.

Green food product purchase intention: influencing factors for Malaysian consumers (Yogananda APY, Nair PB, 2019). The population of this study is Malaysians who live in the Klang Valley. The sample is 300 people, with a minimum age of 18 years. Data collection techniques through questionnaires. The data analysis tool uses multiple linear regression. The result of this research is that environmental awareness has a significant effect on the purchase intention of green food products in Malaysia.

Green sustainability is factors fostering and behavioral difference between Millennials and Gen Z: mediating role of green purchase intention (Lavuri R, et al., 2021). The research locations were in Telangana City, Andhra Pradesh, and Tamil Nadu, India. Data collection using online

and offline questionnaires for the millennial generation. Data were analyzed using SPSS Version 23.0. Research findings that media exposure, environmental awareness and environmental knowledge have a significant effect on green purchase intentions. This is supported by research results (Ansari MY, Siddiqui DA, 2019).

Research entitled assessing determinants of green purchase intention (Lee CH, 2012). The location of this research was conducted in Malaysia, precisely in the City of Melaka and Kuala Lumpur. The respondents were 250 residents of the two cities. The data analysis tool is multiple linear regression. The results showed that environmental awareness had no significant effect on green purchase intentions. However, social influence, pro-environmental behavior and price sensitivity have a significant effect on green purchase intention.

Analysis of the factors that influence the purchasing behavior of environmentally friendly cosmetic products (Martha M, Febriyantoro MT, 2019). Research population of green cosmetic consumers in Batam. The sampling technique used purposive sampling technique. The sample is 132 Batam green cosmetic consumers. The results showed that environmental awareness, personal norms and perceived value had no significant effect on purchasing behavior of green cosmetic products.

The influence of environmental knowledge on green purchase intention the role of attitude as mediating variable (Indriani IAD, 2019). The results of the study prove that environmental knowledge has a significant effect on environmental attitudes. The results of this study are supported by research findings (Saichao L, 2016).

Based on the previous research that has been described, a conceptual model of increasing purchase intention of green products can be built, and the hypothesis is presented in Figure 1. below.

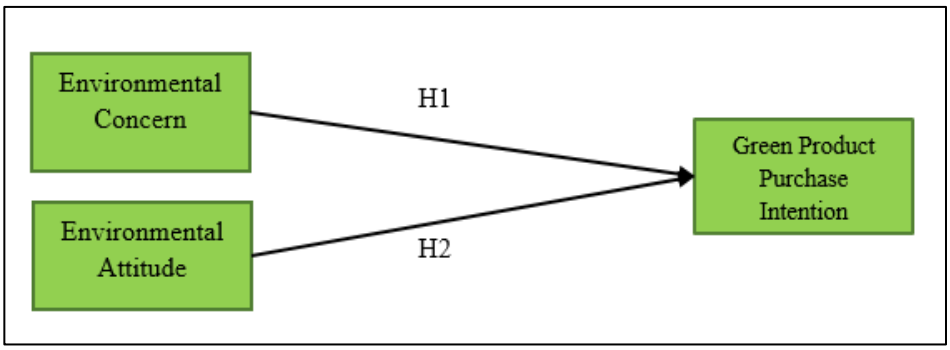

Figure 1. Conceptual Model and Research Hypothesis

3. Research Method

This type of research is quantitative. Quantitative research is a research method based on the philosophy of positivism that is used to examine certain populations or samples (Sugiyono, 2013). The unit of analysis in this study is the individual. The population of this research is users/consumers of Tupperware drinking bottles in Bandar Lampung.

This study uses a purposive sampling technique, which is a data collection technique by taking into account certain criteria to meet the research objectives. The purposed sample is a non-probability part of determining the sample so that not all samples have the same opportunity as respondents. The criteria for this research sample are male and female, at least 17 years old, have used Tupperware drinking bottles for at least 1 year so that they understand the product,

domiciled in Bandar Lampung. The research sample was determined by taking into account the analytical tool used, namely SEM, so the minimum sample size was 100 people (Ferdinand A, 2014). Determination of the number of samples can also be done by calculating the number of indicators/instruments multiplied by 5-10. The number of indicators for this research variable is 14 times 6 equals 84. Thus the sample required in this study is at least 84.

The data used is primary data. The technique of collecting primary data is through the distribution of questionnaires. Data analysis techniques consist of descriptive analysis, and SEM analysis which includes validity test, reliability test, model assumption test, hypothesis test, model suitability analysis, and path coefficient analysis. Hypothesis testing using the Structural Equation Modeling (SEM) AMOS as analysis tool.

Definition of Operationalization of Variables and Research Instruments

Environmental concern is consumer awareness about environmental problems and willingness to solve these environmental problems. Environmental awareness indicators consist of willingness to pay premium prices, choice of green products, repeat purchases (Maichum K, 2017). All of the research instruments used a Likert scale point 1-5 with assessment criteria strongly disagree - strongly agree.

Green purchase intention is the desire and willingness of consumers to buy an environmentally friendly product. Indicators of green purchase intention include willingness to pay premium prices, green product preferences, repeat purchases adapted from research by Maichum K, (2017); (Al Zubaidi N, 2020). Environmental attitudes are the level of knowledge, emotional feelings, and consumer behavior related to environmental issues. These indicators include green products being a good idea, the positive impact of green products, attitudes towards green products.

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4. Results and Discussion

Characteristics of Respondents

Respondents based on male sex as many as 52 people, and 53 women. Based on age, namely age 17-27 = 84 people, age 28-38 as many as 16 people, age 39-49 as many as 3 people, and age 50-60 years as many as 2 people. Respondents in this study were dominated by the age of 17-27 years. Based on the level of education ranging from elementary to doctoral. The education level of elementary school is 4 people, Junior high school is 6 people, Senior High School is 35 people, Bachelor degree is 42 people, Diploma is 4 people, Magister is 8 people, Doctor is only 1 person, and 6 others did not answer. Thus, the respondent's income level is dominated by Bachelor degree.

Validity and Reliability Test

The validity of the research instrument or the level of accuracy of the research instrument is the level of the research instrument's ability to reveal data in accordance with the problem to be disclosed. The validity of a measuring instrument is whether the measuring instrument can measure what it is supposed to measure (Cooper & Schindler, 2011).

The validity of this study used confirmatory factor analysis (CFA) with the help of Amos software version 21. Hair et al. (1998) argues that the factor loading criteria consist of three levels, namely ± 0.30, ± 0.40, and 0.50. The explanation is that the value of ± 0.30 is considered

to have met the construct validity but the minimum level. Furthermore, the factor loading value of ± 0.40 is considered better, and in accordance with the guidelines used by researchers. While the value of factor loading 0.50 is considered significant. These guidelines apply to sample sizes of 100 or more. In other words, the greater the factor loading value, the more important the loading is to interpret the construct.

The results of testing the validity of the research data obtained the loading factor value of all indicators of environmental awareness variables above 0.30. Likewise, the value of the factor loading indicator of environmental attitudes, and the intention to buy green products. Therefore, all indicators of these variables are declared valid. The results of the reliability test of the environmental concern variable obtained a C.R value of 0.489, environmental attitude 0.807, and purchase intention of green products 0.809, therefore all of these variables were declared reliable.

The income level is more than 5 million as many as 7 people. The income level of 1-2 million is 41. The income level of 2-3 million is 15 people. Income level 3-4 million as many as 6 people. The number that did not fill in the income was 34 people. It can be concluded that the respondent's income level is at most 1-2 million per month.

Assumption Test

The Amos SEM test requires assumptions, namely sample size, normality and data outliers. The sample size that must be met is 5 - 10 times the number of statement/question items. The items in this research statement are 14. Based on the sample adequacy requirements, 14 times 7 equals 98, in this study the number of samples is 105. The number of samples has been fulfilled/qualified for sample adequacy.

The assumption of normality of the data in this study shows the results of testing the normality of the distribution of the data used based on the C.R skewness value and the C.R kurtosis value of each indicator which shows the distribution of only one abnormal indicator (EA1), because it has a value of more than ± 2.58 . Therefore EA1 is removed. Of the fourteen indicators, there is one that does not meet normality, and thirteen indicators meet the data normality requirements with a value less than 2.58.

The assumption of Outlier data in this study still shows that there is a mahalanobis distance value that is more than Chi-Square (X2) = 36.12327. The data, namely numbers 28, 94, 90, 77, 93, 30 therefore must be deleted and cannot be retrieved further. Deletion of data is carried out in one step and all data has a value less than the value of X2. The number of data at the beginning of the analysis was 105, after being deleted it changed to 99 at the end of the analysis and it was confirmed that all data were free from outlier values.

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The Goodness of Fit Test

After the goodness-of-fit indices test or conformity index analysis, the indexes are obtained as shown in Table 2. Chi square value (x2) 54.040, probability value (P) = 0.12, CMIN/DF value = 1.638, value 0.905 , AGFI value = 0.842, TLI value = 0.900, CFI value = 0.926, and RMSEA value = 0.81. The value of all indices is declared good (fit) except the AGFI value is stated as marginal. Overall this research model can be said to be good or fit.

Table 2. Goodness-of-fit Indices

Goodness – of – fit Indices	Cut-off Value	Result	Criteria
Chi-Square (x^2)	Expected smaller	54,040	Fit
Probability (P)	≥ 0,05	0,12	Fit
CMIN/DF	≤ 2,00	1,638	Fit
GFI	≥ 0,90	0,905	Fit
AGFI	≥ 0,90	0,842	Marginal
TLI	≥ 0,90	0,900	Fit
CFI	≥ 0,90	0,926	Fit
RMSEA	≤ 0,08	0,081	Fit

Source : Primary data, 2022

Hypothesis Testing Results

Hypothesis testing based on the significance value can be done by looking at the P value (P-value) with the assumption that if the P value <0.05, it can be declared significant.

Hypothesis 1

Based on Table 3. the final result of the SEM test is known that the P value of the influence of environmental concern on the purchase intention of green products is 0.106. The value is greater than 0.05 then it can be declared insignificant. Therefore, hypothesis 1 which states that environmental care has an effect on green purchase intentions is not accepted.

The results in this study are different from previous studies conducted by Lasuin, C. A., & Ng, Y. C. (2014), Maichum K, et al. (2016), Chairy C, Alam MEN, (2019), Lavuri R, et al. (2021) who found that environmental awareness has an effect on green purchase intentions. On the other hand, this research is in line with the findings of Martha M, Febriyantoro MT (2019); and Lee CH, (2012) which states that environmental care does not affect the purchase intention of green products.

Hypothesis 2

The results of testing hypothesis 2 produce the P value of the influence of environmental attitudes on the purchase intention of green products is 0.106. The value is smaller than 0.05, therefore it is declared significant. In other words, hypothesis 2 which states that environmental attitudes affect green purchase intentions is accepted. The results in this study are different from previous studies conducted by Maichum K, et al. (2016), that environmental attitudes affect green purchase intentions.

Table 3. The Results of SEM Analysis

The Influence Among Variable			Standardized Estimate	*Estimate*	P	Criteria
Environmental Concern	→	Green product purchase intention	0,260	0,448	0,106	Not Accepted
Environmental Attitude	→	Green product purchase intention	0,388	0,413	0,004	Accepted

5. Conclusion

Through the analysis of research that has been done, it can be concluded that the results of hypothesis testing are as follows:

1. Environmental awareness does not always increase consumers' intention to buy green products, in this case Tupperware brand refillable drinking bottles. It can be interpreted that the higher a person's level of environmental awareness does not automatically increase the intention to buy green products. Therefore, the company must continue to seek other strategies that have an influence on the purchase intention of green products.
2. Environmental attitudes can increase the purchase intention of green products. This means that the higher the environmental attitude, the higher the consumer's intention to buy green products. This finding shows the importance of companies paying attention to consumer attitudes in order to build the right marketing strategy, especially increasing purchase intention.

Future Research Suggestions

1. Future research can re-examine this research model, especially on research variables that have no effect on the mediating variable as the solution.
2. In the future, this research model can be retested by adding other variables that are factors to increase the purchase intention of green products.
3. The selection of respondents must pay attention to the level of income, because the price of green products is relatively expensive, so that high-income consumers are more suitable to be respondents.

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