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The Influence of Green Product, Environmental Concern, and Green Trust on Tupperware's Green Purchase Intention (Study on Ciledug Society)

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ABSTRACT

This study aims to analyze the influence of Green Product, Environmental Concern, and Green Trust on Tupperware's Green Purchase Intention (Study on Ciledug Society). The population in this study was a community domiciled in Ciledug and the sample used was 135 respondents using the Purposive Sampling method technique. This research uses a type of quantitative research then the analysis method used is Partial Least Square (PLS). The results showed that the variables Green Product and Environmental Concern had a positive and significant effect on Green Purchase Intention, while the Green Trust variable had a positive but not significant effect on Green Purchase Intention.

Keywords*: Green Product; Environmental Concern; Green Trust; Green Purchase Intention*

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INTRODUCTION

Indonesia is one of the countries with rapidly growing population. Every individual undoubtedly has various, numerous, and unlimited needs. The problem of rapid population growth will have a serious impact because of the imbalance of basic and complementary human needs with the availability of natural resources (Akhirul et al., 2020). Rapid population growth can cause several problems, both from environmental, social, to cultural aspects (Ningtias, 2022). If population density continues to increase, it indirectly leads to higher human needs, which also results in increased waste and pollution.

Kementerian Lingkungan Hidup dan Kehutanan (KLHK) announced that in 2020, the total amount of waste production in Indonesia reached 67.8 million tons. In other words, every day 270 million Indonesians produce around 185,753 tons of waste, or on average each resident produces around 0.68 kilograms of waste per day (Listiyowati et al., 2021). Almost all types of waste from 2020 to 2022 have fluctuating percentage values. In the type of plastic waste composition, the percentage value is seen to continue to increase every year, namely 17.22%, 18.1%, and 18.8%. This has an impact on the imbalance of the surrounding ecosystem because

plastic waste is included in the category of hazardous waste. Plastic waste is very difficult to decompose and even takes approximately 10 to 1000 years.

Previous research has noted that consumer green purchase intention in environmentally friendly products is still low in Indonesia (Kusumawati, 2019). According to Tafiana & Tantra (2023), environmental awareness factors in society are assumed to be the main driver in increasing environmental consciousness, which subsequently strengthens the desire to make purchases of environmentally friendly products. Many business actors and companies nowadays are becoming aware of showing their concern for the environment by implementing green marketing programs.

PT. Tupperware Indonesia has implemented green products. From design to distribution, Tupperware follows the "reduce, reuse, and recycle model". Tupperware that incorporates green marketing elements including environmentally friendly products) can influence consumers in making purchases (Elvierayani & Choiroh, 2020). In addition to green marketing, Tupperware also consistently holds campaigns aimed at increasing environmental awareness and community care In 2019, Tupperware Indonesia launched an environmentally friendly campaign with the theme Tupperware RuNation: "Race without Trace". According to Lin et al. (2019), high awareness and concern of society towards environmental sustainability will have a positive impact on increasing the number of consumers demanding green products.

The honesty of producers in marketing their products is an obligation that must be implemented because it can create high trust. Tupperware also strives to build green trust among potential consumers for their green products. With strong green trust towards green products, consumer green purchase intention will increase (Pradnyadewi & Warmika, 2019).

From the phenomenon above, there are several supporting journals in previous research that link independent variables to the dependent variable of green purchase intention. Hernizar et al. (2020) conducted a study on the impact of green products, and the results showed that green products have a significant positive relationship towards green purchase intention. Then previous research conducted by Sari (2021) showed that environmental concern variables have a significant influence on green purchase intention. The last study conducted by Wahyumar & Manggabarani (2023) concluded that the green trust variable significantly influences green purchase intention.

LITERATURE REVIEW

Marketing Management. Kotler, P., & Keller (2016) state that marketing management is the art and science of selecting target markets and achieving, maintaining, and growing customers by creating, delivering, and communicating superior customer value. It can be concluded that marketing management is a marketing process related to how to choose or reach the right target market through effective and controlled business operations, resulting in positive benefits for both the organization and customers.

Green Purchase Intention. Green purchase intention is defined as the potential for customers to be interested in buying environmentally friendly products and services due to their environmental needs (Zhang et al., 2018). According to Nia et al. (2018), green purchase intention is the possibility or emergence of conscious human desire or interest towards environmental issues, leading them to prefer environmentally friendly products over conventional ones.

Green Product. Green products are products that can be recycled, repaired, and reused, and in their production process, they will not harm the environment, cause pollution, or excessively use resources (Jeevandas et al., 2019). While the definition of green products according to Firmansyah et al. (2019) is a product that does not have an impact on the environment, natural resources, and does not cause pollution.

Environmental Concern. Environmental concern is an individual's consciousness of the environment demonstrated through protective and caring activities towards the environment (Schmuck et al., 2018). Meanwhile, Junior et al. (2018) argue that environmental concern refers to someone who strives to preserve or enhance environmental quality, reduce energy and natural resource consumption, minimize or eliminate toxic waste pollutants, and prefer to use environmentally friendly products. This is the reason many of the organizations show concern about it and finding ways to have minimal negative environmental impacts on business operations. Firms are now even changing their methods and shifting into eco-friendly procedures (Ramli et al., 2022).

Green Trust. Green trust according to Lee (2020) is defined as a belief or aspiration derived from credibility, morality, and its relevance to the pro-environmental performance of foreign products. Meanwhile, Komala & Dewi (2020) stated that green trust as the willingness of individuals or groups to rely on a product, service, or brand based on beliefs arising from environmental performance credibility.

Research hypothesis and Theoretical Framework

The influence of Green Product on Green Purchase Intention. Previous research was conducted by Hernizar et al. (2020) which stated that green products have a partially significant and positive impact towards green purchase intention variable. Further research findings are supported by Munamba & Nuangjamnong (2021) and Karunarathna et al. (2020) where green products have a significant positive impact on green purchase intention.

H1: Green Products have a positive and significant impact on Green Purchase Intention

The influence of Environmental Concern on Green Purchase Intention. Salim & Rismawati (2021) conducted research on environmentally friendly cosmetic products whose results showed that environmental concern has a significant positive influence on green purchase intention. This is also supported by the results of research from Chairy & Alam (2019) and Fabiola & Mayangsari (2020) which state the same results.

H2: Environmental Concern have a positive and significant impact on Green Purchase Intention

The influence of Green Trust on Green Purchase Intention. In previous research conducted by Wahyumar & Manggabarani (2023), green trust showed a significant positive influence on green purchase intention. The next previous research was supported by Meilisa (2020) and Wiranto & Adialita (2020) which had similar results.

H3: Green Trust have a positive and significant impact on Green Purchase Intention

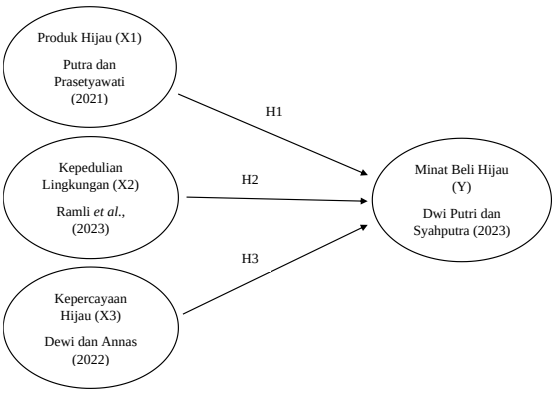

Figure 1. Theoretical Framework

METHOD

This research used quantitative methods with descriptive and verificative approaches. According to Hair et al. (2019) quantitative data collection involves collecting numerical data using structured questionnaires or observation guides. Furthermore, In this study the population used consists of residents in Ciledug, and the sample was taken using Non-Probability Sampling technique due to the unknown possibility of selecting subjects. The data collection method is a technique used to retrieve all information and data from research. In this research, data obtained directly by respondents were used, namely primary data. The data collection used in this study is by distributing questionnaires that will be distributed to respondents who live in Ciledug through Google Form. The questionnaire contained in this study is in the form of questions about indicators that have been formed with sample indicators that have been set by researchers. The questionnaire is distributed by distributing a Google Form link to relatives, families, and people who live in Ciledug through an internet-based application that can be used to send messages.

RESULTS AND DISCUSSION

This research uses the Structural Equation Modeling (SEM) model with the Partial Least Squares (PLS) analysis method. The supporting program used is Smart-PLS 4.0 to conduct testing processes on the research model, which is done in two stages: testing the Outer Model and Inner Model.

Results

Evaluation of Measurement Model (Outer Model)

The ideal outer loading measurement is above 0,7, so Convergent validity can be considered valid if the loading factor value is greater than 0,7 and the Average Variance Extracted (AVE) value is at least 0,5. Based on these criteria, it can be concluded that if the loading factor value is below 0,7, it will be removed from the model.

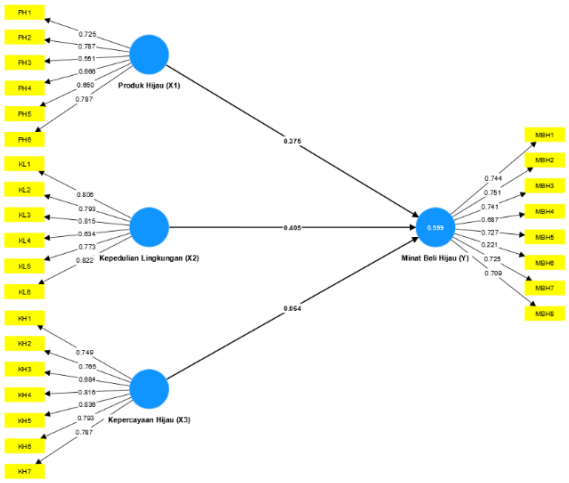

Figure 2. First PLS Output Results

Based on figure 2, it can be inferred that there are several indicators whose outer loadings are invalid because their factor loadings are less than 0,7. These indicators include PH3, PH4, PH5, KL4, MBH4, and MBH6, so the mentioned indicators will be removed from the model.

Table 1. Discriminant Validity (Fornell Larcker) Test

Variable	Environmental Concern (X2)	Green Trust (X3)	Green Purchase Intention (Y)	Green Product (X1)
Environmental Concern (X2)	0.808			
Green Trust (X3)	0.749	0.801		
Green Purchase Intention (Y)	0.725	0.628	0.743	
Green Product (X1)	0.652	0.723	0.658	0.822

Source: Smart-PLS 4.0 Processing Results, 2023

Constructs have good discriminant validity when each loading factor has the highest value compared to other loading factors towards other latent variables. Based on table 1 of Fornell-Larcker discriminant, it can be explained that the loading factor values for each indicator of each variable are not higher when connected to other variables This means that each variable has good discriminant validity.

Table 2. Composite Reliability Test Results

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Environmental Concern (X2)	0.867	0.869	0.904	0.653
Green Trust (X3)	0.888	0.891	0.915	0.642

Green Purchase Intention (Y)	0.838	0.838	0.881	0.552
Green Product (X1)	0.760	0.769	0.862	0.676

Source: Smart-PLS 4.0 Processing Results, 2023

According to Hair Jr et al. (2019), if latent variables have composite reliability or Cronbach's alpha values ≥ 0,7, it means that the constructs have good reliability or that the questionnaire used as a research tool is consistent. Based on Table 2 above, it can be concluded that each tested latent variable shows satisfactory values because the composite reliability and Cronbach's alpha meet the criteria of being above 0,7, indicating reliability.

Evaluation of Structural Model (Inner Model)

Table 3. Results of R-Square Value

	R-square	**R-square adjusted**
Green Purchase Intention (Y)	0.585	0.576

Source: Smart-PLS 4.0 Processing Results, 2023

According to Hair Jr. et al. (2021), if the R-Square value falls between 0,51 – 0,75 it can be considered moderate. Based on table 3 above, the R-Square value for green purchase intention is 0,585. This value indicates a moderate criterion since it falls within the range of 0,51 – 0,75, and it also means that 58,5% of Tupperware's green purchase intention in the Ciledug society is influenced by green product, environmental concern, and green trust. The remaining 41,5% is influenced by other factors not examined in this research.

Table 4. Results of F-Square Value

	Green Purchase Intention (Y)
Green Product (X1)	0.106
Environmental Concern (X2)	0.250
Green Trust (X3)	0.001

Source: Smart-PLS 4.0 Processing Results, 2023

According to Hair et al. (2019), the F-Square criteria are divided into three categories: if the F^2 value is greater than 002, it has a small effect of exogenous variables on endogenous variables; if the F^2 value is greater than 015, it has a moderate effect; and if the F^2 value is greater than 035, it has a large effect. Based on table 4 above, it can be explained that the F-Square value in the variable green product green product on green purchase intention has a substantive level and a small effect because the F-Square value exceeds 0.02, which is 0.106. Furthermore, the F-Square value in the variable of environmental concern for green purchase intention has a substantive level and moderate effect because the F-Square value exceeds 0.15, which is 0.250. Then the F-Square value on the green trust variable in green purchase intention

has a very small substantive level and has no effect because the F-Square value does not meet from 0.02, which is 0.001.

Table 5. Results of Q-Square Value

	Q^2 (=1-SSE/SSO)
Green Purchase Intention (Y)	0.270

Source: Smart-PLS 4.0 Processing Results, 2023

According to Hair et al., (2019), effect size is determined by assessing Q^2 when each exogenous variable is excluded in turn If Q-Square > 0, it indicates that the model has predictive relevance. Based on table 5 above, the Q-Square value for the green purchase intention variable is 0.270, meaning that the model for green purchase intention has predictive relevance because its Q-Square value is greater than 0.

Table 6. Hypothesis Test Results

Relationship Between Variables	**Original sample (O)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**	**Influence**
Environmental Concern (X2) → Green Purchase Intention (Y)	0.501	0.104	4,832	0.000	Positive and Significant
Green Trust (X3) → Green Purchase Intention(Y)	0.026	0.120	0.220	0.826	Positive and not Significant
Green Product (X1) → Green Purchase Intention (Y)	0.312	0.098	3,195	0.001	Positive and Significant

Source: Smart-PLS 4.0 Processing Results, 2023

Based on table 6 above, it can be explained that the hypothesis testing results for the green product variable obtained a T-Statistic of 3.195, which is greater than 1.96, and the original sample value shows a positive result of 0.312 with a significance P-Value of 0.001, which is smaller than 0,05. This can be interpreted as green product having a positive and significant impact on green purchase intention.

The hypothesis testing results for the environmental concern variable obtained a T-Statistic of 4.832, which is greater than 1,96. The original sample value also showed a positive result of 0.501, with a significance P-Value of 0.000, which is less than 0,05 This indicates that environmental concern has a positive and significant impact on green purchase intention.

Furthermore, the hypothesis testing results for the green trust variable obtained a T-Statistic of 0.220, which is smaller than 1,96, and the original sample value shows a positive value of 0.026 with a P-Value significance of 0.826, which is greater than 0,05 This can be interpreted as green trust having a positive but insignificant impact on green purchase intention.

Discussion

1. The influence of Green Product on Green Purchase Intention

The first hypothesis (H1) in this research indicates that green product have a positive and significant impact on green purchase intention, as evidenced by a T-Statistic of 3.195, which is greater than 1,96, and an original sample value of 0.312 with a P-Value of 0.001, smaller than 0.05, making the results acceptable. This research is supported by previous studies conducted by Nabilah & Iriantini (2022) and Karunarathna et al. (2020), which also found that the green product variable has a positive and significant influence on green purchase intention.

2. The influence of Environmental Concern on Green Purchase Intention

The second hypothesis (H2) in this research indicates that environmental concern has a positive and significant impact on green purchase intention, as evidenced by a T-Statistic result of 4.832, which is greater than 1,96, and an original sample value of 0.501 with a P-Value of 0.000, smaller than 0,05, making the results acceptable. This research is further supported by previous studies conducted by Chairy & Alam (2019) and Lestari (2018), which also found that environmental concern positively and significantly impact on green purchase intention.

3. The influence of Green Trust on Green Purchase Intention

The third hypothesis (H3) in this research indicates that green trust has a positive but insignificant effect on green purchase intention, as it obtained a T-Statistic of 0.220, which is smaller than 1,96, and the original sample value shows a positive value of 0.026 with a significance P-Value of 0.826, which is greater than 0,05, leading to its rejection. The research findings align with previous studies conducted by Ghassani et al. (2022) and Antonius (2018), which also showed that green trust has a positive but insignificant impact on green purchase intention.

CONCLUSION

Green product have a positive and significant impact on green purchase intention This means that the better green products are at protecting the environment and human health, the more they will affect the green purchasing intention of the Ciledug society towards Tupperware products.

Environmental concern has a positive and significant impact on green purchase intention This means that the higher the level of environmental concern, the greater the impact on the green purchasing intention of the Ciledug society towards Tupperware products.

Green trust has a positive but not significant impact on green purchase intention. This means that the higher level of green trust does not have a significant impact or has a small impact on the green purchase intention of the Ciledug society towards Tupperware products.

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