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GREENWASH Impact Analysis : How This Affects Consumer Purchase Intention towards Eco-Friendly Drinking Water Products in rPET Plastic Bottles

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Abstract: Growing environmental awareness has triggered a significant shift in consumer purchasing preferences in Indonesia. Consumers now tend to choose green products that have minimal impact on environmental damage. This study was conducted to examine the influence of Greenwash, Green Skepticism, Green Trust on Green Purchase Intention as well as the mediation effect produced and how information and knowledge can moderate Greenwash on Green Purchase Intention on consumers of bottled drinking water products (AMDK) recycled plastic bottles PET. This type of research is a quantitative approach using primary data with a sample of 129 respondents. The sampling technique used is purposive sampling. The data collection method used is an online questionnaire. The approach used in this study is the Structural Equation Model (SEM) with the Smart-PLS 3.2.9 analysis tool. The results showed that Greenwash had a positive effect not significantly on Green Purchase Intention but was significant on Green Skepticism and had a significant negative effect on Green Trust. Green Skepticism also plays a significant role in influencing Green Purchase Intention. Green Trust has a non-significant positive effect on Green Purchase Intention. As a mediator, Green Skepticism fully mediates Greenwash and Green Purchase Intention, while Green Trust does not act as a mediator. Information and Knowledge does not moderate the influence of Greenwash on Green Purchase Intention on rPET bottled water products.

Keyword: Greenwash, Skepticism, Trust, Information and Knowledge, Purchase Intention.

INTRODUCTION

The Sustainable Development Goals (SDGs) are at the forefront of various government efforts around the world. The SDGs primarily focus on fostering sustainable growth (Saini, Sengupta, Singh., 2022). With rapid economic growth and continued technological advancements, unsustainable development and consumption patterns have caused a number of negative impacts on the environment, such as climate change, water and air pollution, ozone layer depletion, and smog (Wang, Ma, and Bai., 2019). Sustainable product marketing

has a significant role in preserving the environment for current and future generations (Nwadike, G. U., Idenedo, W. O., & Okoro, R. C., 2020).

Currently, companies must focus on developing products with sustainable features and attributes that have high value for consumers, with the aim of attracting consumers' attention. Further, this view indicates that increasing the perception of the value of sustainable products by consumers can help reduce the skepticism that customers may have towards sustainable products and may increase consumers' Green Purchase Intention (Nwadike, G. U., Idenedo, W. O., & Okoro, R. C., 2020).

However, at the time of increasing consumer demand for sustainable products and services, many companies are using the Greenwash strategy to manage their brand equity in the eyes of the public (Junior, Martinez, Correa, Leite, and Da Silva., 2019).

Every year, more than 2 billion tons of solid municipal waste are generated, with estimates that this figure will increase to 2,2 billion tons by 2025 and even reach 3,4 billion tons per year by 2050. Currently, plastic contributes about 7% to 12% of the total weight of municipal solid waste produced in the world (Babaremu et al., 2022). And according to Nasional tempo.co (2023), Indonesia produces around 64 million tons of waste every year, with 5% or around 3.2 million tons of plastic waste. Branded Bottled Water Products (AMDK) contributed around 226 thousand tons or around 7.06%.

There is significant growth in market demand and Purchase Intention for locally produced Bottled Drinking Water (AMDK) products according to information submitted by the Secretary General of the National Bottled Water Producers Association (Asparminas) in 2023. Currently, there are around 1,200 bottled water industry players with a total drinking water production volume of 35 billion liters per year, there are more than 2,100 brands circulating in the market, and the number of distribution permits granted reaches more than 7,000 (nasional tempo.co.id, 2023). According to Mnc trijaya.com (2023) explained that some bottled water manufacturers claim to promote circular economy advertising, but this cannot be proven if their products do not use recycled plastic (rPET).

The current phenomenon where consumer Purchase Intention for drinking water products in environmentally friendly plastic packaging (rPET) is not as large as consumer buying interest in drinking water in ordinary plastic packaging. Several factors include the price of rPET products which tend to be higher, the lack of information and education about the benefits of using recycled plastic, and the perception of consumers who still doubt the quality and safety of rPET products can be one of the causes, as a result of which the use of ordinary plastic packaging still dominates the market. This could potentially increase along with the continuous use of plastic in product packaging for final consumption (Babaremu et al., 2022), (Djoko Setyo Widodo, P. Eddy Sanusi Silitonga, 2017). This research aims to analyze the factors that affect consumer Purchase Intention of one of the environmentally friendly products, namely Drinking Water in rPET Plastic Bottles. Several previous studies have found factors that can affect consumer Purchase Intention towards an environmentally friendly product or item, including research from Tarabieh (2020), Nguyen et al (2019), and research by Braga Junior, Martinez, Correa, Leite, and Da Silva (2019) stating that the perception of Greenwash has an impact on consumer intention to buy Green Products. Then Nguyen et al (2019) said that Greenwash has a positive relationship with Green Skepticism. In addition, Nguyen et al (2019) showed that Green Skepticism has a negative impact on the intention to buy Green Products. In their research, Chuah, Ooi, and Yeap (2022) stated that the level of Green Skepticism possessed by consumers towards Green Products has an impact on Green Purchase Intention.

According to Chuah, Ooi, and Yeap (2022) explained that consumers who have high trust will tend to trust claims related to Green Product sustainability. Conversely, when consumers have green skepticism, they are more likely to evaluate the product critically and

tend to have a less positive view of it. Furthermore, according to Tarabieh (2020) and research from De Sio., Zamagni., Casu and Gremigni (2022), Green Trust has an important role in predicting the Purchase Intention of environmentally friendly products. Furthermore, research conducted by Nguyen et al (2019) revealed that there is a moderation effect of the level of consumer information and knowledge in the relationship between Greenwash and the intention to buy Green Products. When consumers have a deeper understanding of Green Products, the negative impact of Greenwash on the intention to buy Green Products becomes more significant. Then Fabiola and Mayangsari (2020) said that Environmental Knowledge affects Green Purchase Intention positively and significantly, and the most significant factor in predicting Green Purchase Intention is Environmental Knowledge. Furthermore, Wang, Ma, and Bai (2019) in their research stated that there is a complicated relationship between Environmental Knowledge about Green Product and Green Purchase Intention. Environmental Knowledge has a significant indirect influence on Green Purchase Intention.

This study was conducted to test and further analyze the influence of Greenwash, Green Skepticism, Green Trust on Green Purchase Intention and the mediation effect that will be produced as well as how information and knowledge can moderate the influence of Greenwash on Green Purchase Intention on consumers on the rPET eco-friendly Bottled Water products. The results of this study are expected to provide guidance to companies in Indonesia in promoting environmentally friendly products with integrity, transparency, and long-term ethics as well as helping consumers in making more sustainable purchasing decisions.

METHOD

The research methodology applied is a quantitative method with a descriptive research approach. According to Malholtra and Dash (2016), the quantitative research method is an approach that seeks to measure data and generally applies various statistical analyses. In the context of this study, there was no direct interaction or direct contact between the researcher and the respondents. This study uses a cross-sectional approach is a study in which data is collected only once, perhaps over a period of several days or weeks or months, to answer research questions.

The sampling method used in this study is non-probability. According to Malhotra (2010) explained that a sample is a sub-group of population elements that are selected to participate in a study. And according to Sekaran and Bougie (2013), in some situations, non-probability sampling can be the only method to obtain data. The population in this study is Bottled Drinking Water (AMDK) Consumers. A population can be a collection of subjects, variables, concepts, or phenomena relevant to the research (Morissan et al., 2012). The criteria for respondents who were sampled in this study were Generation XYZ who are consumers of Bottled Drinking Water (AMDK) in the Greater Jakarta area and know environmentally friendly Bottled Drinking Water (AMDK) products made from 100% Recycled Plastic (rPET).

The data collection technique used is by providing a questionnaire containing statements that will be filled in by the respondents. The questionnaire is made through a google form link, then the questionnaire is disseminated through internet media such as email and chat application (whatsapp app), after which respondents will fill out the questionnaire online.

In addition, this study uses a statistical analysis technique called Partial Least Square-Structural Equation Modeling (PLS-SEM). The PLS-SEM analysis was chosen because it could test latent variables regardless of normality and sample size issues (Chin et al., 2008). In a measurement model, the analysis focuses on evaluating the reliability and validity of

variable measurements. Meanwhile, the structural model will test the hypothesis set out in the proposed conceptual model.

The questionnaire has been distributed to more than 200 respondents, but only 129 respondents can be processed. The data analysis technique in this study uses the PLS technique which is carried out in 2 stages, namely conducting a measurement model test (outer model) and conducting a structural model test (inner model).

RESULTS AND DISCUSSION

Results

Teori Sustainability (Triple Bottom Line)

One of the important milestones in the development of the Sustainability Theory is the concept of the Triple Bottom Line. In a well-cited and well-known paper, Elkington (1997) has identified three core aspects of sustainability: social, economic, and environmental. This approach is known as the Triple Bottom Line (TBL) framework proposed by Elkington in 1997 (Kealy, T., 2019).

The TBL approach has become a sustainability norm that permeates various sectors, changing business paradigms, mindsets, and becoming an integral part of corporate strategies and government policies (Gradinaru, Obada, and Dabija., 2022).

Teori Cognition–Affect–Behavior (CAB)

The Cognitive, Affective, Behavior (CAB) conceptual model, introduced by Holbrook (1986), explains that a person's behavior can be influenced by cognition factors which then produce feelings or attitudes towards these cognition factors. If a person forms positive feelings or attitudes, then they will respond or give a positive response to the cognition factor.

This approach, which has been used by researchers such as Nguyen et al (2019) in developing consumer behavior models, has the advantage of revealing the impact of emotional mediation. The CAB paradigm has been leveraged to investigate the process of brand selection and shopping experiences, and has been the basis for several important theories, including shopper behavior, emotion assessment theory and emotion-value awareness models.

According to Ojiaku, Achi, and Aghara (2018) the cognitive component involves an individual's knowledge or beliefs about a particular subject, while the affective component is concerned with an individual's emotional reaction or feelings towards a particular attribute or object as a whole.

Greenwash

Greenwashing is a practice that can confuse consumers regarding a company's environmental practices or the environmental benefits associated with its products and services (Qayyum, Jamil, and Sehar., 2022). As explained by Tarabieh (2020), the term greenwash is an effort to mislead customers by linking corporate behavior to the environment or the superiority of their products and services to the impact of the ecosystem.

Green Skepticism

According to Russo and Guldal (2019) one of the main reasons for the lack of consumer trust is the existence of misleading marketing claims in the green context and this situation can make consumers reluctant to buy products that are considered environmentally friendly, and in turn, increase consumer doubts. Lundin (2021) found that consumers feel anxious about the correctness of the information presented on the label and often doubt the honesty of some of the existing claims. In 1998, Obermiller and Spangenberg defined skepticism as a tendency to distrust claims in advertising

Green Trust

According to Tarabieh (2020), it is important to understand why trust is a very important factor for businesses before we explain the role of trust in green marketing. Tarabieh (2020) also provides the most appropriate definition of trust, which is the typical desire of consumers to depend on the ability of the product to fulfill its goals.

Information and Knowledge

According to Nguyen et al (2019), Information and Knowledge that affects the consumer decision-making process involves more details related to product attributes, health impacts, economic value, and environmental benefits that may occur in the medium and long term. Green knowledge is a cognitive aspect that refers to the level of public awareness of environmental issues, shared responsibilities needed in the context of sustainable development, and key relationships involving environmental impacts (Kamalanon, and Chen-Y Le., 2022).

Green Purchase Intention

Purchase intention is an expression of the consumer's desire to acquire a certain product, which arises based on their experience, use, and preferences for the product (Kotler and Keller, 2016). Purchase Intent reflects the consumer's desire to purchase a product. An increase in purchase intent can also indicate an increase in the ability to make a purchase (Dodds et al., 1991; Schiffman & Kanuk, 2007). Tarabieh (2020) has explained purchase intention as the willingness of consumers to buy products after going through an evaluation process.

Hypotheses Development

The following will describe the relationship between variables in the form of hypothesis development:

1. Relationship between Greenwash and Green Purchase Intention

Tarabieh (2020) emphasized that greenwash not only includes ethical aspects, but can also have a negative impact on consumer perception. This has an effect on brand perception and green purchase intention, although sometimes it is difficult for consumers to distinguish between true claims and misleading actions (Nguyen et al., 2019). The results of a study conducted by Nguyen et al (2019) show that Greenwash is negatively related to Green Purchase Intention.

Based on the explanation of previous research, a hypothesis was made about the influence of greenwash on green purchase intention as follows:

H1: Greenwash has a negative and significant effect on green purchase intention

2. Relationship between Greenwash and Green Trust

Tarabieh (2020) shows that Greenwash has a negative impact on trust in Green Products. In line with his research, Ghasani et al (2022) stated that Greenwash has a significant negative effect on Green Trust. And also research from Wu and Liu (2022) shows that the perception of Greenwash has a clear moderating effect on the relationship between consumption value and Green Trust.

Based on previous research, a hypothesis was made about the influence of greenwash on green trust as follows:

H2: Greenwash has a negative and significant effect on Green Trust

3. Relationship between Greenwash and Green Skepticism

Junior, Martinez, Correa, Leite, and Da Silva (2019) concluded that Greenwash identified in the product will lose aspects of loyalty, satisfaction and benefits, as well as become a product that causes confusion of consumption. Supported by the results of research conducted by Nguyen et al (2019) show that Greenwash has a positive relationship with Green skepticism .

Based on the research that has been conducted previously, a hypothesis is made about the influence of greenwash on green skepticism as follows:

H3: Greenwash has a positive and significant effect on Green Skepticism

4. The relationship between Green Skepticism and Green Trust

According to Nguyen et al (2019) explained that skepticism reflects a person's tendency to doubt, disbelieve, and ask questions. The results of research conducted by De Sio, Zamagni, Casu, and Gremigni (2022) show that Green Skepticism has a negative relationship with Green Trust.

Based on the research that has been carried out previously, a hypothesis is made about the influence of green Skepticism on green Trust as follows:

H4: Green Skepticism has a negative and significant effect on Green Trust

5. The relationship between Green Skepticism and Green Purchase Intention

The results of a study conducted by Nguyen et al (2019) show that green skepticism has a negative effect on Green Purchase Intention. In line with research from De Sio, Zamagni, Casu, and Gremigni (2022) shows that consumers with high levels of Green Skepticism tend to find green claims more untrustworthy, and this in turn reduces their willingness to buy Green Products. Likewise, research from Fabiola and Mayangsari (2020) and research from Chuah, Ooi, and Yeap (2022) show that Green Skepticism has a negative effect on Green Purchase Intention .

Based on the explanation of the research that has been carried out previously, a hypothesis is made about the influence of green Skepticism on green purchase intention as follows:

H5: Green Skepticism has a negative and significant effect on Green Purchase Intention

6. The relationship between Green Trust and Green Purchase Intention

Tarabieh (2020) shows that the impact of Green Trust on Green Purchase Intention is significant and positive. In line with research from Wang, Ma, and Bai (2019) which stated that Green Trust mediates the relationship between Green Product Knowledge and Green Purchase Intention. Based on the explanation of the previous research, a hypothesis was made about the influence of Green Trust on Green Purchase Intention as follows:

H6: Green Trust has a positive and significant effect on Green Purchase Intention

7. Effect of Green Skepticism Mediation on Greenwash on Green Purchase Intention

Nguyen et al (2020) show how the influence of Greenwash on Green Purchase Intention is activated through Green Skepticism. The results show that Green Skepticism mediates the relationship between Greenwash and Green Purchase Intention. Based on the explanation of the previous research, a hypothesis was made about the mediating role of Green Skepticism in Greenwash and Green Purchase Intention as follows:

H7: Green Skepticism has a mediating role, negatively and significantly between Greenwash and Green Purchase Intention

8. Effect of Green Trust Mediation on Greenwash on Green Purchase Intention

Tarabieh (2020) concluded that, because Greenwash negatively impacts trust and brand credibility, this indirectly affects Green Purchase Intention and the results of his research show that Green Trust does not significantly mediate the relationship between Greenwash and Green Purchase Intention. Based on the explanation of the previous research, a hypothesis was made about the mediation role of Green Trust in Greenwash and Green Purchase Intention as follows:

H8: Green Trust has a mediating role, negatively and significantly between Greenwash and Green Purchase Intention

9. Effect of Green Trust Mediation on Green Skepticism on Green Purchase Intention

Research conducted by De Sio, Zamagni, Casu, and Gremigni (2022) presents findings that there is a significant indirect relationship between Green Skepticism and Purchase Intention through the intermediary of Green Trust. Green Skepticism has a significant and negative relationship with Green Trust, which in turn has a significant and positive relationship with Purchase Intention. Based on the explanation of the previous research, a hypothesis was made about the mediation role of Green Trust in Green Skepticism and Green Purchase Intention as follows:

H9: Green Trust has a mediating role, negatively and significantly between Green Skepticism and Green Purchase Intention

10. Effect of Information & Knowledge Moderation on Greenwash on Green Purchase Intention

Nguyen et al (2019) explained that Information & Knowledge can influence the purchase decision making process. According to Moeslehpour et al (2021) in their research, Green Knowledge has been proven to have a significant impact on Green Purchase Intention. The results of the research conducted by Nguyen et al (2020) show that there is moderation of Information and Knowledge between Greenwash and Green Purchase Intention. When consumers have a higher level of information and knowledge about Green Products, the negative relationship between Greenwash and Green Purchase Intention is getting stronger (Widodo, 2021).

Based on the explanation of previous research, a hypothesis was made about the role of Information & Knowledge moderation in the influence of Greenwash on Green Purchase Intention as follows:

H10: : Information and Knowledge has a moderating role in the influence of Greenwash on Green Purchase Intention.

Proposed Conceptual Framework

Based on the literature review and the development of the previous hypothesis, a conceptual framework of the research can be formed as shown in figure 1 below:

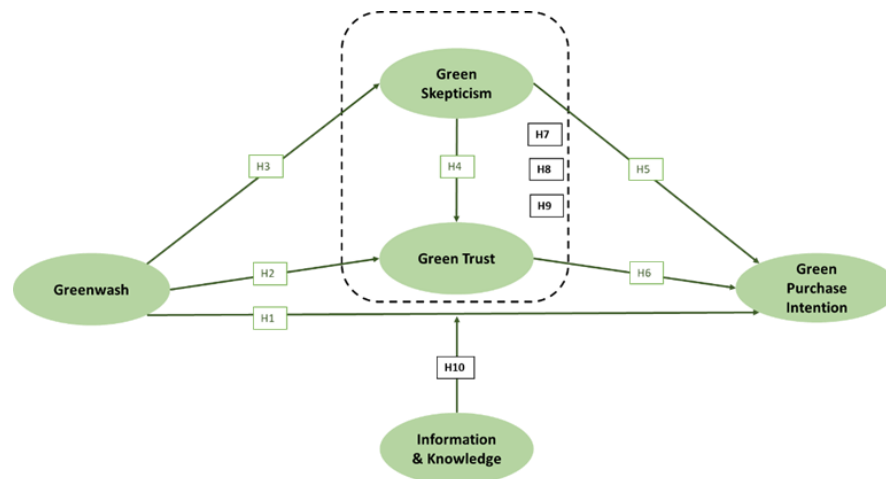


Figure 1. Conceptual Framework

Discussion

Greenwash has a positive, but not significant, influence on respondents' Green Purchase Intention to buy environmentally friendly r-PET bottled water products. The results of this study suggest that Greenwash may still have some positive impact in directing respondents to buy environmentally friendly r-PET bottled water products, however, this effect is not strong enough to significantly affect overall Purchase Intention.

Greenwash practices have a significant impact on respondents' level of trust in the entities involved. This shows that efforts to improve the image or impression of greenery in a dishonest or inaccurate way will actually damage public trust in these environmental claims. The results of this study imply that the public at large is very sensitive to dishonesty or inaccuracies in green claims. The results of this study also indicate that Greenwash, which is supposed to increase positive perceptions about environmental efforts, actually triggers Green Skepticism or distrust of respondents towards green claims made by companies or organizations. Respondents who felt exposed to Greenwash practices became more likely to doubt the honesty and integrity of the entity in its environmental efforts. This result is in line with the Cognitive-Affect-Behaviour (CAB) theory which shows that Greenwash as a cognitive aspect provides the effect of Green Skepticism which is the emotional feeling of consumers towards environmentally friendly products.

Green skepticism toward green claims may have a slight negative impact on respondents' confidence in an entity's environmental efforts. The results of this study explain that the Green Skepticism possessed by respondents towards green claims can have a direct impact on the Purchase Intention of r-PET bottled water products which are considered environmentally friendly. When respondents feel unsure or doubtful about the honesty or integrity of green claims, they tend to become more cautious or even delay purchasing the product. The results of this analysis also explain that Greenwash indirectly affects Green Purchase Intention, but through its influence of respondents' Green Skepticism. In other words, when respondents are exposed to greenwash practices, they may become more skeptical of green claims made by companies or organizations. This skepticism can then affect their Green Purchase Intention. This is in line with the C-A-B Theory where Green Skepticism is an emotional aspect that can influence the behavior of consumers, namely Green Purchase Intention.

In this study, the respondents' Information & Knowledge about the environment did not have a moderation effect on the effect of Greenwash on Green Purchase Intention. In other

words, even though respondents had knowledge of the environment, it did not significantly affect the influence of Greenwash on Green Purchase Intention.

CONCLUSION

The results of the study revealed that Greenwash has a positive but not significant impact on Green Purchase Intention for environmentally friendly r-PET bottled water products. In addition, Greenwash also significantly undermines respondents' trust, giving rise to Green Skepticism that questions the honesty of environmental claims from companies. This skepticism has a negative impact on Green Purchase Intention because respondents become more vigilant or postpone product purchases. Greenwash does not directly affect purchase intentions, but through increased green skepticism. The information & knowledge possessed by respondents did not moderate the influence of Greenwash on Green Purchase Intention. These results are in accordance with the Cognitive-Affect-Behaviour (CAB) theory which shows that cognitive aspects (Greenwash) affect emotional aspects (Green Skepticism) and behavior (Green Purchase Intention).

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