



## Consumption Value Dimension of Green Purchase Intention with Green Trust as Mediating Variable

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**Abstract:** One of the sectors that pollute the environment is the cosmetics sector. Pay close attention to the packaging and microplastic waste that have been produced. Presently, the cosmetics company Garnier create a Garnier Green Beauty campaign to transform the company and lessen its impact on the environment. Garnier is working to produce cosmetics with more environmentally friendly formulae. By decreasing waste, it will be possible to reduce plastic pollution. This study examines what influences someone to use eco-friendly beauty products and be willing to purchase Garnier products. Quantitative research techniques were used in this investigation. 211 respondents fit the criteria for knowing about Garnier products but had never used them. The results of the study show that the intentions of consumers to make green purchases are significantly influenced by the functional value, social value, and emotional worth of various goods. However, social work has little impact on green trust.

**Keywords:** Social Value; Emotional Value; Green Purchase Intention; Functional Value; Green Trust.

### INTRODUCTION

The waste problem is currently one of the most important worldwide problems. Both growth in the population and the emergence of modern, practical lifestyles are currently contributing to an increase in rubbish production (Khalid, 2020). Indonesia's Ministry of Environment and Forestry estimates that 68.5 million tons of waste were dumped there in 2021, with garbage making up 17% of the total Plastic waste (Novelino, 2022). Indonesia is the world's third-biggest maker of plastic waste, behind China and India (Nugraheni, 2021). The National Plastic Action Partnership (NPAP) estimates that Indonesia produces 4.8 million tons of waste annually that is not properly disposed of (Situmorang, 2021). The plastic used only once can take up to 400 years to break down naturally. Undoubtedly, one of

the contributing elements to global climate change is how plastic waste is burned, which can produce greenhouse gases (Alifah, 2021). According to We Are Social (2021) stated that internet shopping among Indonesians had jumped by 25–30% during this pandemic. One sector that pollutes the environment is the cosmetic sector (Putri, 2019).

The Garnier Green Campaign Beauty, which aims to have a smaller negative impact on the environment, was introduced by one of the Garnier beauty lines dedicated to green beauty. Garnier has committed to developing commercial ventures that are beneficial to society and the environment, one of which is minimizing plastic waste in Indonesia (Garnier, 2020). Garnier encourages Indonesians to participate in and support the Garnier Green Beauty Movement through his campaign. Garnier's e-recycle, which tries to lessen plastic pollution by educating Indonesians about the value of recycling programs, has proved risky. The program from Garnier x e-recycle is also available offline in 14 HERO Jabodetabek stores or online with an app that collects plastic debris from clients' homes. trash kinds PTE, PDTE, PVC, LDPE, and PP plastic kinds that may be gathered will be recycled to make eco-bricks, home furniture stairs, and pallets (Kompas, 2020).

The overall examination gathering on Sustainable assembling and admission (GRP-SPaC) chose to take a joint drive with a charming the world to consolidate concentrates on format, understanding, and use of green ecologically maintainable assembling and utilization to pick up the pace the change to manageability (Vergragt et al., 2014). Manageability is the capacity to endure, be kept up with, and be equipped for proceeding. The term sustainability is frequently used in today's environmental issues (Rayne, 2013). According to Hawken (2008), sustainability is also a type of action done to address relationships and imbalances between the two most sophisticated living forms on Earth (humans and other animals). Sustainability is achieved through a variety of environmental precautions and ethical industrial techniques (Rayne, 2013).

The word "green consumption", has taken on non-public and social relevance because of the quick enlargement of sustainability-demanding situations, environmental awareness, and ecological intake behaviors (Johnstone & Tan, 2015). organizations can examine vast statistics approximately inexperienced and sustainable marketing by way of first know-how diverse standards of inexperienced purchasing conduct and the place of consumption values in affecting purchaser mentality, aim, and lead towards earth manageable items (Thøgersen et al., 2015; Carrete et al., 2012).

Human existence is dependent on the indigenous habitat, and this indispensable indigenous habitat is decaying because of rising utilization of and damage to regular assets for business and non-business utilizes. Additionally, these organizations are the most powerful group that can make a significant contribution to the sustainability of the environment on a global scale. Due to these concerns, this study applied the consumption values theory to determine buyers' intentions to make green purchases. The primary objective of this examination is to decide how buyers' practical, close-to-home, and social qualities influence their ecological mindfulness and conduct. The review's discoveries will give specialists a more clear comprehension of green showcasing strategies that might advance biological cognizance and, thusly, increment clients' information and familiarity with natural obligations, eco-accommodating items, and green buying rehearses

## LITERATURE REVIEW

Especially with regards to practical utilization, the ongoing concentration just adds a few critical groundbreaking plans to the corpus of writing. A few strategies have been made and utilized in the past to figure out various thoughts of supportable utilization, like green decision conduct (Amin & Tarun, 2021). Speculations of arranged conduct and hypothesis of contemplated activity have been broadly used to estimate ecological ways of behaving and

disposition in light of emotional standards, social aim, and saw conduct control. These hypothetical positions have been broadly applied to figure out different natural ways of behaving, including the reception of green items, eating natural food, reusing at home, and other general favorable to ecological activities.

However, the theory of consumption values, which underpins this study, acknowledges the importance of consumer values in determining purchasing behavior. This idea goes into why customers particularly choose a product and why they favor a brand over other companies. Numerous different product categories can be covered by this consumption value hypothesis. The consumption value idea became developed by using Sheth et al. (1991) and recognized the emotional price, functional value, epistemic value, and conditional fee as the 5 values that influence the behavior market. however, Sweeney & Soutar (2001) determined that consumers only include 3 of the 5 intake values, specifically practical, social, and emotional values, whilst evaluating the perceived advantages of lengthy-lasting merchandise.

### **1. Functional value affects positively to green trust**

Functional value is correlated with a product's potential to perform the function, its utilitarian advantages, and its bodily purpose (Sánchez-Fernández & Iniesta-Bonillo, 2007). Functional value is the apparent benefit of an item that outcomes from the quality or moderateness of an item (Wong et al., 2019). Functional value, according to (Sweeney & Soutar, 2001), is a benefit of a product that results from the perceived quality and expected product performance by consumers. (Amin & Tarun, 2021) showed that functional value positively influences green trust to improve green purchase intention. Consumers choose eco-friendly goods with standardized and assured high-quality materials and advantages, according to research. According to research by (Minhal et al., 2019), functional value has a sizable favorable impact on green trust. According to research, providing consumers with information about product features that are similar to cheaper pricing can boost their trust in a product.

H1: Functional value affect positively to green trust

### **2. Social values affect positively to green trust**

The ability of the product to notably improve the consumer's self-idea is what offers the product its perceived social price (Sweeney & Soutar, 2001). Sheth et al. (1991) also a country where "Social cost" refers back to the benefits of a product that customers derive from the conclusion of both fantastic or poor assumptions about a social group, along with characteristics of demographic, socioeconomic, and cultural-ethnic groupings. according to (Amin & Tarun, 2021), social value has a favorable effect on green agreements with and growth clients' goals to buy. According to research, a consumer's desire to be prestigious and well-liked by social groups can be linked to their desire to purchase environmentally friendly goods (Minhal et al., 2019). Findings from an additional study support the notion that social value influences green trust favorably. Social value is seen to be crucial in establishing green trust because research demonstrates that customers are highly concerned about their social impressions.

H2: Social values affect positively to green trust

### **3. Emotional value affects positively to green trust**

The advantage clients acquire from merchandise that may arouse emotions and affective states are referred to as emotional cost. Emotional values are regularly connected to specific feelings that clients feel (Sheth et al., 1991). Emotional value, according to (Wong et al., 2019), is a reaction to specific feelings that customers experience toward a product. In a different meaning, emotional value is a considerable benefit derived from the sentiments experienced by customers (Jamrozy & Lawonk, 2017).

Based on an earlier study by (Amin & Tarun, 2021) the discoveries show that profound worth well affects expectations to make green buys. As indicated by research, purchasers of eco-accommodating merchandise might encounter both positive and close-to-home opinions due to their expanded capacity to safeguard the climate. According to Jamal (2021), emotional worth significantly affects green trust.

H3: Emotional value affects positively to green trust

#### 4. Green trust and green purchase intention

Green trust is the desire to utilize a product, service, or emblem based on a purchaser's faith in the reliability of the item that allows for maintaining the environment (Chen, 2009). According to (Chairy & Alam, 2019), green trust has a favorable effect on consumers' intentions to make green purchases. According to research, increased consumer trust in environmentally friendly items will correspond with rising consumer purchasing preferences. According to research, customers' intentions to make green purchases can be positively influenced by green trust, which may then affect their real buying conduct (Lu et al., 2007).

H4: Green trust affect positively to green purchase intention

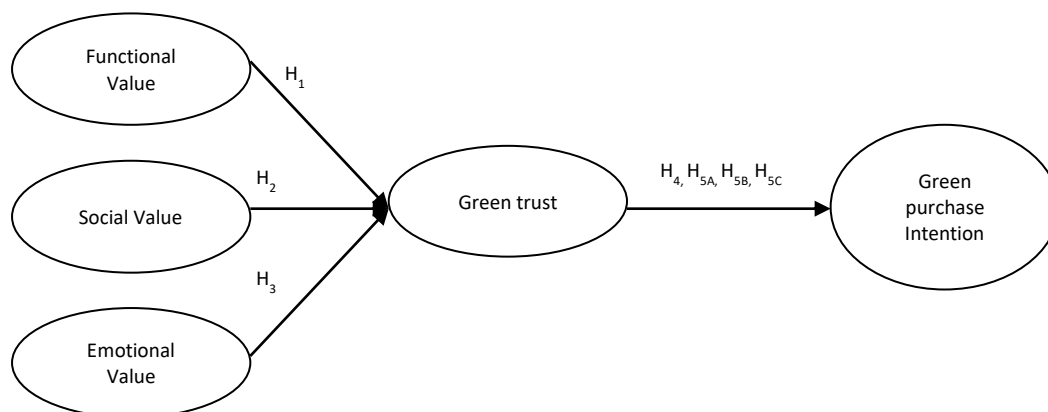
#### 5. Green trust as a mediator

Nik & Rashid (2009) defined a person's "green buying intention" as their preference for an ecologically friendly product over other conventional products while making a purchase decision. According to (Amin & Tarun, 2021), the relationship between all intake values and the goal to make green purchases can be determined through the use of green trust as a mediator. According to research, the key element to boosting consumers' desire to make green purchases is green trust. Research by Jamal (2021), asserts that green trust plays a crucial role as a mediator since it is thought to be the primary component of increasing consumer intention to make green purchases by taking into account functional value, social value, and emotional value, supports the equal concept.

H5A: Green trust mediates function value to green purchase intention

H5B: Green trust mediates social value to green purchase intention

H5C: Green trust mediates emotional value to green purchase intention



Source: Picture of Research

**Figure 1. Research Framework**

### RESEARCH METHODS

Due to its calculated and hypothetical intricacy, the context of environmental sustainability and inexperienced concerns is incredibly hard for society to recognize (Chan, 2001). for this reason, the scholars in Indonesia are the main subject of this observation.

students usually form environmentally aware and conscientious consumer segments, and those purchasers have buying dispositions and first-hand understanding of inexperienced merchandise (Fernández-Manzanal et al., 2007). In line with several research, university college students with more education are better capable of understanding, examining, and supplying reliable records on environmental problems than people with decreased training (Hedlund, 2011). Consequently, university students who had been acquainted with the Garnier promotion but had never used it made up the sampling body for this look. (Sekaran & Bougie, 2016) advocate that the sample length is at least ten times as large as, and in lots of instances more than, the range of variables used for the investigation. consistent with (Hair et al., 2014), while figuring out how many samples to utilize, researchers, can take into account the range of query signs they use in their studies via adopting the system (n x 5), which ends up in a pattern length of one hundred thirty-five respondents for this examine. For information entry and evaluation in this painting, structural equation modeling with AMOS 24 software is used.

### FINDINGS AND DISCUSSION

Examination of the respondent populace. The accompanying table (Table 1) delineates the socio-segment attributes of the respondents, uncovering that in this study, 57% of the respondents were male and 43% were female. This indicates that men are more concerned about environmentally sustainable conduct. According to demographic research, just 15% of study participants currently reside in the capital city (Jakarta), while more than half do so in Tangerang.

**Table 1. Segment Statistics**

<b>Demographic constructs</b>	<b>No of the respondents</b>	<b>%</b>
	<b>211</b>	
Gender		
Male	121	57
Female	90	43
Domicile		
Jakarta	31	15
Bogor	10	5
Tangerang	117	55
Bekasi	7	3
Others	46	22

As per Hair et al. (2014), a marker is real when the part framework's worth stacking factor is under 0.5. A survey is viewed as valid, as indicated by (Ghozali, 2013) if a variable yields a Cronbach Alpha worth more prominent than 0.7. Like table 2, every indicator has achieved the requirement that the loading factor value surpasses 0.5, indicating that every indicator is legitimate, and every variable has a Cronbach alpha value larger than 0.7, indicating that every variable is dependable. Validity and Reliability result using SPSS statistics 24.

**Table 2. Validity and Reliability yield**

<b>Variable</b>	<b>Indicator</b>	<b>Factor Loading</b>	<b>Cronbach Alpha</b>
Function Value	FV1	0,787	0,903
	FV2	0,800	
	FV3	0,805	

	FV4	0,751	
	FV5	0,751	
	FV6	0,750	
	FV7	0,787	
	FV8	0,742	
Social Value	SV1	0,861	0,934
	SV2	0,808	
	SV3	0,835	
	SV4	0,828	
	SV5	0,846	
	SV6	0,822	
	SV7	0,842	
	SV8	0,786	
Emotional Value	EV1	0,894	0,856
	EV2	0,883	
	EV3	0,868	
Green Trust	GT1	0,824	0,875
	GT2	0,815	
	GT3	0,835	
	GT4	0,780	
	GT5	0,830	
Green Purchase Intention	GPI1	0,847	0,810
	GPI2	0,856	
	GPI3	0,852	

Based on the results (Table 3) of the goodness-of-fit test on the structural model (structural model) by using 3 sizes absolute fit measure, incremental fit measure, and parsimony fit measure. By the termination criteria of (Haryono, 2016), it can be concluded that the structural model (structural model) of this study is good (acceptable) because the value of RMSEA, CFI, and PNFI have met the required criteria to support this research

**Table 3. The goodness of Fit Result**

Goodness-of-Fit Measurement	Cutoff Criteria	Acceptable Value	Result Goodness-of-Fit
Absolute Fit Measure			
RMSEA	< 0,08	0,055	Excellent
Incremental Fit Measure			
CFI	>0,90	0,95	Acceptable
Parsimony Fit Measure			
PNFI	0 < PNFI < 1	0,796	Excellent

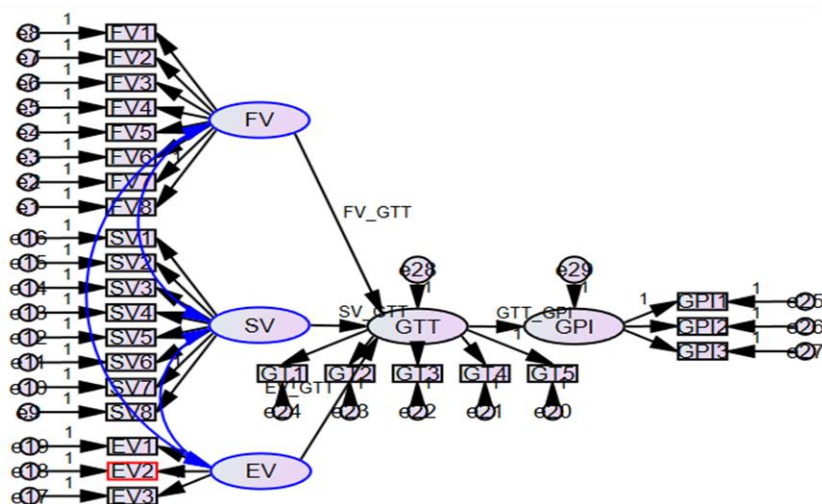


Figure 2. Structural Model

Figure 2 above is a path diagram or measurement model that was generated from research data processing 211 respondents using AMOS 24. Based on table 4 below, the value of R<sup>2</sup> the green trust variable is 96%, this indicates that the endogenous variables in the study this (functional value, social value, and emotional value) can only affect green trust by 96% and it can be concluded that, there are 4% of external factors that can affect the green trust. While green purchase intention has a value of R<sup>2</sup> by 88%, it indicates that the green trust variable can only affect green purchase intention by 88%, and it can be concluded that; there are 12% of external factors that can affect green purchase intention.

Table 4. Squared Multiple Correlation

Variable	R <sup>2</sup>
Green Trust	0,96
Green Purchase Intention	0,88

Any particulars from the consequences of the speculation explore that are displayed in Table 5 and will be explained the point-by-point below are as follows:

Table 5. Hypothesis Results

Direct Path	Std. beta	Std. error	t-value	Decision
Functional Value > Green Trust	0,408	0,112	4,157***	Support H <sub>1</sub>
Social Value > Green Trust	-0,176	0,146	-1,017	Not Support H <sub>2</sub>
Emotional Value > Green Trust	0,776	0,18	3,298***	Support H <sub>3</sub>
Green Trust > Green Purchase Intention	0,938	0,9	10,619***	Support H <sub>4</sub>
Indirect Path	Std. estimate		P-Value	
Functional Value>Green Trust>Green Purchase Intention	0,383		0,083	Not Support H <sub>5A</sub>
Social Value>Green Trust>Green Purchase Intention	-0,165		0,388	Not Support H <sub>5B</sub>
Emotional Value>Green Trust>Green Purchase Intention	0,728		0,009***	Support H <sub>5C</sub>

The functional value significantly affects green trust by tolerating H1, as per the exact discoveries of the ongoing review that were gained from the examination of the primary condition model. The outcomes exhibit that utilitarian worth, not entirely settled by an item's value, quality, highlights, and quality, may affect customers' confidence in ecological issues and their utilization of green items. As per research by (Minhal et al., 2019), the practical worth has areas of strength for a relationship with green trust, which is upheld by the constructive outcomes of this impact. According to research, providing consumers with information about a product's features that are comparable to the price being charged can boost their sense of trust in the brand.

Additionally, it was discovered that the next H2 did not significantly affect green trust, and this finding was also found to be at odds with several earlier investigations (Amin & Tarun, 2021; Minhal et al., 2019; Jamal, 2021). In addition, only a few explanations for the results were found to be consistent. Based on a previous study, there was little connection between social ideals and environmental trust (Minhal et al., 2019). This proposes that shoppers don't believe the social worth to be a critical green trust part. For Indonesian understudies, this might be expected essentially to individual reasons like character attributes or mentalities as opposed to cultural commitments.

Moreover, as per H3, there is a positive connection between green trust and profound worth as a part of shopper esteem. Amin & Tarun (2021) show that profound worth affects green trust, supporting the discoveries of this positive impact. Subsequently, profound worth can influence green trust. If customers believe Garnier can uphold its commitment to environmental protection, Garnier will gain their trust.

The review's discoveries show that the intention to purchase green things is affected by green trust (H4). This demonstrates that buyer expectations and conduct towards the choice of harmless to the ecosystem things can be compelled by an absence of shopper trust and conviction (Vermeir & Verbeke, 2008; Gupta & Ogden, 2009). Whereas, a green trust may serve as a middleman to ascertain the connection between emotional worth and purpose to purchase green goods, hence accepting H5c. intention. Customers will have more interest in purchasing Garnier products if they feel confident that the company will uphold its commitment to protecting the environment. This will give customers confidence that purchasing Garnier products will help them contribute more to society and improve their moral character.

## **CONCLUSION AND RECOMMENDATION**

The discoveries of this study will be seen as a superior comprehension of different consumption values and their effect on the intention to buy green products, which will convert into real purchasing decisions, from both a hypothetical and reasonable stance.

As per the exact discoveries of this review, most of these developments, including functional and emotional values, well affect green trust. Then, at that point, as a middle person between profound worth and green purchasing intention, green trust impacts client buy aim. Because of their size and the requirement for a biological way of behaving, developing economies like China, India, and Vietnam are presently being utilized as study stages in additional examinations on climate and manageability. The issue is that the main Indonesian understudies make up the example responders.

Asian Countries ought to be problematic if ongoing outcomes are set and conveyed worldwide. According to an insightful point of view, the ongoing review tends to one of Southeast Asia's most significant emerging countries and gives new reasonable structures that can be utilized to extraordinary reason by researchers later on and are viable with other Asia-Pacific locales. This article presents a cognizance of the central mediated relationship of usage objectives by green conviction through exploratory revelations showing the fitting



difference in spread out instruments and research models can be changed and applied to an investigating approach concerning the worldwide environment and viability (Grunert et al., 2011). As a rule, scientists, organizations, and strategy authorities will find the review's discoveries helpful in laying out new designs for green showcasing drives in Indonesia and other Asian nations.

By taking into account unequivocal classes of green products and picking clients who are making explicit green client experience purchases, the future assessment could extend the audit's fixation. Besides, while only one mediating variable-green trust-is viewed in this survey, there are a couple of expected opportunities to develop the survey's fixation. To more readily comprehend how customers in a particular objective market section feel about and draw in with green items and administrations, the future examination might incorporate seriously interceding and directing components.

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