

FACTORS AFFECTING CONSUMERS' INTENTION TO PURCHASE ENVIRONMENTALLY FRIENDLY PRODUCTS: RECYCLE FURNITURES

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Diterima 12 September 2021, Disetujui 20 September 2021

Abstract

The study aims to comprehensively test the factors that influence consumer intentions to buy environmentally friendly products. The factors adopted from the EAPIM Model consisting of environmental attitude, environmental subjective norms, the perceived control, perceived quality and self-image; were expanded by adding a new variable: price. The context of this study is environmentally friendly products, namely recycled furniture. The number of respondents was 394 people and samples were drawn by the convenience method. The analysis method is exploratory factor analysis and multiple regressions. The results showed that perceived quality and price had a positive influence on consumers' buying intentions towards environmentally friendly products. These findings had contribution in theory that consumer behavior toward buying intentions is more influenced individually than subjective norms. For practitioners, these findings are particularly useful in designing business strategies to encourage consumers to buy environmentally friendly products.

Key words: Factor, Environmentally Friendly Product, Purchase Intention, Recycled Furniture

Abstrak

Penelitian ini bertujuan untuk menguji secara komprehensif faktor-faktor yang mempengaruhi niat konsumen membeli produk yang ramah lingkungan. Faktor-faktor yang diadopsi dari Model EAPIM yang terdiri dari sikap terhadap lingkungan, norma subyektif terhadap lingkungan, kendali yang dirasakan, kualitas yang dirasakan, dan citra diri; diperluas dengan menambah variabel harga. Konteks yang diteliti adalah produk ramah lingkungan yaitu furnitur daur ulang. Jumlah responden yang terlibat sebanyak 394 orang dan sampel diambil dengan metode konvenien. Metode analisis yang digunakan adalah analisis faktor dan regresi berganda. Hasil penelitian menunjukkan bahwa kualitas produk yang dirasakan, dan harga memiliki pengaruh yang positif terhadap niat membeli konsumen terhadap produk ramah lingkungan. Temuan ini secara teori mengindikasikan bahwa perilaku konsumen terhadap niat membeli lebih banyak dipengaruhi secara individu dibandingkan pengaruh karena norma subyektif dari orang lain. Bagi praktisi, temuan ini sangat berguna dalam merancang strategi bisnis untuk mendorong konsumen membeli produk ramah lingkungan.

Kata Kunci: Faktor, Produk Ramah Lingkungan, Niat Membeli, Mebel Daur Ulang

INTRODUCTION

Many firms are interested at penetrating in the emerging markets as their rapid economic growth and demographic expansion (United Nations Conference on Trade and Development, 2013). Indonesia as one of the emerging markets with a large economy in terms of purchasing power and one of the most populous countries has becomes the target segment for various companies. Meanwhile, global companies realize that the combination between business strategies and environmentally friendly approaches are important and become one of the competitive tools (Krause, 2015).

However, when global companies try to penetrate an emerging consumer market with their environmentally friendly products, they have limited understanding of the factors that determine consumers to buy the products. Factors underlying consumer acceptance of environmentally friendly products are still unclear and needed to investigate, including in Indonesia.

In addition, consumers in emerging market also have different characteristics compared to developed countries and need special approaches to penetrate. Therefore, study on consumer behaviour regarding environmentally friendly products in Indonesia is needed. Consumer behaviour is a study focusing on the consumer process in buying, consuming, and disposing of products (Asshidin et al., 2016a) including environmentally friendly products. In addition, the environmentally friendly products must be investigated according to the perceptions, attitudes, values and behaviour of certain groups of consumers (Pedersen & Neergaard, 2006).

Previous studies on the consumer intentions to purchase environmentally friendly products have been carried out. Xu et al. (2019) used an Environmental Awareness Purchasing Intention Model (EAPIM) to test the five variables: environmental attitude, environmental subjective norms, perceived control toward environmentally responsible behavior, perceived quality, and self-image affecting purchase intention in the context environmentally friendly cars. However, this research had not included price as one of the determinant factors on buying intention, as price is considered important attribute for consumers in the emerging market. This shows the opportunity gap for further research. The current study tries to fill this gap by extending the model, i.e., adding the variable of price. We also use a different environmentally friendly product context: recycled furniture since furniture products are considered as primary needs of emerging market.

LITERATURE REVIEW

Consumers have a wide variety of perception when defining a product as an environmentally friendly product (Bocken et al., 2013). In this study, environmentally friendly products refer to the products and services with minimal harm to nature (Kianpour et al., 2014). Therefore, many producers are encouraged to create environmentally friendly products, including in the emerging markets.

According to World Bank Country Classification, countries with GNI per capita between US\$1,036 and US\$4,045 are classified as lower middle-income economy.

This condition puts Indonesia as an emerging country, since it is just slightly above that benchmark with \$4,050 GNI. (World Bank, 2020). Besides, based on the MSCI (Morgan Stanley Capital International), Indonesia is categorized in the emerging market classification (MSCI, 2020).

As a result, emerging market consumers have specific consumer behavior related to their decision processes to buy and use products. Consumer behavior defined as consumers display in looking for information, making decisions to purchase or use products, experience and dispose of goods and services that consumers expect to fulfil their needs (Asshidin et al., 2016b). Buyer intention (purchase intention) is a decision made by the customer after analyzing the reasons for buying a product brand (Shah et al., 2012). Purchase intention can also be defined as customers' desire to buy a product because they know the function of the product (Madahi & Sukati, 2012). Other explanation, purchase intention is a process in which consumers analyze their knowledge of products, compare products with other similar products and make decisions about products to be purchased (Raza et al., 2014). Purchase intentions are periodically measured and analyzed by marketers as input for sales strategy or market share estimates.

Therefore, firms need to identify what factors influencing consumers to purchase a product or a service. Consumer purchase behavior might dynamically change due to factors such as trends or social lifestyles, industrialization and globalization that most

probably affected their perception towards products and services.

The relationship between consumer beliefs and behavioral intention had been explained by Theory of Planned Behavior (TPB) as the theoretical foundation (Ajzen, 1991). This theory explains intentions and behavior shaped by perceived behavioral control, attitudes and subjective norms (Sheppard et al., 1988). After analyzing the reasons for buying a product, customers take a decision that is called purchase intention (Shah *et al.*, 2012). External and internal factors influence customer decisions in buying a product (Gogoi, 2013).

Regarding eco-friendly products, Xu et al. (2019) proposed an Environmental Awareness Purchasing Intention Model (EAPIM) to test the five variables: environmental attitude, environmental subjective norms, perceived control toward environmentally responsible behavior, perceived quality and self-image that affected purchase intention in the context environmentally friendly cars. In this study, we used this model by extending the new variable: price. Therefore, with the new research model that we propose, the explanatory power of this research is more comprehensive. According to the literature review, this study proposed six hypotheses as follows.

Environmental Attitude

Attitude measures to what extent a person has a positive or negative judgement in carrying out a behavior (Yazdanpanah &

Forouzani, 2015). The positive attitude of consumers towards recycled products and the buying decisions are limited by other factors such as lack of alternatives, costs, and uncertain information (Vermeir & Verbeke, 2006).

Accordingly, the hypothesis is proposed as follow:

H1: Environmental attitudes have a significant positive relationship with buying the intention of any recycled furniture.

Environmental Subjective Norms

Environmental subjective norms refer to pro-environmental behavior expectations from other people such as colleagues, peers, and also family (Ajzen & Fishbein, 2005). Norms help individuals in managing and aligning their behavior. It also captures an individual behavior reaction to what other people think (Tonglet et al., 2004). Therefore, the hypothesis is proposed:

H2: Environmental subjective norms have a significant positive correlation with intention to purchase any recycled furniture.

Perceived Control

Perceived control is the level of easiness and difficulty in doing individual (Son et al., 2013; Yadav & Pathak, 2016). Therefore, the hypothesis is suggested:

H3: Perceived control has a significant positive associated with intentions to purchase any recycled furniture.

Perceived Quality

Perceived quality is estimates made by consumers based on the entire set of bases and outer dimensions of the products or services (Grunert, 2005). Perceived quality directly influences buying intentions with linear result between quality and customer purchase intentions (Rust & Oliver, 1993).

H4: Perceived quality has a significant positive correlation with intention to purchase any recycled furniture.

Self-Image

Self-image influences customer motivation to purchase through the activation and operation as the self-consistency (Sirgy, 1982). When consumers find a match between self-image and product image, the individual tends to have higher purchase intention (Shin et al., 2016). Accordingly, the hypothesis is suggested:

H5: Self-image has a significant positive relationship with intentions to purchase any recycled furniture.

Price Sensitivity

Price is one of the considerations to have a buying decision of recycled furniture products. Before deciding to buy a product, customers have considerations and perceptions such as price, quality, and style. After having experienced using a product, purchase intention can be increased or decreased, because of the direct relationship that affects it.

H6: Price is significantly positive associated with intentions to purchase recycled furniture. The research model can be seen in Figure 1.

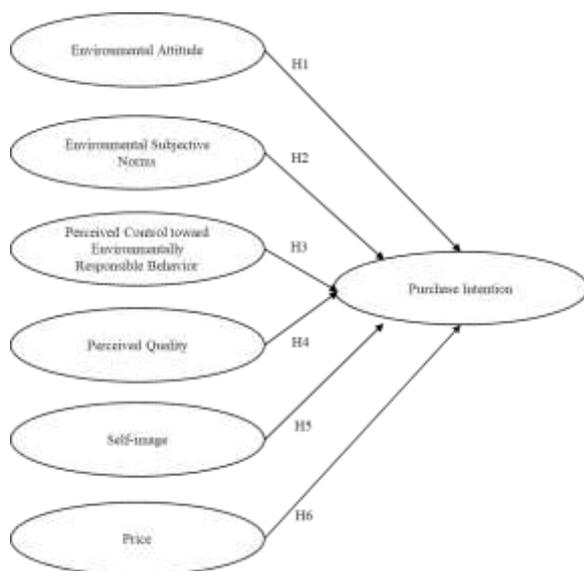


Figure 1. Research Model

METHOD

This survey was conducted by distributing online questionnaires. Following previous research on purchase intention, this study adopted a non-probability sampling technique in selecting respondents. Specifically, we used a convenience sampling technique.

There were 394 respondents who filled in with the demographic profile attached to table 1. In this study, we utilize 34 variables referring from previous studies (Armitage & Conner, 2001; Stone et al., 1995). The questionnaire uses Likert scale with seven-point, 7 represents “Strongly Agree” and 1 represents “Strongly Disagree”.

Similar to Istijanto (2021), this current research used descriptive statistics, exploratory factor analysis, and multiple regression analysis. Exploratory factor analysis and Cronbach’s alpha were employed to determine the reliability and validity of the measurement. The multiple

regression analysis was used to test the effects of six independent variables (environmental attitude, environmental subjective norms, the perceived control, perceived quality, self-image, price) on the purchase intention. To do this, we used SPSS software version 26.

RESULTS AND DISCUSSION

Respondent Profiles

Among 394 of our respondents live in the Greater Jakarta area, with 61 percent were female and 39 percent were male. 82 percent of them were graduates from university with an age range dominated by over 26 years old. By income group 65 percent of them were getting income with range IDR 5-20 Million. The characteristics of the respondents based on demographic were presented in the table 1.

Table 1. Respondents’ Profile

<i>Gender</i>	Frequency	%	Cumulative
Female	153	39%	39%
Male	241	61%	100%
<i>Age Group</i>			
18-22 years	6	2%	2%
23-25 years	47	12%	13%
26-29 years	106	27%	40%
30-35 years	82	21%	61%
> 35 years	153	39%	100%
<i>Education</i>			
Diploma	39	10%	10%
SMA/SMK	15	4%	14%
Strata	340	86%	100%
<i>Income Group (IDR)</i>			

Gender	Frequency	%	Cumulative
< 5 million	44	11%	11%
5-10 million	155	39%	51%
11-20 million	100	25%	76%
21-50 million	74	19%	95%
> 50 million	21	5%	100%

Source: Author Results, 2021

Reliability and Validity Measurement

Exploratory factor analysis (EFA) and Cronbach's alpha were carried out to confirm whether the items that measure the construct valid and reliable. The current research used Kaiser-Meyer-Olkin (KMO) with the criteria must above

0.5 (Malhotra, 2020). In this research, the KMO had range from 0.726 to 0.899, more than 0.5 as requirement.

This study also used factor loading to measure convergent validity and set 0.5 as the prerequisite (Hair et al., 2014). The values of factor loadings were from 0.507 to 0.905 indicating acceptable results. Then, the reliability was verified by Cronbach's α . The results showed $\alpha > 0.60$ indicating satisfactory internal consistency reliability (Malhotra et al., 2007). The validity and reliability results are shown in Table 2.

Table 2. Validity and Reliability Measurement

CODE	Questions	Factor Loading	KMO	Alpha
Environmental Attitude				
V1_1	People who litter should be fined	0.602	0.726	0.691
V1_2	The amount of energy I use has absolutely no impact on environmental conditions.	0.741		
V1_3	There is nothing the community can do to help stop environmental pollution.	0.795		
V1_4	There's no point worrying about environmental problems	0.740		
Environmental Subjective Norms				
V2_1	My family and close friends are obliged to tell others about environmental issues.	0.826	0.808	0.838
V2_2	My family and close friends are obliged to find out about environmental issues.	0.871		
V2_3	My family and close friends are obliged to support organizations that work in the environmental sector.	0.799		
V2_4	My family and close friends should have knowledge of environmental issues.	0.793		
Perceived Control				
V3_1	It is easy for me to do activities that are environmentally friendly (eg energy conservation and recycling, etc.).	0.742	0.744	0.720
V3_2	I own full control over my actions in protecting the environment.	0.573		
V3_3	Whether to do environmentally friendly activities (eg energy conservation and recycling, etc.) is my decision.	0.507		
V3_4	I have the ability to do activities that are environmentally friendly (eg energy conservation and	0.832		

CODE	Questions	Factor Loading	KMO	Alpha		
	recycling, etc.).					
V3_5	I have control over environmentally friendly activities (e.g. recycling and conserving energy, etc.).	0.770				
Perceived Quality						
V4_1	Recycled furniture has high quality attributes.	0.710				
V4_2	Recycled furniture has durability attributes.	0.801				
V4_3	Recycled furniture is interesting	0.697				
V4_4	Recycled furniture has luxury attributes	0.770	0.899	0.868		
V4_5	Recycled furniture is reliable	0.818				
V4_6	Recycled furniture is safe to use.	0.695				
V4_7	Recycled furniture has better features than other models.	0.752				
Self-Image						
V5_1	Using recycled furniture will ruin my image.	0.628				
V5_2	Using recycled furniture enhances my positive image.	0.863				
V5_3	Using recycled furniture can raise a positive image of what I believe.	0.905	0.753	0.831		
V5_4	Using recycled furniture will have a positive effect on me.	0.838				
Price						
V6_1	I am willing to pay more to purchase recycled furniture.	0.674				
V6_2	I am willing to pay more if recycled furniture is good for my health.	0.764				
V6_3	I am willing to stick with recycled furniture that has a well-known brand.	0.595	0.766	0.780		
V6_4	I am willing to pay a premium for the unique features of recycled furniture, such as design and materials.	0.801				
V6_5	I am willing to allocate an additional annual fund to buy recycled furniture.	0.810				
Purchase Intention						
V7_1	I will buy recycled furniture even though the cost is higher than conventional furniture products	.612				
V7_2	I will buy recycled furniture even though the quality is lower than conventional furniture products.	.843				
V7_3	I will buy recycled furniture even though the durability is lower than conventional furniture products.	.862	0.766	0.780		
V7_4	I will buy recycled furniture even if the design is less attractive.	.825				
V7_5	I will buy recycled furniture even if it is less comfortable.	.798				
Environmental Attitude						
V1_1	People who litter should be fined	0.602				
V1_2	The amount of energy I use has absolutely no impact on environmental conditions.	0.741				
V1_3	There is nothing the community can do to help stop environmental pollution.	0.795	0.726	0.691		
V1_4	There's no point worrying about environmental problems	0.740				
Environmental Subjective Norms						
V2_1	My family and close friends are obliged to tell others	0.826	0.808	0.838		

CODE	Questions	Factor Loading	KMO	Alpha
	about environmental issues.			
V2_2	My family and close friends are obliged to find out about environmental issues.	0.871		
V2_3	My family and close friends are obliged to support organizations that work in the environmental sector.	0.799		
V2_4	My family and close friends should have knowledge of environmental issues.	0.793		

Source: Author Results, 2021

Results

The relationship between the independent and dependent variable was tested by multiple regression. The research model has six independent variables from EAPIM combined with attribute of price. The dependent variable was purchase intention.

The value of R square was 0.208 ($p < 0.05$) indicating that 20.08 percent of the purchase intention variation can be explained by the variations in the independent variables. This value was significant so the model can be used for further analysis.

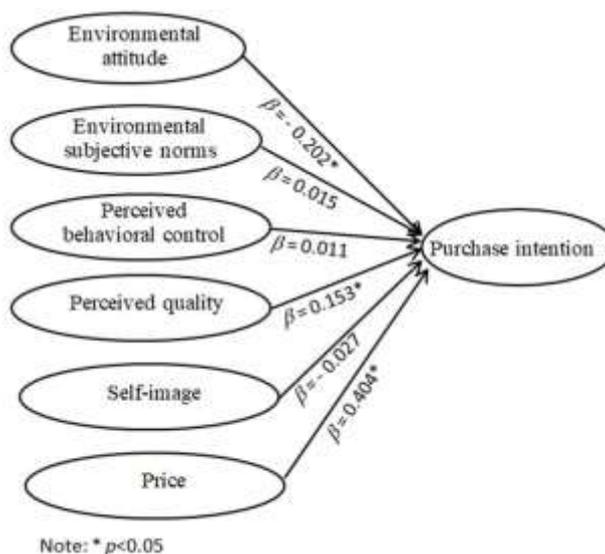


Figure 2. Analysis Results

Table 3 presents the corresponding t-scores of the regression and the path coefficients. In addition, as shown in Figure 2, the results showed that environmental attitude ($\beta = -0.202$, $p < 0.05$) had a negative significant relationship with purchase intention. Self-image ($\beta = -0.027$, $p > 0.05$) has no effect on purchase. Perceived

quality ($\beta = 0.153$, $p < 0.05$) and price ($\beta = 0.404$, $p < 0.05$) have a positive effect on purchase intention. Meanwhile, environmental subjective norms ($\beta = 0.015$, $p > 0.05$) and perceived control toward environmentally responsible behavior ($\beta = 0.011$, $p > 0.05$) have insignificant relationship with purchase intention.

Table 3. Multiple Regression Result

Hypotheses			Standardized Coefficients			
			Beta	t	Sig.	Result
H1	Environmental Attitude	Purchase Intention	-.202	-3.512	.001	Unsupported
H2	Environmental Subjective Norms	Purchase Intention	.015	.256	.798	Unsupported
H3	Perceived Control toward Environmentally Responsible Behavior	Purchase Intention	.011	.186	.852	Unsupported
H4	Perceived Quality	Purchase Intention	.153	2.496	.013	Supported
H5	Self-image	Purchase Intention	-.027	-.433	.665	Unsupported
H6	Price	Purchase Intention	.404	7.343	.000	Supported

Source: Author Results, 2021

Discussion

Theoretical contribution

This result indicates the purchase intention of recycled furniture products as a representation of environmentally friendly products of primary needs of the emerging market consumers are influenced significantly by perceived quality and price only.

Surprisingly, the results showed an insignificant effect of environmental attitude, perceived control toward environmentally responsible behavior, self-image, and subjective norms on purchase intention to environmentally friendly products.

The findings show that Indonesian consumers do not prioritize the environmental attributes as a primary need. On the contrary, perceived quality and price or we call them as value still become the main factors that encourage consumers to buy environmentally friendly products.

The following are the contributions of this research. First, this study is amongst the first that investigate theoretically and empirically the determinants of Indonesian consumer to purchase recycled furniture as environmentally friendly products. Second, this study determines a comprehensive model by adding the new variables of price to unify the model of TPB and price.

Managerial Implications

Marketing managers that try to penetrate emerging market customers on primary needs must focus on perceived quality and price as the main criteria used by consumers to evaluate products. For the time being, Indonesian consumers might not take into consideration the basic needs that benefit the environment in the long term. But this might change in the future as the awareness grows. For the time being, highlighting environmentally friendly attributes will not be efficient in promoting their products,

but this environmentally friendly attribute might be utilized as the added value for investors.

Another way when the product scale is very large, marketing managers can increase the intention to buy products that are environmentally responsible, by addressing the consequences and benefits of individual products and the environment. In addition, large-scale campaigns to change environmental attitudes, communication must outline positive environmental consequences of products and non-positive consequences of irresponsible product alternatives.

Research Limitations

The study was limited to considering the purchase intention model of environmentally friendly primary needs which is represented by recycled furniture. The six independent variables were still limited, therefore, other factors that determining purchase intention of emerging market consumers towards environmentally friendly products can be a next research agenda such as durability, flexibility, practicality, and design.

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