

DOI: <https://doi.org/10.31933/dijdbm>.

Received: 17 October 2023, Revised: 18 November 2023, Publish: 24 November 2023

<https://creativecommons.org/licenses/by/4.0/>

The Framework of Analyzing Factors Influencing Green Purchase Intention for Indonesian Wet Wipes Consumers

Farida Etik Endriyati¹, Dudi Permana²¹Universitas Mercu Buana, Jakarta, Indonesia, email: efaridaetik@gmail.com²Universitas Mercu Buana, Jakarta, Indonesia, email: dudi.permana@mercubuana.ac.idCorresponding Author: efaridaetik@gmail.com

Abstract: *This framework study aims to analyze the role of Green Consumer Awareness, Willingness to Pay for Environment, Environmental Knowledge on Green Purchase Intention mediated by Green Commitment among Indonesian wet wipes users. This study examines individuals behave toward green items using the theoretical frameworks of theory triple bottom line and value belief norm theory. Green Consumer Awareness, Willingness to Pay for Environment, and Environmental Knowledge are expected to have a positive and significant effect on Green Commitment. In the relationship with Green Purchase Intention, it is expected result that Green Consumer Awareness, Willingness to Pay for Environment, Environmental Knowledge and Green Commitment have a positive and significant effect on Green Purchase Intention. Green Commitment is expected to have a positive and significant mediating influence between Green Consumer Awareness, Willingness to Pay for the Environment, Environmental Knowledge to Green Purchase Intention.*

Keyword: *Green Consumer Awareness, Willingness to Pay for Environment, Environmental Knowledge, Green Commitment, Green Purchase Intention.*

INTRODUCTION

Every year, the level of public consumption of cleaning goods in the world rises. Wet wipes are a popular type of cleaning product. Global demand for wet wipes is expected to rise further. In Indonesia, the wet wipes market is also expanding rapidly.

The basic component of wet wipes is nonwoven/spunlace composed of wood fiber and polyester (plastic). The usage of wet wipes leads to an increase in the use of plastic, which can pollute the environment. With increased human awareness of the environment and an increase in green consumers around the world, nonwoven research is expanding. Nowadays, "bio nonwoven" has been developed, which is constructed entirely of wood fiber, allowing tissue waste to be quickly digested by soil and thereby reducing environmental pollution. According to the findings of a Chinese study, moist tissue waste using bio nonwoven material had a 38% reduced environmental impact than nonwoven containing polyester (Zhang et al., 2021).

Nowadays, manufacturers and consumers are paying increasing attention to the green product market (Cheung & To, 2019). Some manufacturers produce product innovations utilizing environmentally friendly basic materials out of a sense of duty and support for the green environment. Some wet wipe producers use "bio nonwoven" materials. These eco-friendly items are made from nonwoven raw materials that are 100% natural fiber/wood fiber (cellulose). This is consistent with the United Nations program on the Sustainable Development Goals agenda for environmental (planet) protection.

Many research have been undertaken on the marketing of environmentally friendly products. Xu et al., (2020) investigates green furniture, specifically the drivers of consumer intent to purchase original green furniture. Okada et al., (2019) research on reducing CO2 emissions to counteract global warming with buying intention and satisfaction with electric vehicles. The purpose of this study is to put to the test the research model that has been developed on the effect of Green Consumer Awareness, Willingness to Pay for Environment, and Environmental Knowledge on the Green Purchase Intention, which is mediated by the Green Commitment.

Theoretical background and hypothesis development

1. *Theory Triple Bottom Line (TBL)*

Elkington first proposed the TBL theory, which said that the company's sustainable growth must have a balance of economic success, environmental protection, and social welfare, in addition to expanding the company's development (Guo et al., 2021). TBL theory-applied businesses will have work indicators in each sector category. These indicators should be measurable and quantifiable in order to compare and assess year-on-year and industry comparisons and trends (Hunt, 2017).

2. *Theory Value Belief Norm*

Value Belief Norm theory is a mixture of the Norm Activities Model (NAM) theory and the core theory and new environmental paradigm proposed by Stern et al in 1999. In 1977, Schwartz developed the Norm Activities Model (NAM) to assess pro-social behavior and intentions, which are made of three core components: personal standards, awareness of consequences, and attribution of responsibility. According to the VBN hypothesis, values and beliefs have a considerable impact on pro-environmental behavior (Kang & Moreno, 2020). VBN theory has been widely applied in studies on environmental attitudes and behaviors (Whitley et al., 2018).

3. *Green Purchase Intention*

Purchase intention is very important in decision making since someone will intend to buy a product now or in the future. The expression of a consumer's desire to buy a product or service (Ariescy et al., 2019). Consumers make considerations before making a purchase, which is known as the AIDA (Attention, Interest, Desire, Action) concept introduced by Kotler (Kotler & Armstrong, 2017).

4. *Green Consumer Awareness*

Environmental awareness strengthens the association between green marketing and purchase intention, or environmental awareness has a significant role in regulating the relationship between green marketing and purchase intention (Krisdayanti & Widodo, 2022). Consumer environmental awareness has a significant impact on consumer attitudes toward environmental issues and eco-social benefits, which will have a beneficial impact on green purchasing behavior (Cheung & To, 2019).

5. *Willingness to Pay for Environment*

The concept of Willingness to Pay has expanded significantly in the marketing sector over the last decade, where customer commitment and involvement have a direct effect on customer value, which in turn affects customers' willingness to pay more (Izogo et al., 2020). When environmental concerns, consumer commitment, and acceptability

coexist with knowledge, norms, and social obligations, the consequence is high for Willingness to Pay (Hojnik et al., 2021).

6. *Environmental Knowledge*

L. Wang et al., (2020) research classifies environmental knowledge into two types: subjective environmental knowledge and objective environmental knowledge. Subjective environmental knowledge refers to how much a person thinks he knows about a type of product or issue and is based on factual knowledge or concrete behavioral knowledge (Jaiswal & Kant, 2018) Objective environmental knowledge refers to how much a person really knows about a type of product or issue and is based on factual knowledge or concrete behavioral knowledge (Jaiswal & Kant, 2018).

7. *Green Commitment*

Green commitment entails involvement, identity, and concern for the environment. Emotional attachment to commitment leads to pro-environmental activity, and when the level of Green commitment is high, green service behavior is also increased (Khan et al., 2022). According to Le et al., (2019), dedication to green consumption is communicated as customers' willingness and supporting behavior to spend money and time engaging with green products. Purchasing ecologically friendly products, disseminating positive green product information, and promoting environmentally friendly products to others are all ways to support green commitment.

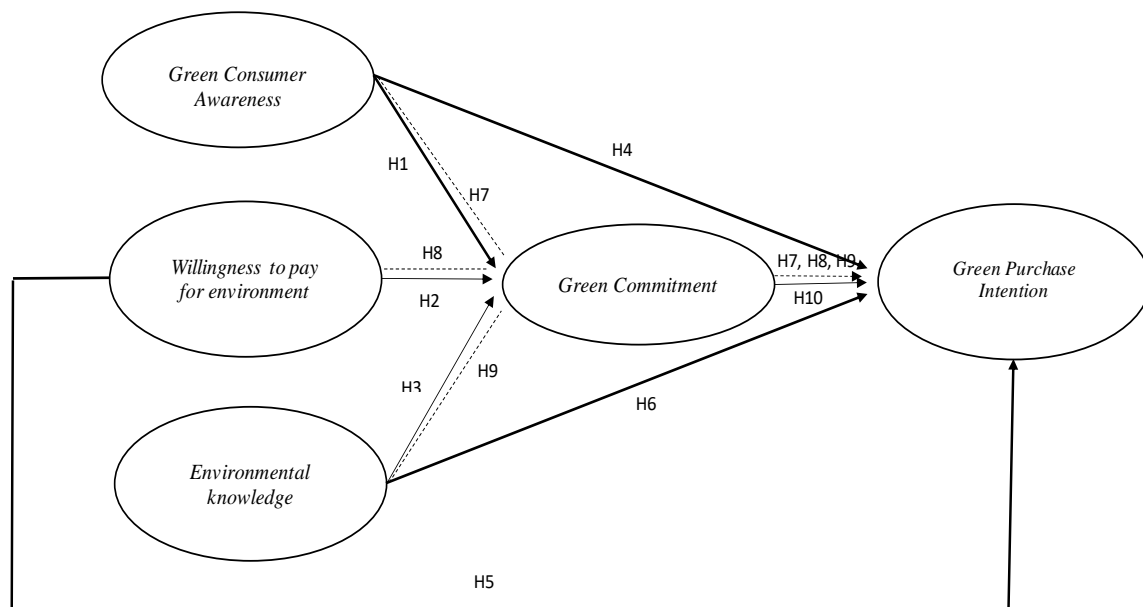


Figure 1.
Conceptual framework

METHOD

The quantitative research method was employed, using a sample drawn from the population of wet wipes consumers in Indonesia. The researcher compiles a list of pertinent questions related to the research objectives. The questionnaire is closed and uses a Likert scale (1-5). The data will be processed with SEM-PLS.

CONCLUSION

The purpose of this study is to put to the test the research model that has been developed on the effect of Green Consumer Awareness, Willingness to Pay for Environment, and Environmental Knowledge on the Green Purchase Intention, which is mediated by the

Green Commitment. The purpose of this study is also expected to determine the type of mediation in green commitment to dependent and independent variables.

REFERENSI

- Ajzen, I. (1991). The theory of planned behavior. *Organizational-Behavior-and-Human-Decision-Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ariescy, R. R., Amriel, E. E. Y., & Anindita, R. (2019). Pengaruh Iklan Hijau Dan Kesadaran Lingkungan Terhadap Minat Beli Dan Keputusan Pembelian Air Mineral Merek Ades Di Kabupaten Jember. *Jurnal MEBIS (Manajemen Dan Bisnis)*, 4(2), 142–149. <https://doi.org/10.33005/mebis.v4i2.64>
- Cheung, M. F. Y., & To, W. M. (2019). An extended model of value-attitude-behavior to explain Chinese consumers' green purchase behavior. *Journal of Retailing and Consumer Services*, 50(February), 145–153. <https://doi.org/10.1016/j.jretconser.2019.04.006>
- Guo, J., Tang, B., Huo, Q., Liang, C., & Gen, M. (2021). Fuzzy Programming of Dual Recycling Channels of Sustainable Multi-objective Waste Electrical and Electronic Equipment (WEEE) based on Triple Bottom Line (TBL) Theory. *Arabian Journal for Science and Engineering*, 46(10), 10231–10244. <https://doi.org/10.1007/s13369-021-05705-5>
- Hojnik, J., Ruzzier, M., Fabri, S., & Klopčič, A. L. (2021). What you give is what you get: Willingness to pay for green energy. *Renewable Energy*, 174, 733–746. <https://doi.org/10.1016/j.renene.2021.04.037>
- Hunt, S. D. (2017). Strategic marketing, sustainability, the triple bottom line, and resource-advantage (R-A) theory: Securing the foundations of strategic marketing theory and research. *AMS Review*, 7(1–2), 52–66. <https://doi.org/10.1007/s13162-017-0090-y>
- Izogo, E. E., Elom, M. E., & Mpinganjira, M. (2020). Examining customer willingness to pay more for banking services: the role of employee commitment, customer involvement and customer value. *International Journal of Emerging Markets*, 16(6), 1176–1201. <https://doi.org/10.1108/IJOEM-10-2019-0850>
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41(November 2017), 60–69.
- Kang, J., & Moreno, F. (2020). Driving values to actions: Predictive modeling for environmentally sustainable product purchases. *Sustainable Production and Consumption*, 23, 224–235. <https://doi.org/10.1016/j.spc.2020.06.002>
- Khan, K., Shams, M. S., Khan, Q., Akbar, S., & Niazi, M. M. (2022). Relationship Among Green Human Resource Management, Green Knowledge Sharing, Green Commitment, and Green Behavior: A Moderated Mediation Model. *Frontiers in Psychology*, 13(June).
- Kotler, P., & Armstrong, G. (2017). Principles of Marketing, Seventeenth Edition. In *Pearson*.
- Krisdayanti, K., & Widodo, A. (2022). Green marketing and purchase intention of green product: The role of environmental awareness. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 5(2), 205–216. <https://doi.org/10.36407/jmsab.v5i2.588>
- Le, A. N. H., Tran, M. D., Nguyen, D. P., & Cheng, J. M. S. (2019). Heterogeneity in a dual personal values–dual purchase consequences–green consumption commitment framework. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 480–498. <https://doi.org/10.1108/APJML-12-2017-0303>
- Okada, T., Tamaki, T., & Managi, S. (2019). Effect of environmental awareness on purchase intention and satisfaction pertaining to electric vehicles in Japan. *Transportation*

- Research Part D: Transport and Environment*, 67(2019), 503–513.
<https://doi.org/10.1016/j.trd.2019.01.012>
- Tucker, M., Jubb, C., & Yap, C. J. (2020). The theory of planned behaviour and student banking in Australia. *International Journal of Bank Marketing*, 38(1), 113–137.
<https://doi.org/10.1108/IJBM-11-2018-0324>
- Wang, L., Wong, P. P. W., & Narayanan Alagas, E. (2020). Antecedents of green purchase behaviour: an examination of altruism and environmental knowledge. *International Journal of Culture, Tourism, and Hospitality Research*, 14(1), 63–82.
<https://doi.org/10.1108/IJCTHR-02-2019-0034>
- Whitley, C. T., Takahashi, B., Zwickle, A., Besley, J. C., & Lertpratchya, A. P. (2018). Sustainability behaviors among college students: An application of the VBN theory. *Environmental Education Research*, 24(2), 245–262.
<https://doi.org/10.1080/13504622.2016.1250151>
- Xu, X., Hua, Y., Wang, S., & Xu, G. (2020). Determinants of consumer's intention to purchase authentic green furniture. *Resources, Conservation and Recycling*, 156(96), 104721. <https://doi.org/10.1016/j.resconrec.2020.104721>
- Zhang, Y., Wen, Z., Lin, W., Hu, Y., Kosajan, V., & Zhang, T. (2021). Life-cycle environmental impact assessment and plastic pollution prevention measures of wet wipes. *Resources, Conservation and Recycling*, 174(July), 105803.