The Effect Of Value Consciousness, Price Consciousness On Green Purchase Intentions During A Pandemic With Green Product Attitude As A Mediation Variable

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Abstract

The purpose of this research is to find out (1). Consumer awareness of the values of environmentally friendly products affects consumer attitudes towards green products. (2). Green product attitude is an important factor in increasing consumer buying interest. (3). Consumer attitudes have a positive attitude towards green products to buy products with high prices. The research method used is a quantitative approach. Data collection techniques (1). Survey data regarding value consciousness, price consciousness, green product attitude and purchase intention. obtained directly from the field (2). interviews and filling out questionnaires by selected respondents. (3). The population in this study is Generation Z in East Priangan. (4). The population size is infinite. Sampling using judgment sampling, purposive sampling The criteria for respondents in this study were between 17 - 27 years of age and have a desire to buy green products. Results: (1). Value Consciousness has an effect on Green Product Attitude, Price Consciousness has an effect on Green Product Attitude. (2). Green Product Attitude has the effect of Value Consciousness and Price Consciousness on Green Purchase Intention. (3). The formation of attitudes towards green products must begin with raising awareness of the value that is formed when consumers feel sacrificed according to the benefits they receive. (4). Green products must be communicated to provide benefits according to the costs incurred. (5). Green products
must be communicated as products that are also affordable according to the price level offered.

**Keywords**

Value Consciousness, Price Consciousness, Green Purchase Intention, Pandemic Green Product Attitude.

**Introduction**

Public awareness of green products is increasing. The current pandemic condition also makes people aware of the importance of green products. (Chan, R.Y.K., et. al., 2000). The new lifestyle that prioritizes health and environmental care has become stronger. The green living lifestyle during this pandemic is believed to be not only beneficial for health but also for economic activities. At this time the environmental damage that has an impact on the decline in environmental quality is quite worrying. Many people associate environmental damage with global warming but not only that, there are many other environmental impacts caused by environmental damage. Environmental damage can arise from what people produce and consume.

Without realizing it, products (goods and services) that are produced or consumed have an impact on the environment both when they are produced, consumed and after they are consumed. So that people need to always pay attention to the environmental aspects of the goods we produce and consume. (Shella F. Eles., 2016). However, in practice, there are often obstacles in getting products that have considered environmental aspects, both in terms of information and product availability.

This development has sparked the emergence of the concepts of green economy and green growth, namely the movement towards a more integrated and comprehensive approach to incorporating social and environmental factors in economic processes, in order to achieve sustainable development. (Kaiser, F.G., 1999). Therefore, green growth is economic growth that contributes to the responsible use of natural capital, prevents and reduces pollution, and creates opportunities to improve overall social welfare by building a green economy, and ultimately enables the achievement of sustainable development goals. Thus, these three terms cannot be separated: green growth—green economy—sustainable development.

**Field Survey**

The results of the WWF-Indonesia survey and the Nielsen survey in 2017 show, as many as 63% of Indonesian consumers are willing to consume environmentally friendly products or commonly known as green products, even though at higher prices. (Peter, J. Paul., et. al.,
2013). This shows a significant increase in consumer awareness of the consumption of green products and indicates the readiness of the domestic market to absorb products that are produced sustainably. The consumer perception survey was conducted by WWF and Nielsen on 916 respondents in Jakarta, Medan, Surabaya, Denpasar, and Makassar representing middle to upper class consumers aged 15-45 years. The survey was conducted from June to July 2017.

Director of Consumer Insights Nielsen survey, said the survey results show that the most reasons behind this consumer perception are the immediate effects of global warming, a sense of responsibility for the environmental impacts resulting from daily consumption activities (61%) and feelings of happiness because they have contributed to environmental conservation efforts (52%). (Albayrak and Caber., 2013). Regarding the 'Beli Yang Baik' consumer campaign initiated by WWF-Indonesia in June 2015, as many as 34% of respondents were aware of the campaign and 72% of them claimed to be able to understand the campaign message easily. The results of the perception survey show an improved understanding and awareness of Indonesian consumers regarding the consumption of green products.

At this time, consumers are more focused and interested in the issue of environmental preservation. The increasing consumer awareness of the environment, also increases awareness to consume green products. Consumer awareness of the values of environmentally friendly products affects consumer attitudes towards green products. Green product attitude is an important factor in increasing consumer buying interest. Consumers who have a positive attitude towards green products will be interested in buying these products even at a higher price. The emergence of environmentally conscious consumer behavior (environmental conscious consumer behavior) can help solve environmental problems (Ramly., et al, 2012). Several studies have shown that consumers are considering paying more for green products, changing their shopping habits to help protect the environment and even buying products only from environmentally responsible companies. Studies in the last decade have shown that European and American consumers are more environmentally conscious. Then followed by the green consumerism movement by countries in Asia.

**Research Focus**

Various studies and studies also increasingly show that in countries around the world consumer concern for environmental sustainability continues to increase. (Djatmiko, 2017). The Nielsen Research Institute conducted a global online survey in 2015 showing that 75% of the millennial generation are willing to pay more for environmentally friendly products and services and are willing to pay more for products and services from companies that are
committed to environmental sustainability. This percentage increased compared to the previous year which reached around 50%.

Based on this, it is very important to examine how consumers' attitudes towards the environment and its effect on buying interest in green products are very important. That attitude is the most consistent factor for predicting environmental purchasing behavior. (Mukhamad, Najib., et. al., 2016. The attitude of environmental awareness represents feelings of liking or disliking and is the basis for predicting consumer willingness to buy green products. Attitude has three components, namely the first cognitive aspect that describes knowledge and perceptions of the second is the affective aspect describing feelings and emotions towards the object and the third is the conative aspect which describes a person's tendency to take certain actions. Previous research on environmental care attitudes and purchase intentions was carried out by Kaiser et al (1999) that through the coefficient of determination of variations in interest in behavior awareness environment is determined by the environmental knowledge variable, the value of environmental awareness and the feeling of being responsible for the environment by 45 percent.

Research by Paramita., et al., (2015) shows that the better the attitude of environmental awareness, the intention to purchase environmentally friendly products, especially "Body Shop" cosmetics, will increase. However, some empirical evidence shows that inconclusive results regarding the relationship between knowledge of ecology/environment to behavior are not always consistent. The results show that ecological knowledge has little effect on friendly behavior or care for the environment. Meanwhile, the research results show a positive relationship between the two variables. Low consumer environmental awareness will cause low purchase intentions for green products. Likewise, several other researchers stated that environmental awareness had a positive and significant effect on purchasing behavior of green products.

Methods

The research method used in this study is a survey research method. The population in this study is Generation Z in East Priangan. (Sugiyono., 2017). The size of the population cannot be known precisely so it is infinite. Sampling used judgment sampling/purposive sampling. The criteria for the respondents in this study were between the ages of 17 and up. 27 years old and has a desire to buy green products. To further ensure the accuracy of this study, questionnaires were distributed to 600 respondents. There are 437 respondents who are considered worthy to be used as samples in this study.

Data Collection Technique

1. Study Design: survey research method.
2. Study Location: Generation Z in East Priangan includes Tasikmalaya City, Banjar City, Tasikmalaya Regency, Ciamis Regency, Garut Regency, and Pangandaran Regency.
3. Study Duration: May 2021 to October 2021.

**Sampling Technique**

1. Sample size calculation: Determination of sample size is based on the opinion of Hair (1995), namely for survey research the minimum sample size is 100. To further ensure accuracy in this study, questionnaires were distributed to 600 respondents. (Moleong, L. J., 2017).
2. Subjects & selection method: In this sampling method, the researcher tries to find confidence first that the individual selected as the sample is the right individual. The criteria for respondents in this study were between the ages of 17 sd. 27 years old and has a desire to buy green products.
3. Procedure methodology: Questionnaires were distributed online to Generation Z in East Priangan covering the City of Tasikmalaya, Banjar City, Tasikmalaya Regency, Ciamis Regency, Garut Regency, and Pangandaran Regency. Screening is carried out to see the suitability of respondents with the respondent's criteria, namely Generation Z who have an interest in buying green products. Screening is also done whether the questionnaire is correct.
4. Statistical analysis: Data analysis was carried out using a structural equation model, aiming to estimate several separate regression equations but each had a simultaneous or simultaneous relationship. In this analysis it is possible that there are several dependent variables, and this variable is possible to be an independent variable for the other dependent variables. Hypothesis testing is carried out exactly the same as the general regression hypothesis test, namely by conducting a t-test to see the significance of the regression coefficients generated by various causal relationships in the model. The significance of the regression coefficient is calculated using the t-test or in AMOS it is called the Critical Ratio (CR) test. The value of CR (critical ratio) > 1.96 with a significance level of <0.05, it means that exogenous variables have an effect on endogenous variables. The value of CR (critical ratio) < 1.96 with a significance level of > 0.05, it means that exogenous variables have no effect on endogenous variables.

**Results and Discussion**

The research instrument used was a questionnaire. (Retno, B. L. Cardinal., 2018). Before being distributed to respondents, the validity and reliability of the questionnaire were tested. To test the validity, it is done using confirmatory factor analysis (CFA) with the AMOS 21
program. With this approach, a measurement item is said to be valid if the relationship between the latent construct and the item used to measure it has a critical ratio (CR or t-count) that is higher greater than or equal to the t-table value (Ferdinand, 2005).

Indicators that have a loading factor below 0.4 must be dropped from the research model. (Ghozali, Imam., 2007). Based on the results of confirmatory factor analysis in Figure 1, it can be seen that there are indicators that have a loading factor of less than 0.4, namely:

1. Y1 indicator is 0.03.
2. The X22 indicator is 0.25.
3. The Z2 indicator is -0.15.

Therefore, these indicators were excluded from the research model. So that the final research model becomes as shown in Figure 2.
From the results of the confirmatory factor analysis in Figure 2, it can be seen that all indicators of each variable have a factor loading greater than 0.4 so that there are no indicators that need to be dropped again from the model. (Huang, J. H. Lee., et. al., 2004).

To test the reliability, Cronbach Alpha was used with the help of SPSS for Windows 21.

**Table 1 Reliability Test**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach Alpha</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1 Value Consciousness</td>
<td>0.765</td>
<td>Reliable</td>
</tr>
<tr>
<td>X2 Price Consciousness</td>
<td>0.772</td>
<td>Reliable</td>
</tr>
<tr>
<td>Y Green Product Attitude</td>
<td>0.803</td>
<td>Reliable</td>
</tr>
<tr>
<td>Z Green Purchase Intention</td>
<td>0.865</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Questionnaires were distributed to Generation Z in East Priangan with certain considerations. Questionnaires that are considered feasible to be processed are 437. This number is in accordance with the minimum number of respondents required. (Deveny, Kathleen., 1993). To see if the multivariate data limit spreads normally or not,
X²-Chi-Square table is used with df (number of variables, significance level at 0.05) so that df=(469; 0.05). To see the Chi-Square value, you can use the help of the excel program as follows:

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At probability 0.05 with a df of 469, the chi-square value is 429.7858058. Multivariately the data is declared normal if the value of the mahalanobis distance is smaller than the chi square value. (Arbuthnot, J., Lingg, S., (1975). Because the value of Mahalanobis distance (138.263) < Chi square (429.7858058), the multivariate data was declared normal.

<table>
<thead>
<tr>
<th>Goodness of fit Index</th>
<th>Research Model Results</th>
<th>Cut of Value</th>
<th>Model Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>X² Chi Square</td>
<td>138,263</td>
<td>429,7858058</td>
<td>Baik</td>
</tr>
<tr>
<td>df</td>
<td></td>
<td>469</td>
<td></td>
</tr>
<tr>
<td>RMSEA</td>
<td>0,065</td>
<td>≤ 0,08</td>
<td>Baik</td>
</tr>
</tbody>
</table>

Figure 3 Excel program
(Source: Data processed 2021)
From the results of the goodness of fit test using AMOS software, it can be concluded that the research model developed is good. (Dispoto, R.G., 1997). To test the hypothesis, you can see the values contained in the Text Output as follows:

<table>
<thead>
<tr>
<th></th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>F3</td>
<td>0.639</td>
<td>0.112</td>
<td>5.689</td>
<td>***</td>
<td>par_15</td>
</tr>
<tr>
<td>F3</td>
<td>0.372</td>
<td>0.075</td>
<td>4.982</td>
<td>***</td>
<td>par_16</td>
</tr>
<tr>
<td>F4</td>
<td>0.788</td>
<td>0.046</td>
<td>17.290</td>
<td>***</td>
<td>par_1</td>
</tr>
<tr>
<td>X11</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X12</td>
<td>1.143</td>
<td>0.121</td>
<td>9.440</td>
<td>***</td>
<td>par_2</td>
</tr>
<tr>
<td>X13</td>
<td>1.163</td>
<td>0.114</td>
<td>10.209</td>
<td>***</td>
<td>par_3</td>
</tr>
<tr>
<td>X14</td>
<td>1.197</td>
<td>0.114</td>
<td>10.546</td>
<td>***</td>
<td>par_4</td>
</tr>
<tr>
<td>X15</td>
<td>1.160</td>
<td>0.152</td>
<td>7.608</td>
<td>***</td>
<td>par_5</td>
</tr>
<tr>
<td>X17</td>
<td>1.209</td>
<td>0.130</td>
<td>9.320</td>
<td>***</td>
<td>par_6</td>
</tr>
<tr>
<td>X25</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X24</td>
<td>0.959</td>
<td>0.133</td>
<td>7.194</td>
<td>***</td>
<td>par_7</td>
</tr>
<tr>
<td>X23</td>
<td>0.713</td>
<td>0.099</td>
<td>7.207</td>
<td>***</td>
<td>par_8</td>
</tr>
<tr>
<td>X21</td>
<td>0.898</td>
<td>0.128</td>
<td>6.999</td>
<td>***</td>
<td>par_9</td>
</tr>
<tr>
<td>Y4</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y3</td>
<td>0.873</td>
<td>0.049</td>
<td>17.893</td>
<td>***</td>
<td>par_10</td>
</tr>
<tr>
<td>Y2</td>
<td>0.622</td>
<td>0.045</td>
<td>13.715</td>
<td>***</td>
<td>par_11</td>
</tr>
<tr>
<td>Z1</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Z3</td>
<td>1.112</td>
<td>0.052</td>
<td>21.298</td>
<td>***</td>
<td>par_12</td>
</tr>
<tr>
<td>Z4</td>
<td>0.936</td>
<td>0.055</td>
<td>17.111</td>
<td>***</td>
<td>par_13</td>
</tr>
<tr>
<td>Z5</td>
<td>0.883</td>
<td>0.050</td>
<td>17.567</td>
<td>***</td>
<td>par_14</td>
</tr>
</tbody>
</table>

From these outputs, it is possible to test the hypothesis, which is as follows:
Table 4 Conclusion of causality between variables

<table>
<thead>
<tr>
<th>No.</th>
<th>Causal Relationship</th>
<th>CR</th>
<th>P</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Value Consciousness towards Green Product Attitude</td>
<td>5,689</td>
<td>0,000</td>
<td>Significant</td>
</tr>
<tr>
<td>2.</td>
<td>Price Consciousness to Green Product Attitude</td>
<td>4,982</td>
<td>0,000</td>
<td>Significant</td>
</tr>
<tr>
<td>3.</td>
<td>Green Product Attitude towards Green Purchase Intention</td>
<td>17,290</td>
<td>0,000</td>
<td>Significant</td>
</tr>
</tbody>
</table>

(Source: Data processed 2021)

Discussion

From the table above, it can be concluded that there is an effect of Value Consciousness on Green Product Attitude. This shows that consumers who have high value awareness will consider the quality of the product and the money they spend to buy green products. Attitude factors are often used as predictors of consumer purchase intentions and behavior. Consumer attitudes that have been influenced by awareness of the value of environmentally friendly products will affect their interest in buying environmentally friendly products. (Ferrinadewi, Erna., 2008). The table above also shows the effect of Price Consciousness on Green Product Attitude. In Mukhamad Najib and Dharmawan Santoso (2016) stated that price plays an important role in influencing consumer behavior (Huang, et al. 2004). Awareness of price is a consideration for consumers to buy green products.

Attitudes affect purchase intentions because of the tendency of respondents' positive attitudes towards environmentally friendly products, giving a strong impetus to the intention to buy environmentally friendly products. (Fitriyamani, B. Hikmah., 2015). The table above shows the effect of Green Product Attitude on Green Purchase Intention.

Conclusion

Based on the results and discussion above, several conclusions can be drawn as follows:

1. Value Consciousness has an effect on Green Product Attitude.
2. Price Consciousness has an effect on Green Product Attitude.

The formation of attitudes towards green products must begin with raising awareness of values. Value awareness is formed when consumers feel that what is sacrificed is in accordance with the benefits they receive. Green products must be communicated to provide benefits according to the sacrifices / costs incurred by consumers. Price awareness is formed when consumers get products at low prices. Green products must be communicated as products that are also affordable according to the price level offered.
Attitude factor is often a predictor of buying interest. A good attitude will provide a strong impetus to make a purchase. Consumer attitudes that have been influenced by value awareness and price awareness will affect the interest in buying environmentally friendly products.

References


Paramita, Nyoman Dara and Ni Nyoman Kerta Yasa., 2015. Attitudes in Mediating the Relationship between Environmental Awareness and Intention to Purchase