

The Role of Pro-Environmental Belief as a Driver of Green Purchase Behavior: Green Product Quality as a Moderating Variable

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Abstract. The aim of this paper is to investigate the role of pro-environmental belief as a driver of green purchase behavior. The data was collected by distributing questionnaires to 135 (hundred thirty-five) respondents who were filled in online via a google form, and offline by distributing leaflets. The data used is cross-sectional and used purposive sampling as a sampling method technique. Structural Equation Modeling (SEM) is used as an analytical method. The results of this study indicate that altruistic value has no positive effect on pro-environmental belief and hedonic value has a positive effect on pro-environment belief. In addition, pro-environmental belief has a positive effect on green personal values and a positive influence on green personal values towards green purchase behavior. However, there is no positive effect of green personal value toward green purchase behavior and green purchase intention toward a green purchase behavior. It is also found that green product quality is moderating the effect of green personal value toward green product intention and the influence of green product intention towards green purchase behavior on the low group of respondents. The findings can give benefit companies in understanding consumers' attitudes and tendencies toward green products and services. The originality of the study is by applying green product quality as a moderating variable.

Keywords: pro-environmental belief, green personal value, green purchase behavior, green product quality

Paper type: Research Paper

1 Introduction

In recent decades consumer behavior become a crucial consideration in a marketing context, as a consequence of the increase in modern information and communication technology. It shows that changes in consumer behavior patterns play a role in changing consumer lifestyles [1]. One of the changes encourages consumer sensitivity to green consumption or green purchases. [2] stated, that green consumption has emerged as one of the important topics in the marketing context. Green consumption, which was initiated by buying green products, has become a major trend in the global business competition environment. The purchase of products or services as a derivative of green consumption began to emerge due to government regulations, citizen awareness, and company policies to increase awareness of environmentally friendly products [3]. Consumers who have an environmentally conscious attitude tend to adopt environmentally friendly lifestyle behaviors, in order to preserve nature and the environment in a sustainable manner [4]. The purchase of environmentally friendly products (green purchase behavior) is based on the consumer's environmental care behavior driven by values derived from the causal beliefs of someone who cares about environmental sustainability in a sustainable manner [3].

In this study, altruistic value and hedonic value will be discussed. Altruistic value is the feeling or concern of individuals who have a relationship with the environment [5]. Altruistic values can be a driving factor for individual attitudes to have environmental care behavior; [6] found that there is a significant association between altruistic values and environmental care behavior. Research by [7] stated if someone has high altruistic value he or she will be more concerned about environmental problems and has a stronger desire to participate in environmental care behavior.

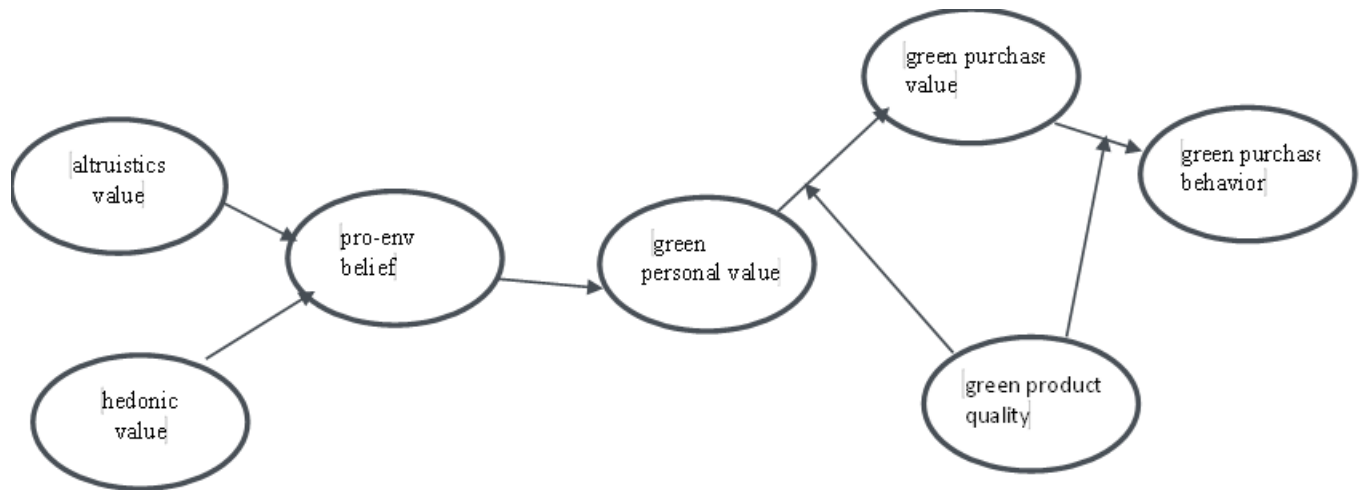
Hedonic value is a value that is owned by each individual as a subject of personal understanding related to pleasure and joy [8]. Hedonic value is a value attached importance to pleasure or enjoyment in one's life (personal enjoyment that a person has). There have not been many studies on the effect of hedonic values on environmental care attitudes, but [9] ; [10] in their research proves that hedonic values have a positive influence on environmental care behavior or pro-environmental beliefs.

Pro-environmental belief or environmental care behavior is understood as behavior that arises from one's awareness to minimize the negative impact of an action on nature, such as minimizing the use of resources, saving in energy use, using harmless materials, and reducing waste [11]. The formation of an attitude of caring for the environment can arise from values derived from the cause and effect of one's beliefs.

Personal norm or personal value is a person's belief in what is right or wrong, something that is attached to a person and experienced as a moral feeling to perform a certain behavior [12] and if something is right, then it will become a reference in everyday life to care more about the environment. [2] found that someone with powerful personal norms will encourage others to apply eco-innovation in his daily life. Purchase of products that are consumed daily (green consumption behavior), of course, related to the personal norms that are believed (personal norm or green personal value); If the personal norms are believed to support environmental improvement, then of course the purchase of products made is environmentally friendly products to minimize damage to the environment [13]. Furthermore, [14] states that individuals who have strong personal norms or green personal values will escalate the possible changes in consumption patterns from time to time into more environmentally friendly behavior. This condition is reinforced by [9], who found that personal norms have an effect on green purchase behavior

Previous research has found that pro-environmental belief will encourage purchases of environmentally friendly products or services [14], [15] and are preceded by green purchase intentions. Some researchers say culture [16], gender [17] and emotional appeals [18] is moderating the impact of personal norms on green purchase intention. In this study, the role of green product quality is examined as a moderating variable on the effect of pro-environmental belief on green purchase intentions and green purchase behavior.

Conceptual Framework



Hypothesis Development

The Effect of Altruistic Value on Pro-Environmental Belief

[7] found that someone who has a high level of orientation toward altruistic values is usually more concerned with environmental problems and more motivated in participating in environment care behavior (pro-environmental belief). The results of research by [19] and [4] proves that the behavior of environmental awareness of individuals will grow with the encouragement of altruistic values. Thus, the proposed hypothesis is:

H1: there is a positive effect of altruistic value towards pro-environmental belief

The Effect of Hedonic Value on Pro-Environmental Belief

[10] have produced evidence in their research about a positive relationship between hedonic values towards a certain belief in environmental consciousness. Likewise, [9] found that hedonic values have a strong positive influence on pro-environmental beliefs. Thus, the proposed hypothesis is:

H2: there is a positive effect of hedonic value towards pro-environmental belief

The Effect of Pro-Environmental Belief on Green Personal Value

Previous research conducted by [20] resulted that personal norms have a significant relationship with environmental care behavior or pro-environmental belief. This is also reinforced by [6] research which found that there is a positive association between pro-environmental beliefs and personal norms. This finding is supported by previous research was done by [2] which found that there is a significant influence of pro-environmental beliefs on personal norms. Thus, the proposed hypothesis is:

H3: there is a positive effect of pro-environmental belief towards green personal value

The Effect of Green personal value on Green Purchase Intention

Research by [21] found that there is a significant influence of personal norms in buying organic food for over several years. Beliefs that lead to buying organic products tend to increase the variance in the explanation of the behavior of buying environmentally friendly products [21] and [2] also emphasized that the stronger personal norms the more people's intention to apply eco-innovation in their life. This statement is also supported by [13] who found a significant effect of personal norms toward green consumption behavior or green purchase behavior in the tourism industry. Therefore, the proposed hypothesis is:

H4: there is a positives effect of green personal value towards green purchase intention

The effect of Green Personal Value on Green Purchase Behavior

[13] found that personal norms have a significant relationship with green consumption behavior or green purchase behavior in the tourism industry. Although research examining the personal norm variable on green purchase behavior in the field of herbal products is still very limited, in the study of [9], it is stated that personal norm has an influence on green purchase behavior. Thus, the proposed hypothesis is:

H5: there is a positives effect of green personal value towards green purchase behavior

The Effect of Green Purchase Intention on Green Purchase Behavior

The tendency to buy a brand is generally based on the intention or motive in making a purchase [22]. Furthermore, it is said that purchase intention is a predictor of buying behavior. However, research conducted in China said that although the purchase of a product was based on purchase intention, it did not fully show the same level of effectiveness [23]. Thus, the proposed hypothesis is:

H6: there is a positives effect of green purchase intention towards green purchase behavior

The Role of Green products Quality as a moderating variable

Some researchers find that there are several variables that can link the association between personal norms, green purchase intentions, and green purchase behavior, including gender [16], culture ([17]., 2016), emotional appeals [18] and green product quality [24]. Thus, the proposed hypothesis is:

H7: green products quality moderating green personnel value on green purchase intentions

H8: green products quality moderating green personnel value on green purchase behavior

Research Methodology

Hypothesis testing was used as a research design. is a data. This study used non-probability sampling methods and a cross-sectional. We used an individual as an analysis unit. Data were collected by sharing an online questionnaire via google-form. Hundred and thirty-five respondents were collected after to fill-out a thirty-items questionnaire. We adopted the items from [9] which consisted of altruistic (3 indicators), hedonic (4 indicators) dan pro-environmental belief (3 items). It is also adapted from [25]), which is consist of green personal values (6 items). Whereas green purchase intentions (3 items) are adopted [26]. Green purchase behavior (8 items) is adopted from [27] &[28]. Lastly, green product quality (3 items) is taken from [24]. This study used purposive sampling with some criterias: 1) respondents had been buying and using green products or services and 2) respondents had been used at least twice for the past four months. Five Likert Scale (1-5) with five alternatives (from strongly disagree to strongly agree) is being used. Validity test with a loading factor more than 0.40 and reliability test with Cronbach's Alpha more than 0.6 [29] are used to assess instruments

Table 1. Variable and Measurement

Variable	Measurement	References
Altruistic	<ol style="list-style-type: none"> 1. The health aspect is my consideration, when I want to use a service. 2. When using a service, I focus on services that are environmentally friendly. 3. I am concerned about people who use services that are not environmentally friendly 	[9]

Hedonic	<ol style="list-style-type: none"> 1. I have my own pleasure when using environmentally friendly services. 2. The use of environmentally friendly services has a positive influence on me. 3. I will enjoy using environmentally friendly services. 4. I will feel relaxed using environmentally friendly services. 	[9]
Pro-Environmental Belief	<ol style="list-style-type: none"> 1. I want to participate in protecting the atmosphere 2. I convince that it is important to make environmental issues a personal responsibility for each one 3. I believe that helping the environment is a moral obligation. 	[9]
Green personal value	<ol style="list-style-type: none"> 1. I believe it is a personal obligation to take whatever action I can take to prevent environmental damage. 2. I feel obligated to protect the environment from damage, regardless of what other people do. 3. I feel guilty when my actions contribute to environmental damage. 4. I feel responsible for protecting the environment from damage. 5. People like me should do whatever they can to protect the environment from damage. 6. I like to use green products than conventional products 	[25]
Green purchase Intentions	<ol style="list-style-type: none"> 1. I use this products / service because it cares about the environment. 2. I hope to use these products / services in the future because of their concern for the environment. 3. In general, I am happy in using this products / service because it is a green products 	[26]
Green purchase behaviour	<ol style="list-style-type: none"> 1. I often use services whose performance is friendly to the environment. 2. I often use services whose performance does not harm the environment. 3. When I want to use a service, I will make sure that the service I use has an environmentally friendly certificate. 4. I often use services that support trade fairness in the community. 5. I often use services that oppose the use of animals as testing tools. 6. I often use services that are labeled environmentally friendly. 7. I often use services that care about the environment. 8. I prefer to use services that are environmentally friendly, even though they are more expensive. 	[27] & [28]
Green Product Quality	<ol style="list-style-type: none"> 1. Green product has higher quality than conventional product. 2. Green product has more functions than conventional product. 3. Green product has a better aesthetic properties than conventional product. 	[24]

Table 2. The Goodness of Fit Test Results

Type of Indicators	Measurement	Cut Off	Value	Result
	<i>Sig. Probability</i>	more or equal to 0,05	0,000	<i>Poor Fit</i>
<i>Absolute Fit Indices</i>	GFI	more or equal to 0,90	0,767	<i>Poor Fit</i>
	RMSEA	less or equal to 0,10	0,073	<i>Goodness of Fit</i>
	NFI	more or equal to 0,90	0,792	<i>Poor Fit</i>
	TLI	more or	0,888	<i>Marginal Fit</i>

Incremental Fit Indices	CFI	more or equal to 0,90	0,900	<i>Goodness of Fit</i>
	RFI	more or equal to 0,90	0,767	<i>Poor Fit</i>
	IFI	more or equal to	0,901	<i>Goodness of Fit</i>
Parsimony Fit Indices	AGFI	less or equal to GFI	0,720	<i>Goodness of Fit</i>

Source: processed data AMOS 21

Results And Discussion

The total respondents who can be analyzed are 135 people, the majority are women by 83 people (61.5%). The age range of the respondents is 18 years old - above 54 years old where the majority were 18 years old - 34 years old (45.9%). The last education of the majority of respondents are S1 which is 42 people (31.1%). The majority of respondents' status are students of 45 people (33.3%). The income of most of the respondents is between Rp 1.500.000 to Rp 4.500.000 (25.2%). Seventy-five respondents like buy food (55.65%). Moreover, sixty respondents say that the reason of buying a green-products due to the environment friendly and the followed by healthy live.

Table 3. Descriptive Statistic

Variables	Mean	Deviation Standard
<i>Altruistic</i>	4.304	0,789
<i>Hedonic</i>	4.398	0.773
<i>Pro-Environmental Belief</i>	4.561	0,720
<i>Green personal value</i>	4.380	0.771
<i>Green purchase Intentions</i>	4.462	0.710
<i>Green purchase behavior</i>	4,113	0,829
<i>Green Product Quality</i>	4.017	0,819

Source: AMOS 21 processed data

From the table, it seen that mean of altruistic is 4.304. It means respondents care about the environment as they always consider the health aspects before buying products and concerns about the negative aspects of the products. Mean of hedonic is 4398, it can be said that respondents are happy and enjoy buying green products. Moreover, pro-environmental belief 's mean is 4.561. Therefore, it can be said that respondents are very aware and understand of negative impacts if someone does not care on environment. They want to participate in protecting the earth and moral responsibility to save the planet is very crucial. Green personal values' mean is 4.380. It is also stated that respondents have a personal obligation to prevents environmental degradation, feel guilty with the environmental gradation and want to protect environment from gradation. Green Purchase Intentions mean is 4.462. It can be said that respondents have an intention on purchasing green products / service due to their interest to the atmosphere. Indeed, Green purchase behavior's mean is 4.113, it can be stated that respondents have been bought green products and still want to buy although the price is more expensive than ordinary / conventional products or services. Green products quality's means is 4.017, it means that respondents perceived green products quality is higher than ordinary products / services and has more function than conventional products/ services

Table 4. Hypotheses Result

Hipotesis	Estimate	p-value	Results
H1: Altruistic → Pro-Environmental Belief	0,166	0,430	Not supported

H2: Hedonics → Pro-Environmental Belief	0,816	0,000	supported
H3: Pro-Environmental Belief → Green Personal Value	0,900	0,000	supported
H4: Green Personal Value → Green Personal Intentions	0,950	0,000	supported
H5: Green Personal Value → Green Purchase Behavior	0,516	0,146	Not supported
H6: Green Personal Intentions → Green Purchase Behavior	0,383	0,287	Not supported
H7: Green Personal Value → Green Purchase Intentions moderated by Green Product Quality			
For Low Group	0,897	0,000	supported
For High Group	0,770	0,000	
H8: Green Purchase Intentions → Green Purchase Behavior moderated by Green Product Quality			
For low Group :	0,931	0,000	supported
For High Group:	0,807	0,000	

Discussion

The hypothesis testing showed mixed results. Five hypotheses are supported and others are not supported or rejected. Hypotheses 1 assessed the significant effect of altruistic towards pro-environmental belief. Estimated value is 0.166 and p-value is 0.430. It can be stated that H01 is accepted and Ha1 is rejected. It means that there is no effect of altruistic towards pro-environmental belief.

Hypotheses 2 assessed the positive effect of hedonic towards pro-environmental belief. It can be seen from the table, estimate value is 0.816 and p-value is 0.000. So, it can be said that H02 is rejected and Ha2 is accepted. Therefore, hedonics have a strong positive effect towards pro-environmental belief. It means that the more people enjoy and happy in buying green products, the more people willing to participate in preserving the environment.

Hypotheses 3 assessed the significant effect of pro-environmental belief towards green personal values. Result shows estimated value is 0.900 and p-value is 0.000. It can be said that H03 is rejected and Ha3 is accepted. Therefore, pro-environmental belief has a strong significant effect on green personal value. It means that the more people willing the participate in preserving the environment to more people feel obliged to save environment from degradations.

Hypotheses 4 evaluated the positive effect of green personal value towards green purchase intentions. Result shows estimated value is 0.950 and p-value is 0.000. It can be said that H04 is rejected and Ha4 is accepted. Therefore, green personal value has a strong positive effect toward green purchase intentions. It means that the more people willing the participate in protecting environment from degradation the more people intend to buy the environment friendly product.

Hypotheses 5 assessed the positive effect of green personal value toward green purchase intentions. Result shows that estimated value is 0.516 and p-value is 0.146. It can be said that H05 is accepted and Ha5 is rejected. Therefore, green personal value have no positive effect towards green purchase behavior.

Hypotheses 6 assessed the positive effect of green purchase intentions towards green purchase behavior. The result shows estimated value is 0.383 and p-value is 0.267. It can be said that H06 is accepted and Ha6 is rejected. Therefore, green purchase intentions have no significant effect towards green purchase behavior. This is supported by [23] on his study in China,

Hypotheses 7, based on the table of results of testing the seventh hypothesis above, it is generally known that the probability level value is $0.007 < 0.05$. This shows that there are differences between the two groups of green products quality, low and high groups. To see in detail the magnitude effect of green personnel value on green purchase intentions, the p-value in low is 0.000 and p-value in high group is 0.001 which are lower than 0.05. Meanwhile, estimate value for low group is 0.897 and for high group is 0.770. Therefore, the hypothesis is supported. It means the green products quality of the low group dominates in influencing green purchase intentions.

Hypotheses 8, based on the table of results of testing the eighth hypothesis above, it is generally known that the probability level value is $0.000 < 0.05$. This shows that there are differences between the two groups of green products quality, low and high groups. To see in detail the magnitude of the influence of green personnel value on green purchase behavior, the p-value in the low and high groups are the same, that is 0.000. This is lower than 0.005.

Moreover, estimate value for low group is 0.931 and for high group is 0.807. As a result, the hypothesis is supported, where the green products quality of the low group dominates in influencing green purchase behavior.

Conclusion

The conclusion of this research show that altruistic has no effect on pro-environmental belief. However, hedonics has a very significant effect toward pro-environmental belief. Moreover, pro-environmental belief also has a strong positive effect toward green personal value. However, green personal value has no positive effect towards green purchase intentions as well as green purchase intention toward green purchase behavior.

In accordance with the current marketing concept and consumer behavior, this study broaden the literature by giving more focus to the effects of pro-environmental belief, green personal value, green purchase intentions that lead to green purchase behavior. It is also show that the role of green product quality is very important. Therefore, the company who provide green products or services has to improve the quality of the product including brand and services. This study also has some limitations. First, research area was only surrounding Jakarta. Second, the most of data collection is using google.doc. Therefore, it is suggested to expand area of study and add some variables such egoistics and biopheric environmntal [5]. It may also add mediation variables such as eco-innovation [2] to generate more comprehensive study.

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