

BRAND STRENGTH, SOCIAL INFLUENCE AND CONSUMERS' ATTITUDE TOWARDS GREEN PURCHASE INTENTION OF HOME APPLIANCES PRODUCTS

I. INTRODUCTION

i. RESEARCH BACKGROUND

Consumers has the expanding needs of healthier lifestyles by taking environmental concerns into their purchasing consideration (Tseng & Hung, 2013). The changes of consumption behavior by taking environment consideration in the buying decision process is called "Green Consumerism" (Moisander, 2007). Yazdanifard and Erdo (2011) further added that consumers who wants to identify themselves with Green Company and willing to buy this product at premium price is called Green Consumers.

Environmental sustainability and climate change caused existing companies to reconsider the integration of these topics to be aligned with their business strategy (Nidumolu et al., 2009) and it has been well responded by some traditional retailers by manufacturing wide range of green products (Saffuan et al., 2013; Yusof et al., 2011) and by challenging the aspects of functional areas involved such as R&D, product design, manufacturing, and marketing to keep up with the demand (Lenox & Ehrenfeld, 1997).

Factor which could proved to be important in affecting consumer's preference during purchase decision process is the social influence from family, peers and individuals as part of social and reference group. The closer the social relationship is then the greater the influence will affect the purchasing-making decision (Salazar et al., 2013). Travis (2000), Pickett-Baker and Ozaki (2008) suggest that other potential factor that can change consumers' behaviors to greener consumption is the power of brand while Chaniotakis et al. 2010 argues that consumers' attitude is an important factor in influencing consumers' purchase intention.

ii. PROBLEM STATEMENT

Regardless of the hype surrounding this "Green Consumerism", in general the purchasing of green products has not shown any significance evidence. In fact, of the entire market, the green products market share is occupying of only around 1 to 3% despite the willingness, positive attitude towards sustainability and environmental concern of individuals to purchase green products (Bray et al., 2011). Research done by Gleim et al. (2013) confirmed this result by explaining that regardless of consumers positive concern for global environment and more increasing sales of green products, the market share for green product is still insignificant. Mohr et al. (2001) research also suggest that environmental consideration might have only contributed small influence during purchase decision process.

Therefore, despite the growing concerns of environment, consumers seem to continue with their existing purchasing patterns of traditional consumption (D'Souza et al., 2007). Consumers also tend to based their purchase decision process towards certain brand which they have recognized well and familiar with (Chi et al., 2009). In many different countries, researchers have tried to comprehend the behavior nature of green consumers with purpose in mind to encourage people to be green consumers (Medeiros & Ribeiro, 2013). The effort to study the purchase behavior, the determinants and factors affecting the purchase decision usually includes purchase intention or willingness to buy green products.

Even though "Going-Green" trend in the recent years has reached Asia (Lee, 2008) but the actual number of studies being done on the subject of green purchase behavior, in particular for the purchasing of green electronic products is considered limited (Shahnaei, 2012). Authors have searched study being done on Green Purchase Intention for Home Appliances Products with eco-feature in Indonesia and so far, has failed to get any result. Most research done in Indonesia covers the Green Product for other commodity such as herbal products (Widyastuti, S. & Santoso, B., 2016), cosmetics, skin care and perfume products (Riyanto et al., 2018;

Rahayu et al., 2017) or merely discussing green product in general (Septifani et al., 2014; Muslim, E. & Indriani, D.R., 2014).

Study focusing on green purchase intention for home appliances products is very limited and has not been addressed in Indonesia. Therefore, this study is intended to bridge the gap by aiming to focus on examining factors affecting the purchase intention of green electronic products, specifically on home appliances products such as washing machine and air conditioner in Indonesia. As such studies are limited, Chekima et al. (2015) suggests that research on particular products must be pursued.

iii. RESEARCH OBJECTIVES & QUESTIONS

Research objectives of this study is to empirically examine the effect of Brand Strength, Social Influence and Consumers' Attitude on consumers purchase intention of environmentally-friendly home appliances products such as washing machine and air-conditioner in Indonesia. Specifically, the research objectives are:

1. To determine the effect of brand strength on consumers purchase intention of environmentally-friendly home appliances products.
2. To determine the effect of social influence on consumers purchase intention of environmentally-friendly home appliances products.
3. To determine the effect of consumers' attitude on consumers purchase intention of environmentally-friendly home appliances products.

While the research questions of this study are:

1. What is the effect of brand strength on consumers purchase intention of environmentally-friendly home appliances products?
2. What is the effect of social influence on consumers purchase intention of environmentally-friendly home appliances products?
3. What is the effect of consumers' attitude on consumers purchase intention of environmentally-friendly home appliances products?

iv. SCOPE OF THE RESEARCH

Scope of the research for this study will be limited to home appliances products such as washing machine and air-conditioner with eco-friendly feature which has been produced by PT Panasonic Gobel Indonesia and allocated for Indonesian market. Population for this study will be the individuals whose data recorded in Customer Relationship Management database of PT Panasonic Gobel Indonesia.

II. LITERATURE REVIEW, HYPOTHESIS AND THEORETICAL FRAMEWORK

Theory of Reasoned Action (TRA), introduced by Ajzen and Fishbein (Ajzen & Fishbein, 1975) explained that there are two factors which is "attitudinal or personal factor" and "social or normative factor" which determines behavioral intention. Since then, it has been used widely in many studies of consumer attitude and environmental behavior. Theory of Reasoned Action (TRA) proved its applicability in explaining social behavior purposed at buying green products. Study done by Vazifehdoust et al. 2013 indicated the intention of customers to buy green products is defined by having a positive attitude toward green products and the impact of a variety of marketing factors and personal on the attitude toward green products of customers. This study will be based on Theory of Reasoned Action (TRA) where it will integrate a model using three factors, namely, brand strength, social influence and consumers' attitude which is hypothesized to influence the purchase of green home appliances products.

Green Purchase Intention

Green purchase intention can be conceptualized as a person who prefers eco-friendly features of the products over traditional products in their purchase decision making process. It can also be simply defined as an intention to buy a service or product which is less or not harmful for the society and environment. Ajzen (1985) explained that purchase intention is a crucial element in ascertaining the real or actual buying behaviour of an individual. Intention thus, is the main point/pivot on which behaviour revolves.

After customers and consumers have been influenced by environmental consciousness and green knowledge by society, the next step is the consumers' green purchasing intention (Gan et al. 2008). Studies on green purchase intention showed that intention is an influential predictor of green purchase behaviour because purchase intention strongly affects the likelihood of decision to buy the product (Chen & Chai, 2010). Similar with that, studies done by Beckford et al. 2010 and Chan (2001) also found that green purchase intention is a significant predictor of green purchase behaviour. Many companies use purchase intention to predict new product sales and repeat purchase of existing products.

Barua (2011) carried out a study on young consumers purchase intention of green products; results indicated that parental influence is the top predictor among all the variable studied and from the correlation analyses top three predictors such as parents, peer, and environmental knowledge clearly played an important role in influencing young consumers' purchase intentions of buying green products.

Brand Strength

Chandler and Owen (2002) defined brand as meaningful systems which incorporating ideas, feelings, values, emotions and associations as a form of cohesive identity. Brand itself as a system is considered complex and contains multidimensional concept which has six levels of meaning such as attributes, benefits, values, culture, personality, communications and user definition (Kotler et al., 2006). The brand name has a major effect on the consumers' perception in choosing the most ideal products. Basically, brand names represent a list of available attributes of the specific product (Jiang, 2004). Likewise, Gan et al. (2008) stated that the product attributes have a major influence on consumers' purchase intentions because product attributes are showing which particular consumer needs it can satisfy. Consumers generally have personal favourite brands (Young et. al, 2009). Brand strength is a company's performance in the market regarding green productions and has a major influence on consumers' purchasing intention. This matter has been recognized by researchers due to the important role that brand strength plays in explaining consumer behaviour, including attitude formation, consumer satisfaction, and brand loyalty (Foxall et al., 1998; O' Cass, 2000).

H₁: There is positive significant effect of Brand Strength on consumers purchase intention of environmentally-friendly home appliances products.

Social Influence

Rahbar et al. (2011) defined social influence as a proxy of subjective norm. Klobas and Clyde (2001) added that social influence consists of friends, family, educators, employers, professional colleagues, experts and the media. Social influence can also be defined as how consumer will perceive how their family and friends as well as their peers approve of them to use certain products (Venkatesh et al., 2012) because this approval or acceptance by social circle will deliver the sense of belonging to a certain community or social group hence consumer will evaluate the product based on opinions of others (Escalas & Bettman, 2005) and tend to buy products that others approve of (Lee, 2008), based on other people's preferences and tastes (Dholakia et al., 2004).

Social and reference groups, especially peers and other individuals with close proximity to consumers have stronger influence on consumers' green purchase decision-making process (Salazar et al., 2013; Tsarenko et al., 2013). Socially desirable acts such as buying green products were motivated by social norms because this will increase self image and social acceptance among family and peers. Therefore, it is common now for consumers to behave in an environmentally friendly lifestyle (Grier & Deshpande, 2001) and consumers who is choosing this green lifestyle understand

the benefits of green products that is why they tend to purchase green products (Griskevicius et al., 2010).

H₂: There is positive significant effect of Social Influence on consumers purchase intention of environmentally-friendly home appliances products.

Consumers' Attitude

Fishbein & Ajzen (1975) define "attitude" in Theory of Reasoned Action as a term which explain individual's positive or negative feelings about performing a specific behavior which influenced by "behavioral belief" and "outcome evaluation". They further added that "behavioral belief" refers to the individuals' belief that the specific behavior leads to the certain outcome, and "outcome evaluation" is the individuals' evaluation where the target behavior is already conducted by subject. Cognitive, conative and affective are three components of attitude where cognitive refers to knowledge and perception gained from the combination of direct experience with the object, conative refers to the tendency for an individual to behave in certain way related to the object and affective refers to emotion or feeling about a certain product or brand (Schiffman & Kanuk, 2010).

Attitude towards a particular behavior can be interpreted as an attitude toward purchasing and using the specific product (Shim et al., 1989). To create a positive attitude toward a green product, the product described as a green product must have the highest value when a consumer purchase it and to motivate the consumer attitude to shift from buying a conventional product to buying an environmentally friendly product, the message from the advertisement must be convincing enough. Cheah and Phau (2011) state that consumers who have attitudes to benefit the environment have a positive and significant relationship to the intention to buy green products.

H₃: There is positive significant effect of Consumers' Attitude on consumers purchase intention of environmentally-friendly home appliances products.

Theoretical Framework

In an attempt to explain consumer green purchase behaviour, previous studies have focused on describing the underlying values, attitude and behavioural intentions toward environmentally friendly products (Vermeir & Verbeke, 2008; Wheale & Hinton, 2007). majority of the studies observed a weak relationship between the expressed positive attitude of consumers toward purchasing green products and their actual purchase behaviour, generally referred to as the attitude-behaviour gap (Vermeir & Verbeke, 2008; Webster, 1975; Wheale & Hinton, 2007). Below theoretical framework was replicated and modified from previous studies done by Hashim, et al. (2018); Ayodele et al. (2017) and Jaafar, S.N et al. (2012).

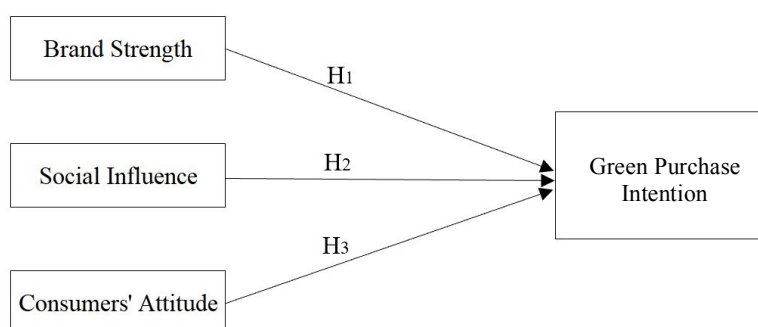


FIG 2.1: The Proposed Research Model

III. RESEARCH METHOD

i. APPROACH

This study will use minimal interference approach as researcher will not directly in contact with respondent as they will just fill in on survey or set of questionnaires provided. Method used for survey is by using Google Form survey to obtain data from respondents.

ii. PURPOSE

The appropriate unit of analysis for this study would be individuals as unit of analysis because characteristic of respondents chosen in particular is for any individuals who is interested in the home appliances products but haven't make purchasing decision yet.

iii. STRATEGY

Survey Research, by definition is a system for collecting information from or about people to describe, compare, or explain their knowledge, attitudes, and behavior (Fink, 2003). Main reason to use survey research is to capture quantitative data from various type of research questions related with Green Purchase Intention process.

iv. TIME HORIZON

One-time data collection gathered over period of days or weeks for purpose of this study would be considered sufficient therefore time horizon selected are called oneshot or cross-sectional studies.

v. POPULATION AND SAMPLE SIZE

As population of people who might want to do the purchasing of home appliances products cannot be determined therefore Sekaran (2003) refer to Roscoe (1975) suggests that sample size larger than 30 and less than 500 are appropriate for most research and in multivariate research (including multiple regression analysis), the sample size should be several times (preferably 10 times) as large as the number of variables in the study.

IV. DATA ANALYSIS & DISCUSSIONS

i. DEMOGRAPHIC

From table 1 below, most of respondents were Male (56%), age from 31-40, have university education (58%) and income ranging from IDR 10 to IDR 25 million.

Table 1: Demographic Profile of Respondents (N=100)

Characteristics	Percentage (%)
Gender	
Male	56.0
Female	44.0
Age	
< 30	42.0
31-40	27.0
41-50	5.0
> 51	26.0
Education	
Up to junior school	-
High School	6.0
Academy	36.0
University	58.0
Occupation	
Student	6.0
Civil Servant	11.0
Entrepreneurs	43.0
Others	40.0
Income	
< IDR 3,000,000	6.0
IDR 3,000,001 - IDR 10,000,000	25.0
IDR 10,000,001 - IDR 25,000,000	57.0
> IDR 25,000,000	12.0

ii. RELIABILITY TEST

From table 2 below, Cronbach’s Alpha for each construct (brand strength, social influence, consumers’ attitude and purchase intention) are provided. As we can see from the table, all cronbach’s alpha value is in the range of 0.6 to 0.8 which can be concluded that realibility among items was consistent with the argument that the scale is reliable therefore it can be served as reliable foundation for further testing.

Table 2: Reliability Statistics

Construct	No of Items	Cronbach's Alpha
Brand Strength	3	0.673
Social Influence	3	0.874
Consumers' Attitude	4	0.721
Purchase Intention	4	0.835

iii. REGRESSION TEST

From table 3 below, R Value could explain 85.3% of the variance in Green Purchase Intention. As for R Square value of 0.728 from 3 independent variables (Brand Strength, Social Influence and Consumers’ Attitude) can explain dependent variable (Green Purchase Intention) for total of 0.728 or 72.8% while the remaining of 27.2% can be explained by other variable(s) for there are many factors which could influence the value of Green Purchase Intention. While from table 4 below, Consumers’ Attitude is the most significant independent variable to influence dependent variable (Green Purchase Intention) with t value of 15.745 (> 1.96) and sig. value of < 0.05.

Table 3: Model Summary of Green Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 ^a	.728	.719	1.699

a. Predictors: (Constant), Consumers Attitude (X3), Brand Strenght (X1), Social Influence (X2)

Table 4: Regression between Brand Strength, Social Influence, Consumers’ Attitude and Green Purchase Intention

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.705	.971		1.756	.082
	Brand Strenght (X1)	.071	.091	.054	.775	.440
	Social Influence (X2)	-.068	.083	-.057	-.818	.415
	Consumers Attitude (X3)	.904	.057	.854	15.745	.000

a. Dependent Variable: Green Purchase Intention (Y)

iv. ANALYSIS OF VARIANCE (ANOVA)

From table 5 below, it can be concluded that this regression model is valid because the sig. value is 0.000 and F value is 85.582

Table 5: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	741.417	3	247.139	85.582	.000 ^b
	Residual	277.223	96	2.888		
	Total	1018.640	99			

a. Dependent Variable: Green Purchase Intention (Y)

b. Predictors: (Constant), Consumers Attitude (X3), Brand Strenght (X1), Social Influence (X2)

V. CONCLUSIONS & IMPLICATIONS

i. CONCLUSIONS

Based on data analysis presented above, each of the hypothesis for this study can be concluded as following:

H₁: This hypothesis is not accepted because there is no positive significant effect of Brand Strength on consumers purchase intention of environmentally-friendly home appliances products with t value of $0.775 < 1.96$ and sig. value of $0.440 > 0.05$

H₂: This hypothesis is not accepted because there is no positive significant effect of Social Influence on consumers purchase intention of environmentally-friendly home appliances products with t value of $-0.818 < 1.96$ and sig. value $0.415 > 0.05$

H₃: This hypothesis is accepted because there is positive significant effect of Consumers' Attitude on consumers purchase intention of environmentally-friendly home appliances products with t Value of 15.745 and sig. value of 0.000

With recent trend of green products as a result of positive development towards environmental attitude awareness which subsequently lead to green consumerism does not necessarily translate into purchase intention of green electronic products or home appliances products with eco-feature in this study. Statistical analysis and report presented above revealed Consumers' Attitude as the only variable who has had positive influence towards green purchase intention of home appliances products while the other two variables namely Brand Strength and Social Influence don't really contribute to influence green purchase intention. This maybe due to the fact that around 94% of the respondent has education background of academy or university therefore their attitude and opinion towards environment most probably already well set. Undoubtedly with that sets of thinking toward environments, it would be the main consideration during purchasing decision making process.

ii. IMPLICATIONS

Company, in this case is PT Panasonic Gobel Indonesia, may hopefully gain some feedback on the findings revealed in this study on how important it is to put good effort in educating market with positive environmental attitude as it is more likely will be paid off handsomely in terms of investment return compared with bombarding market with advertisement without first explaining the value of eco-feature and how it would affect the environmental in entirety. Other factor such as Brand Strength is also important but how one company can associate themselves and differentiating themselves with their competitor by claiming their product policy is environment oriented is much more important especially now that such commodity is easily replicated hence the power of brand will be greatly reduced when they have to face stiff competition on the basis of price alone. Social Influence in this study has been proved not giving any positive influence towards green purchase intention, however with rapid growth of social media and how people change their way of communication and look for information, social influence might have great opportunity to determine one's purchase intention. That would be where this study will be greatly improved in the future as it can be expanded further to study other type of electronic products from various manufacturer with larger sampling size.

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II. APPENDICES

QUESTIONNAIRE
 SECTION A

- 1. Gender : Male
 Female
- 2. Age : < 30
 31 - 40
 41 – 50
 >51
- 3. Education : Up to Junior School
 High School
 Academy
 University
- 4. Occupation : Student
 Civil Servant
 Entrepreneurs
 Others
- 5. Income : < IDR 3,000,000
 IDR 3,000,001 – IDR 10,000,000
 IDR 10,000,001 – IDR 25,000,000
 > IDR 25,000,000

SECTION B

Please tick () the appropriate choice below:

5
4
3
2
1
Strongly Agree **Agree** **Undecided** **Disagree** **Strongly Disagree**

No		5	4	3	2	1
Brand Strength						
1	Innovative and new image of eco-friendly product created by PT Panasonic Gobel Indonesia tend to attract consumers in going green.					
2	The attributes of energy saving home appliances products are more appealing than non-energy saving products					
3	A strong brand image of PT Panasonic Gobel Indonesia gives me confidence towards purchasing their product					
Social Influence						
4	I have learnt about energy saving home appliances products from people around me like my friends, family or colleagues					
5	I will be perceived as socially unattractive if I do not act pro environmentally					
6	The social media through the internet, newspapers, and television adverts makes me aware of eco friendly brands (energy saving home appliances products)					

Consumers' Attitude						
7	I think home appliances products with eco-feature are worth buying					
8	I trust home appliances products with eco-feature					
9	I believe home appliances products with eco-feature cares about environment					
10	I believe home appliances products with eco-feature are safe					
Green Purchase Intentions						
11	My awareness of environment influences my purchase intention of ecofriendly brands					
12	I am always eager to patronize those brands which are environment friendly					
13	It is likely for me to always buy energy saving home appliances products now and in the future					
14	I intend to buy environmentally friendly home appliances products because it is energy saving.					

IJSER