

The Effect Of Green Brand Knowledge And Environmental Concern On Green Purchase Intention Through Attitude Toward Green Brand In Tupperware

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Abstract.

The general people are well aware of the necessity of environmental protection. Many companies have formed to operate enterprises that provide ecologically friendly items. The purpose of this study is to look at how green brand awareness and environmental concern, as mediated by attitudes toward green brands, impact green purchase intentions for Tupperware goods on the Indonesian island of Java. Descriptive, multiple regression and Sobel tests were used to analyze the data. This study included 120 respondents selected using non-probability sampling procedures. Empirical findings validate the seven specified research hypotheses. Research findings show that green brand knowledge and environmental concern influence green purchase intention, then attitude toward green brand does not influence green purchase intention, and attitude toward green brand does not mediate the influence of green brand knowledge and environmental concern on green purchase intention. It is also hoped that the results of this research will be useful in helping develop strategic policies related to the environment to increase purchasing intentions.

Keywords: Green Brand Knowledge, Environmental Concern, Attitude Toward Green Brand and Green Purchase Intention.

I. INTRODUCTION

The biggest problem throughout the world today is environmental problems, environmental damage which is the center of attention, especially for Indonesian people, is the problem of environmental, air, water, and waste pollution (Hanifah, Hidayati, and Mutiarni 2019). According to the Minderoo Foundation research, Indonesia is the sixth largest trash generator in Southeast Asia. Nine kilograms of single-use plastic garbage are produced by each Indonesian person (Pusparisa 2021). Indonesia is second in the world for plastic trash, with a proportion of 18.6% or 5.4 tons annually, according to data from the trash Processing Information Statistics (SIPSN) (SIPSN 2022a). Drink bottles, bottle caps, shampoo bottles, furniture, equipment, and medical equipment make up the greatest category of plastic trash, along with their packaging (INSWA 2023). The province of Java Island is home to the country's largest waste producers, according to data from the Waste Processing Information Statistics (SIPSN). Annual waste generated in Central Java amounts to 5.65 million tons, East Java to 5.03 million tons, West Java to 4.89 million tons, DKI Jakarta to 3.11 million tons, and Banten to 2.62 million tons (SIPSN, 2022).

Currently, 73% of people think they are prepared to convert to environmentally friendly items since they understand how important environmental issues are (Nurchayadi 2021). Subsequently, the findings of the Katadata Insight Center study indicated that around 60.5% of respondents intended to purchase eco-friendly items to protect the environment (Rizaty 2021). Tupperware is a household brand that offers high-quality plastic products with eco-friendly designs, hygienic features, and environmentally friendly qualities in Indonesia. The company is committed to reducing the amount of single-use plastic waste it produces and is constantly innovating to improve life and the environment through the use of Tupperware products (Tupperware Brands 2023). Then, Indonesia became the greatest market for Tupperware product sales compared to other nations, with sales exceeding \$200 million. In Indonesia, the Java Island region accounted for 50% of Tupperware product sales, followed by Kalimantan (12–15%), with Sulawesi accounting for the remainder of sales (Kontan.co.id 2015). Moreover, the Top Brand Index table indicates a decline in consumers' enthusiasm for buying Tupperware items, as follows:

Table 1. Top Brand Index of Plastic Container Products

| Merek | 2021 | 2022 | Decline |
|------------|-------|-------|-----------|
| | | | Ascension |
| Lion Star | 33.7% | 31.9% | 1.8% |
| Tupperware | 32.7% | 25% | 7.7% |
| Clariss | 6.6% | 6.9% | 0.2% |
| Maspion | 2.4% | 2.3% | 0.1% |

According to the following table, 32.7% of people used Tupperware products in 2021; however, by 2022, that percentage had significantly dropped to 25% (Top Brand Index 2023). This indicates a decline in consumer interest in Tupperware's line of eco-friendly plastic containers. This contradicts earlier studies that found 73% of respondents were prepared to make the move to ecologically friendly items (Nurcahyadi 2021). Green purchasing refers to an individual's willingness to consider Green things that have a positive impact on the environment (Moslehpour et al. 2023). Green purchase intention is also described as an individual's ability and desire to make choices when purchasing green items (Yadav, Khandelwal, and Tripathi 2015). The desire to green purchase in order to preserve or not harm the environment is known as "green purchase intention." Certain elements, such as societal facts, individual attributes, and cognitive facts, might affect consumers' inclinations to make green purchases. Next, several items namely, switching to environmentally friendly versions of products, ecological grounds for moving to another brand, and considerations for purchasing environmentally friendly products can be used to measure the intention to make green purchases (Zhuang, Luo, and Riaz 2021)

Consumers' rational analysis and appraisal of green products determine their perceived sentiments toward green brands (Wang et al., 2022). Consumer opinions on green brands reflect both their general assessment of these companies and their favorable or unfavorable views toward them (Mehraj & Qureshi, 2022). Environmental concern indicates a person's attitude toward and care for the environment (Salim 2020). Environmental concern can also be described as an individual's awareness and willingness to contribute to solving environmental problems (Kirmani and Khan 2016). Green brand knowledge is a way that brands provide information to modify consumer behavior to make them more aware of green products (Siyal et al. 2021). Aside from that, the prior research factors are very relevant to the product sector researched, namely green products; nevertheless, this study is unique in that it evaluates the Tupperware product sector. This study uses people who have never used Tupperware products before but have the potential to acquire and utilize them as research samples. Based on the preceding description, the purpose of this study is to examine the impact of green brand knowledge and environmental concern on green purchase intention via attitudes toward Green Brand on Tupperware Products on the Indonesian island of Java.

Hypothesis Development

Based on previous research, consumers who know green brands knowledge will help shape consumer attitudes toward purchasing green products (Mansoor et al. 2022). As a result, green brand knowledge can impact sentiments toward green brands (Huang et al., 2014). The study results support this of Situmorang et al., (2021); Wahyuningsih et al., (2022); Baiquni & Ishak, (2019); (Pebrianti and Aulia 2021) in Indonesia. Based on this, the author proposes the following research hypothesis:

H1: Green brand knowledge has a positive effect on attitude toward green brands

Environmental concern was previously used to explain how a person's attitude is responsible for the environment and its relationship with an individual's willingness to purchase green products (Chen, Wu, and Jiang 2022). Then attitudes towards green brands emerge based on logical evaluation and assessment of a brand (Wang et al., 2022). Therefore, environmental concerns can influence attitudes toward green brands. The study results support this. Riptiono, (2022); and Yuntafi'ah, (2019) state that environmental concern has a favorable impact on sentiments towards green brands. Based on this, the author suggests the following study hypothesis:

H2: Environmental concern has a positive effect on attitude toward green brands

In previous research, it was revealed that green brand knowledge has a favorable influence on green purchasing intention. This shows that for consumers who know green brands knowledge, the higher the level of awareness, the higher the green purchase products (Zhou 2021). Therefore, green brand knowledge can influence green purchase intentions. The study results support this. of Lakchan & Samaraweera, (2023); Salim, (2020); Zhou, (2021); Moslehpour et al., (2023) in Sri Lanka, China, and Taiwan. Based on this, the author proposes the following research hypothesis:

H3: Green brand knowledge has a positive effect on green purchase intention

Environmental concern is the extent to which a person is aware and provides support for solving environmental problems (Hernomo 2021). If someone has a high sense of environmental concern, they will become aware of caring for and being responsible for the environment this can be realized by purchasing green products and supporting green activities (Gede & Aoleria, 2023). Therefore, environmental concerns can influence green purchasing intentions. The study results support this. Siyal et al., (2021); Mercado, (2022); and Moslehpour et al., (2023) in Pakistan, the Philippines, and Taiwan which states that environmental concern has a favorable impact on green purchase intentions. Based on this, the authors proposed the following study hypothesis:

H4: Environmental concern has a positive effect on green purchase intention

Attitude toward green brand is related to the basis of consumer behavior regarding the logical assessment of the brand (Sana Batool et al. 2023). Two factors can influence the attitude toward a green brand, namely the effective factor and the cognitive factor (Tristiani, Amanda, and Dharmoputro 2019). Then research by Mehraj & Qureshi, (2022) stated that attitudes toward green brands have a positive effect on green purchase intention. The results of this research are supported by Salim, (2020) and (Hamood et al., 2021) in Indonesia and Oman. Based on this, the author proposes the following research hypothesis:

H5: Attitude toward green brands has a positive effect on green purchase intention

Then, in previous research Song et al., (2019) stated that green knowledge can moderate consumers' ecological attitudes. Several previous studies also show green knowledge is frequently perceived as a direct shift in green purchasing intentions. (Suki, 2016). This influences an individual's possibility of adopting and maintaining certain behavioral interests, supported by the research results of (Sayed, El Saghier, and Sadek 2021) and Nova & Silvianita, (2023) in Egypt and Indonesia. Based on this, the author proposes the following hypothesis

H6: Attitude toward green brands plays a mediating role in the influence of green brand knowledge on green purchase intention

Furthermore, previous research stated that environmental concern is a real response to concern for environmental conditions (Rahmawati and Setyawati 2023). Attitudes toward green brands are based on their behavior and evaluation of a brand (Sana Batool et al. 2023). This affects an individual's ability to adopt and retain particular behavioral interests, backed by the study results of Vania & Ruslim, (2023); Ming Ming (2023); and Kuddus, (2019). Based on this, the author proposes the following hypothesis:

H7: Attitude toward green brands plays a mediating role in the influence of environmental concern on green purchase intention

II. METHODS

This study employs descriptive analysis as well as quantitative approaches, including a questionnaire with a Likert scale of 1 to 5. The study focuses on Tupperware products in the Indonesian island of Java, including Central Java, East Java, West Java, DKI Jakarta, DI Yogyakarta, and Banten. This study's sample size was 120 respondents chosen using convenience sampling procedures. The data were analyzed using the descriptive test, multiple regression with the Statistic Program of Social Science (SPSS) version 25, and the Sobel test.

Variable Type and Indicator

The dependent variable in this study is green purchasing intention (Z). The two independent variables are green brand knowledge and environmental concern, with attitude toward green brands serving as the mediating variable (Y).

Table 2. Operationalization of Variables

| No. | Variable and Definition | Indicator | Scale |
|-----|--|---|---------|
| 1. | Green Brand Knowledge | <ul style="list-style-type: none"> Product knowledge Purchasing knowledge Usage knowledge | Ordinal |
| | Green brand knowledge is a way of providing information that influences customer behavior and makes them more aware of green products. (Siyal et al. 2021) | | |
| 2. | Environmental Concern | <ul style="list-style-type: none"> Feel happy with environmentally friendly products. Think positively about green products. Believe in the product. | Ordinal |
| | Environmental Concern is defined as the consumer's level of knowledge of environmental concerns and readiness to participate directly in the resolution of these problems. (Kirmani and Khan 2016). | | |
| 3. | Attitude Toward green brand | <ul style="list-style-type: none"> Feel happy with environmentally friendly products. Think positively about green products. Believe in the product. | Ordinal |
| | Attitude Toward Green Brands represents consumer choices and overall evaluation of environmentally friendly brands, presenting what attitudes consumers like and dislike (Mehraj & Qureshi, 2022) | | |
| 4. | Green Purchase Intention | <ul style="list-style-type: none"> Interested in green products. Want to avoid conventional products Feel good about buying green products | Ordinal |
| | Green purchase intention is defined as the probability and attraction for consumers to choose environmentally friendly items above traditional products in their purchasing choices (Yadav et al. 2015). | | |

III. RESULT AND DISCUSSION

This research generates information in the form of respondent profiles based on data received from 120 respondents. The majority of respondents to this study were female, accounting for 82 respondents (68%). According to age, respondents aged 22-26 years led with 27 responses (23%). According to the kind of employment, the majority of respondents in this research had different sorts of work, accounting for 34 respondents or 28%. Then, based on income, 42 respondents, or 35%, had an income of Rp. 3,000,000 - Rp. 5,000,000. The next step is dependent on domicile. West Java had the highest number of responders in this survey, with 70 (58%). It is critical to communicate this explanation, which is founded on the questionnaire responses, to reflect the qualities of this research.

Validity and Reliability Test

Table 3. Validity and Reliability Test Result

| Item | Instrument Validity Test Results | Instrument Reliability Test Results |
|--------|----------------------------------|-------------------------------------|
| | R Count (Pearson Correlation) | Cronbach's Alph |
| Item 1 | 0,789 | 0,789 |
| Item 2 | 0,857 | |
| Item 3 | 0,870 | |
| Item 1 | 0,814 | 0,736 |
| Item 2 | 0,835 | |
| Item 3 | 0,780 | |
| Item 1 | 0,777 | 0,768 |
| Item 2 | 0,850 | |
| Item 3 | 0,852 | |
| Item 1 | 0,828 | 0,802 |
| Item 2 | 0,842 | |
| Item 3 | 0,870 | |

The validity and reliability tests reveal that all statement items in the questionnaire are determined to be genuine because all counts for each statement exceed the r table, which is 0.3061. This indicates that the tools employed to gather information from the four study variables have the capability of measuring the appropriate things. Then, according to the findings of reliability testing, Cronbach's alpha value for green purchase intention, green brand knowledge, environmental concern, and attitude toward green brand instruments is in the range of 0.7, indicating reliability.

Descriptive Test

Table 4. Descriptive Test Results

| Descriptive Statistics | | | | | |
|-----------------------------|-----|---------|---------|-------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Green brand knowledge | 120 | 7 | 15 | 12.11 | 1.991 |
| Environmental concern | 120 | 8 | 15 | 12.71 | 1.563 |
| Attitude toward green brand | 120 | 8 | 15 | 12.32 | 2.034 |
| Green purchase intention | 120 | 7 | 15 | 12.36 | 2.153 |
| Valid N (listwise) | 120 | | | | |

Table 4 demonstrates green brand knowledge has a minimum value of 7 and a maximum value of 15, an average value of 12.11, and a standard deviation of 1.991. The minimum score for environmental concern is 8, and the maximum value is 15, with an average value of 12.71 and a standard deviation of 1.563. Furthermore, the lowest attitude rating for green brands is 8, the highest is 15, the average is 12.32, and the standard deviation is 2.034. The minimum value for green buy intention is 7, the maximum value is 15, the average is 12.36, and the standard deviation is 2,15.

Hypothesis Test

Multiple Regression using a significance value <0.05 and $t \text{ count} > t \text{ table}$

T table is 1.65798 (Regression Model I) and 1.65810 (Regression Model II) which means the hypothesis is accepted.

Table 5. Regression Model I

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (CONSTANT) | 9,274 | 1,566 | | 5,921 | 0,000 |
| | GBK | 0,152 | 0,108 | 0,149 | 1,415 | 0,160 |
| | EC | 0,095 | 0,137 | 0,073 | 0,693 | 0,490 |

a. Dependent Variable: ATGB

Using Table 5, the first multiple regression equation may be generated as follows:

$$Y = 9,274 + 0,152 X_1 + 0,095 X_2 + \varepsilon_2$$

According to the first multiple regression equation, it can be observed that the constant has a value of 9.274, which shows that if all variables have a value of zero, then the attitude toward the green brand will be worth 9.274 units. Aside from that, this equation indicates that green brand knowledge and environmental concern do not have a positive effect on attitude toward green brands which can be seen from the coefficient value (β) of 0.152 and 0.095 respectively and with respective values of 1.415 and 0.693 which are smaller than 1.65798. Meanwhile, entrepreneurs or industries may ignore green brand knowledge and environmental concerns for the time being because they do not affect the attitude toward the green brand.

Table 6. Regression Model II

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1,114 | 1,502 | | 0,742 | 0,459 |
| | GBK | 0,465 | 0,091 | 0,430 | 5,097 | 0,000 |
| | EC | 0,374 | 0,116 | 0,272 | 3,237 | 0,002 |
| | ATGB | 0,069 | 0,078 | 0,066 | 0,892 | 0,374 |

a. Dependent Variable: GPI

Based on table 6, the second multiple regression equation can be obtained as follows:

$$Z = 1.114 + 0.465 + 0,374 + 0,069 Y + \varepsilon_2$$

According to the second multiple regression equation, the constant value is 1.114, which means that if all variables are zero, the green buy intention is worth 1.114 units. The equation indicates that green brand awareness and environmental concern had a favorable effect on green purchasing intention, as seen by coefficient values () of 0.465 and 0.374 and values of 5.097 and 3.237, both more than 1.65810. In this approach, entrepreneurs or businesses should prioritize enhancing the quality of all indicators that contribute to green brand knowledge and environmental concern in the belief that it will have a positive impact on green purchase intention. Each increase is one unit of green brand knowledge, and environmental concern can encourage an increase of 0.465 and 0.374 units of green purchase intention. The entrepreneur or industry can ignore its attitude toward green brands for the time being because it does not affect green purchase intention.

Uji Sobel

In addition, the Sobel test has used to examine the sixth and seventh hypotheses. According to Kusumastuti & Kumalasari, (2017), in order to calculate the level of importance of the indirect impact between variables, the count of the coefficient ab must be evaluated using the following formula of ab divided by Sab:

$$t = \frac{ab}{S_{ab}}$$

Information:

- t = calculated t value
- a = regression coefficient of the independent variable on the intervening variable
- b = regression coefficient of the intervening variable on the dependent variable
- S_{ab} = large standard error of indirect influence

Meanwhile, to determine S_{ab} from the count calculation formulation as proposed by Preacher & Hayes, (2004) as follows:

$$S_{ab} = \sqrt{b^2 s_a^2 + a^2 S_b^2 + S_a^2 S_b^2}$$

Information:

- S_{ab} = Large standard error of indirect influence
- a = Regression coefficient of the independent variable against variable intervention
- b = Regression coefficient of the intervening variable against dependent variable
- on = Standard error coefficient a
- S_b = Standard error coefficient b

| Relationship Between Variables | a | B | on | Sb | Sobel Test Results (T Count) | Sobel Test Acceptance Criteria | Interpretation |
|--|-------|-------|-------|-------|------------------------------|--------------------------------|---|
| Green brand knowledge → attitude toward green brand → green purchase intention | 0,152 | 0,069 | 0,108 | 0,078 | 0,7489 | t count > t table = 1.98045 | Attitude toward green brands does not mediate influence green brand knowledge to green purchase intention |
| Enviromentalconcern → attitude toward green brand → green purchase intention | 0,095 | 0,069 | 0,137 | 0,078 | 0,5457 | | Attitude toward green brands does not mediate environmental concern to green purchase intention |

Information:

- a = regression coefficient of the independent variable on the variable intervening
- b = variable regression coefficient intervening on the dependent variable

The table above depicts how test results' views toward the green brand mediate the effect of green brand knowledge and environmental concern on green purchase intention. The Sobel test shows that attitudes toward green brands do not mediate the influence of green brand knowledge and environmental concern on green purchase intention by 0.7489 and 0.5457, respectively, which are less than (1.98045). As a consequence, one's attitude toward green companies has little influence on the relationship between green brand knowledge, environmental concern, and green purchasing intention.

IV. CONCLUSION

Based on the test results, it is possible to conclude that the variables green brand knowledge and green environmental awareness have a positive and significant influence on green purchasing intentions; however, attitude towards green brands has no effect on green purchasing intentions, and attitude towards green brands cannot act as a mediator between green brand knowledge and care for the green purchase intentions for Tupperware goods on the Indonesian island of Java. More research may be conducted on additional aspects that might impact environmentally friendly purchase intentions, such as the marketing mix, which includes items, pricing, distribution channels, and promotions. Attitude toward green brands does not mediating role in the effect of environmental concern on green purchasing intention. for Tupperware products.

V. SUGGESTION

Although the current study is restricted to a few places, it is intended that in the future, research will be conducted in additional areas or across Indonesia to gather baseline information regarding people's intention to make green purchases.

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