CHAPTER V

CONCLUSION AND RECOMMENDATION

In this chapter, there willbe conclusion of the paper, suggestion for futher research, managerial implication and limitation of the research.

5.1 Conclusion

From the analysis and research about the role of green marketing awareness on purchase intention of eco-friendly product: purchase intention toward cassava bioplastics, the author concludes the main conclusion as follows:

A. The conclusion about respondent's profile.

a. The majority of the respondent is the respondent in age range 19-30 years old with around 133 respondents (81%).
b. The total respondents is 164 respondents which male is arround 79 respondents (48.2%) and female is arround 85 respondents (52.8%)
c. The respondents who eve been purchase and use cassava bioplastics is 151 respondents (92.1%) and arround 13 respondents (7.9%) who ever not been purchase and use cassava bioplastics.
d. The respondents who live in Bali is arround 150 respondents (99.3%) and who not live in Bali is arround 1 respondents (0.7%)

B. The conclusion about hypothesis testing.

1. H1 : Green marketing awareness of a consumer towards a green product has an influence on consumer's perceived quality **(H1 Accepted)**
2. H2: Green marketing awareness of a consumer towards a green product has an influence on consumer's perceived price **(H2 Rejected)**
3. H3: Green marketing awareness of a consumer towards a green product has an influence on consumer's perceived risk **(H3 Accepted)**
4. H4: Green marketing awareness of a consumer towards a green product has an influence on consumer's perceived value **(H4 Rejected)**
5. H5: Green marketing awareness of a consumer towards a green product has an influence on consumer's purchase intention **(H5 Accepted)**
6. H6: Consumer's perception on product innovation will influence the consumer's perceived quality **(H6 Accepted)**
7. H7: Consumer's perception on product innovation will influence the consumer's perceived price **(H7 Rejected)**
8. H8: Consumer's perception on product innovation will influence the consumer's perceived risk **(H8 Accepted)**

9. H9: Consumer's perception on product innovation will influence the consumer's perceived value **(H9 Accepted)**
10. H10: Consumer's perception on product innovation will influence the consumer's purchase intention **(H10 Rejected)**
11. H11: Consumer's perceived quality towards a green product has an influence on consumer's perceived value **(H11 Rejected)**
12. H12: Consumer's perceived quality towards a green product has an influence on consumer's purchase intention **(H12 Rejected)**
13. H13: Consumer's perceived price towards a green product has an influence on consumer's perceived value **(H13 Rejected)**
14. H14: Consumer's perceived price towards a green product has an influence on consumer's purchase intention **(H14 Rejected)**
15. H15: Consumer's perceived risk towards a green product has an influence on consumer's perceived value **(H15 Accepted)**
16. H16: Consumer's perceived risk towards a green product has an influence on consumer's purchase intention **(H16 Accepted)**
17. H17: Consumer's perceived value towards a green product has an influence on consumer's purchase intention **(H17 Accepted)**

5.2 Further Research

In this research, the objective is to analyze the role of green marketing awareness on purchase intention of eco-friendly products. the respondents of this research is limited to the respondent who live in Bali only, therefore it is way better for the future research to broaden the category of the respondents who to see more diverse answer of the respondents. The demographic variable that is used in this research is only age and gender. Future research can add more the demographic factors such as income and educational background, because the result could be different based on the income of each respondent. The future research can specify in one brand of product category as the object of the research, for example one specific brand of green product like stainless straw or save-energy lamp.

5.3 Managerial Implication

This research is discussing about the role of green marketing awareness on consumer's purchase intention towards a green products in Bali. The result of this research can help companies in Bali especially companies which applied green production to know the influence of green marketing awareness on consumer's purchase intention by analyzing the factors and making strategies based on this research's result.

The green marketing awareness play a big role on consumer's purchase intention, since many respondents start to being aware with the environmental issues. According to the result of this research, green marketing awareness influence the consumer's perceived quality, perceived risk, perceived value and

purchase intention which means, the better green marketing applied on a product the higher expectation related quality and value the consumers have. The higher green value a product have the less perceived risk the consumer expect of that product. Green marketing has no influence on perceived price which means no matter the price the company determine on their product is does not matter as long the product has green value and functional to save the environment.

The perceived innovation also important to consider about even in this reserach the green perceived innovation has no influence on consumer's purchase intention. More innovative the product, more attractive it would be, and more innovative the green product function, the percieved quality will changes and strengthens the consumer's recognitionof quality. The perceived quality and perceived price has no influence on consumer's purchase intention but still quality of a product is needed and the organizations might have pay attention but more in green marketing and green perceived innovation than the quality and the price.

The perceived risk will be reduced as long the green value of the product is higher. In this research it can be seen that the perceived risk influence the consumer's perceived value and purchase intention that indicated the product uncertainties still high, it might be caused by the less educated the consumer's about the green products. the organization have to pay attention on this one and keep educate the consumer's about the function, the material and the safety of this product to reduce the perceived risk of the product itself. The perceived value also influence the consumer's purchase intention, the higher the value of the product, the higher the consumer's purchase intention on that products.

5.4 Limitation of the research

The limitation of this research are, there is no specific brand of the cassava bioplastics does the author refer to. The population is limited in Bali which the government already prohibited the civilians to use ordinary plastics that drives the respondents to use the cassava bioplastics as the object of this research to obey the rules. This situation might make the result of this research not clear whether the motives of the respondents is to obey the rules or to safe the environment.

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APPENDIX I

PREVIOUS STUDY

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Role of Green Marketing Awareness on Purchase Intention of Eco-Friendly Products

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Abstract

The green industry has become popular in recent years. With an increase in the public's environmental awareness, the trend of green consumption is moving into the market mainstream. Most people in developed countries regard environmental protection as an important factor in purchase decisions. With the increase in awareness of green marketing, consumers tend to buy more green products to protect environment. Companies tend to produce green products to create a public image and to attract more customers. Companies also see it as an opportunity to protect the environmental resources. The study aims at finding the impact of green marketing awareness and perceived innovation on purchase intention for green products. Convenience sampling technique was used to identify 210 respondents who use green products in Cochin. Data was collected using online and offline questionnaire. The data was collected between November 2014 and January 2015. The data collected was analyzed using SEM PLS. The study finds that green marketing awareness and perceived innovation has positive relationships with purchase intention. Perceived quality and perceived value also have positive relationship with purchase intention. These findings from the study will help companies to formulate better marketing strategies to sell their eco-friendly green products.

Keywords: Green Marketing Awareness, Purchase Intention, Perceived Innovation, Perceived Price, Perceived Risk, Perceived Quality

Introduction

Green marketing has become very popular in the past decade. With the increase in awareness of green marketing, consumers tend to buy more green products to protect environment. Companies tend to produce green products to create a public image and to attract more customers. Companies also see it as an opportunity to protect the environmental resources.

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When a company performs green marketing it can increase consumers' perception of high quality, purchase intention, and environmental perception of the products The goals of green marketing are as follows: (1) products should be developed to satisfy consumers in quality, function, price, and convenience as well as influence the environment the least; (2) products should establish a high-quality image (Ottman, 1999). Hence, one of the fundamental reason for consumers to purchase green products lies in the expectation of high quality in green products. Simon (1992) proposed that the quality of a green product is better than others. Thus, consumers will perceive the quality positively if they feel a product has green marketing characteristics.

The government in Kerala has been trying various measures to induce customers to buy eco-friendly products. One such measure was by the Kerala State Electricity Board which took an initiative to distribute 10 lakhs Chloro Fluorescent Lamps (CFL) to promote energy conservation. These lamps were given free to BPL and SC/ST consumers and at half price to APL consumers. In this context, this study is undertaken to find out whether green marketing awareness has any impact on purchase intention of green products. By the time this study was carried out better alternatives had emerged like the LED lamps and government distributed LED lamps also in a similar way.

Literature Review

Most people in developed countries regard environmental protection as an important factor in purchase decisions. With environment and environmental problems gaining importance for people, companies have started to change their production, goods or service generation, and hence marketing strategies accordingly. They have started to produce environment-friendly products and have tried to teach `Green Marketing` concept to the consumers.

Therefore, most companies offer green products to meet and satisfy consumer requirements and conduct green marketing initiatives to drive green consumption. Green marketing suggests that the entire lifecycle of a product, from materials acquisition, production, sale, and consumption, to the disposal of waste, has a minimum impact on the environment. It is a marketing model that puts the environmental protection concept into the product design, production, and service process. Green marketing is an indispensable strategy for companies involved in market competition. Meanwhile, consumers are actively trying to reduce their impact on the environment; however, this is not widespread and is still evolving. Therefore, the question of whether consumers are aware of green marketing performed by companies and whether this will increase consumer's purchase intention requires an in-depth discussion.

Perusal of studies conducted in this area helps to know that the variables that influence the purchase intention of eco-friendly products along with green marketing awareness is perceived innovation (Horn and Salvendy, 2006), perceived quality (Chaudhari, 2002), perceived value (Kaufman, 1998), perceived price (Suter & Hardesty, 2005) and perceived risk (Agarwal &Teas, 2001).

Perceived Quality is defined as a consumer's opinion of a product's (or a brand's) ability to fulfill his or her expectations. It may have little or nothing

to do with the actual excellence of the product, and is based on the firm's (or brand's) current public image, consumer's experience with the firm's other products, and the influence of the opinion leaders, consumer's peer group, and others. Perceived service quality is determined by the difference between expected services and perceived services (Parasuraman, Zeithmal &Berry, 1985). The different manifestations of perceived quality has been presented as an important factor for customers' satisfaction and that higher perceived quality will lead to higher purchase intention (Chaudhari, 2002), perceived value was found to be derived from perceived quality which in turn determined purchase intention (Zeithaml, 1988, Dodds *et. al.,* 1991, Petrick 2004, Tsiotsou, 2006).

While introducing an innovative product, many companies keep the price high, so the prices of innovative products are usually higher (Kotler & Armstrong, 2008). Furthermore, most consumers think that innovative products have new functions or better utility, so their prices will be relatively higher. Since consumers interested in an innovative product tend to like exciting and novel things, they are willing to take risks and pay more. NPD (2010) investigated consumers' perception and attitudes about innovative products and also found that consumers thought innovative products were worth higher prices. Bruce and Abhijit (2002) indicated that when consumers perceive that a price is high, they feel what they paid is more than what they gained, so the perceived value decreases. Therefore, they proved that perceived price has a direct negative influence on perceived value. Previous research has also found that price has a direct negative influence on perceived value.

Tsai and Lee (1999) argued that perceived price indicates consumers' sensitivity to price variation; people with greater price perception were described as being less willing to purchase products. Suter and Hardesty (2005) pointed out that consumers' perceived price has significant influence on their purchase intention. When the price of a product is obviously high, consumers think they are treated unfairly, and the purchase intention decreases.

Kassarjian (1971) discovered that consumers' concern about environmental pollution was a crucial variable that made them willing to purchase green products on a higher price. The TNS Green Gauge's study discovered that 74% of consumers thought that green products were worth higher prices. Boston Consulting Group's investigation showed that 82% of consumers were willing to pay more for green products. It is thus obvious that most people in various countries are willing to spend extra money for green products. Thus, consumers tend to have higher price perception toward the green products.

Wood and Scheer (1996) regarded perceived risk as a necessary cost to obtain a product that influences the perceived value through overall trade evaluation. Agarwal and Teas (2001) suggested that a significantly negative relation exists between perceived risk and consumers' perceived value. For consumers, perceived risk is an invisible cost when purchasing products, and it has direct negative influence on perceived value. When consumers make purchase decisions, they evaluate risk, and when their perceived risk of a product is high, their perceived value of the product is lowered.

Taylor (1974) considered that before purchasing, consumers perceive the risk a product could generate; this type of risk reduces consumers' purchase impulse

because they want to avoid unpleasantness after the purchase. Shimp and Bearden (1982) and Garretson and Clow (1999) also found that when consumers have high-perceived risk, their purchase intention is reduced.

Sheth (1981) considered that innovation resistance mainly came from the consumer's behavioral habits and the perceived risk of adopting innovation. Ram (1989) brought up three factors of innovation resistance: risk, the necessity for more information, and the previous structure of faith. All these obstacles increase consumers' perceived risk of innovative products.

'Perceived value' is an important marketing concept. It lies at the heart of marketing and deals solely with the customer's perception of a product. Perceived value is a consolidated measure because it takes into account subjective perceptions with limits placed on it by price and other objective costs. 'Perceived value' becomes significant when the products are very similar to each other. The perception of value is the preceding factor of satisfaction level, whereas the satisfaction level acts as a resulting factor. That is, perceived value is the factor of satisfaction level. According to Ajzen (1991), 'intentions are assumed to capture the motivational factors that influence a behavior. They are indications of how hard people are willing to try, or how much of an effort they are planning to exert, in order to perform the behavior.' Further emphasis was put on the fact that 'when people have the strong intention to engage in the behaviour, they will be more likely to perform the behaviour'. Kaufman (1998) considered that perceived value could be used to discover customers' desire, demand, and exchange value for goods or services when deciding whether or not to purchase. Perceived value is consumers' subjective perception; it is relevant to consumers' emotional response and consumption experience and further influences consumer behavior (Dumana & Mattilab, 2005).

Rizwan *et. al.*, (2013) found that green perceived value is positively associated with green purchase intention. Since the value of a product in a consumer mind will establish a trust and therefore will also encourage the consumers' purchasing behavior. Thus, high-perceived value increases consumers' purchase intention.

The motive for consumers to purchase green products is that green products provide extra value, such as high security and environmental protection (Manget, 2009). If consumers perceive the functions and effects of green goods, their perceived value of green marketing will definitely improve (Yan & Chang, 2006). To take energy-saving lamps as an example, if consumers think that these lamps can save energy and reduce carbon emissions in ways that meet the principles of environmental protection, such as reducing, reusing, and recycling, they will think purchasing energy-saving lamps is valuable behavior. Thus, the greater is the consumers' perception of a product's green marketing, the higher the perceived value is. The positive purchase intention to buy eco-friendly products has been demonstrated in a number of studies (Balderjahn, 1988, Ottenbacher and Gnoth 2005). Burst Media's (2010) investigation showed that consumers believing in the green concept were willing to spend more money to purchase green organic products. Environmental advertisements and Ecological packaging are positively related with the green purchase intention.

Along with green consciousness, innovation is another important aspect that

influences consumers' purchase intention and market performance. Meanwhile, considering green marketing as an opportunity for innovation, Freeman (1982) suggested that 'not to innovate is to die'. Thus, a company must constantly innovate in order to survive in a competitive environment. Hurley and Hult (1998) found that almost all industries are engaged in innovative activities in a dynamic market. Many studies have found that product innovation brings positive value towards the product in the minds of customers (Rogers, 1995, Weerawardena, 2003, Tsai *et. al.,* 2010, Kwaku, 1995). Technological and service innovations are seen to improve customer value. Innovations in a product makes the customer to think that the product benefits are more than the previous versions of the product (Holak and Lehmann,1990). Horn and Salvendy (2006) found that if consumers were provided more detailed information on innovative products, their purchase intention would be positively stimulated. However, the question of how consumers perceive the companies' innovation strategies and how effective they are requires further exploration.

In addition to green marketing and innovation aspects, there are the between-antecedent mediator variables and consequence variables (such as purchase intention). Monroe and Krishnan (1985) proposed that consumer perception of product price is an indicator of perceived quality and perceived sacrifice, and perceived value can be obtained by comparing the perceived quality and perceived sacrifice. This perceived value affects purchase intention. On the other hand, higher perceived risk hinders consumers' purchase intention.

Hypothesis Formulation

This study aims to investigate the impact of green marketing awareness and perceived innovation of green products on purchase intention. From the literature review it was found that Green Marketing Awareness of a consumer has positive influence on perceived quality, perceived price, perceived value and purchase intention and has negative influence on perceived risk. Thus, hypotheses H1 to H5 is formulated on this basis.

H1: Green marketing awareness of a consumer towards a green product has a positive influence on consumer's perceived quality.

H2: Green marketing awareness of consumer towards a green product has a positive influence on consumer's perceived price.

H3: Green marketing awareness of consumer towards a green product has a negative influence on consumer's perceived risk.

H4: Green marketing awareness of consumer towards a green product has a positive influence on consumer's perceived value.

H5: Green marketing awareness of consumer towards a green product has a positive influence on consumer's purchase intention.

Furthermore, it is also hypothesized that Perceived innovation has positive influence on perceived quality, perceived price, perceived value, perceived risk and purchase intention (H6 to H10).

H6: Consumer's perceptions on product innovation will positively influence consumer's perceived quality.

H7: Consumer's perceptions on product innovation will positively influence consumer's perceived price.

H8: Consumer's perceptions on product innovation will positively influence consumer's perceived risk.

H9: Consumer's perceptions on product innovation will positively influence consumer's perceived value.

H10: Consumer's perceptions on product innovation will positively influence consumer's purchase intention.

Literature also supports relation between perceived quality, perceived price and perceived risk on perceived value and purchase intention on the basis of which H11 to H16 are formulated.

H11: Consumer's perceived quality towards a green product has a positive influence on consumer's perceived value.

H12: Consumer's perceived quality towards a green product has a positive influence on consumer's purchase intention.

H13: Consumer's perceived price towards a green product has a negative influence on consumer's perceived value.

H14: Consumer's perceived price towards a green product has a negative influence on consumer's purchase intention

H15: Consumer's perceived risk towards a green product has a negative influence on consumer's perceived value.

H16: Consumer's perceived risk towards a green product has a negative influence on consumer's purchase intention.

The effect of perceived value on purchase intention is formulated as H17.

H17: Consumer's perceived value towards a green product has a positive influence on consumer's purchase intention.

Thus, the following conceptual model, presented in Figure-1, is being tested in this study.

Figure-1: Conceptual Model

Research Methodology

The study is conducted with an objective to understand the relationship between green marketing awareness and purchase intention as well as to understand the relationship between perceived innovation and purchase intentions. A descriptive research design is followed. Through convenience sampling, 210 respondents, who have purchased green products like CFL bulbs were selected.

Data Collection

The respondents were from Cochin City. Convenience sampling technique was used. The questionnaire was administered through the social media. Data was collected between November 2014 and January 2015.

The research instrument/questionnaire is divided into eight sections: green marketing awareness (Chen and Kao (2005)), perceived innovation (Betz (2003)), perceived quality (Petrick (2002)), perceived price (Petrick (2002)), perceived risk (Kaplan (1974)), perceived value (Sweeney and Soutar (2001)), and purchase intention (Dodds, Monroe, and Grewal (1991) and Bei and Yu (2001)).

The questionnaire items were rated using a 7-point Likert Scale, ranging from (1) strongly agree to (7) strongly disagree. Data was analyzed using SEM in Warp PLS 3.0 to investigate the entire model.

Reliability of the Instrument

The Cronbach's α in each of the variables was greater than 0.7 (Table-1). Reliability was assessed in terms of composite reliability, which measures the degree to which items are free from random error and therefore yield consistent results. Composite reliabilities in our measurement model ranged from 0.78 to 0.90, above the recommended cutoff of 0.70 (Fornell & Larcker, 1981; Nunnally & Bernstein, 1994). The average variance extracted (AVE) for all the factors was greater than or equal to 0.5, which is acceptable (Fornell & Larcker, 1981).

Table-1: Reliability Measurements

	Green marketing awareness	Perceived innovation	Perceived quality	Perceived price	Perceived risk	Perceived value	Purchase intention
Composite reliability	0.785	0.839	0.849	0.731	0.693	0.792	0.802
Cronbach's alpha	0.787	0.783	0.773	0.735	0.739	0.871	0.788
AVE	0.518	0.570	0.543	0.517	0.668	0.634	0.665

Source: Primary Data

Data Analysis and Results

Demographic Characteristics

49% of the respondents of the respondents belong to age bracket of 20-30. This category has high knowledge about technological advancement in green products. They are highly conscious about environmental issues. 23% of respondents were aged between 30-40. 18% respondents belong to 40-50 age bracket and 10% were

aged between 50-60. 52% of the respondents are married. This implies that families give a great importance to green products since it's a major concern regarding their health. 57% of the respondents were females. They are the major purchase decision makers of Indian families. 31% of the respondents are post-graduates and 68% are graduates. Respondents are of different occupational background. 26% of the respondents are students. 11% are housewife; 15% are IT professionals, 11% are engaged in own business and 37% belong to various other categories.

Majority of the respondents purchase green products to reduce the impact on health. The other main reason for the purchase is to save natural resources. Society concern on nature and environment are increasing these days so that drives the customers to purchase green products. Other reason to purchase green product is societal image.

Majority of the consumers purchase green food and beverages products. This is because of the rise of awareness on health. Consumers tend to buy food products, which have less harm to the human body. Other main green products, which are purchased, are personal hygiene products. Products like green lighting, clothing and accessories are also sold in large numbers.

The source of awareness of green products is from friends and family for most of the respondents. Internet is another main source through which information has been passed. Events and newspaper articles on green products are other sources of information.

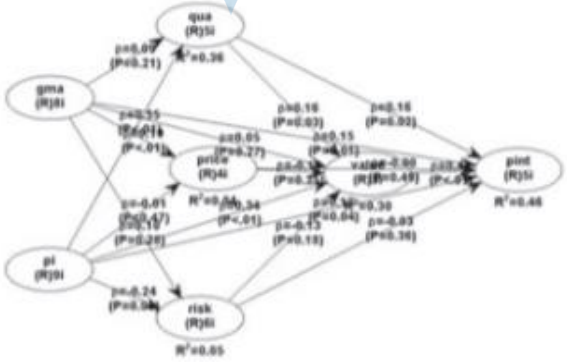
Model fit

The model fit can be evaluated by looking at the values of Average path coefficient (APC), Average R-squared (ARS) and Average variance inflation factor (AVIF).

The value of APC should be lesser than P<0.001 and AVIF should be lesser than 5.

From Table-2, it is clear that the Model Fit Indices are well within the accepted range. Figure-2 shows the model that was developed on the SEM-PLS in Warp PLS 4.0 for over all fit.

Figure-2: SEM Model



Source: Primary Data

Table-2: Model Fit

Model fit indices	
APC	0.166(P<0.001)
ARS	0.240 (P<0.001)
AVIF	1.461

Source: Primary Data

Table-3 shows the p values which helps in deciding which of the hypotheses can be accepted and which can be rejected.

Table-3: P value

	Green marketing awareness	Perceived innovation	Perceived quality	Perceived price	Perceived risk	Perceived value	Purchase intention
Green marketing awareness							
Perceived innovation							
Perceived quality	0.210	<0.001					
Perceived price	0.005	0.466					
Perceived risk	0.284	0.089					
Perceived value	0.271	<0.001	0.028	0.245	0.180		
Purchase intention	0.012	0.040	0.022	0.357	0.357	<0.001	

Source: Primary Data

Hypotheses reg. Green Marketing awareness and Perceived Price (H2), Green Marketing Awareness and Purchase Intention(H5), Perceived Innovation and Perceived Quality (H6),Perceived Innovation and Perceived Risk (H8),Perceived Innovation and Perceived Value (H9), Perceived Innovation and Purchase Intention (H10), Perceived Quality and Perceived Value (H11), Perceived Quality and Purchase Intention (H12), and Perceived Value and Purchase Intention (H17) is accepted since the P value is less than 0.1 for these hypotheses.

Path Coefficients

The path coefficients values are shown in Table-4. From the model we can see that the path coefficients are all positive which means they have a positive relationship. The structural model path coefficients can be interpreted relative to one another. If one path coefficient is larger than another, its effect on the endogenous latent variable is greater.

A unit standard deviation in Perceived innovation will lead to 0.55 standard deviation in perceived quality.

Table-4: Path Coefficients

	Green marketing awareness	Perceived innovation	Perceived quality	Perceived price	Perceived risk	Perceived value	Purchase intention
Green marketing awareness							
Perceived innovation							
Perceived quality	0.087	0.550					
Perceived price	0.193	-0.008					
Perceived risk	-0.101	-0.238					
Perceived value	0.050	0.340	0.160	-0.103	-0.130		
Purchase intention	0.150	0.120	0.157	-0.002	-0.031	0.402	

Source: Primary Data

Findings

Consumers' green marketing awareness has a positive impact on perceived price (H2). As the awareness of the green product increases consumers perception about the price will also increase. Green marketing awareness creates a positive impact on the product as to how it is manufactured, its positive impact on the environment etc. Also the impact on perceived value is increased and perceived risk decreases. When the awareness of a product increases, the perceived risk decreases. This will lead to increase in purchase intention. Since green products try to reduce the negative impact of the product in the environment or increase the positive impact of the product in the environment they're increasing the perceived value in the minds of the customer.

Green marketing awareness has a positive influence on consumer's purchase intention (H5). When the awareness about green products increases consumers tend to buy more green products. When the awareness about green products increase; consumer's awareness about environmental issues and the impact of non-green products on environment also increase. This leads to the purchase of green products.

Consumer's perception on product innovation will positively influence on consumer's perceived quality (H6). When a highly innovative product is introduced in the market, consumer's perception of the quality of the product also increases. Consumers perceive that highly innovative products are of superior quality and the risk associated with it is less.

Consumers' perceived innovation has a positive influence of perceived risk and perceived value (H8 & H9). This indicates that when consumers perceive the innovation of a green product, they will further perceive the quality changes, which strengthens their recognition of quality.

Consumers' perceptions on product innovation will positively influence on consumers purchase intention (H10). When the perceived product innovation of the product is high consumers will have a tendency to buy the product. Innovative product always attracts consumers. They always have a tendency to use the products and to achieve the benefits associated with the products.

Consumers' perceived quality has a significantly positive influence on perceived value and purchase intention (H11 & H12). This indicates that when consumers perceive higher product quality, they also perceive better value, which leads to stronger purchase intention.

Consumers' perceived value has significantly positive influence on the purchase intention (h17). The higher consumers' perceived value of green products is, the higher the tendency to have green consumption is. That is, consumers' purchase intention depends on the perceived value of products, and when the perceived value is high, the purchase intention will also be high.

Thus the study finds that green marketing awareness has a positive influence on perceived price and purchase intention. Consumer's product innovation has a positive influence on perceived quality, perceived risk, perceived value and purchase intention. Consumer's perceived quality has a positive impact on perceived value and purchase intention. Consumer's perceived value has a positive influence on purchase intention.

Discussion

A similar study was conducted by Wu and Chen in 2014 among Taiwanese consumers who were older than 20 years in age. Some of the results of this study were similar to the study conducted among the Taiwanese consumers. Hypotheses H5, H6, H8, H9, H11, H12 and H17 were supported in both the studies whereas H1, H3, H4, H7, H13 and H16 were supported in Taiwan but not supported in the present study. Hence, Taiwanese consumers thought there is a positive influence of green marketing awareness on perceived quality, perceived risk and perceived value, perceived product innovation has a positive influence on perceived price, perceived price has a negative influence on perceived value and perceived risk has a negative influence on purchase intention. Thus, cultural differences vary the consumers' responses towards green marketing initiatives of companies. In the Indian context there are a number of studies looking at the green marketing initiatives of companies and its benefits (Ramakrishna 2012, Tara, Kumar and Singh, 2015) but there are hardly any studies that examine the relationship between green marketing awareness and purchase intention.

Managerial Implication

The study showed that green marketing awareness has the maximum influence on purchase intention. This indicates that higher the consumer's perception about green products, higher is consumers purchase intention. Green marketing awareness has greater effect than perceived innovation. This means that managers should concentrate on green marketing awareness than on innovation to increase purchase intention. Manufacturers can bring innovative methods of promotion, production, technology etc.

Limitations of the Study and Scope for Further Research

Study is conducted by taking Compact Fluorescent Lamp as a green product.

Much advancement has been taken place since CFL lamps like LED bulbs that is more energy efficient. The results of the study cannot be generalized for all categories of green products. The perception, usage and technology associated with each of these products vary. So to understand purchase intention of consumers the study can be done on varied product range. Control variables like age, sex, and marital status can be added to the model. This will help in deeper understanding of the study.

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ANNEXURE

Questionnaire

- Name
- Age
- Occupation
- Gender
  - Male
  - Female
- Marital Status
  - Single
  - Married
- Education
  - Post Graduation
  - Graduation
  - Higher Secondary
- What are the reasons for buying green products?
  - Trendy
  - Save natural resources
  - Societal image
  - Health
  - Other
- Which are the green products that you're currently buying?
  - Food and Beverages
  - Cloths and Accessories
  - Lights
  - Personal hygiene products
  - Other
- What are the sources to know about green products?
  - Newspaper
  - Friends and family
  - Internet
  - Events
  - Other

1. Strongly Agree 2. Agree 3. Moderately Agree 4. Neutral
5. Moderately Disagree 6. Disagree 7. Strongly Disagree

Questions	1	2	3	4	5	6	7
Compact Fluorescent Lamp can reduce environmental pollution							
CFL is a green product							
The production of CFL can reduce the waste of resources							
CFL meets the concept of carbon reduction							
CFL comply with environmental protection concept							

Questions	1	2	3	4	5	6	7
CFL enable consumers to pay attention on environmental issues							
CFL can meet social responsibility							
Using CFL is right behavior							
CFL is an improved product							
CFL has innovation concept							
The function of CFL has great difference							
CFL has different design							
CFL can save more							
The energy saving effect of CFL is stronger							
CFL has a creative promotion method							
CFL can attract consumer							
The innovation idea of CFL is outstanding							
The quality of CFL is superior							
The quality of CFL is stable							
The quality of CFL is reliable							
The quality of CFL is high							
The quality of CFL is effective							
The price of CFL is expensive							
The price of CFL is costly							
The price of CFL is higher than the ordinary lamp							
The price of CFL is higher than my expectation							
I am afraid that CFL is unvalued							
I am afraid that CFL cannot meet the expectation							
I am afraid that CFL cannot ensure its safety							
I am afraid that CFL cannot protect my health							
I am afraid that CFL is useless							
I am afraid that CFL is ineffective							
CFL gives me extra value							
It's worth to pay more money for CFL							
CFL has high utility							
CFL can meet my requirement							
CFL gives me more benefits than the costs							
I like to purchase CFL							
I will pay more money on CFL							
I will take CFL as a first consideration							
I will repeat purchasing CFL							
I will recommend other people to purchase CFL							

APPENDIX II

QUESTIONNAIRE

Questionnaire Consumer Purchase Intention toward Green Product Cassava Bioplastics

Kuesioner Minat Beli Pelanggan Terhadap Produk Hijau Plastik Singkong

My Name is Emeritha Angandari Sunanto Putri. In order to fulfill my final task as the requirement to graduate from International Business Management Program, Business and Economics Faculty in Universitas Atma Jaya Yogyakarta. Along with this, kindly, I asking for your willingness to participate by filling the following questions objectively. This questionnaire refers to the respondent that have ever been purchase and use Cassava bioplastics at least one times and live in Bali. All of the information related with this questionnaire is private and will never be spread of.

Thank you very much for your participation.

Perkenalkan nama saya Emeritha Angandari Sunanto Putri. Dalam rangka untuk memenuhi tugas akhir saya sebagai persyaratan penyelesaian pendidikan Program Studi International Business Management Program Fakultas Ekonomi dan Bisnis Universitas Atma Jaya Yogyakarta, bersama ini saya mohon ketersediaan Bapak/Ibu, Saudara/i untuk berpartisipasi mengisi pertanyaan-pertanyaan terlampir secara obyektif untuk membantu penelitian ini. Kuesioner ini di tujukan kepada Bapak/Ibu, Saudara/i yang membeli plastik singkong sekurang-kurangnya satu kali dan

berdomisili di Bali. Seluruh informasi yang didapatkan dari kuesioner ini bersifat rahasia dan tidak akan disebarluaskan. Atas ketersediaan Bapak/Ibu, Saudara/i untuk meluangkan waktunya mengisi kuesioner ini, saya ucapkan terimakasih.

Produk hijau adalah sebuah jenis produk dimana dari proses pembuatan, pemilihan material hingga penggunaannya aman, baik untuk kesehatan, ramah lingkungan dan dapat mengurangi limbah yang merusak lingkungan. Salah satu jenis produk hijau yang aman penggunaanya adalah plastik singkong. Plastik Singkong adalah sebuah produk yang menyerupai plastik pada umumnya dan terbuat dari pati singkong. Memiliki tekstur yang lentur, tidak beracun, dapat dikonsumsi, dan kuat.

Cassava Bioplastics

Plastik Singkong

Green Product is a kind of product in which along the process all the materials are save for healthy, environmentally safety and can reduce the waste that damage the environment. One kind of green product that safe is Cassava bioplastic. Cassava bioplastic is a kind of product that similar with ordinary plastic that made by cassava. This product has a flexible, non-toxic, can be consumed and strong texture.

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The Example of Cassava Bioplastic

Contoh Plastik Singkong

Source : www.avanieco.com

Section I: Respondent's Profile

Bagian I: Profil Respondent

Age Usia:

Gender Jenis Kelamin

- **Male** Laki-Laki
- **Female** Perempuan

Section II: Filter Question I

Bagian II: Pertanyaan Filter I

Have your ever been purchase Cassava bioplastic at least one time?

Apakah anda pernah membeli atau menggunakan plastik singkong setidaknya satu kali?

- **yes** ya
- **No** Tidak

Section III: Filter Question I

Bagian III: Pertanyaan Filter I

Do you live in Bali?

Apakah anda berdomisili di Bali?

- **yes** ya
- **No** Tidak

Section IV: Questionnaire

Bagian IV: Kuisioner

SD: Strongly Disagree **SA: Strongly Agree**

Green Marketing Awareness	Scale				
	SD				SA
1. Cassava Bioplastics can reduce environmental Pollution. Plastik Singkong dapat mengurangi polusi/limbah	1	2	3	4	5
2. Cassava bioplastics is a green product. Plastik Singkong adalah produk hijau	1	2	3	4	5
3. The production of Cassava bioplastics can reduce the waste of resources. Plastik Singkong dapat mengurangi pemborosan sumber daya	1	2	3	4	5
4. Cassava bioplastics meets the concept of carbon reduction Plastik Singkong sudah memenuhi konsep pengurangan karbon	1	2	3	4	5
5. Cassava bioplastics comply with environmental protection concept Plastik Singkong sudah memenuhi konsep pelestarian lingkungan	1	2	3	4	5
6. Cassava bioplastics enable consumers to pay attention on environmental issues. Plastik singkong mendorong saya untuk menaruh perhatian terhadap permasalahan lingkungan	1	2	3	4	5
7. Cassava bioplastics can meet social responsibility. Plastik singkong produk yang melakukan bagian dari tanggung jawab sosial	1	2	3	4	5

8. Using Cassava bioplastics is a right behavior Menggunakan plastik singkong adalah perilaku yang tepat	1	2	3	4	5

SD: Strongly Disagree **SA: Strongly Agree**

Perceived Innovation	Scale				
	SD				SA
9. Cassava bioplastics is an improvement product Plastik singkong adalah produk yang sudah mengalami perkembangan	1	2	3	4	5
10. Cassava bioplastics has innovation concept Plastik singkong memenuhi konsep innovasi	1	2	3	4	5
11. The function of Cassava bioplastics has great difference Fungsi plastik singkong memiliki pembeda yang jelas dibandingkan dengan produk plastik lainnya	1	2	3	4	5
12. Cassava bioplastics has different design Plastik singkong memiliki design yang berbeda	1	2	3	4	5
13. Cassava bioplastics can save more Plastik singkong memiliki design yang berbeda	1	2	3	4	5
14. The cleansing effect of Cassava bioplastics will stronger Efek pembersihan lingkungan dari plastik singkong akan lebih kuat	1	2	3	4	5
15. Cassava bioplastics has a creative promotion method Plastik singkong memiliki cara promosi yang kreatif	1	2	3	4	5
16. Cassava bioplastics can attract the consumer Plastik singkong mampu menarik pelanggan	1	2	3	4	5
17. The Innovation idea of Cassava bioplastics is outstanding Innovasi yang dimiliki plastik singkong luar biasa	1	2	3	4	5

SD: Strongly Disagree **SA: Strongly Agree**

Perceived Quality	Scale				
	SD				SA
18. The quality of Cassava bioplastics is superior Kualitas yang dimiliki plastik singkong superior	1	2	3	4	5
19. The quality of Cassava bioplastics is stable Kualitas yang dimiliki plastik singkong stabil	1	2	3	4	5
20. The quality of Cassava bioplastics is reliability Kualitas yang dimiliki plastik singkong dapat diandalkan	1	2	3	4	5
21. The quality of Cassava bioplastics is high Plastik singkong memiliki kualitas yang tinggi	1	2	3	4	5
22. The quality of Cassava bioplastics is effective Plastik singkong memiliki kualitas yang effektif	1	2	3	4	5

SD: Strongly Disagree **SA: Strongly Agree**

Perceived Price	Scale				
	SD				SA
23. The price of Cassava bioplastics is expensive Plastik singkong memiliki harga yang mahal	1	2	3	4	5
24. The price of Cassava bioplastic is costly Plastik singkong memiliki harga yang lebih tinggi	1	2	3	4	5
25. The price of Cassava bioplastics is higher than ordinary plastics Harga yang ditawarkan plastik singkong lebih tinggi dibandingkan dengan plastik lainnya	1	2	3	4	5
26. The Price of Cassava bioplastics is higher than my expectation. Harga yang ditawarkan plastik singkong lebih tinggi dari ekspetasi saya	1	2	3	4	5

SD: Strongly Disagree **SA: Strongly Agree**

Perceived Risk	Scale				
	SD				SA
27. I am affraid that Cassava bioplastics is unvalued Saya khawatir plastik singkong produk yang tidak bernilai	1	2	3	4	5
28. I am affraid that Cassava bioplastics cannot meet the expectation Saya khawatir plastik singkong tidak memenuhi ekspetasi saya	1	2	3	4	5
29. I am affraid that Cassava biopalstics cannot ensure its safety Saya khawatir plastik singkong tidak memastikan keamanannya	1	2	3	4	5
30. I am affraid that Cassava bioplastics can not to protect my health Saya khawatir plastik singkong tidak mampu menjaga kesehatan saya	1	2	3	4	5
31. I am affraid that Cassava bioplastics is useless Saya khawatir plastik singkong tidak berguna	1	2	3	4	5
32. I am affarid that Cassava bioplastics is ineffectiveness Saya khawatir plastik singkong tidak efektif	1	2	3	4	5

SD: Strongly Disagree **SA: Strongly Agree**

Perceived Value	Scale				
	SD				SA
33. Cassava bioplastics give me extra value Plastik singkong memiliki nilai produk yang lebih	1	2	3	4	5
34. It's worth to pay more money for Cassava bioplastics Saya tidak rugi mengeluarkan lebih banyak uang untuk plastik singkong	1	2	3	4	5
35. Cassava bioplastics have high utility Plastik singkong memiliki nilai kegunaan	1	2	3	4	5

36. Cassava bioplastics can meet my requirements Plastik singkong memenuhi persyaratan saya atas produk yang bernilai	1	2	3	4	5
37. Cassava bioplastics give me more benefits than the cost Plastik singkong memiliki lebih banyak manfaat daripada biaya yang dikeluarkan	1	2	3	4	5

SD: Strongly Disagree **SA: Strongly Agree**

Purchase Intention	Scale				
	SD				SA
38. I like to purchase Cassava bioplastics Saya suka membeli plastik singkong	1	2	3	4	5
39. I will pay more money on Cassava bioplastics Saya rela membayar lebih untuk plastik singkong	1	2	3	4	5
40. I will take Cassava bioplastics as a first consideration Saya akan menempatkan plastik singkong sebagai pilihan pertama	1	2	3	4	5
41. I will repeat purchasing Cassava bioplastics Saya akan terus membeli plastik singkong	1	2	3	4	5
42. I will recommend other people to purchase the Cassava bioplastics Saya akan merekomendasikan plastik singkong kepada teman & keluarga saya	1	2	3	4	5

APPENDIX III

QUESTIONNAIRE RESULTS

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
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4	5	5	4	4	5	4	4	4	5	4	4	4	4	4	5	5	4	4	5	4	4	3	3	3	4	2	3	3	3	3	3	4	4	4	4	5	4	4	4	4	5
5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5
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5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	5	5	5	5	5
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3	3	4	4	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5
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APPENDIX IV

DEMOGRAPHIC RESULTS

No.	Usia	Jenis Kelamin	Apakah anda pernah membeli atau menggunakan plastic singkong setidaknya satu kali?	Apakah anda berdomisili di Bali?
1	22	Perempuan	Ya	Ya
2	22	Perempuan	Ya	Ya
3	21	Laki-Laki	Ya	Ya
4	22	Perempuan	Ya	Ya
5	22	Laki-Laki	Ya	Ya
6	23	Laki-Laki	Ya	Ya
7	21	Perempuan	Ya	Ya
8	20	Perempuan	Ya	Ya
9	22	Laki-Laki	Ya	Ya
10	22	Laki-Laki	Ya	Ya
11	25	Laki-Laki	Ya	Ya
12	23	Perempuan	Tidak (berhenti disini)	
13	22	Laki-Laki	Ya	Ya
14	22	Perempuan	Ya	Ya
15	20 tahun	Perempuan	Ya	Ya
16	22	Laki-Laki	Ya	Ya
17	21	Perempuan	Tidak (berhenti disini)	
18	21	Laki-Laki	Ya	Ya
19	27	Perempuan	Ya	Ya
20	23	Laki-Laki	Ya	Ya
21	30 tahun	Perempuan	Ya	Ya
22	26 tahun	Perempuan	Ya	Ya
23	35	Laki-Laki	Tidak (berhenti disini)	
24	25	Laki-Laki	Tidak (berhenti disini)	
25	24	Perempuan	Ya	Ya
26	35	Laki-Laki	Ya	Ya
27	25	Laki-Laki	Ya	Ya
28	25 Tahun	Perempuan	Ya	Ya
29	22	Perempuan	Ya	Tidak (berhenti di sini)
30	21	Laki-Laki	Tidak (berhenti disini)	
31	32	Perempuan	Ya	Ya
32	32 tahun	Laki-Laki	Ya	Ya

33	32 tahun	Laki-Laki	Ya	Ya
34	27	Perempuan	Ya	Ya
35	23	Laki-Laki	Ya	Ya
36	29	Perempuan	Ya	Ya
37	22th	Perempuan	Ya	Ya
38	22th	Perempuan	Ya	Ya
39	21	Laki-Laki	Ya	Ya
40	24	Laki-Laki	Ya	Ya
41	21	Perempuan	Ya	Ya
42	21	Perempuan	Ya	Ya
43	39	Perempuan	Ya	Ya
44	21	Perempuan	Tidak (berhenti disini)	
45	31	Laki-Laki	Ya	Ya
46	22	Perempuan	Ya	Ya
47	22	Perempuan	Ya	Ya
48	21	Perempuan	Ya	Ya
49	22	Perempuan	Ya	Ya
50	26	Laki-Laki	Ya	Ya
51	35	Laki-Laki	Ya	Ya
52	28	Perempuan	Ya	Ya
53	26	Laki-Laki	Ya	Ya
54	22	Perempuan	Ya	Ya
55	32	Laki-Laki	Ya	Ya
56	33	Laki-Laki	Ya	Ya
57	29	Laki-Laki	Ya	Ya
58	21	Perempuan	Ya	Ya
59	21	Laki-Laki	Ya	Ya
60	22	Laki-Laki	Ya	Ya
61	24	Perempuan	Ya	Ya
62	22	Perempuan	Ya	Ya
63	23	Perempuan	Tidak (berhenti disini)	
64	22	Perempuan	Ya	Ya
65	57 tahun	Perempuan	Ya	Ya
66	22	Laki-Laki	Ya	Ya
67	22	Laki-Laki	Ya	Ya
68	24	Perempuan	Ya	Ya
69	23	Laki-Laki	Ya	Ya
70	26 tahun	Perempuan	Ya	Ya

71	20	Perempuan	Tidak (berhenti disini)	
72	22	Laki-Laki	Tidak (berhenti disini)	
73	39	Laki-Laki	Ya	Ya
74	40	Laki-Laki	Ya	Ya
75	24	Laki-Laki	Ya	Ya
76	23	Laki-Laki	Ya	Ya
77	55 tahun	Laki-Laki	Ya	Ya
78	19 tahun	Perempuan	Ya	Ya
79	30	Laki-Laki	Ya	Ya
80	32	Laki-Laki	Ya	Ya
81	35	Perempuan	Ya	Ya
82	22 tahun	Perempuan	Tidak (berhenti disini)	
83	30	Laki-Laki	Ya	Ya
84	25	Perempuan	Ya	Ya
85	29	Perempuan	Ya	Ya
86	21	Perempuan	Ya	Ya
87	20	Laki-Laki	Ya	Ya
88	26	Laki-Laki	Ya	Ya
89	16	Laki-Laki	Ya	Ya
90	24	Laki-Laki	Ya	Ya
91	50	Laki-Laki	Ya	Ya
92	46	Perempuan	Ya	Ya
93	18	Perempuan	Ya	Ya
94	21	Laki-Laki	Ya	Ya
95	24	Laki-Laki	Ya	Ya
96	25	Laki-Laki	Ya	Ya
97	26	Perempuan	Ya	Ya
98	22	Perempuan	Ya	Ya
99	18	Perempuan	Ya	Ya
100	16	Laki-Laki	Ya	Ya
101	16	Laki-Laki	Ya	Ya
102	17	Perempuan	Ya	Ya
103	24	Laki-Laki	Ya	Ya
104	28	Perempuan	Ya	Ya
105	20	Perempuan	Ya	Ya
106	21	Laki-Laki	Ya	Ya
107	22	Laki-Laki	Ya	Ya
108	23	Laki-Laki	Ya	Ya

109	25	Laki-Laki	Ya	Ya
110	21	Laki-Laki	Ya	Ya
111	22	Laki-Laki	Ya	Ya
112	21	Laki-Laki	Ya	Ya
113	23	Laki-Laki	Ya	Ya
114	30	Perempuan	Ya	Ya
115	22	Laki-Laki	Ya	Ya
116	18	Perempuan	Ya	Ya
117	23	Perempuan	Ya	Ya
118	22	Perempuan	Ya	Ya
119	20	Perempuan	Ya	Ya
120	17	Perempuan	Ya	Ya
121	28	Perempuan	Ya	Ya
122	20	Perempuan	Tidak (berhenti disini)	
123	22	Laki-Laki	Ya	Ya
124	20	Laki-Laki	Tidak (berhenti disini)	
125	20 tahun	Perempuan	Tidak (berhenti disini)	
126	22	Perempuan	Ya	Ya
127	23	Laki-Laki	Ya	Ya
128	20	Laki-Laki	Ya	Ya
129	25	Perempuan	Ya	Ya
130	24	Laki-Laki	Ya	Ya
131	24	Perempuan	Ya	Ya
132	32	Perempuan	Ya	Ya
133	20	Laki-Laki	Ya	Ya
134	22	Perempuan	Ya	Ya
135	25	Perempuan	Ya	Ya
136	22	Laki-Laki	Ya	Ya
137	23 tahun	Perempuan	Ya	Ya
138	32	Perempuan	Ya	Ya
139	25	Laki-Laki	Ya	Ya
140	21	Laki-Laki	Ya	Ya
141	22	Perempuan	Ya	Ya
142	22	Laki-Laki	Ya	Ya
143	21	Perempuan	Ya	Ya
144	35	Perempuan	Ya	Ya
145	24	Perempuan	Ya	Ya
146	24	Perempuan	Ya	Ya
147	18	Laki-Laki	Ya	Ya

148	24	Perempuan	Ya	Ya
149	22	Laki-Laki	Ya	Ya
150	40	Laki-Laki	Ya	Ya
151	25	Perempuan	Ya	Ya
152	21	Perempuan	Ya	Ya
153	22	Laki-Laki	Ya	Ya
154	20	Perempuan	Ya	Ya
155	22	Laki-Laki	Ya	Ya
156	25	Perempuan	Ya	Ya
157	20	Laki-Laki	Ya	Ya
158	24	Perempuan	Ya	Ya
159	24	Laki-Laki	Ya	Ya
160	30	Perempuan	Ya	Ya
161	21	Perempuan	Ya	Ya
162	22	Perempuan	Ya	Ya
163	27	Laki-Laki	Ya	Ya
164	30	Perempuan	Ya	Ya

APPENDIX V

VALIDITY AND RELIABILITY TEST

Outer Loadings I							
	GMA	PIN	PP	PQ	PR	PV	PI
GMA1	0.797						
GMA2	0.807						
GMA3	0.822						
GMA4	0.850						
GMA5	0.850						
GMA6	0.855						
GMA7	0.832						
GMA8	0.856						
PI1							0.911
PI2							0.925
PI3							0.924
PI4							0.920
PI5							0.892
PIN1		0.701					
PIN2		0.751					
PIN3		0.693					
PIN4		0.731					
PIN5		0.788					
PIN6		0.811					
PIN7		0.793					
PIN8		0.816					
PIN9		0.862					
PP1			0.926				
PP2			0.901				
PP3			0.862				
PP4			0.812				
PQ1				0.865			
PQ2				0.914			
PQ3				0.901			
PQ4				0.888			
PQ5				0.895			
PR1					0.902		
PR2					0.939		
PR3					0.916		
PR4					0.921		
PR5					0.947		
PR6					0.951		

PV1						0.806	
PV2						0.862	
PV3						0.881	
PV4						0.875	
PV5						0.882	

outer loadings II

	GMA	PIN	PP	PQ	PR	PV	PI
GMA1	0.796						
GMA2	0.807						
GMA3	0.822						
GMA4	0.850						
GMA5	0.850						
GMA6	0.855						
GMA7	0.832						
GMA8	0.856						
PI1							0.911
PI2							0.925
PI3							0.924
PI4							0.920
PI5							0.892
PIN1		0.703					
PIN2		0.743					
PIN4		0.726					
PIN5		0.785					
PIN6		0.821					
PIN7		0.804					
PIN8		0.826					
PIN9		0.862					
PP1			0.926				
PP2			0.901				
PP3			0.861				
PP4			0.812				
PQ1				0.865			
PQ2				0.914			
PQ3				0.901			
PQ4				0.888			
PQ5				0.895			
PR1					0.902		

PR2					0.939		
PR3					0.916		
PR4					0.921		
PR5					0.947		
PR6					0.951		
PV1						0.806	
PV2						0.862	
PV3						0.880	
PV4						0.874	
PV5						0.882	

Construct Reliability and Validity I				
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green marketing awareness	0.937	0.942	0.948	0.695
Perceived innovation	0.916	0.924	0.930	0.599
Perceived price	0.900	0.938	0.930	0.768
Perceived quality	0.936	0.938	0.952	0.797
Perceived risk	0.969	0.975	0.974	0.864
Perceived value	0.913	0.915	0.935	0.742
Purchase intention	0.951	0.951	0.962	0.836

Construct Reliability and Validity II				
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green marketing awareness	0.937	0.942	0.948	0.695
Perceived innovation	0.911	0.918	0.928	0.617
Perceived price	0.900	0.940	0.930	0.768
Perceived quality	0.936	0.938	0.952	0.797
Perceived risk	0.969	0.975	0.974	0.864
Perceived value	0.913	0.915	0.935	0.742
Purchase intention	0.951	0.951	0.962	0.836

Outer Loading		
	Original Sample (O)	Sample Mean (M)
GMA1 <- Green marketing awareness	0.796	0.794
GMA2 <- Green marketing awareness	0.807	0.803
GMA3 <- Green marketing awareness	0.822	0.820
GMA4 <- Green marketing awareness	0.850	0.849
GMA5 <- Green marketing awareness	0.850	0.850
GMA6 <- Green marketing awareness	0.855	0.855
GMA7 <- Green marketing awareness	0.832	0.831
GMA8 <- Green marketing awareness	0.856	0.857
PI1 <- Purchase intention	0.911	0.912
PI2 <- Purchase intention	0.925	0.925
PI3 <- Purchase intention	0.924	0.925
PI4 <- Purchase intention	0.920	0.920
PI5 <- Purchase intention	0.892	0.891
PIN1 <- Perceived innovation	0.703	0.698
PIN2 <- Perceived innovation	0.743	0.736
PIN4 <- Perceived innovation	0.726	0.723
PIN5 <- Perceived innovation	0.785	0.787
PIN6 <- Perceived innovation	0.821	0.824
PIN7 <- Perceived innovation	0.804	0.805
PIN8 <- Perceived innovation	0.826	0.823
PIN9 <- Perceived innovation	0.862	0.860
PP1 <- Perceived price	0.926	0.923
PP2 <- Perceived price	0.901	0.897
PP3 <- Perceived price	0.861	0.862
PP4 <- Perceived price	0.812	0.812
PQ1 <- Perceived quality	0.865	0.863
PQ2 <- Perceived quality	0.914	0.913
PQ3 <- Perceived quality	0.901	0.900
PQ4 <- Perceived quality	0.888	0.887
PQ5 <- Perceived quality	0.895	0.894
PR1 <- Perceived risk	0.902	0.902
PR2 <- Perceived risk	0.939	0.938
PR3 <- Perceived risk	0.916	0.914
PR4 <- Perceived risk	0.921	0.920
PR5 <- Perceived risk	0.947	0.947
PR6 <- Perceived risk	0.951	0.951
PV1 <- Perceived value	0.806	0.805
PV2 <- Perceived value	0.862	0.864
PV3 <- Perceived value	0.880	0.882
PV4 <- Perceived value	0.874	0.874
PV5 <- Perceived value	0.882	0.882

fornell lacker criterium							
	GMA	PIN	PP	PQ	PR	PV	PI
GMA	0.834						
PIN	0.569	0.786					
PP	0.236	0.278	0.876				
PQ	0.515	0.710	0.290	0.893			
PR	0.070	-0.140	0.223	0.059	0.930		
PV	0.404	0.496	0.132	0.438	0.110	0.861	
PIN	0.463	0.403	0.088	0.418	0.201	0.594	0.914

PATH COEFFICIENTS					
	Original Sample	Sample Mean	(STDEV)	T Statistics (|O/STDEV|)	P Values
GMA -> PP	0.114	0.122	0.088	1,298	0.195
GMA -> PQ	0.164	0.162	0.067	2,436	0.015
GMA -> PR	0.220	0.234	0.093	2,373	0.018
GMA -> PV	0.135	0.139	0.110	1,227	0.220
GMA -> PI	0.226	0.233	0.088	2,567	0.011
PIN -> PP	0.214	0.209	0.109	1,952	0.051
PIN -> PQ	0.616	0.620	0.064	9,601	0.000
PIN -> PR	-0.265	-0.271	0.107	2,469	0.014
PIN -> PV	0.390	0.391	0.140	2,793	0.005
PIN -> PI	0.031	0.052	0.138	0.228	0.820
PP -> PV	-0.076	-0.070	0.079	0.961	0.337
PP -> PI	-0.097	-0.096	0.069	1,422	0.156
PQ -> PV	0.104	0.091	0.134	0.777	0.438
PQ -> PI	0.108	0.090	0.145	0.743	0.458
PR -> PV	0.166	0.166	0.069	2,403	0.017
PR -> PI	0.157	0.161	0.066	2,383	0.018
PV -> PI	0.436	0.429	0.086	5,051	0.000

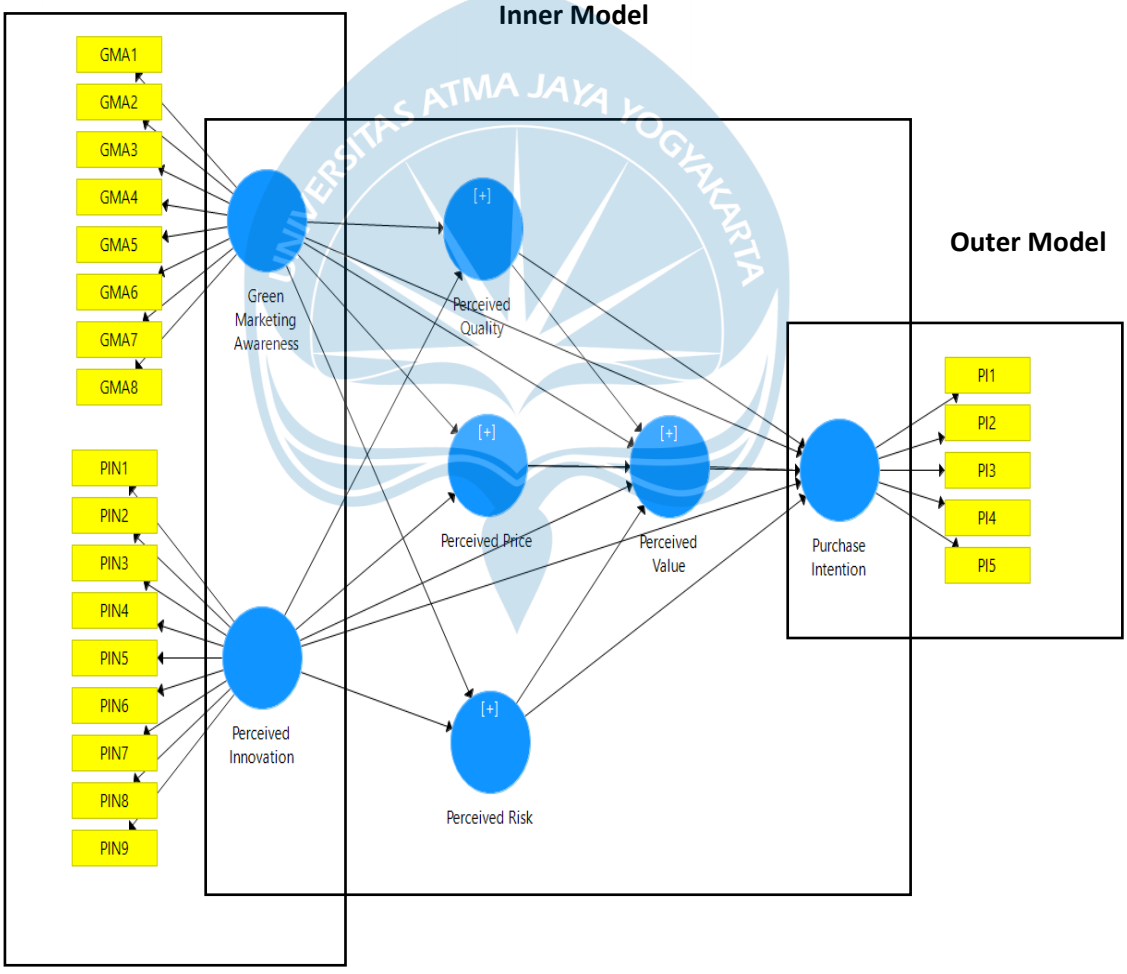
APPENDIX VI

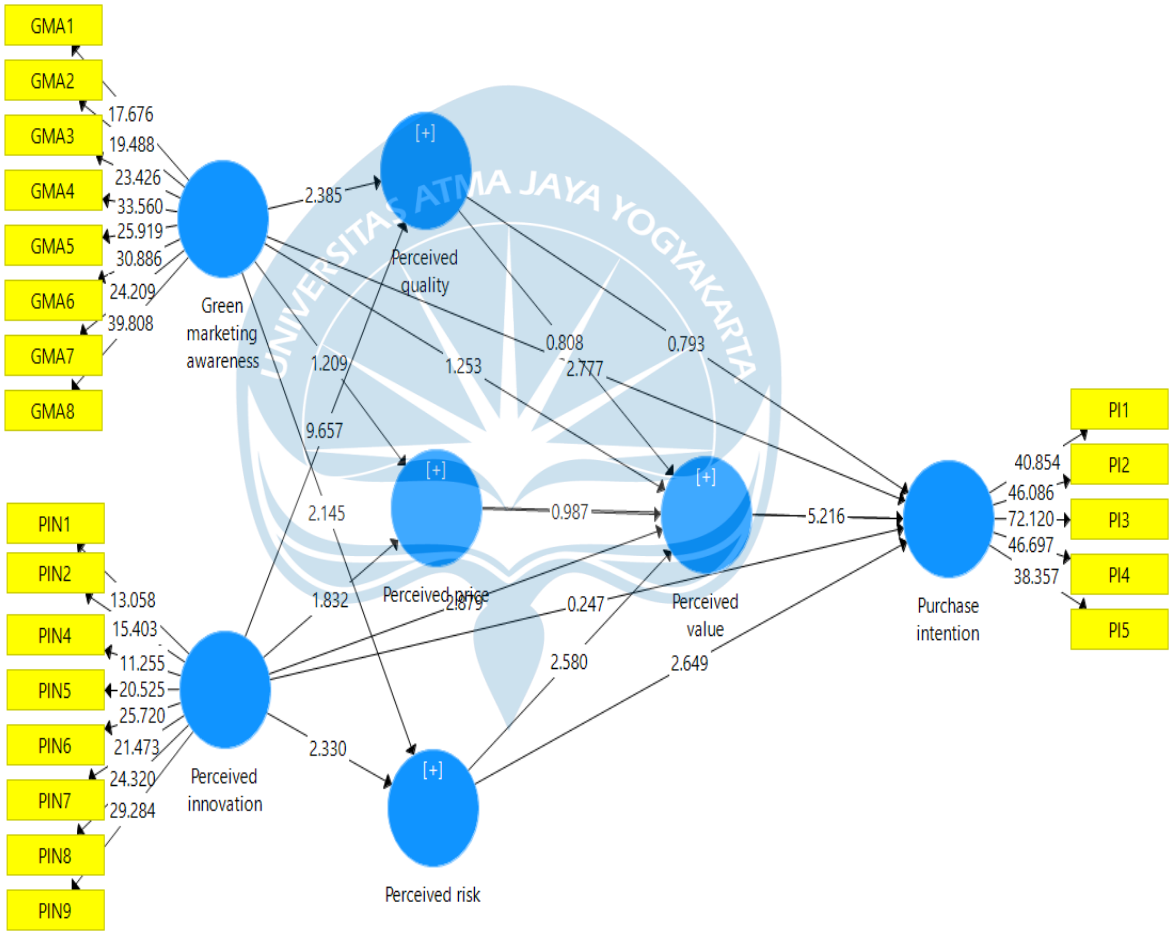
PARTIAL LEAST SQUARE (PLS)

Outer Model

Inner Model

Outer Model




GMA1
GMA2
GMA3
GMA4
GMA5
GMA6
GMA7
GMA8
17.676
19.488
23.426
33.560
25.919
30.886
24.209
39.808
Green marketing awareness
2.385
[+]
Perceived quality
1.209
1.253
0.808
2.777
0.793
9.657
2.145
[+]
Perceived price
0.987
[+]
Perceived value
5.216
PIN1
PIN2
PIN4
PIN5
PIN6
PIN7
PIN8
PIN9
13.058
15.403
11.255
20.525
25.720
21.473
24.320
29.284
Perceived innovation
1.832
2.879
0.247
2.330
[+]
Perceived risk
2.580
2.649
PI1
PI2
PI3
PI4
PI5
40.854
46.086
72.120
46.697
38.357
Purchase intention

	R Square	R Square Adjusted
Purchase Intention	0.444	0.420

APPENDIX VI

Descriptive Analysis (SPSS)

N	Valid	164
	Missing	0
Mean		24.7744
Median		22.5000
Std. Deviation		6.40104

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16.00	3	1.8	1.8	1.8
	17.00	2	1.2	1.2	3.0
	18.00	4	2.4	2.4	5.5
	19.00	1	.6	.6	6.1
	20.00	13	7.9	7.9	14.0
	21.00	21	12.8	12.8	26.8
	22.00	38	23.2	23.2	50.0
	23.00	12	7.3	7.3	57.3
	24.00	15	9.1	9.1	66.5
	25.00	12	7.3	7.3	73.8
	26.00	6	3.7	3.7	77.4
	27.00	3	1.8	1.8	79.3
	28.00	3	1.8	1.8	81.1
	29.00	3	1.8	1.8	82.9
	30.00	6	3.7	3.7	86.6
	31.00	1	.6	.6	87.2
	32.00	7	4.3	4.3	91.5
	33.00	1	.6	.6	92.1
	35.00	5	3.0	3.0	95.1
	39.00	2	1.2	1.2	96.3
	40.00	2	1.2	1.2	97.6
	46.00	1	.6	.6	98.2
	50.00	1	.6	.6	98.8
	55.00	1	.6	.6	99.4
	57.00	1	.6	.6	100.0
	Total	164	100.0	100.0	

APPENDIX VI

INDEPENDENT SAMPLE T-test (SPSS)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Green Marketing Awareness	Equal variances assumed	.056	.812	-1.220	148	.224	-.94667	.77577	-2.47967	.58634
	Equal variances not assumed			-1.220	146.947	.224	-.94667	.77577	-2.47976	.58643

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Perceived Innovation	Equal variances assumed	.227	.635	-.159	148	.874	-.13333	.83818	-1.78969	1.52302
	Equal variances not assumed			-.159	147.910	.874	-.13333	.83818	-1.78970	1.52303

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Perceived Quality	Equal variances assumed	.039	.845	1.039	148	.300	.61333	.59014	-.55285	1.77952
	Equal variances not assumed			1.039	146.486	.300	.61333	.59014	-.55295	1.77962

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Perceived Price	Equal variances assumed	.138	.711	-1.037	148	.301	-.48000	.46283	-1.39460	.43460
	Equal variances not assumed			-1.037	147.915	.301	-.48000	.46283	-1.39460	.43460

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Perceived Risk	Equal variances assumed	.051	.821	-.125	148	.901	-.12000	.95884	-2.01479	1.77479
	Equal variances not assumed			-.125	147.319	.901	-.12000	.95884	-2.01486	1.77486

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Perceived Value	Equal variances assumed	.737	.392	-.221	148	.826	-.10667	.48322	-1.06157	.84824
	Equal variances not assumed			-.221	146.160	.826	-.10667	.48322	-1.06167	.84834

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchase Intention	Equal variances assumed	.213	.645	-.913	148	.363	-.58667	.64278	-1.85688	.68354
	Equal variances not assumed			-.913	147.848	.363	-.58667	.64278	-1.85689	.68355