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Research on the Intention to Purchase of Fabric Saints : Based on the Theory of Consumption Value, Green Purchase Intention, and Green Purchase Behaviour

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Abstract

The purpose of this study is to determine: 1) whether functional values have a positive effect on green purchase intention, 2) whether social values have a positive effect on green purchase intention, 3) whether emotional values have a positive effect on green purchase intentions, 4) whether social values have a positive effect on positive effect on green purchase intention, 5) whether the epistemic value has a positive effect on green purchase intention, 6) whether green purchase intention has a positive effect on green purchase behavior. This research was conducted on women who know about the existence of cloth sanitary napkins. The survey method was carried out in this study. Data was collected by collecting questionnaires. The number of samples obtained in this study was 162 samples. The sampling technique was done by convenience sampling. Partial Least Square- Structural Equation Modeling approach with the SmartPls program is used in this research. The results showed that the functional, social, and epistemic values did not have a positive effect on green purchase intention. Emotional and conditional values have a positive effect on green purchase intention. Green purchase intention has a positive effect on green purchase behavior.

Keywords: *Research, Fabric Saints, Theory, Consumption Value*

1. Introduction

The problem of waste is unavoidable in Indonesia. Based on data from the Ministry of Environment and Forestry (KLHK), the national waste generation in 2019, 2020, and 2021 is 29.17, 32.04, and 28.65 million tons (Waste Management Information System, nd). If the average population of Indonesia is 273 million people, then one person produces 0.10 tons of waste per year. Every year the existing waste is dominated by food waste, plastic, wood/twigs, and paper/cardboard. Based on available data, plastic waste has increased from 15.93% of total waste generation in 2019 to 17.11% in 2020 and 17.73% in 2021 (Waste Management Information System, nd). One of the reasons for this increase in waste is the increase in online shopping during the pandemic [1].

Plastic waste is all used or unused items that contain non-renewable chemicals. For example, plastic waste includes single-use plastic bags, plastic bottles, plastic food wrappers, and also sanitary napkins [2]. Plastic waste will be degraded into microplastics. Based on previous research conducted by Ambarsari and Milani (2022), microplastics in Indonesia are dominated in the western part because the population has a higher population density than in

eastern Indonesia. This study also concluded that microplastics will pollute the sea and damage marine biota and become a big problem in the future.

Plastic waste arising from sanitary napkins has a significant impact on the environment. One pack of sanitary napkins is equal to 4 plastic bags due to the significant plastic composition of 90% of the product [3]. Plastic waste will release methane gas which will have an impact on the environment because it is difficult to decompose and methane gas causes global warming with power 25 times stronger than carbon dioxide [4]. This could potentially hamper the realization of the reduction of greenhouse gases, which has become the government's commitment to the Paris Agreement.

Problems in the environment that continue to grow and become increasingly serious make consumers focus on products that are more environmentally friendly [5]. Concern for the environment makes consumers change their buying behavior and are motivated to make purchases of green products. Green products (environmentally friendly products) are products developed using the attributes of recycled materials and can improve the environment and have a positive impact on the environment or reduce environmental damage during the product's life cycle [6].

One of the green products that is one of the current solutions related to reducing plastic waste from sanitary napkins is the availability of cloth sanitary napkins. Cloth sanitary napkins are more environmentally friendly because they can last 2-3 years. However, knowledge about the use of cloth sanitary napkins is still very low in Indonesia. One of them is through previous research that knowledge about the dangers of environmental impacts of disposable sanitary napkins and also the excess of cloth sanitary napkins is still low. By understanding the existence of knowledge gaps, it is also necessary to understand other intentions and motivations for consuming cloth sanitary napkins. By understanding consumption values, it will be able to increase the intention of purchasing cloth sanitary products which can become purchase behavior.

Based on the background description, the purpose of this study is to determine whether consumption values, namely: functional, social, emotional, conditional, and epistemic have a positive effect on green purchase intention and whether green purchase intention has a positive effect on green purchase behavior. This research can also produce managerial implications as well as implications for the theory of consumption values. This study is an extension replication study of Amin and Tarun's (2020) and Nekmahmud et al (2021) research which was modified with the addition of green purchase behavior.

2. Literature Review and Hypotheses

2.1 Green Purchase Behavior

Green Purchase Behavior is a buying behavior that arises due to one of them a sense of consumer awareness of the environment [7]. Behavior becomes important and significantly affects how consumers have knowledge of the environment and concern for the surrounding environment [8]. Knowledge of this environment is the driving force for consumers to consume green products [9]. Circulating information related to green products is an important factor to consider because it can be one of the factors that influence consumer buying behavior.

2.2 Theory of Consumption

This theory was introduced in 1991 by Shenth et al., who studied consumer intentions to make purchasing decisions for goods or services. This consumer intention is based on several values, namely: functional value, social value, emotional value, conditional value, and epistemic value. Functional value is the capacity, performance, and benefits of a product and is one of the critical reasons for someone to make a product purchase decision [10]. Functional value is associated with the price and also the quality of the goods themselves. Often a high price will make the quality of products and services look better. When viewed on the market, the price of environmentally friendly goods is often more premium when compared to products that are not/less environmentally friendly. Research conducted in Pakistan shows that consumers tend to choose environmentally friendly products when they have a higher quality compared to conventional products [11]. Research conducted with European and non-European tourist respondents showed that the value of the function represented by price was significantly positive with green purchase intention [12]. Research in Malaysia, the functional value of goods

described by quality, price, and maintenance costs, is positively and significantly related to green purchase intention [13]. Based on the description above, the following hypotheses are formulated:

- **H 1: Functional value has a positive effect on green purchase intention**

Social value is the perceived encouragement of the association of one or more social groups, where this association can be associated with positive or negative demographic, socioeconomic, and cultural stereotypes [14]. Apart from self-motivation that underlies purchase intentions, the influence of the social environment will affect consumers in purchasing environmentally friendly goods and services where this will become a person's self-image in their environment [15]. Factors for this purchase can also be influenced by a local culture where ownership or consumption of an item becomes a social pressure. Social pressure from one's environment to be higher will increase future interest in green products. Previous research with European tourist respondents found that social values significantly and positively affect green purchase intention. Based on the description above, the following hypotheses are formulated:

- **H2: Social values have a positive effect on green purchase intention**

Emotional value is the value that arises due to feelings associated with special feelings quickly and easily. The association of emotional feelings is a feeling that is built based on the brand and also the innovations made by the company. The difference that the company makes, in this case, is that innovation will create an emotional bond for a person [17]. Consumers' emotions towards goods and services can affect purchase intentions. Previous research has also shown that both European and non-European tourist respondents interpret emotional values as having a strong relationship with green purchase intention [18]. Research conducted in Brazil shows that emotional values positively affect green purchase intention. Based on the description above, the following hypotheses are formulated:

- **H3: Emotional value has a positive effect on green purchase intention**

Conditional value is the result of a situation or series of conditions faced by decision-makers, where this situation will affect the physical and social of the product so that it affects the functional and social value of the product. Often this conditional value is associated with attractive promotions or incentives for consumers to generate purchase intentions. The monetary value of a green product is a very strong factor influencing consumer behavior. Based on this, giving discounted prices can be used as an option to attract consumers' attention to green products. On the other hand, the conditional value can be related to the regulatory role of the government which indirectly raises the purchase intention of green products. Research conducted in Malaysia, the conditional value represented by the role of the government has a significant impact on green purchase intention. Based on the description above, the following hypotheses are formulated:

- **H4: The conditional value has a positive effect on green purchase intention**

Epistemic value is the value to arouse curiosity, renewal, and/or desire for knowledge of a particular product [19]. The difference in the renewal of the product/service will lead to consumer intention in making a purchase. This update is known for the innovations made by the company and the circulating information related to new products/services. If it is associated with green products, the innovations made by the company will affect consumers' purchase intentions. Previous research has shown that differences in social culture cause different epistemic values between consumers [20]. Respondents of European tourists produced no significant association between epistemic value and green purchase intention, but non-European tourists had a positive and significant association between epistemic value and green purchase intention. Based on the description above, the following hypotheses are formulated:

- **H5: Epistemic value has a positive effect on green purchase intention**

The definition of intention is a motivational factor that shows a person is willing to try and how much effort he wants to expend to do it, the greater the intention to participate, the stronger it is to do it (Ajzen, nd). Green purchase intention is the probability and willingness for consumers to give preference to environmentally friendly products compared to traditional products in

purchasing considerations. Having an openness to green products, it will make a person higher the frequency of using or consuming green products. and willing to incur higher costs as well. Previous research has shown that green purchase intention will help predict green purchase behavior. Both of these variables have a positive and significant effect on the research conducted by Zahan et al. (2020). The same thing was found in research in Vietnam, which showed that green purchase intention had a positive and significant effect on green products . Research conducted in India shows that green purchase intention is fundamental to green purchase behavior. Based on the description above, the following hypotheses are formulated:

- **H6: Green purchase intention has a positive effect on green purchase behavior**

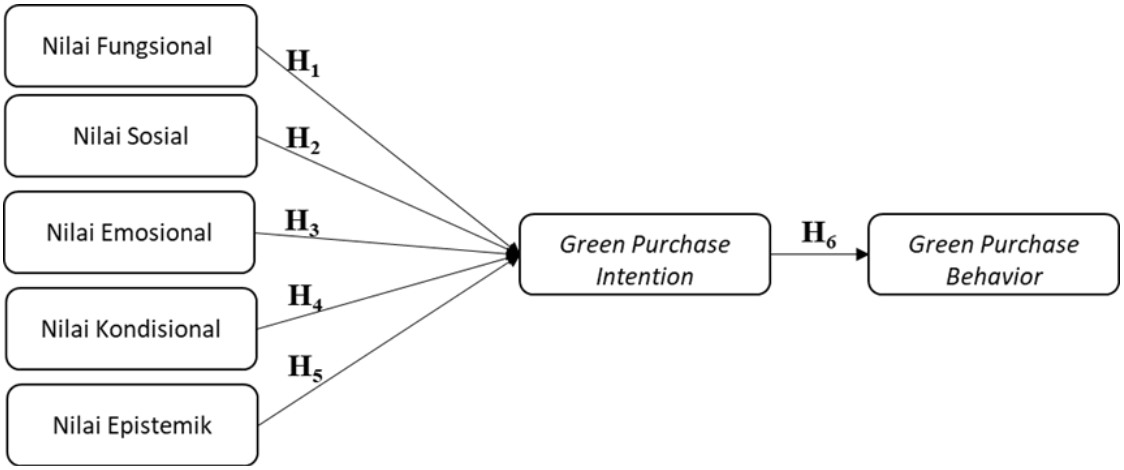

Figure 1. Research Model

3. Research methods

This research is survey research aimed at individuals. Data collection is carried out through surveys. The target population in this study were women who were still menstruating, and had never used cloth sanitary napkins but were aware of these products. The sampling technique was done by convenience sampling. The sample to be used in this study is a minimum of 160 individual samples[21]. Based on the questionnaire distributed from September 10, 2022, to October 1, 2022, 162 responses were obtained. The following is a profile of the respondents:

Table 1. Profile of actual research respondents

Question	Number of Respondents
Age	
16-20	5
21-25	33
26-30	80
31-35	31
35-40	6
>40	7
Last education	
Middle/high school	14
S1	119
S2	29
Work	
Student/Student	23
Private sector employee	106
Businessman	19
Other	14
Domicile	
Jabodetabek	132
Outside Jabodetabek	30
Total Income	
< Rp. 2,000,000	9
Rp. 2,000,001 - IDR 3,000,000	9
Rp. 3,000,001 - IDR 4,000,000	2
Rp. 4,000,001 - Rp.5.000.000	9
Rp. 5.000,001 - Rp.8.000.000	20
Rp. 8.000,001 - Rp.10,000,000	26
>Rp.10,000,001	87

Source: Results of data processing

The items contained in the questionnaire that will be distributed will include variables of function value, social value, emotional value, conditional value, epistemic value, green purchase intention, and green purchase behavior. Items in The questionnaire will use a 5-point Likert scale of 1 (Strongly disagree) to 5 (Strongly agree). The items in the questionnaire were adapted from various previous journals, including green purchase behavior by Lee (2018), green purchase intention and functional value by Amin and Tarun (2020) and Woo and Kim (2019), Social values by Amin and Tarun (2020), Woo and Kim (2019) and Nekmahmud et al. (2022), conditional scores from Woo and Kim (2019), emotional values and conditional scores from Nekmahmud et al. (2022). Statistical analysis of this study used the partial least squares structural equation modeling (PLS-SEM) approach.

3.1 Measurement Model Evaluation

In this study, validity and reliability tests were also carried out with PLS-SEM analysis by measuring the inner model. Hair et al. (2021) explain that the first step in testing the model is indicator reliability assessing the extent to which the variance of each indicator is explained. The indicator has met the criteria if the value is above 0.708 to say valid [22]. After that, the

convergent validity was evaluated by looking at the average variance extract (AVE) value. If the AVE value is greater than 0.50 then the AVE value is declared valid. In testing discriminant validity using Fornell and Lacker, the AVE root value must be greater than the correlation value between variables.

Table 2. Fornell-Lacker Criteria

	GBP	GPI	NE	NEP	NF	NK	NS
GBP	**0.805**						
GPI	0.595	**0.941**					
NE	0.545	0.527	**0.86**				
NEP	0.421	0.284	0.449	**0.88**			
NF	0.401	0.435	0.595	0.359	**0.804**		
NK	0.384	0.538	0.55	0.428	0.442	**0.943**	
NS	0.384	0.318	0.417	0.12	0.273	0.336	**0.792**

Source: Results of data processing.

3.2 Structural model evaluation

In evaluating the structural model, it is necessary to test multicollinearity. The multicollinearity test uses a variance inflation factor (VIF), a VIF of more than 5 will indicate a collinearity problem. This test is documented in table 3 and shows that the VIF value is below 5.

Table 3. Evaluation of collinearity

	VIF	
	GBP	**GPI**
GPI	1	
NE		2.09
NEP		1.363
NF		1,608
NK		1,597
NS		1.254

Source: Results of data processing.

Next will be testing the hypothesis as one part of the evaluation of the structural model. In doing this test used a level of significance of 0.05 and tested in one direction or a one-tailed test. Table 4 states that the functional value hypothesis, social value, and epistemic value do not have a positive effect on green purchase intention. This is evidenced by the value of value being greater than the critical value (=0.05). The hypothesis of emotional value and conditional value has a positive effect on green purchase intention and green purchase intention has a positive effect on green purchase behavior. This is evidenced by each value <0.05.

Table 4. Hypothesis test

Hypothesis	***Path***	***Standardized Path Coefficient***	**□ *value***	**Decision**
H 1	Functional Value -> *Green Purchase Intention*	0.130	0.081	Not supported
H2 _	Social Value -> *Green Purchase Intention*	0.070	0.181	Not supported
H 3	Emotional Value -> *Green Purchase Intention*	0.249	0.005	Supported
H 4	Conditional Value -> *Green Purchase Intention*	0.331	0.001	Supported
H 5	Epistemic Value -> *Green Purchase Intention*	-0.025	0.360	Not supported
H 6	*Green Purchase Intention -> Green Purchase Behavior*	0.595	0.000	Supported

Note:*= Significant (one-tailed test, *<0.05)*

Source: Results of data processing.

The evaluation of R2, which is shown in table 6, informs that the construct values of green purchase intention and green purchase behavior have R2 values of 38.1 % and 35.4%, respectively. Green purchase intention is explained by the construct of functional value, social value, emotional value, conditional value, and epistemic value of 38.1%, and the difference of 61.9% is explained by other constructs. The green purchase behavior is explained by the green purchase intention construct of 35.4% and 64.6% is explained by other constructs.

Table 5. Evaluation of R 2

	R2 -
GPI	0.381
GBP	0.354

Source: Results of data processing.

4. Discussion

The first hypothesis (H1) that the functional value has a positive effect on green purchase intention is not supported. The functional value of cloth sanitary napkins that have a design that is good and useful, does not have an impact on the desire to purchase cloth sanitary napkins. This is also in line with previous research conducted by Nekmahmud et al. (2022) which shows that there is no influence of functional value represented by quality with European tourist respondents. On the other hand, these results are not in line with the results found by Danish et al., (2019) and Chai Wen & Azila Mohd Noor (2015). However, taking into account these results, manufacturers of cloth sanitary napkins must continue to consider the quality and also the appropriate design so that it is easily accepted by the market.

the second hypothesis (H2), namely that social values have a positive effect on green purchase intention is not supported. The condition of the social environment does not make someone intend to buy sanitary napkins made of cloth. The results of this test are not in line with the results of Nekmahmud et al. (2022), Bennett & Vijaygopal, (2018), and Gunawan et al. (2022) which show the results of social values have a positive effect on green purchase intention.

The results of testing the third hypothesis (H3), namely the emotional value has a positive effect on green purchase intention, are supported. Purchasing sanitary napkins made of cloth will make a person feel better and contribute to the environment. The results of this test are in line with Watanabe et al., (2020) and Nekmahmud et al. (2022). Understanding this, manufacturers of cloth sanitary napkins need to provide information on the benefits to the environment of using cloth sanitary napkins.

The results of testing the fourth hypothesis (H4), namely the conditional value has a positive effect on green purchase intention, are supported. The conditional value described by incentives and promotions influences a person's desire to purchase cloth sanitary napkins. Apart from incentives and promotions, easier access to cloth-based sanitary napkins will affect a person's purchase intention. The results of this test are also in line with previous research conducted by Woo and Kim (2019), Chai Wen, and Azila Mohd Noor (2015) which stated that the conditional value had a positive effect on green purchase intention.

The results of testing the fifth hypothesis (H 5), namely that the epistemic value has a positive effect on green purchase intention, are not supported. The epistemic value described by the ease of obtaining information does not become a value that supports purchase intentions because one of them is because information related to cloth sanitary napkins can be obtained easily and also based on the name of the product it can reflect the information contained therein. This study is in line with previous research conducted by Chai Wen and Azila Mohd Noor (2015) which stated that epistemic value did not have a significant relationship with green purchase intention. However, this study is not in line with the research of Nekmakhmud et al. (2022) where non-European tourists also have a positive and significant association of epistemic values on green purchase intention [24].

the sixth hypothesis (H6), namely that green purchase intention has a positive effect on green purchase behavior is supported. This study is in line with Gustavsen and Hegnes (2020), Zahan et al. (2020), and Duong (2022) who show that green purchase intention has a positive effect on green purchase behavior. This is because someone already has an openness and a concern for the environment which then finds cloth-based sanitary napkins that will make him switch and sustainably use cloth-based sanitary napkins [25].

5. Conclusion

This study was to determine whether functional, social, emotional, conditional, and epistemic values have a positive effect on green purchase intention and whether green purchase intention has a positive effect on green purchase behavior. Based on the results of analysis, data processing, and hypothesis testing, it was found that emotional and conditional values have a positive influence on green purchase intention and functional, social, and epistemic values do not have a positive effect on green purchase intention. In addition, it is also known that green purchase intention has a positive influence on green purchase behavior.

6. Limitations

Convenience sampling technique. Suggestions for the next research, sampling technique can be done by random sampling. By using this technique, it is expected that each individual has the same opportunity to be selected as a sample. The second limitation is that the statistical analysis used in this study is the partial least square-structural equation modeling analysis which does not test the feasibility of the model. The next research can use covariance based-structural equation modeling which can test the feasibility of the research model. The third limitation is that the object used in this study is cloth-based sanitary napkins. In the next research we can use other environmentally friendly objects.

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