

Predictor in Influencing Indonesian Consumers Purchase Intention towards Green Shampoo and Soap

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ABSTRACT

This research's purpose is to inspect the aspects, which may determine green soap and shampoo purchase decisions among consumers in Indonesia. Shortage of environmental consciousness observed from consumers in Indonesia has stimulated the curiosity to continue this study. With support from organized opinion polls, data were accumulated from a total of 320 people of consumers in Indonesia. Outcome of the accumulated data reflects some crucial factors for green shampoo and soap purchase intention, for example, environmental consciousness, eco-label, and attitude. Contrary to the hypothesis, advertisement, price, social influence and recycle participation was not a crucial influence of green shampoo and soap purchase intention of Indonesian citizens. The inferences of these revelations and bearings for future examination are given toward the finish of this paper. This research presents experiential comprehensions refer to the common perspective of an Indonesian markets on the determinants of green shampoo and soap purchase decision among vast range of age.

ABSTRAK

Penelitian ini bertujuan untuk mengkaji aspek-aspek yang dapat menentukan keputusan pembelian sabun dan sampo ramah lingkungan di kalangan konsumen di Indonesia. Kurangnya kesadaran lingkungan yang diamati dari konsumen di Indonesia telah merangsang rasa ingin tahu untuk melanjutkan penelitian ini. Dengan dukungan dari jajak pendapat yang terorganisir, data dikumpulkan dari total 320 orang konsumen di Indonesia. Hasil dari akumulasi data mencerminkan beberapa faktor penting untuk niat membeli sampo dan sabun hijau, misalnya, kesadaran lingkungan, label ramah lingkungan, dan sikap. Berlawanan dengan hipotesis, iklan, harga, pengaruh sosial dan partisipasi daur ulang bukan merupakan pengaruh penting dari niat beli sampo dan sabun hijau warga Indonesia. Kesimpulan dari wahyu ini dan bantalan untuk pemeriksaan masa depan diberikan menjelang akhir makalah ini. Penelitian ini menyajikan pemahaman pengalaman mengacu pada perspektif umum pasar Indonesia tentang faktor-faktor penentu keputusan pembelian sampo dan sabun hijau di antara berbagai usia.

INTRODUCTION

This modern era, sustainable development has derived from the consciousness of the environment and the civilization itself. This issue underscores the need to energize maintainability and supporters that type of advancement to augment positive effect on nature and public.

Supportable advancement empowers eco development and green utilization. Eco advancement centers around joining ecological maintainability rehearses at each progression of production of merchandise and services literature cited from Veleva & Ellenbecker, 2001.

“Green consumption” side is normally made sure whether earth is able to be used where clients consider the biological impact of purchasing, using, and disposing of various things, or using diverse green organizations source cited from Moisander, 2007.

The ascent in natural concerns has notably affected buyers' acquisition of green items as purchasers are presently more receptive to ecological arrangements as they are frightened about the expected impact on the earth getting from the discarding items after purchasing and devouring cited from Göçer and Sevil Oflac, 2017.

Examination shows that purchasers have an inspirational mentality towards natural assurance cited from Arvola et al., 2008, Ellen et al., 2006, Liu et al., 2012, Vermeir and Verbeke, 2006. Previously, customers' perspectives conveyed their enthusiasm for green things to associations cited from Bockman et al., 2009, Schmeltz, 2012. Geller (1995) conjectured that so as to act supportive of ecology, people must have the option to think past the fulfillment of their own brief needs and be worried about the prosperity of others and their locale on the loose. Geller further recommended that this condition of "effectively mindful" can possibly happen if character factors identified with self-insistence (confidence, having a place, and individual control) have been fulfilled.

Indonesia and other Asian neighborhood nations are likely business potential for green items, not many of the dominant parts are thought about green buying conduct in the area (Lee, 2009). Worldwide green advertisers announce that the blackout of market data in focused nations is regularly discovered as an obstacle for the achievement of global extension of its green items cited from Gurau and Ranchhod, 2005. Less adequate market data in Asian nations, the international green marketers would possibly have the difficulty leading effective market segmentation in its marketing strategy. As awareness of environmental issues began to rise in Indonesia. This is phenomenon by the large number of movements for the environment e.g. cycling campaigns and Car Free Day that is increasingly fast-adapted in various cities in Indonesia.

In addition, the status of Indonesia's economic growth is in good condition and high in the region, which boost the Indonesian consumers' purchasing power higher than previous period. Awareness and positive perception of the environmental concern supported by the improvement of consumers' purchasing power, made Indonesia a potential market for green consumer goods.

LITERATURE REVIEW

In February, 24, The Minister of Environment of Indonesia among The Director of Environmental Health Settlement (PLP) under management of the Ministry of Public Works lead by Djoko Mursito held an event named The Declaration of National Movement for Waste Care 2020, escalation of commitment on the Indonesian Movement for Waste Care to proceed the game plan of waste organization in Surabaya, East Java.

Expected consequences of Movement for Waste Care are to make Indonesia to implement massively through 3R activity options, urge individuals to make 3R activity is a significant function of their waste selection by beginning from routines and to see squander as a potential and valuable asset, inspire individuals to bring down their measure of waste they made arrive at the very least objective approximately around 20% waste being handled through 3R in 2019,

downgrade an output of the glass house discharge into ideally 6% waste in 2020 and security a key association with stakeholders who are linked of the role in overseeing waste.

Currently, nation with a complete populace of 237 million individuals along Indonesia provinces -- situated in the fourth biggest population in the world and to be rated to arrive at 270 million of every 2025 - is found will be delivering waste in total prediction 130,000 tons for each a day, influencing the wellspring of contamination now, while it might turn into an enormous potential asset, for example, reused materials, vitality assets and some more.

The development is essential for the 5th Regional 3R Forum in Asia and the Pacific held on Fe. 25-27 in Surabaya visited by envoys from thirty-eight nations and the UN associations.

Conceptual Framework

The green products buying decision determined by the intention of consumers' to purchase environmentally-friendly products, consumers' have the mindset that purchasing non-environmentally-friendly products may negatively impact the environment. The intention can be assumed as the stimulant factors that may lead the consumers' behavior to decide whether they buy green products or not. The green product's purchasing behaviour is formed with a complex ethical decision-making structure, with the goal to make consumers think in a socio-environmentally responsible way when buying products (Ramayah, 2010).

Buyers and consumers that are socially responsible are those who take responsibility for their consumption and buying power to make social reform (Moisander, 2007). Green products may fulfill consumers' necessity, i.e. conserve the environment, supporting sustainability literature cited from Joshi & Rahman, 2015. Green products are defined as environmentally safe, derived from safe materials, could be recyclable and utilize less packaging (Chen and Chai, 2010). Organic products, power saver light bulbs, herbal products, eco-friendly washing machine, etc. are examples of green products.

Recent researches have pointed to explaining the basis values, attitudes and behavioural forethoughts towards environmentally safe products, striving to explain green purchase

behaviour cited from Kozar and Connell, 2013; Tanner and WölfingKast, 2003; Vermeir and Verbeke, 2006. Most researches have used the two noteworthy conceptual approaches, namely theory of reasoned action (Ajzen and Fishbein, 1980) and the theory of planned behaviour (Ajzen, 1985). A few researches used different versions of hierarchical values – beliefs, attitudes, behaviour models.

Based on The Theory of Reasoned Action, singular conduct is determined by two principal factors; singular disposition and accepted practices (Ajzen and Fishbein, 1980), and The Theory of Planned Behavior included apparent conduct control as an extra thought of individual conduct literature cited from Ajzen, 1985. Seen conduct control is the apparent control for the shopper's buying activities.

Numerous investigations have utilized the Theory of Planned Behavior for investigating purchaser's outlook, want and activity of green item's purchasing conduct cited from Tanner and WölfingKast, 2003; Vermeir and Verbeke, 2006. Nevertheless, most of the studies' observations resulted in the connection between communicated uplifting demeanor of buyers towards buying green items and their real buy conduct, are not critical.

This is brought about by the by and large alluded to as the mentality conduct hole. Most research that studies ethical behavior, was not considering The Theory of Planned Behaviour as an appropriate model, because TPB theory didn't consider the customer full of feeling components that was found to impact buyers' moral conduct.

Also, consumers' habitual buying behaviour are not counted on The Theory of Planned Behavior (Padel and Foster, 2005). The initial studies have not considered the impact of situational factors, for example media presentation, ecolabelling, and so on., that may not detail the connection between buyers' ecological perspectives and conduct (Young et al., 2010). TPB's approach was not successful in explaining buyers' decision making in the course of purchasing the product. Regardless of whether they would get it now or in future (post-buy conduct), despite the fact that it inspects the ancestors of purchasers in pre-utilization circumstances.

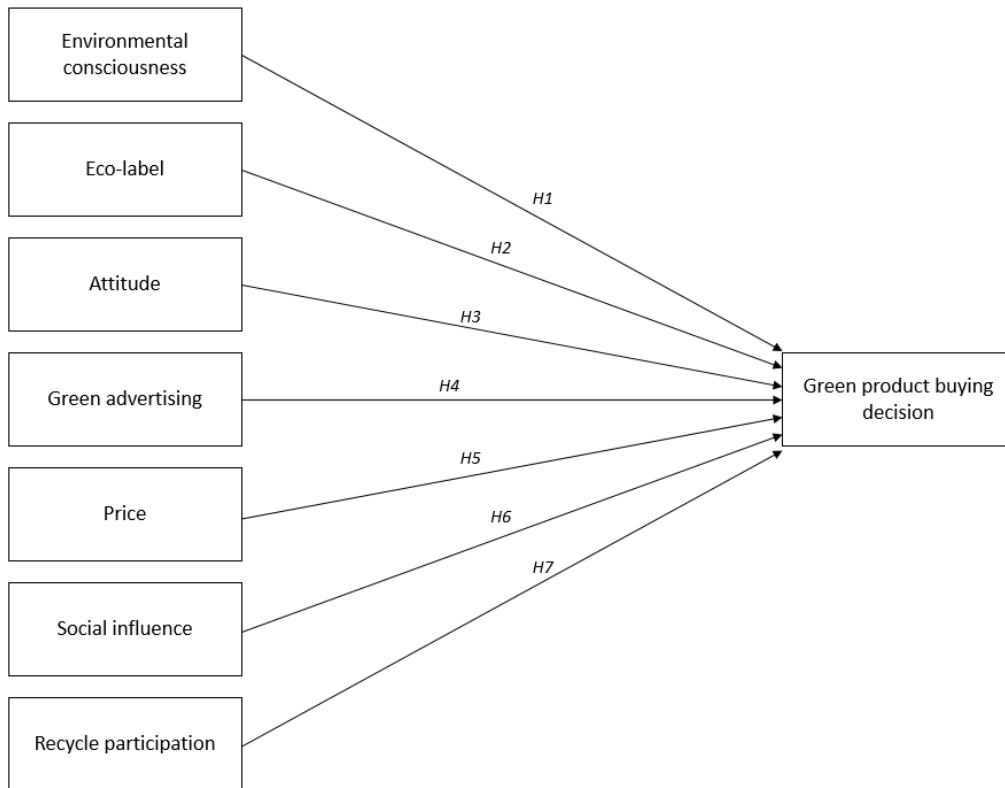


Figure 1. Conceptual Framework

Environmental consciousness

ECO is part of mental elements that characterize people's penchant towards favorable to natural practices cited from Zelezny and Schultz, 2000. With its source during the sixties in the West, ECO was obvious among people of a gathering who avoided buying certain merchandise on account of their ecologically risky side-effects.

This activity took a go without reason for period and shoppers got delicate to the degree of achievements of abstaining from buying earth hurtful items. This impacted firms to focus on the cycle or creation of green items (Buysse and Verbeke, 2003; Connell, 2011; Huang and Kung, 2011; Pudaruth et al., 2015; Sharma and Bansal, 2013).

ECO is a multidimensional development objected to impact an individual's information, demeanor, conduct, goals and activities.

Eco-label

Eco-label embodies the information including product impact on the environmentally associated quick to be open to the mass buyers. Consequently, it might uphold the purchasers' purchasing choice (Ritter et al., 2015).

Shoppers see the eco-named items as much as likely dependable, because of the incorporation of non-dirtying fixings, making wide open doors for cost decrease and recyclable bundling literature cited from Tseng and Hung, 2013.

Hence, eco-name gives applicable data about the ecological presentation of the items, which the youthful purchasers may discover valuable in settling on choices identified with eco-proficiency (Kumar and Kapoor, 2017).

Attitude

Outcome of relish and unrelish of individuals and has a stance on the desire of the individual to buy a product with due deliberation to environmental protection is the main arbitrator in the interval separating ECO and Green Purchase Behaviour, GPA (Chyong et al., 2006; Tanner and Kast, 2003).

The hypothesis proceeding toward attitude indicates that it is constructed through social relations. The result of mix between ECO, comprehension, and social rules is the GPA (Klaus et al., 2014) with basis in the well-established value–attitude–behaviour hypothesis (Shim, et al., 1999; Homer and Kahle, 1988). GPA connects to profile principles, specifically, collectivism, and these ties have been well verified historically (Thøgersen and Zhou, 2010; Aertsens et al., 2009; Krystallis et al., 2008; Brunsø et al., 2004; Chan, 2001), echoing GPB in the long run. Research mostly investigates the Western surrounding; in consequence, many researchers have demonstrated the necessity to carry on these research to some nation of the world to have a better understanding concept (Tung et al., 2012; Chen, 2007; Chan and Lau, 2002).

Green Goods & Services Advertising

Green advertising is one of the practices that traders utilize for products positioning as green products in the perceptions of buyers (Eren-Erdogmus et al., 2016). This practice influences

individual attitudes towards advertisement and their forethought to be kind to the environment (Kim et al., 2019).

Green advertising is interpreted as a publicized idea that engages consumers' needs and wishes that have to do with the environment (Zinkhan and Carlson, 1995). Green advertising is evaluated as a fundamental part of a company's whole environmental marketing strategy, which can assist in achieving sustainable competitive advantage and attain outstanding results (Leonidou et al., 2011).

Price

As stated by Kotler and Armstrong (2009: 439), prices were volumes of money billed on an item or a number of values that buyers trade for merits by owning or using the product. Recent studies perceived that price is the indicator to let people know about the worth of the good or service (East, 1997).

Many consumers are willing to spend extra money if they have the impression that the product they bought includes added value. As stated by (Sharma, 2011), the most important aspect in green marketing mix is price. This value appears in the form of a better impression, a more innovative design, and enhanced performance, a more appealing visual or an improved function (Sharma, 2011).

Price and cost savings have a close relation to any purchasing process (Gummesson, 2008). Even for a person who has a high concern environment, price is also one of the important factors of their decision on green purchasing. (Peattie, 2001).

Price is without fail being an indicator of purchase decision of green products and it also affects the decision of green purchase by the people in the best way possible (Boztepe, 2012; Kaufmann et al., 2012). Therefore the following hypothesis will follow the theory of price which there was a significant relationship between price of green products and their purchasing decision.

Social Influence

Media is one of the significant roles for notifying the public, since citizens frequently cannot immediately come across the outcome of environmental decay. Because of that, the media is essential for uplifting their consciousness of environmental issues and giving recommendations on environmentally friendly actions (Olausson, 2011; Östman, 2014). Hence, news media play an important role to uplift citizens' interest (e.g., Östman, 2014; Arlt, Hoppe, & Wolling, 2011;) in environmental issues by supplying information and nurturing attitudes about green selection (Malhotra, Melville, & Watson, 2010).

Stated by Putnam (1995), casual social interactions amplify social trust in others, which may give people inspiration to see themselves as members of the community. In addition, Boyd and Ellison (2007) strongly believe that interaction by individuals on social network sites will influence behaviour by providing them “an imagined audience to guide behavioral norms”. Users will later develop “guidelines of acceptable behavior” and ease prosocial actions (Oakley & Salam, 2014). Accordingly, the consumption application may broaden through influence in society and information sharing online (Gil de Zúñiga et al., 2014).

Recycle Participation

Recycling is the process that aims to reduce unwanted residue in the disposal phases and reclaim value from the waste. The waste separation may be performed at source or at material recovery facilities. Separation of the waste at source is the better choice as it is inexpensive but requires devotion and participation from the community or society (Meen-Chee and Narayanan, 2006).

METHODS

Sampling

Sample of this research are consumers living in Indonesia with a wide range of age and eliminating provincial borders, therefore bestowing helicopter view for Indonesian consumers' view about green shampoo and soap purchase intention. Total of 320 respondents from a vast range of age from below 20 and more than 39 years old with majority in millennial age born in

between the years 1981 and 2000. The survey instrument was questionnaire adopted from previous research (Nya Ling Tan et al., 2019) and assimilated from (Joshi and Rahman, 2015). The survey was translated in Bahasa and was ensured to be conceptually equivalent with the English version. To reduce the bias of the survey, respondents were anonymous.

Measurement

The rundown of inquiries utilized in the overview is given in Table. Reactions for all inquiries of the investigation factors were determined using Likert scale in seven points (1 defined strongly disagree and 7 define strongly agree; 1 define never, and 7 define always). Questionnaire listed on table I.

1. Environmental consciousness (EC). Five elements were used to examine Environmental consciousness which show a person's information about ecological issues and the effect of natural agreeable practices because of such issues (Boztepe, 2016). All elements were adopted from (Nya Ling Tan et al., 2019) The reliability is $\alpha = 0.934$

2. Eco-label (EL). Five elements were used to quantify the eco-label effect on consumer green shampoo and soap purchase intention. Elements were embraced from the scale used by (Nya Ling Tan et al., 2019) . The scale reliability is $\alpha = 0.920$

3. Attitude (AT). Five elements were used to measure consumers' attitude toward green shampoo and soap buying intentions. Elements were borrowed (Nya Ling Tan et al., 2019). The reliability scale is $\alpha = 0.921$

4. Green Advertising (GA). Five elements were used to measure purchaser exposure to green advertising. Elements were borrowed from (Nya Ling Tan et al., 2019). The reliability result is $\alpha = 0.932$

5. Price (PP). Five elements were used to measure green shampoo and soap price toward consumers purchase intention. Elements were embraced from (Nya Ling Tan et al., 2019). The reliability is $\alpha = 0.895$

6. Social Influence (SI). Three elements were used to examine consumers' social surroundings which influence their purchase intention in buying green shampoo and soap. Elements were borrowed from (Joshi and Rahman, 2015). The reliability is $\alpha = 0.933$

7. Recycle participation (RP). Two elements were used to measure the consumers recycling participation (e.g: paper reuse) to the purchase intention for green shampoo and soap elements were borrowed from (Joshi and Rahman, 2015). The reliability is $\alpha = 0.674$

8. Purchase Intention (PI). Five elements were used to measure the dependency of green purchase intention of Indonesian for shampoo and soap . All elements embraced from scales used by (Nya Ling Tan et al., 2019). The reliability is $\alpha = 0.889$

RESULT

Demographic profile

320 respondents cover a vast majority millennial age within 20-39 years old, below the age of 20 and 40 and up living across in Indonesia showing perception on how green soap & shampoo affect society and environmental consciousness that lead to purchasing power to action. The majority of respondents are bachelor degree and more than 50% of respondents are female.

Table I	Respondent Profile	
Gender	Frequency (n)	Percentage (%)
Male	122	38.13
Female	197	61.56
Prefer not specify	1	0.31
Age	Frequency (n)	Percentage (%)
< 20	6	1.88
20 - 24	70	21.88
25 - 29	152	47.50
30 - 34	65	20.31
35 - 39	11	3.44

> 39	16	5.00
Education Level	Frequency (n)	Percentage (%)
Primary/ Secondary	4	1.25
Upper Secondary/ Equivalent	34	10.63
Diploma	12	3.75
Bachelor	246	76.88
Master/ Doctorate	24	7.50

Table 1. Demographic profiles

Factor analysis

Factor analysis for construct was carried out individually to examine the important or significant factor of the model, with total 35 items under 8 studied construct. 0.45 is minimum factor loading use in this study (Hair et al., 2006) . This is the criterion used in the study. For every factor in purchase intention is between 0.78-0.88. every item in environmental consciousness accounted for factor loadings greater than 0.85, eco-label given result a factor loading that lay between 0.86 and 0.88, for attitude toward green shampoo and soap purchasing every item measured had loadings more than 0.86 , green advertising factor loading are between 0.86 and 0.89, price show factor loading greater than 0.80, social influence show the factor loadings more than 0.91 and recycle participation showed loading more than 0.86. Result of factor analysis signified a good model fit and significant factor toward green shampoo and soap purchase intention.

KMO test standing for Kaiser Meyer Olkin shows a value of 0.948 which indicated adequacy of the sample retrieved.

Testing of hypotheses

Diversified regression analysis utilized in the current investigation to decide the basic indicators and its linking to the buy goal of green shampoo and soap, just as to test the seven theories. Three of seven hypotheses (H1,H2 and H3) toward green purchase of shampoo and soap was significant which is environmental consciousness (EC;H1 with $\beta = 0.330$), Eco label (EL;H2 with $\beta = 0.217$) and Attitude (AT;H3 with $\beta = 0.337$) detail shown on Table II. The significant The R² value of 0.697 demonstrates that all the upheld factors represent about 69.7 percent purchase intention of green shampoo and soap.

Table II		Mean scores and standard deviations of each item in the questionnaire	
Environmental consciousness			
Constructs	Item	Mean	SD
EC 1	Environmental issues such as air pollution, water pollution, waste disposal and deforestation influence my purchasing decisions of the green product	5.19	1.52
EC 2	My knowledge of the environmental issues such as air pollution, water pollution, waste disposal and deforestation influence my purchasing decisions of the green product	5.22	1.49
EC 3	The awareness of the environmental responsibility such as recycling to protect our environment influences my purchasing decisions of the green product The seriousness of Malaysia’s environmental problems such as air pollution, water pollution, waste disposal and deforestation influence my purchasing decisions of the green product	5.42	1.44
EC 4	The seriousness of Indonesia’s environmental problems such as air pollution, water pollution, waste disposal and deforestation influence my purchasing decisions of the green product	5.23	1.49
EC 5	The support on environmental protection such as government’s	5.08	1.62

	environmental policies and non-government organisation's voluntary activities makes me feel that I am environmentally responsible in making decisions to purchase green products		
Eco Label			
EL 1	My knowledge of the labelling contents on the green product will influence my decision to purchase it	5.29	1.44
EL 2	The certification of the green product will guide me in my decision to purchase the green product	5.35	1.50
EL 3	I will recognise the eco-label when deciding to purchase the green product	5.22	1.57
EL 4	I will trust the environmental-friendly messages on the eco-label green purchasing decisions	5.28	1.41
EL 5	I will trust the recycling information on the eco-label purchasing decisions	5.38	1.36
Attitude			
AT 1	I will benefit from the decisions that I make on green purchasing	5.54	1.38
AT 2	The green product that I decide to purchase will be safe for me to use	5.76	1.18
AT 3	There is a need for me to make green purchasing decisions	5.22	1.44
AT 4	The green purchasing decisions will improve the quality of my life	5.31	1.46
AT 5	I am interested in making green purchasing decisions	5.55	1.33
Green advertising			
GA 1	Advertising leads me to be more socially responsible in making green	5.24	1.50

	purchasing decisions		
GA 2	Advertising is a good source of information for me in making green purchasing decisions	5.27	1.44
GA 3	I plan to switch to the product that is advertised as green product in making green purchasing decisions	5.06	1.42
GA 4	I believe that the claims made on advertising are truthful in making decisions to purchase the green product	4.88	1.52
GA 5	Advertising presents a true picture to me in making decisions to purchase the green product	4.85	1.54
Price			
PR 1	I will decide to pay 10% more in purchasing the green product that have better quality	5.07	1.57
PR 2	I will decide to pay more if the green product that I purchase is good for my health	5.81	1.29
PR 3	I will decide to be loyal to the green product that I have higher brand awareness	5.61	1.34
PR 4	I will decide to pay more for the unique features on the green product, such as taste and ingredients	5.32	1.49
PR 5	I will decide to spend an extra 10% a week to purchase green products that is less environmentally harmful	5.33	1.42
Social Influence			
SI 1	How often do you discuss with the people important to you about the environment-related subjects	4.04	1.56

SI 2	How much do you learn from people important to you about environment-related subjects	4.27	1.51
SI 3	How often people tell you about the things that are related to green living	4.27	1.51
Recycling participation			
RP 1	How often do you categorize garbage into different recycle bins?	4.86	1.55
RP 2	How often do you recycle paper for later use	5.17	1.54
Purchase Intention of green shampoo and soap			
PI 1	I will frequently buy the green product on a regular basis in the future	5.48	1.41
PI 2	I only buy the green product that I believe will reduce waste disposals (made by recycled content)	5.05	1.64
PI 3	I buy the green product that I trust will minimise environmental impacts such as air pollution, water pollution and land pollution	5.44	1.49
PI 4	I buy the green product to increase my sense of satisfaction	5.02	1.53
PI 5	I buy the green product that I believe will minimise human health problems such as cancer because it contains fewer toxic materials	5.77	1.41

Table 2. Questionnaires

Table III	Results of multiple regression analysis Notes: R square: 0.704; Adjusted R square: 0.697		
Critical Predictors	Standardised b coefficients	t-value	Significant

			(p < 0.05)
Environmental consciousness	.330	5.726	.004
Eco-label	.217	3.773	.000
Attitude	.337	5.252	.000
Green advertising	-.003	-.072	.942
Price	.034	.807	.420
Social Influence	.009	.256	.798
Recycling participation	-.039	-1.175	.241

Table 3. Result

DISCUSSION

Our finding toward attitude as an important role to predict purchase intention study was not supported by the previous study (Nya Ling Tan et al., 2019) but some studies also stated that there are positive results in the attitude toward green products (Kozar and Connell, 2013).

For green advertisement, the result shows no significance toward purchase intention, this finding possible explanation is congruence effect which also known as match-up effect. This phenomenon explains how necessary the ad creativeness matches the "need state" of the viewer, in order to maximise effectiveness and synergically give positive effect in green purchasing. High-compatibility advertisements radiate in higher degrees of promotion result contrasted with low-consistency promotions. Some proposal to other specialist is the point at which they execute a green advertisement crusade, they should coordinate their item classification and natural issue guaranteed in the promotion and match the target respondent in order to generate positive advertisement results (Shin & Jung-Ki, 2018) Which on this study the survey questions and products category (shampoo and soap) did not have any specific relation to increase the positive response toward green advertising.

The price tendency whether consumers are willing to pay more, the result also shows no significance toward consumers' purchase intention. As stated by (Suprpto & Wijaya, 2012) household consumption activities have proved to be the main cause of 30% until 40% of environmental degradation, thus it becomes the main reason for the revolution of environment-friendly products. Perception of the environment in a consumer context needs to be improved in order to solve those problems. Consumers in Indonesia will be more conscious of the significance of using environment-friendly products and be willing to pay more for it, such as organic food, with a better price. Therefore, price shows a little to no relation to decrease consumers' intention to buy environmentally-friendly products. This statement may change overtime, which now the commercial center is starting to see numerous organizations presenting feasible items at normal costs, which is a pattern that should proceed, given shoppers' reluctance to pay more (Borin et al., 2013).

Study implicate there is no significant of social influence effect in purchase of a green shampoo and soap of social, the only explanation possible for finding is the majority of respondent perceived the shampoo and soap as a low involvement product in decision making, Proof recommends we have low contribution with most ease, every now and again bought items (Kotler & Keller, 2016:202). There is less to no decision making to purchase products including in this context is discussion with people around in regards to buying the green shampoo and soap. Recycle participation was not significantly important, the possible demographic explanation is according to data as of now, 81% of trash in Indonesia is unsorted; 10% is arranged however will wind up being blended once more; while just 9% is arranged and reused cited from World Bank, 2019.

CONCLUSION

The study discusses the prediction on influence variables on Indonesian consumers' purchase intention towards green shampoo and soap. Results obtained using multiple regression analysis indicate that environmental consciousness, ecolabel and attitude had an important role regarding consumers' intention in green purchase.

LIMITATIONS

Due to the evidence obtained from samples, the appropriateness of statistical methods has been taken in several steps to ensure precision and reliability, but restricted findings can also be generalised. Based on these findings, we understand that for Indonesian people, they need to feel safe and gain the benefit from the product that they bought. So in order to increase the purchase intention, the brand management should design unique campaigns emphasizing on the green shampoo and soap tangible value such as safety, superior skin benefit or toxicity and also intangible value such as the impact on long term production waste for marine life, for land or ocean and for next generation of living being.

Another limitation is the transversality of the respondents, making it impossible to see changes in behavior over time. Recommendations for future research may take on some products with variables which affect the individual purchase decision with higher involvement level such as green automobiles and houses.

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