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Green marketing strategy increases the effect of green knowledge on green purchase intention

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KEYWORDS

Customer satisfaction
Eco-friendly products
Green Knowledge
Green Marketing
Partial least square

ABSTRACT

The main objective of this study was to determine the effect of green marketing as a mediating variable on increasing green knowledge variables on increasing consumer buying interest in eco-friendly products. Questionnaires were distributed to 110 Starbucks Coffee consumers in Bandung, which were analyzed by descriptive analysis to describe general characteristics of the respondents. The Structured Equation Model – Partial Least Square (SEM-PLS) analysis was also used to confirm the theory that there is an influence of green marketing variables as a mediating variable on increasing green knowledge on consumer buying interest in green products. The results showed that consumers of Starbucks Coffee in Bandung were dominated by women in their early adulthood who worked as private employees with moderate income. The implementation of the green marketing strategy by Starbucks is expected to maximize customer service in accordance with the description of consumer characteristics with the green marketing strategy implemented by Starbucks Coffee. The provision of green knowledge that affects the increase in consumer purchase intention of green products can be further improved positively and significantly through the application of green marketing strategies as a mediating variable.

Introduction

According to the Ministry of Environment and Forestry (2022), in 2021, Indonesia has generated 68,5 million tons of waste, in which 16.12% of the total waste (25.5 million tons) were plastic waste. Every day, the Indonesian population produces about 70 thousand tons of plastic waste. Indonesia ranked second among the top plastic waste generating countries, especially plastic waste that ended up in the ocean. This indicates that Indonesia has poor waste management system (Sasaki et al., 2014; Kamaruddin et al., 2022). One of the reasons of the continuously increasing amount of plastic waste is people's practical lifestyle. Coffee shops that sell various beverage products using plastic cups, plastic straws, plastic cup covers, coffee stirrers, and paper filters, are one of the largest contributors to plastic waste (Poortinga and Whitaker, 2018; Kim and Yun, 2019; Maye et al., 2019). The increasing amount of coffee shop businesses is caused by the

increase of coffee consumption in Indonesia, with a growth value of 8.22% per year (Ministry of Agriculture, 2018). The increase of the number of coffee shops has become a concern, since their activities may cause the increase of plastic waste (Maye et al., 2019).

The high level of consumer concern on environmental damage has made consumers aware of choosing green products that are environmentally friendly. Therefore, environmental protection is increasingly being enhanced through the role of the government, producers, and society with the use of green products. Business owners use green marketing strategies to support the marketing of eco-friendly products as a form of their responsibility to the environment, and also to meet consumers' needs for green products (Cronin et al., 2011; Dangelico and Vocalelli, 2017). Green marketing is a management strategy in product marketing by prioritizing environmental sustainability. Green

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marketing is an alternative strategy to increase sales by building a positive image that business activities have contributions towards the environment (Fraj et al., 2011). This causes an increase in consumers' purchase intention, and therefore the customers are willing to pay at a higher price (Fraj et al., 2011; Chekima and Wafa, 2015; Mukonza and Swarts; 2020).

Consumers' purchase intention is the first factor in the stages of buying decision process, which is the basis for consumers to make product purchases (Costa et al., 2021). Determination of consumers' purchase intention, which includes consumer behavior, is influenced by knowledge in the form of providing information of green marketing. This is in accordance with the theory of mass communication effects that the information is given as product knowledge. As the result, it may increase moral support for consumers' purchase intention and give a perception of green products (García-Salirrosas and Rondon-Eusebio, 2022). Therefore, this study aimed to determine the effect of providing green knowledge on consumers' purchase intention of green products with the application of green marketing.

Research Methods

This study used purposive sampling technique to obtain data, with Starbucks Coffee stores in Bandung as the study location. Starbucks Coffee was selected as the study location as it had pioneered the implementation of green marketing in coffee shops in Indonesia. The study was conducted in two months - June and July of 2022. The data used in this study were primary and secondary data. The primary data were obtained through observation and questionnaire distribution, and the secondary data were obtained through literatures that are relevant to the study, such as books and journals. The population of this study is consumers of Starbucks Coffee that are located in Bandung, who are familiar with Starbucks Coffee products. Calculation of the number of samples were done by Wibisono's formula (2003), as in equation (1), since the amount were not known at a certain.

$$n = \frac{(z_{\alpha/2} \cdot x \cdot \sigma)^2}{e} \dots\dots\dots (1)$$

Remark:

n = number of samples

σ = standard deviation of 25% (constant)

e = error (error limit = 5%)

$z_{\alpha/2}$ = The value of the normal distribution table on the level of confidence of 95%

$z_{\alpha/2} = 1.96$

Outline

The outline of this study (Figure 1) contains the flow of the research designed by the researchers. The study was initiated with a descriptive analysis to determine the characteristics of the consumers of Starbucks Coffee in Bandung. The following analysis used Structural Equation Model – Partial Least Square (SEM-PLS) to determine the effect of green knowledge on consumers' purchase intention through the application of green marketing, which contained the following variables: green product, green price, green place, green promotion, green people, green process, and green physical evidence.

Operational Definition

Operational definition is the elaboration of constructs into measurable variables. Operational definition is aimed to provide a basic construct, so that the study can be repeated or developed into a better variable development (Hair et al., 2020). The operational definition of this study is presented in Table 1.

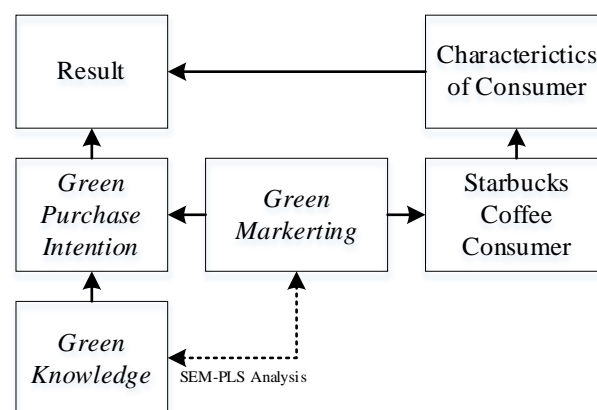


Figure 1. Study Outline
(Source: Private data, 2022)

Table 1. Operational Definition of the Study

Variables	Sub-variables	Code	Indicator
Green Knowledge		K1 – K5	Knowledge and awareness
Green Marketing	Green Product	A1 – A7	Brand, product benefit, packaging, quality, and variation
	Green Price	B1 – B3	Appropriate price with benefit, appropriate price with quality, and price competitiveness
	Green Place	C1 – C2	Business location
	Green Promotion	D1 – D5	Brand image, eco-friendly related messages, discounts, consumer loyalty, media accuracy
	Green People	E1 – E3	Starbucks employees
	Green Process	F1 – F2	Starbucks' service to consumers
	Green Physical Evidence	G1 – G3	Café ambience and furniture
Green Purchase Intention	Transactional	I1 – I3	Consideration of product purchase and repurchase interest
	Referential	I4 – I5	Product satisfaction
	Pre-referential	I6 – I7	Brand recommendation to the public
	Explorative	I8 – I9	Interest in looking for product information

(Source: Private data, 2022)

Structural Equation Modeling Partial Least Square (SEM-PLS)

SEM is an analytical technique used to test a causal model by combining regression, factor, and path analysis, simultaneously calculating the loading value of latent variables to analyze the pattern of relationships between latent constructs and their indicators, between each latent constructs, measurement errors, and descriptions of patterns of relationships between construct and latent variables (Altikriti and Anderson, 2021). SEM-PLS analysis in this study was conducted with Smart PLS program version 3.23. The stages carried out in SEM-PLS analysis according to Hair et al. (2017; 2020) as follows.

1. Development of Theoretical Models

The first stage begins with conducting a literature review to obtain the right model to be developed theoretically.

2. Flowchart Development

The determined theoretical model is drawn into a flowchart to see the designed quality relationship

3. Flowchart Conversion

The flowchart is converted into equations obtained from the flowchart. The equations consist of:

- Structural equations need to be considered in fulfilling the model requirements by looking at the value of R^2 and Q^2 .
- Measurement model to ensure the quality of indicators regarding validity and reliability. Structural equations can be accepted if the

results of the analysis produced factor loading, Cronbach's Alpha, and composite reliability values greater than 0.7 and have discriminant validity with Fornell Larcker criteria.

4. Model Estimation

Estimation is done with a covariance correlation matrix to see a valid comparison

5. Goodness of Fit Criteria Evaluation

The suitability of the model is tested through observations of several goodness of fit criteria values.

6. Model Interpretation

The final stage is to interpret the model according to the test results.

Results and Discussion**Characteristics of Respondents**

The characterization of respondents is intended to provide an overview of the identity of the sample respondents of Starbucks consumers in Bandung. There are 110 respondents in this study with the following characteristics on Table 2. Based on Table 2, Starbucks product purchase in Bandung was dominated by female (63%) within the age range of 19-24 years (73%), early adulthood age range, with the occupation of private employee (42%) with income ranging at IDR 2,000,000 – IDR 4,999,999 (46%), which is categorized as moderate income.

Table 2. Characteristics of Respondents

Gender	Number of Respondents	Percentage (%)
Male	41	37%
Female	69	63%
Age	Number of Respondents	Percentage (%)
16 – 18 years	1	1%
19 – 24 years	80	73%
25 – 35 years	28	25%
36 – 50 years	1	1%
Occupation	Number of Respondents	Percentage (%)
Housewife	1	1%
Private employee	46	42%
Student	36	33%
Government employee/National Armed Forces/Police	8	7%
Entrepreneur	19	17%
Income	Number of Respondents	Percentage (%)
< IDR 2,000,000	30	27%
IDR 2,000,000 – IDR 4,999,999	51	46%
IDR 5,000,000 – IDR 7,999,999	22	20%
> IDR 8,000,000	7	6%

Source: Private documentation (2022)

Female consumers dominated the consumers who purchased Starbucks Coffee products (63%), due to the fairly high interest of female consumers in buying products in coffee shops. This could be influenced by internal factors (lifestyle and motivation) and external factors (culture and the marketing of the coffee shop (Ardiyastuti, 2021). Female consumers enjoy coffee in cafés in order to get the ambience of drinking coffee and to make cafés as a place to mingle with their friends (Song, 2014). In addition, the female gender has a dominant influence on purchasing decisions for coffee products due to psychological aspects (Ge et al., 2021).

The distribution of consumers in their early adulthood in Bandung (73%) dominated the consumers who purchased Starbucks Coffee products. This finding is in accordance with other studies that Starbucks products are most favored by groups of young adults aged 18-25 years (Akgün and Yalın, 2015; Wijaya and Santoso, 2021). The pattern of interaction and lifestyle among youths revealed that the youths favor a lifestyle that follows the mainstream trends, such as spending money to drink coffee at a coffee shop (Chang and McGonigle, 2020; Amson et al., 2021; Quintero and Nichter, 2022). This is supported by Song (2014) and Li et al. (2019) that lifestyle and social life are one of the main factors affecting the youths to be consumptive towards coffee.

Consumers who dominated the purchase of Starbucks Coffee in Bandung were the ones who

worked as private employees (42%). Private employees in Bandung tend to consume Starbucks Coffee site, due to their work and meetings being held outside their office (Utama, 2021). Consumer's occupation influences their decision and consumption patterns on product purchases due to their way of thinking and perception of the process of fulfilling daily needs (Pookulangara and Koeslar, 2011; Alsafra et al., 2022).

As previously explained, the consumers of Starbucks Coffee in Bandung had a moderate income, this is in accordance with the level of product prices offered by Starbucks Coffee which are relatively affordable at a premium price. Consumers' amount of income can describe their purchase intention towards a product (Samoggia and Riedel, 2018). The higher the income level, the higher a consumer's tendency to choose a prestigious café to fulfill their lifestyle. A previous study found that a person's lifestyle is directly proportional to their level of income (Alfawaz et al., 2020).

The success of green marketing implementation is closely related to consumers' knowledge regarding green marketing, to the point that consumers are aware and can actively contribute to participate in the success of green marketing for environmental sustainability. Table 3 provides information about the level of awareness of Starbucks Coffee consumers in Bandung regarding green marketing, and their awareness regarding Starbucks Coffee's green marketing.

Table 3. Level of Respondent's Awareness

	Aware about <i>Green Marketing</i>	Aware that Starbucks Coffee Has Implemented <i>Green Marketing</i>
Highly Aware	41 37%	29 26%
Moderately Aware	55 50%	59 54%
Hesitant	8 7%	10 9%
Not Aware	6 5%	12 11%

Source: Private data (2022)

The fact that 87% of Starbucks Coffee's consumers were confidently aware of green marketing is beneficial for Starbucks Coffee. This indicates that Starbucks has acquired the correct market segment, i.e., green consumers who has the same vision and mission values as Starbucks Coffee—preserving the environment. It can be considered that being moderately aware of green marketing helps consumers to be aware of and be involved in the successful implementation of green marketing. Furthermore, 80% of the respondents are confidently aware that Starbucks Coffee in Bandung has implemented green marketing. It can be considered that consumer's choice to buy Starbucks Coffee products occurs as the result of their awareness of Starbucks Coffee Bandung's green marketing implementation. Also, they have become consumers with the intention to contribute to the environmental sustainability campaign carried out by Starbucks Coffee.

Measurement Model

Evaluation of the measurement model is carried out to ensure that the measurement model is valid and reliable. The measurement model is evaluated with three indicators; internal consistency, convergent validity, and discriminant validity. The internal consistency indicator used Alpha Cronbach and composite reliability with values >0.6 . The convergent validity indicator is seen from the outer loading values <0.7 , and the value of average variance extracted (AVE) is >0.5 . The outer loading value of <0.7 can be maintained at least at >0.5 , and deletion of criteria with outer loading value <0.7 can be done and it would not increase the value of composite reliability. The discriminant validity indicator was in accordance with the Fornell-Larcker Criterion value by comparing a greater value of AVE with other correlation variable value. While, the cross loading value is confirmed to have greater outer loading value against latent variable compared to

the value of cross loading against other latent variables. If the evaluation criteria of the measurement model have been fulfilled, the stages of structural model evaluation can be conducted (Hair et al., 2012; 2020).

Based on Table 4, it can be concluded that the main model meets the requirements of internal consistency with Cronbach's Alpha value >0.7 and CR value >0.8 . Thus, it can be stated that the data used in this study is reliable. The next analysis result is the convergent validity indicator with the outer loading value of each variable >0.6 and the AVE value. The AVE value for the green knowledge variable and the green purchase intention variable is >0.5 , and the AVE value for green marketing <0.5 . Yet, The model had already met the criterion of convergent validity with the AVE value for green marketing near 0.5 and outer loading value >0.6 , and still generate a proper model. The third evaluation is the discriminant validity indicator with the Fornell Larcker Criterion value presented in Table 5. It can be concluded that the assumptions of discriminant validity are fulfilled. All three indicators have been fulfilled. Therefore, it can be concluded that the measurement model is valid and reliable, and the structural model evaluation can be conducted.

Structural Model

The first step was done by testing the collinearity of the latent variables by multicollinearity testing, so that there would be no correlations between the independent variables. The results of the variance inflation factor (VIF) value where green knowledge to green purchase intention have 2.055, green marketing to green purchase intention has 2.055, and green knowledge to green marketing has 1.000 that all of the number is <5 . This indicated that there are no data multicollinearity occurred on the structural model (Gokmen et al., 2022).

Table 4. Validity and Reliability Indicators

Code	Indicator	Loading Factor	Cronbach's Alpha	CR	AVE
Green Marketing			0.951	0.956	0.454
A1	Starbucks has the image of an environmentally-friendly brand	0.696			
A2	Starbucks has an impact on reducing pollution	0.614			
A3	Starbucks' packaging is environmentally-friendly	0.596			
A4	Starbucks includes an ecolabel on their product packaging	0.626			
A5	Starbucks has a delectable, distinctive and consistent taste	0.600			
A6	The raw materials used by Starbucks are safe for humans and the environment	0.672			
A7	Starbucks has a variety of sizes and flavors	0.656			
B1	Starbucks product prices are appropriate with Starbucks' contribution to environmental sustainability	0.694			
B2	Starbucks product prices are appropriate with the quality of the materials used	0.630			
B3	I prefer the eco-friendly Starbucks even though it's more expensive	0.571			
C1	Starbucks Cafés has strategic locations	0.698			
C2	Starbucks products are easy to obtain	0.740			
D1	Starbucks product advertisements inform the credibility of Starbucks products as environmentally-friendly products	0.713			
D2	Informative messages about Starbucks as an environmentally-friendly product	0.579			
D3	Starbucks offers discounts by offering consumers' involvement in environmental sustainability	0.627			
D4	Starbucks message invites consumers to participate in environmental sustainability	0.643			
D5	Starbucks conducts creative and interesting promotions through social media	0.773			
E1	Starbucks applies energy saving in the use of their equipment	0.736			
E2	Starbucks already manages their production waste	0.643			
E3	Starbucks is continuously developing and researching	0.726			
F1	Starbucks employees understand the importance of preserving the environment	0.709			
F2	Starbucks employees understand and apply environmentally-friendly values	0.726			
G1	Starbucks Cafés are go-green-themed	0.684			
G2	Starbucks has a clean and beautiful café atmosphere	0.676			
G3	Starbucks conducts green activities around the Café	0.649			
G4	Starbucks carries out green activities around the Starbucks Cafés using furnishings from environmentally-friendly/recycled materials	0.785			
Green Knowledge			0.776	0.848	0.527
K1	I know the characteristics of environmentally friendly products	0.767			
K2	I am aware of occurring environmental issues	0.753			
K3	I know the regulations regarding the environment	0.738			
K4	By using eco-friendly products, I help preserve the environment	0.672			
K5	I am aware that I have to play an active role in environmental sustainability	0.697			
Green Purchase Intention			0.910	0.927	0.586
I1	I plan to buy Starbucks products because I intend to buy environmentally friendly products	0.799			
I2	I hope to buy Starbucks Coffee products in the future because of Starbucks Coffee's contribution to environmental	0.778			

Code	Indicator	Loading Factor	Cronbach's Alpha	CR	AVE
13	sustainability I hope to buy Starbucks Coffee products in the future because the quality of environmentally friendly products is excellent	0.791			
14		0.798			
15		0.685			
16	I feel happy to buy Starbucks Coffee products because it is environmentally-friendly	0.848			
17	I feel happy to buy Starbucks Coffee products because of the service and the comfortable café ambience	0.639			
18	I search for information related to Starbucks Coffee's environmental sustainability	0.801			
19	I look for further information regarding Starbucks Coffee products because I am interested in environmentally-friendly products	0.726			

(Source: Private data, 2022)

Table 5. Discriminant Validity (Fornell Larcker Criteria)

	Green Purchase Intention	Green Knowledge	Green Marketing
Green Purchase Intention	0.765		
Green Knowledge	0.692	0.726	
Green Marketing	0.756	0.716	0.674

(Source: Private data, 2022)

The next step is to test the inner model to determine the relationship between latent variables. After tested the inner model we got the adjusted R^2 value for green purchase intention variable is influenced by the green marketing and green knowledge variables 0.611 that means 61% of the green purchase intention variable is influenced by the green marketing and green knowledge variables. Also, the adjusted R^2 value for green marketing variable is influenced by the green knowledge variable only for 0.509 that means 50% green marketing variable is influenced by the green knowledge variable. The Q^2 values from tested the inner model showed that the level of relevance has a value of $Q^2 > 0$, value Q^2 of green purchase intention was 0.341 and value Q^2 of green marketing was 0.196. This indicates that the model has a good observation value (Dugard et al., 2022).

The SEM-PLS analysis requires a model fit test to achieve the appropriate model results that fits the basic reference for determining the model. The model fit results have estimated model value in SRMR for 0.80 where the cut-off value is ≤ 0.1 and value in NFI for 0.615 where the cut-off value is $0.6 \leq NFI \leq 0.8$. Thus, this can be concluded that the model fits the suitable criteria. However, the NFI value of the model showed a marginal fit. Marginal value is the condition where the suitability of the measurement model is below the

absolute fit value. However, it is still acceptable and SEM analysis is carried out due to the goodness of the model is close to the goodness fit criteria (Costa et al., 2021).

Hypothesis Testing

The overall picture of the model result is shown in Figure 2, where the designed model is appropriate. The data also indicate that the presence of a more significant influence and a greater amount of influence on the provision of the green knowledge on increasing green purchase intention through the application of green marketing. The hypothesis testing can be done by using the results of the t values and p values. Hypothesis is accepted if the p values < 0.05 . This study also confirmed a direct and indirect effect on each variable. This could be because there are independent variables, dependent variables, and intervening variables present in the variables. The processing of the direct influence hypothesis can be seen in the path coefficient test results in the Smart PLS program in Table 6.

Based on the results presented in Table 6, it can be concluded that the green knowledge variable has a direct influence on the green purchase intention. The data also indicates the provision of good education and ensuring the information was conveyed properly to the public can increase the public's purchase intention of

green products. Despite of the value of the effect is smaller than the intermediary variable of the implementation of green marketing. However, the impact of the provision of green knowledge to the public may increase the purchase intention in green products. According to a research conducted by Amalia et al. (2021), there is a direct effect of the green knowledge on the

public's purchase intention of green products. This statement is confirmed by a research conducted by Dhewi et al. (2018). Choi and Johnson (2019) and Xu et al. (2020) also reported that the factor with a significant effect on green purchase intention is environmental knowledge.

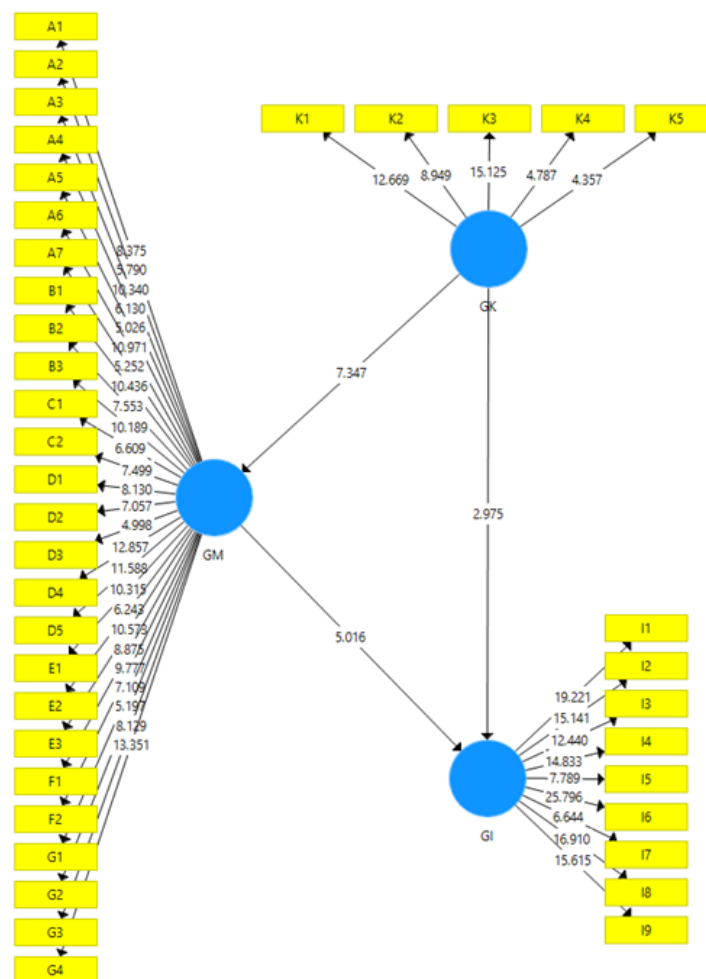


Figure 2. Overall Model Analysis Result
(Source: Private Data, 2022)

Table 6. Hypothesis Test Results

	Original Sample (O)	T Statistics (O/STDEV)	p Values	Description
Direct Influence				
Green Knowledge -> Green Purchase Intention	0.310	2.975	0.003	H ₁ is accepted
Green Knowledge -> Green Marketing	0.716	7.347	0.000	H ₁ is accepted
Green Marketing -> Green Purchase Intention	0.534	5.016	0.000	H ₁ is accepted
Indirect Influence				
Green Knowledge -> Green Purchase Intention	0.382	4.131	0.000	H ₁ is accepted

Source: Private data (2022)

In addition, the results also indicated a significant direct effect with a fairly large influence on the green knowledge variable on the implementation of green marketing. The implementation of green marketing made the consumer to be more concerned about the added value given to green products and environmental sustainability. Furthermore, by the provision of education on the importance of using eco-friendly products in a good and informative manner, consumers tend to start switching to green products (Hossain and Rahman, 2018). When the education on environmental issues and the importance of preserving the environment has been well received by the community and awareness has begun to be created to contribute to sustainability, the use of green products may begin. Therefore, it is expected that the application of green marketing in small and medium scale businesses to be increased.

The green marketing variable has a direct and significant influence on the green purchase intention variable. This indicates the importance of paying attention to the implication of proper green marketing to build a good image of the product to the consumers, and therefore consumers would purchase green products. This statement is in agreement with Arshad et al. (2014), that the use of green marketing strategies provides benefits that may help companies and attract consumers in particular. According to Pancoro and Zuliestiana (2018), there is an influence on the application of green marketing that affects consumer buying interest by 70%. Various studies have also highlighted significant positive effects on the application of green marketing in several Starbucks coffee shops on purchase intention of green products (Tsai et al., 2020; Shim et al., 2021).

The effect of the green knowledge variable on the green purchase intention variable was greater compared to the green marketing variable without mediation. This indicates that implementing green marketing may increase green purchase, well-within a study conducted by Costa et al. (2021). They stated that the increasing level of consumers' green knowledge has an impact on increasing the importance of green marketing, and the increase in public's interest that had occurred affects consumers' desire to purchase the mentioned products. When a consumer understood the knowledge of environmental sustainability and occurring environmental issues, they would have a conscious tendency to purchase green products.

The application of green marketing by entrepreneurs to market eco-friendly products may increase consumers' purchase intention of green products. This is because the application of green marketing may increase consumers' awareness on green products, and therefore they would become more interested in purchasing the products. The findings were in agreement with other studies reported that the provision of green knowledge and the application of green marketing poses a significant and positive effect on consumers' purchase intention, which determines product purchasing decisions (Suki et al., 2016; Uddin and Khan, 2018; Lin and Niu, 2018; Sharma, 2021; Costa et al., 2021).

Conclusion

Information on the characteristics of consumers who purchased coffee in Bandung can be used as a basis to maximize customer service process by Starbucks baristas with their green marketing strategies. The companies can continue to maximize their green marketing strategy due to the application of the green marketing, which proven to have a significant mediating effect. This effort could increase the green purchase intention, which was observed to have a greater influence compared with that of strategy without using the mediation of the green marketing.

Declarations

Conflict of interests The authors declare no competing interests.

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