

# PRESENTING GREEN PURCHASE INTENTION MODEL AS A BREAKTHROUGH NEW MARKETING STRATEGY

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## ABSTRACT

Companies are starting to realize the importance of sustainable environmental management and are trying to implement environmentally friendly business practices. Which has adopted various initiatives to become a more sustainable company. So, Green Purchase Intention is needed which supports sustainable purchasing practices as well as factors that can support Green Purchase Intention in an effort to improve marketing strategies. There are supporting factors including Long Term Orientation, Perceived Consumer Effectiveness, and Environmental Knowledge. This research aims to determine the influence of these factors on Green Purchase Intention. The population in this research are all consumers who have experience buying Starbucks Coffee products in DIY, using of 65 samples. Hypothesis testing in this research uses Structural Equation Modeling (SEM-PLS). Based on the results obtained from this research, it indicates that long term orientation and environmental knowledge has influence on green purchase intention, perceived consumer effectiveness has no influence on green purchase intention. Discovery of Green purchase intention model can serve as a guide for companies in developing more effective marketing to target consumers who care about the environment. This research contributes to the Company as a marketing strategy and is beneficial for researchers for the development of science.

**Keywords:** long term orientation, perceived consumer effectiveness, environmental knowledge, green purchase intention.

## 1. INTRODUCTION

In an era that is increasingly developing and aware of environmental issues, consumers are increasingly paying attention to the impact of the products and services they buy on the environment. Likewise, companies are starting to realize the importance of sustainable environmental management and are trying to implement environmentally friendly business practices to meet the needs of consumers who are increasingly concerned about the environment (Chairul et al., 2019).

One company known for its environmental commitment is Starbucks Coffee, a global coffee shop chain known for its efforts to reduce negative impacts on the environment. Starbucks coffee has adopted various initiatives to become a more sustainable company Starbucks Coffee has adopted various initiatives to become a more sustainable company. So, factors are needed that can support green purchase intention in an effort to improve marketing strategies (Rohmah et al., 2022).

Green Purchase Intention refers to consumers' tendency to buy environmentally friendly products or products that are produced in a sustainable way and do not damage the environment. This concept has become increasingly important in recent years as society's awareness of environmental issues and the impact of human activity on the planet increases. By better understanding consumer characteristics and behavior, companies can influence them to purchase environmentally friendly products. To be successful in good promotions related to environmentally friendly products, the determinants of consumers' environmentally friendly purchasing behavior need to be explored. Before green purchasing behavior is formed, there must be an intention to buy environmentally friendly products (Jamal et al., 2021).

In this context, it is important to understand the factors that influence consumers' intentions to purchase environmentally friendly products at Starbucks Coffee. Several factors that might influence consumers' intentions to

buy environmentally friendly products are long-term orientation, perceived consumer effectiveness, and environmental knowledge. It is one of the dimensions of cultural orientation that is related to time - past, present and future (Chekima et al., 2015). (Zhuang et al., 2021) showed in their research that real utilization efficiency decides to influence green purchase intention. According to Putri et al. (2021), environmental knowledge is a person's fundamental understanding of what they can do to preserve the environment, which strengthens their behavioral commitment to environmentally friendly shopping. For certain purposes, such as teaching people how to behave in these situations, environmental knowledge is essential as environmentally friendly behavior.

## **2. LITERATURE REVIEW**

Eco-friendly marketing or eco-marketing refers to ecological products such as healthy food, phosphate-free, recyclable, refillable ozone that are eco-friendly and environmentally friendly (Kushwaha & Kumar, 2014). According to Polonsky (1994), environmentally friendly marketing is aligned with all activities that design services and facilities to satisfy consumers' needs and desires without impacting their environment. According to the American Marketing Association (AMA), green marketing is the development and marketing of products designed to reduce negative physical impacts on the environment or to improve its quality American Marketing Association (AMA). Marketing Associate Editor). With increasing serious environmental problems, environmentally friendly consumption is receiving increasing attention by companies and consumers. Consumers are enthusiastic about purchasing environmentally friendly products due to environmental considerations (Chen et al., 2014). The increasing demand for environmentally friendly consumption encourages companies to develop environmentally friendly marketing strategies to show consumers a good corporate image and their social responsibility (Zhang et al., 2018).

### **Green Purchase Intention**

According to (Zhang et al., 2018) "Green Purchase Intention (GPI)" is a condition that encourages consumers to actually buy goods and services. According to (Sandi et al., 2019), environmentally friendly purchasing intentions are consumers' desire to purchase environmentally friendly products whose motivation is related to ecological quality and the environmental impact of consumer purchasing behavior. According to (Kotler & Keller, 2009), the main reason for environmentally friendly marketing (green marketing) is influencing consumers to realize their environmentally friendly purchasing intentions. Before making a purchasing decision, customers must go through several steps, such as gathering information and participating in activities. This means that buyers ultimately show interest in purchasing. The intention to purchase environmentally friendly or environmentally friendly products is considered an environmentally friendly purchase. Society is increasingly paying attention to climate, which has a direct impact on changes in lifestyle and individual quality. Understanding the importance of climate, many customers understand that their purchasing behavior influences the biological climate (Zhuang, et al. 2021). Environmentally Friendly Purchase Intention: It is known that consumer purchase intention is a subjective and broad area of consumer behavior and is a component of the decision-making process when making a purchase. (Jamal, et al. 2021).

### **Long Term Orientation**

Bearden et al. (2006) stated that long-term orientation influences a person's level of ethical values which refers to the extent to which individuals consider accepted norms of right and wrong in their decisions. Therefore, it is hoped that all those who plan for future success will be less likely to engage in conventional purchasing behavior because if this behavior is known to have very negative long-term consequences because it will impact the damage to the surrounding environment. Customers who have a higher level of information regarding ecological issues will have a higher level of natural awareness which will then lead to a more favorable view of environmentally friendly goods (Aman et al., 2012). There is an assumption that a person's information and data about the climate will determine their profits in environmentally friendly products. Therefore, it is estimated that those who plan for future success will be less likely to engage in conventional purchasing behavior because such behavior if found to have very negative long-term consequences impacts environmental damage (Jamal et al., 2021).

### **Perceived Consumer Effectiveness**

Perceived consumer effectiveness is the belief that every activity has an important role in maintaining the climate (Emekci, 2019). The buyer's perceived adequacy can be characterized as the client's assessment of their capacity to overcome and augment natural problems (Roberts, 1996). Buyer viability is a customer's belief that their efforts to preserve the climate can have an impact on the climate. (Antonius, 2018) found a positive impact between buyers' actual execution on purchasing expectations that do not harm the ecosystem.

### **Environmental Knowledge**

Environmental knowledge is the capacity to influence customer attitudes towards environmentally friendly products. Ecological information is created in two structures: 1) Buyers must be taught to understand the effect of goods on the

climate, and 2) buyer information about the actual goods, which are made using techniques that are not harmful to the ecosystem (Saputri and Rahman, 2021). Increasing concerns about environmental sustainability and climate change have led all companies to face the challenge of integrating environmental issues into business strategies and activities (Jamal et al., 2021). Research by Putri et al. (2021) found a positive effect of environmental knowledge on green purchasing intention and compliance.

### Hypotheses Development

The influence of Long Term Orientation on Green Purchase Intention is analyzed based on the findings, it can be stated that cultural values play an important role in determining customer preferences for environmentally friendly products (Ansari et al., 2020). Long Term Orientation was found to have a significant effect on young consumers' attitudes buying environmentally friendly products, which in turn impacts Green Purchase Intention (Chowdhury et al., 2021). Based on the explanation above, the hypothesis used is: H1: Long Term Orientation (LTO) has a positive effect on Starbucks coffee's Green Purchase Intention (GPI).

In research (Antonius, 2018) it was found that Perceived Consumer Effectiveness has a positive influence on Green Purchase Intention. These results are in line with research (Gleim et al., 2013), namely that Perceived Consumer Effectiveness has a positive influence on Green Purchase Intention. Based on the explanation above, the hypotheses used are: H2: Perceived Consumer Effectiveness (PCE) has a positive effect on Starbucks coffee's Green Purchase Intention (GPI).

Environmental knowledge is a person's basic knowledge about what they can do to protect the environment, which supports their behavioral commitment to green shopping. In research conducted by Hariyanto et al., 2019, the results showed that the higher the customer's Environmental Knowledge, the better it supports the customer's Green Purchase Intention. Based on the explanation above, the hypothesis used is: H3: Environmental Knowledge (EK) has a positive effect on Green Purchase Intention (GPI) of Starbucks coffee.

Based on the obtained literature review, the factors influencing green purchase intention for environmentally friendly products at Starbucks Yogyakarta are examined. The variables used in this study are a combination of several studies conducted previously. These variables include Long Term Orientation, Perceived Consumer Effectiveness, and Environmental Knowledge. This is the conceptual model in Figure 1 below:

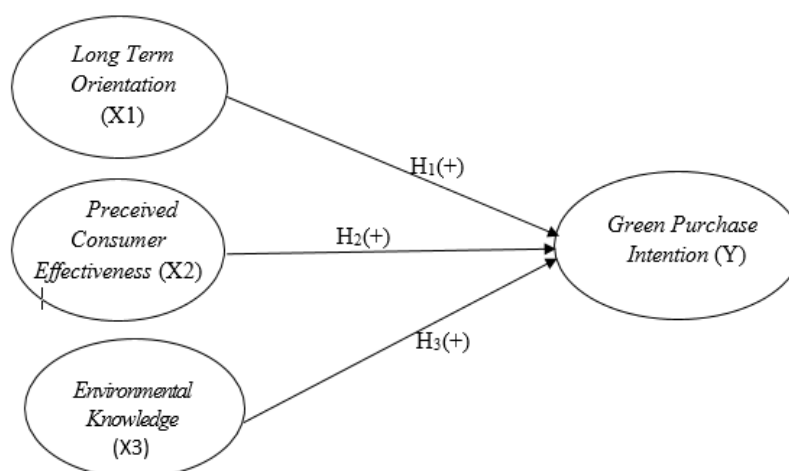


Figure 1. Conceptual Model

## 3. METHOD

### Population, sample, and sampling method

The population of this study includes users of Starbucks Yogyakarta consumer products. In this case the sample was 65 respondents. Sugiyono (2016) defines the term "population" as "a general area consisting of subjects and objects that have certain qualities and characteristics determined by researchers to research and then draw conclusions. In this research, the population used is all consumers who have experience buying Starbucks Coffee products in DIY. The sample in this research is part of consumers at Starbucks Coffee. Determination of the sample size is calculated based on the formula (Hair et al., 2010). In this research, 65 samples or respondents were obtained.

## Data Collection Method

The questionnaire method is used in this study. The source of survey questions via questionnaires was obtained from each indicator for each variable in this research. Questionnaires are used to collect data and various software programs such as Microsoft Office Excel and Word are used to manage the data. The researchers collect the data on site using an online questionnaire. The questionnaire is structured with answer options in the form of a Likert scale. This type of research data is quantitative. The Likert scale ranges from 1 to 5 (Sugiyono, 2016).

## Data Analysis Method

Questionnaires were used to collect data for this research. To determine the level of legitimacy and reliability of polls, experts used the SmartPLS 3.0 program. Convergent validity is a validity testing method, where item scores (component scores) are correlated with construct scores to produce factor loading values. If the component or indicator corresponds to the construct to be measured at more than 0.70, the Loading Factor value is considered high. However, for research in the early stages of improvement, an array variable of 0.5 to 0.6 is considered adequate (Jaw, 1998; Ghozali, 2008). The extent to which a result or measurement can be trusted and provides relative consistency in the measurement results after several measurements is known as reliability. To measure the level of quality of the unwavering exploration factor, alpha coefficient or Cronbach's alpha and composite dependence are used. Something that is estimated should depend if it has an alpha coefficient value of more than 0.6 (Malhotra, 1996). The reason for testing the main model is to see the relationship between the estimated buildings which is an incomplete t squared test itself. The underlying or internal model can be estimated by looking at the R-Square value of the model which shows how big the impact is between the factors in the model. Then the next stage is to assess the means coefficient which is the incentive assessed for the means relationship in the underlying model using a bootstrapping strategy with a value that is considered critical assuming the measured t valuation is more important than 1.96 (5% level of importance) or more important than 1.65 (10% level of importance) for the relationship in each direction.

## 4. RESULTS AND DISCUSSION

### Structural Equation Model (SEM) with the Partial Least Square (PLS)

#### Measurement Model (Outer Model)

Measurement model evaluation is used to measure variables that reflect a construct. Empirical analysis is useful as a validity test and construct reliability test which shows the parameters of a latent variable based on theory and empirical studies. This research uses indicators through a reflective model by carrying out convergent validity, discriminant validity and composite reliability tests.

#### Validity Test

Convergent validity is a test used to determine the magnitude of the relationship between unemployment factors and the factors that build it. To measure the decision-making criteria in this test using loading factor values, all indicator variables in this study are included in reflective indicators. This marker should be valid assuming a stacking factor value  $> 0.7$  (Hair et al., 2017).

Table 1. Convergent validity value

<b>Konstruk</b>	<b>Kode Item</b>	<b>Loading Factor</b>	<b>Kesimpulan</b>
<i>Long Term Orientation</i>	X1.1	0.738	Valid
	X1.2	0.877	Valid
	X1.3	0.783	Valid
<i>Perceived Consumer Effectiveness</i>	X2.1	0.887	Valid
	X2.2	0.875	Valid
	X2.3	0.865	Valid
<i>Environmental Knowledge</i>	X3.1	0.703	Valid
	X3.2	0.759	Valid
	X3.3	0.798	Valid
<i>Green Purchase Intention</i>	Y.1	0.804	Valid
	Y.2	0.881	Valid
	Y.3	0.837	Valid
	Y.4	0.789	Valid

Discriminant validity is a valuable guide in estimating the development of instruments in research. In this test, the usage value depends on cross loading. An indicator is said to have met discriminant validity if the cross-loading value for each variable must be  $> 0.7$  (Hair et al., 2017). it can be said that contrast Long Term Orientation, Perceived Consumer Effectiveness, Environmental Knowledge, and Green Purchase Intention has met convergent validity standards because of all loading factor value  $> 0.7$ . Thus, it can be concluded that all valid construct.

Table 2. Discriminant validity value

Indikator	Long Term Orientation (X1)	Perceived Consumer Effectiveness (X2)	Environmental Knowledge (X3)	Green Purchase Intention (Y)
X1.1	0.738	0.471	0.460	0.347
X1.2	0.877	0.535	0.498	0.494
X1.3	0.783	0.481	0.501	0.617
X2.1	0.545	0.887	0.640	0.545
X2.2	0.516	0.875	0.616	0.606
X2.3	0.561	0.865	0.657	0.631
X3.1	0.342	0.558	0.703	0.391
X3.2	0.456	0.572	0.759	0.421
X3.3	0.538	0.546	0.798	0.714
Y.1	0.525	0.598	0.576	0.804
Y.2	0.523	0.502	0.671	0.881
Y.3	0.532	0.492	0.562	0.837
Y.4	0.524	0.659	0.576	0.789

Based on the table above, it shows that all cross values. The loading of each latent variable itself has more value high compared to the cross-loading values on other variables. This matter shows that each latent variable has good discriminant validity.

### Cronbach Alpha and Composite Reliability

According to Hair et al. (2017), a condition of a variable is said to be reliable if the Average Variance Extrad (AVE) value is greater than 0.5, the Composite Reliability value is greater than 0.7, and the Cronbach's Alpha value is greater than 0.7. According to Ghazali (2016), a research instrument is said to be reliable if its Cronbach's Alpha value is greater than 0.60. Thus, the dynamic standard in the dependency test is as follows: If the Cronbach's Alpha value is  $> 0.60$ , then the question in the poll is solid. Questionnaire items are said to be unreliable if the Cronbach's Alpha value is less than 0.60.

Table 3. Cronbach Alpha dan Composite Reliability

Konstruk	Cronbach Alpha	Composite Reability	AVE	Kesimpulan
LTO (X1)	0.733	0.843	0.642	Reliabel
PCE (X2)	0.848	0.908	0.767	Reliabel
EK (X3)	0.654	0.798	0.569	Reliabel
GPI (Y)	0.847	0.897	0.687	Reliabel

Based on table 3 above, it shows that the variables LTO, PCE, EK, and GPI have Cronbach's alpha and composite reliability values  $> 0.6$  and Averde Variance Extraced (AVE) values  $> 0.5$ . So the resulting value

shows that the variables studied state that all variables are stated to have good reliability and the questionnaire used in this research is reliable and consistent.

### Structural Model (Inner Model)

Evaluation of the inner model structural model can be evaluated using the R-square test for the dependent variable and the t test as well as the significance of the structural path coefficients (parameters). The following are the results of the bootstrapping process on the structural model:

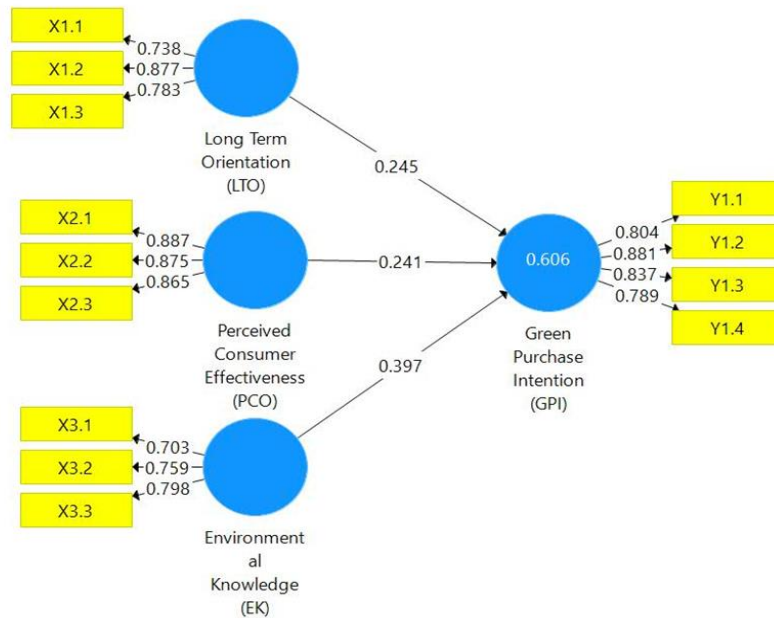


Figure 2. Structural Model

### R-square

This R-Squares value is used as an explanation of the influence of the independent latent variable on the dependent latent variable as proof of ownership of the substantive influence. According to Hair et al., (2011) the R-Square value in three classifications, namely 0.75 (strong), 0.50 (moderate), and 0.25 (weak). The following is the R-Square value in table 4.

Table 4. R-Squares value

Variabel Penelitian	R-Square	R-Square Adjusted
Green Purchase Intention (Y)	0.606	0.587

The R-Square results in table 2.14 show that the R-Square value is 0.606. This value shows that the Long Term Orientation variable, Perceived Consumer Effectiveness and Environmental Knowledge have an influence the Green Purchase Intention variable is 60.6% and the rest is influenced by other variables outside this research.

### Hypothesis testing

Hypothesis testing is used to determine the relationship between research variables. Hypothesis testing uses smartPLS 3.0 through a bootstrapping process. The hypothesis in this research is based on the p value and t-statistic.

Table 5. Direct Effect Bootstrapping Results

<b>Construct</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T-statistics</b>	<b>P-values</b>
LTO (X1)-> GPI (Y)	0.245	0.247	0.120	2.043	0.042
PCE (X2) -> GPI (Y)	0.241	0.247	0.157	1.536	0.125
EK (X2) -> GPI (Y)	0.397	0.399	0.132	3.016	0.003

Based on table above, the t-statistic value for Long Term Orientation towards Green Purchase Intention is  $2.043 > 1.96$  and has a p-value of  $0.042 < 0.05$ , apart from that it has an original sample value of 0.245, this value shows a positive value. Based on this meaning that long term orientation has a significant positive effect on green purchase intention. Long Term Orientation was found to have a significant effect on young consumers' attitudes towards purchasing environmentally friendly products, which in turn had an impact on Green Purchase Intention (Chowdhury et al., 2021). By having a long-term orientation, consumers tend to care more about the environment and sustainability. They may pay more attention to how their purchases support the company's environmentally friendly practices. Starbucks, which is known to be active in carrying out sustainable initiatives such as the use of environmentally friendly materials, recycling programs, can be an attractive choice for consumers who have a long-term orientation. Thus, consumers who have a long-term orientation tend to be more inclined to choose green products from Starbucks, because they see the long-term value of the company's environmentally friendly practices. This can increase green purchase intention at Starbucks and strengthen the relationship between the company and consumers who care about the environment. Consumers with a high long-term orientation tend to prepare environmentally friendly products as more effective in achieving their sustainability goals, thereby increasing green purchase intentions.

Based on table above, the t-statistic value for Perceived Consumer Effectiveness towards Green Purchase Intention is  $1.536 < 1.96$  and has a p-value of  $0.125 > 0.05$ . Based on this, meaning that Perceived Consumer Effectiveness has no effect on Green Purchase Intention. The research results show that the Perceived Consumer Effectiveness variable has no influence on Green Purchase Intention in the case study of purchasing Starbucks Coffee in DIY. The results of this research are still rare because they are different from several previous studies, namely research (Antonius, 2018) and (Gleim et al, 2013). Perceived consumer effectiveness has a positive effect on green purchase intention. Starbucks Coffee, as a popular and influential company, can also play a role in strengthening consumers' perceived effectiveness by promoting environmentally friendly initiatives and sustainable practices. By demonstrating its commitment to sustainability and providing information about the positive impact of environmentally friendly purchasing decisions, Starbucks can further encourage consumers to believe in their own effectiveness and make environmentally conscious choices.

Based on table above, the t-statistic value for Environmental Knowledge towards Green Purchase Intention is  $3.016 > 1.96$  and has a p-value of  $0.003 < 0.05$ , apart from that it has an original sample value of 0.397, this value shows a positive value. Based on this, meaning that Environmental Knowledge has a significant positive effect on Green Purchase Intention. The results of this research strengthen previous research, namely in research conducted by (Hariyanto et al., 2019), the results showed that the higher the customer's Environmental Knowledge, the better it supports the customer's Green Purchase Intention. Starbucks Coffee has made efforts to promote sustainability and environmental responsibility in their supply chain, such as investing in ethical sourcing practices, supporting farmers with fair trade certification, and implementing recycling and waste reduction initiatives. Consumers who have environmental knowledge will be more appreciative and supportive of these efforts, thereby increasing their intention to purchase environmentally friendly products from Starbucks. They may actively seek out Starbucks for their sustainable practices and are willing to pay a premium for eco-friendly options. Starbucks coffee promotes its products as environmentally friendly and emphasizes that its products reduce negative impacts in three areas, including coffee sourcing, paper, product and employee transportation, store design, and operational methods for managing water, waste, and electric power. Through interior design, energy and air conservation, forest protection, and environmentally friendly advertising campaigns such as the tumbler day program, Starbucks coffee fulfills several of its commitments. Starbucks carries out environmentally friendly ideas in showcasing its products with the aim of encouraging buyers to do the same, especially commitment.

## 5. CONCLUSION

Based on the results obtained from this research, it indicates that long term orientation and environmental knowledge has influence on green purchase intention, perceived consumer effectiveness has no influence on green purchase intention. Discovery of Green purchase intention model can serve as a guide for companies in developing more effective marketing to target consumers who care about the environment. This research contributes to the Company as a marketing strategy and also Continuously innovating products by using environmentally friendly materials, recycling programs, can be an attractive choice for consumers who have a long-term orientation. As a popular and influential company, it can also play a role in strengthening consumers' perceptions of effectiveness by promoting environmentally friendly initiatives and sustainable practices. And for companies continue to be committed to protecting the environment, and educating consumers about the importance of protecting the environment and is beneficial for researchers for the development of science. see flaws in this research, the object only focuses on Starbucks Coffee, while in other coffee shops it focuses on its products. There are many types and similar brands For future research, continuously carry out research on similar topics and adding other variables for research in this study, to find out more about variables that might influence this research.

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