

## THE INFLUENCE OF GREEN CONSUMERS ON GREEN DECISIONS: THE ROLE OF GREEN ATTITUDE AS MEDIATING VARIABLE (CASE STUDY ON FORE COFFEE CONSUMERS)

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**Abstract:** The leading factor of Fore Coffee products is to make the product have premium prices compared to products in other coffee shops. This study aimed to determine the effect of green consumers on green decisions for Fore Coffee's environmentally friendly products through green attitudes and formulate managerial implications for increasing green decisions. Statistical analysis used is the Structural Equation Model (SEM)-PLS. PLS SEM model was used to see the effect of the relationship between the variables studied. Used sampling technique is purposive sampling with 275 respondents involved. Results of the analysis suggest that green consumer variables such as green knowledge and green concern are affecting green attitudes and green decisions. Other results point out that a green attitude mediates the relationship between green consumers and green decisions. Managerial implication of this study is Fore Coffee created marketing content that educates consumers in increasing consumer education to increase green attitude. It is expected to attract green attitudes and encourage an increasing trend of green consumers for green attitudes and green decisions.

**Keywords:** coffeeshop, green consumers, green attitude, green decision, SEM PLS

**Abstrak:** Faktor keunggulan produk Fore Coffee adalah menjadikan produk tersebut memiliki harga premium dibandingkan dengan produk di kedai kopi lainnya. Tujuan penelitian ini adalah untuk mengetahui pengaruh konsumen hijau terhadap keputusan pembelian produk ramah lingkungan Fore Coffee melalui sikap hijau dan merumuskan implikasi manajerial untuk meningkatkan keputusan pembelian produk ramah lingkungan. Analisis statistik yang digunakan adalah Structural Equation Model (SEM)-PLS. Model SEM PLS digunakan untuk melihat pengaruh hubungan antar variabel yang diteliti. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan melibatkan 275 responden. Hasil analisis menunjukkan bahwa variabel konsumen hijau seperti pengetahuan terhadap produk hijau dan peduli terhadap produk hijau mempengaruhi sikap hijau dan keputusan pembelian produk ramah lingkungan. Hasil lain menunjukkan bahwa sikap hijau memediasi hubungan antara konsumen hijau dan keputusan pembelian produk ramah lingkungan. Implikasi manajerial dari penelitian ini adalah, Fore Coffee membuat konten marketing yang mengedukasi konsumen dalam meningkatkan edukasi konsumen untuk meningkatkan sikap hijau. Diharapkan dapat menarik sikap hijau dan mendorong tren peningkatan konsumen hijau untuk sikap hijau dan keputusan pembelian produk ramah lingkungan.

**Kata kunci:** kedai kopi, konsumen hijau, sikap hijau, keputusan pembelian produk ramah lingkungan, SEM PLS

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## INTRODUCTION

Growing international awareness about sustainability, a green environment, and clean technology has increased the significance of green and sustainable marketing. Sustainable marketing considers not only to the environment but also to economic and social issues, since marketing has traditionally been viewed as an activity that promotes consumerism (Belz, 2006). Green consumerism emerged as a global consumerization trend in response to consumer knowledge of their rights to purchase products that are safe and can lessen the level of environmental damage produced. Green consumerism is a consumer behavior that is motivated not only by the desire to meet their needs but also by concern for overall societal welfare (Moisander and Pesonen, 2002).

The behavior of Indonesian consumers who choose to buy environmentally friendly products demonstrates increased consumer awareness. According to Katadata Insight Center (KIC) survey result on August 24, 2021, there are several reasons consumers buy environmentally friendly products, including the desire to preserve the earth (60.5%), liking environmentally friendly products (51.1%), and having positive image of environmentally friendly products (41.3%). According to the KIC survey, there are still a significant number of consumers who have not used environmentally friendly products. Several reasons were identified, including the unavailability of environmentally friendly products (50.8%), a lack of information about environmentally friendly products (49.2%).

The existence of this phenomenon is an opportunity for marketers in facing business competition. Marketers must make efforts to increase public interest in buying the environmentally friendly products they offer. This is a challenge for companies to guarantee that the goods or services provided are safe for consumers and are friendly and do not damage the environment. Many companies are taking advantage of environmental preservation as a new concept and opportunity in developing their business because green concern becomes a potential business and generates more efficient profits.

Green consumers are individuals consider the environmental impact of the goods prior to making a purchase (Irawan and Budiantoro, 2015). The

behavior of green consumers is not only influenced by attitude factors but also by several other cognitive factors including product concern for the environment, green product knowledge, and consumer effectiveness with direct attitude measurements and/or to confront consumer purchase intentions and their purchasing decision behavior for products. environmentally friendly in general (Straughan and Roberts, 1999; Chan and Chan, 2017; Mostafa, 2007; Kim and Choi, 2005). According to Sarumathi (2014), the indicators of green consumers are Green Knowledge and Green Concern.

Fore Coffee is a coffee shop founded in August 2018 by Robin Boe and Elisa Suteja. With a green philosophy; previously, Starbucks Coffee had a similar philosophy. Fore Coffee desires to make a positive contribution on the environment. It adheres to the FOREnvironment and FOREcosystem concepts, with which this resonates. The green concept implemented by Fore Coffee entails setting premium prices for each of its products, make promotions by introducing a green lifestyle to its consumers via the Fore Coffee social media platform, and creating outlets that reflect environmental concerns, namely the appearance of an all-white interior design with various plant decorations, as well as the construction of a vertical garden, and glassware for hot beverages. Fore Coffee's glasses are made of Polypropylene and has the PP-5 triangle symbol and Fore Coffee also offers an eco-friendly menu. The name of this menu is Plant-Based Series. The plant-based concept implemented by Fore Coffee is providing supporting beverage preparations for healthy lifestyles by omitting animal-derived ingredients and substituting them with plant-derived products such as cereals, seeds, and nuts. The results of a presurvey conducted by 66 respondents indicate that there are several interesting phenomena from consumer behavior at Fore Coffee. From the consumer side, green knowledge regarding green marketing implemented by Fore Coffee is also lacking knowledge about green products.. This can be seen from the respondents who do not know that Fore Coffee uses environmentally friendly materials.

Fraj and Martinez (2006) conduct an empirical study of consumer behavior using the theory of the reasoned action model put forward by Ajzen and Fishbein (1980) to predict the relationship between behavior and attitudes. The findings show that consumers who have environmental feelings tend to have more positive

attitudes toward environmental protection, and these feelings positively impact green products (Chang et al. 2019; Zhou et al. 2018). Consumers concern about the importance of environmentally friendly consumption, according to Wu et al. (2014) and Yang et al. (2017) will influence attitudes towards green products. In other words, consumers who are awareness of the environmental friendliness of a product will have a favorable attitude towards the product.

Polonsky et al. (2012) investigated knowledge of green products and discovered a positive relationship between attitudes towards green products towards the environment. However, several studies have found that knowledge of green products has no positive effect on attitudes towards green products (Bogner, 1998; Hannah, 1995; Mark, 1998). In the field of green purchase decision behavior, attitudes towards green products are assumed to change with increasing knowledges, and both knowledge of green products and attitudes towards green products are assumed to influence green purchase decision behavior (Arcury, 1990; Barber et al. 2009; Flamm, 2009).

In general, consumers who care about green products develop a favorable attitude toward green products and engage in green product purchasing decision behavior (Albayrak et al. 2013; Nguyen et al. 2016). According to Smith and Paladino (2010) empirical study, concern for green products has a positive influence on attitudes toward purchasing environmentally friendly products in both developed and developing countries such as Australia. According to Azila et al. (2012) knowledge of green products can change a person's attitude. They discovered that consumer with a high level of green product knowledge had a stronger effect on green product attitudes than for consumers with a low level of green product knowledge. According to Yeoh and Paladino (2013) green product attitudes bridge the gap between environmental knowledge and green product purchasing behavior. Yeoh and Paladino (2013) discovered that attitudes toward the relationship between green consumers and green product purchasing decisions have a full mediating effect. According to Aman et al. (2012) product attitudes will influence green consumers' purchasing decisions for environmentally friendly products.

Based on the problem statement to improve green decisions in the midst of intense competition with other companies, it is necessary to conduct research on the factors that influence green decisions. The results of research on green decisions are expected to help determine the company's marketing strategy to continue to grow and win the competition. This research is different from previous research, namely, this study will analyze green consumers from two perspectives, the affective component (green concern) and the cognition component (green knowledge), which encourage the purchase of environmentally friendly products, particularly at Fore Coffee. The choice of green concern and green knowledge variables is based on Finisterra do Paço and Raposo (2008) opinion that green consumers can be identified from psychographics, one of which is a green concern and from behavior criteria, one of which is green knowledge. Based on this opinion, the researchers selected green concern and green knowledge as indicators of green consumers. This study aimed to determine the effect of green consumers on green decisions for Fore Coffee's environmentally friendly products through green attitudes and formulate managerial implications for increasing green decisions.

## METHODS

This research was conducted at around 100 Fore Coffee outlets throughout Indonesia. This research was conducted in June 2022 – August 2022. This research employed a quantitative approach with the survey method supported and a questionnaire as the data collection instrument. The sampling technique in this study was convenience sampling. In addition, researchers set several criteria for the sample (purposive sampling). The main criteria for respondents in this study were people who were at least 17 years old and consumers of Fore Coffee products who have purchased and consumed Fore Coffee products within the previous three months. This study uses SEM type Partial Least Square (PLS) because it can describe latent variables that can be measured using indicators (Ghozali, 2016). Processing and data analysis methods in this study were described descriptively and analyzed quantitatively using PLS SEM analysis (outer model, inner model, hypothesis testing). The variables used in this research are based on previous research and added several variables that are considered relevant to the research. The conceptual and operational definitions of each variable used in the study can be seen in Table 1.

Table 1. Constructs, operational definitions and items

Construct	Operational Definition	Items	Measurements
Green Consumers (Green Knowledge and Green Concern) (GK)  (Irawan and Budiantoro 2015)	People who make purchases first think about the environmental impact of the goods they consume.	GK1	I understand the use of eco-friendly products on the environment
		GK2	I understand that using environmentally friendly products is a form of my responsibility to the environment
		GK3	I am committed to participating in protecting the environment
		GK4	I choose products based on the knowledge I have about eco-friendly products
		GC1	I care about eco-friendly products
		GC2	I am willing to reduce the consumption of non-environmentally friendly products to protect the environment
Green Attitude (GA)  (Sumarsono and Giyatno 2012)	Attitude is a learned predisposition to give favorable (like) or unfavorable (dislike) responses to green products.	GA1	I am committed to protecting the environment by consuming environmentally friendly products
		GA2	I am responsible for the sustainable environment by buying/ consuming eco-friendly products
		GA3	I am willing to be part of the solution to environmental problems
Green Decision (GD)  (Schiffman and Joseph 2015)	Consumer actions in searching, purchasing, using, evaluating, and disposing of products or services that are in accordance with environmental aspects to meet consumer needs.	GD1	I choose to buy products that are environmentally friendly than not environmentally friendly
		GD2	I chose Fore Coffee as a coffee shop that carries a green concept compared to other coffee shops
		GD3	I buy Fore Coffee products whenever I need them
		GD4	I will buy Fore Coffee products regardless of the amount of product I need
		GD5	I choose to buy products at Fore Coffee that provide payment options (cashless, e-money, etc.)

The model in this study relates green consumers (green knowledge and green concern) to green attitudes and green decisions of Fore Coffee. In addition, green attitudes mediate the influence of green consumers on green decisions. The first hypothesis aims to determine the effect of green consumers on green attitudes. Furthermore, the second hypothesis is to find out whether green consumers influence green decisions. The third hypothesis is to determine the role of green attitudes in mediating the relationship between green consumers on green decisions. The research framework is shown in Figure 1.

Several previous studies on the attitudes of green consumers towards green products have been conducted (D'Souza et al. 2007b; Carrette et al. 2012; Polonsky et al. 2012; Sarumathi, 2014; Taufique et al. 2017; Bhuian et al. 2018; HV Nguyen et al. 2019; Moslehpour et al. 2021). The results of these studies indicate that green consumers have a positive effect on attitudes towards green products. Factors that have been proven to have an influence on the behavior of green consumers have been classified. They are external (education, media,

family, culture), internal (knowledge, belief, awareness, awareness, concern), and situational (economic awards and laws) factor. Carrette et al. (2012); Kaufmann et al. (2012); Ali and Ahmad (2016); Dunlap and Heffernan (1975); Roberts (1996); Tilikidou et al. (2002); Snelger (1997); D'Souza et al. (2005) had developed and used items to measure and analyze the behavior of green consumers, namely: pro-environmental consumer behavior, knowledge of green products or eco-literacy, altruism, environmental awareness, concern for green products and attitudes towards green products, environmental beliefs, environmental information. In this study, the focus is on using the variable knowledge of green products and concern for green products. In general, consumers who care about green products develop positive attitudes toward green product, are willing to pay more for environmentally friendly products and show green consumer behavior (Albayrak et al. 2013; TN Nguyen et al. 2016). Based on the previous research above, the hypothesis that can be proposed is: H1: Green Consumers have a positive effect on Green Attitude.

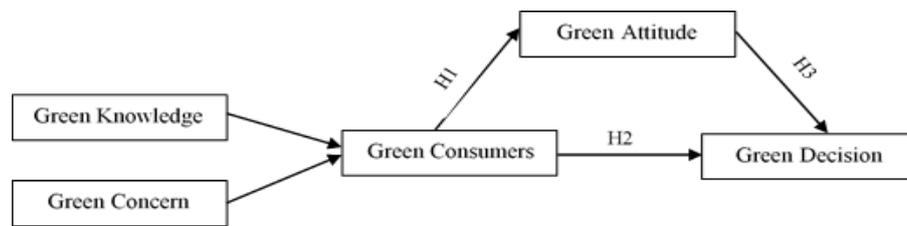


Figure 1. Research framework

Several previous studies on green consumers and their purchasing decisions for environmentally friendly products have been conducted (Finisterra and Raposo, 2008; Kaufmann et al. 2012; Laroche et al. 2001; Sarumathi, 2014; Milovanov, 2015; Kumar and Ghodeswar, 2015; Sri, 2020). According to the results of the research conducted, there is an impact of green consumers on purchasing decisions for environmentally friendly products. Green consumers are consumers who purchase green products from green companies according to Kumar and Godeswar (2015). Consumers who have previously purchased a green brand product may tend to purchase additional green products in the future. Previous studies have shown that green consumers have a strong impact on purchasing green products (Heo and Muralidharan, 2019; Milfont et al. 2007; Mishal et al. 2017; Morren and Grinstein, 2016; White et al. 2019). Based on the previous research above, the hypothesis that can be proposed is: H2: Green Consumers have a positive effect on Green Decisions.

Knowledge and concern to protect the environment have become a major influence on consumer attitudes toward green products. In a study in Egypt, Mostafa (2007) concluded that green consumers are one of the influential factors influencing green attitude to become more environmentally conscious. Previous research has found that attitudes play a significant role in influencing purchasing decisions for green products, Chen et al. (2020). Based on the previous research above, the hypothesis that can be proposed is: H3: Green Attitude mediates the influence between Green Consumers and Green Decisions.

## RESULTS

There were 275 respondents who filled out the questionnaire for this study 33.8% are male and 66.2% are female. The majority of respondents in this study were dominated by students or university students at 65.5%. As many as 100 people were dominated by high school students and undergraduate students aged 17-23

years, while as many as 80 people were dominated by masters and doctoral students aged 24-30 years. Additionally, 19.6% were self-employed, 3.3% were civil servants, and 11.6% were others.

Using the variance-based Partial Least Squares Structural Equation Model (PLS-SEM) and SmartPLS 3.0 software, we analyzed the relationship between components. The suggested model consists of reflective objects, and all structures are considered reflecting items. Measurement and assessment of structural equation models will be discussed in depth in the following section.

The reflection construct is evaluated for its reliability and validity. When analyzing internal consistency Hair et al. (2010) suggest using Cronbach's Alpha and composite reliability of at least 0.7. According to Chin (1998) Cronbach's Alpha of 0.6 is still acceptable. The external loading value must be greater than 0.7. If it is less than 0.7, it is permissible to delete indicators with outer loadings between 0.4 and 0.7 if doing so increases the composite reliability and Average Variance Extracted (AVE) values to threshold values (Hair et al. 2010). Then, to demonstrate convergent validity (Hair et al. 2010) the AVE value must be greater than 0.5 for all AVE values in Table 2 can be accepted. The value of the cross-loading indicator serves as the foundation for the discriminant validity test. Since the cross loading value on one variable in this study is higher than that on the other variables, it can be said that the indicators are proclaimed to be discriminately valid. The discriminant validity test is therefore accurate. Table 2 shows that each studied construct and indicator met the criteria for the reliability and validity criteria.

The outer loading value represents the reliability of the indicator in the construct. The recommended value for outer loading must be greater than equal to 0.7. Based on the outer loading test, it shows that all indicators are reliable because they have an outer loading value > 0.7. The results of the outer loading test can be seen in Table 3.

Table 2. Validity and Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green Consumers	0.845	0.846	0.886	0.564
Green Attitude	0.730	0.742	0.848	0.651
Green Decision	0.817	0.831	0.870	0.573

Table 3. Outer Loadings

Symbol	Green Attitude (GA)	Green Concern (GC)	Green Consumer	Green Decision (GD)	Green Knowledge (GK)
Green Concern (GC) 1		0.841			
Green Concern (GC) 2		0.769			
Green Concern (GC) 3		0.855			
Green Knowledge (GK) 1					0.779
Green Knowledge (GK) 2					0.568
Green Knowledge (GK) 3					0.792
Green Knowledge (GK) 4					0.767
Green Attitude (GA) 1	0.835				
Green Attitude (GA) 2	0.716				
Green Attitude (GA)3	0.862				
Green Decision (GD) 1				0.759	
Green Decision (GD) 2				0.742	
Green Decision (GD) 3				0.792	
Green Decision (GD) 4				0.761	
Green Decision (GD) 5				0.730	

The multicollinearity test aims to determine whether there is a correlation between the independent variables. This test is carried out by looking at Variance Inflation Factors (VIF) values. If VIF value  $< 10$  or the tolerance value  $> 0.01$ , it is stated that there is no multicollinearity (Ghozali, 2016). Based on the multicollinearity test shows that all indicators do not have multicollinearity because they have a Variance Inflation Factors (VIF) value of  $< 10$  or a tolerance value of  $> 0.01$ . The results of Variance Inflation Factors (VIF) values can be seen in Table 4.

The results of the H1 test, Table 5 show there is a correlation between green consumers and green attitudes. Some of the activities green consumers engage in when purchasing environmentally friendly products from Fore Coffee, there are: Fore Coffee uses recycled materials that have been certified by international organic institutions, holds environmental conservation education volunteer activities, invites the general public to become more aware of ecosystem sustainability via social media platforms, and recycles plastic waste into usable materials. According to (Riptiono, 2022) green consumers has a positive effect on green attitudes but

does not affect green decisions for electric cars. In this study, the findings are consistent with previous research conducted by (Bhuiyan et al. 2018; HV Nguyen et al. 2019; Moslehpour et al. 2021). According to the finding of these studies, green consumers have a positive effect on green attitudes.

The findings of the H2 test, Table 5 shows green consumers positively influence green decisions. Some knowledge about environmentally friendly products that consumers have when they purchase environmentally friendly products, specifically: Fore Coffee's environmentally friendly products. The ingredients of these products can be recycled or can be degraded by the soil, the product contains 3R logo (reuse, reuse, recycling), the product does not harm human health or damage the environment, and the packaging uses unpolluted the environment (can be recycled) materials, so that they have a positive impact on environment, such as reusable bags, tumblers, stainless straws, paper cups, and cassava bags. Green consumers can be described as consumers who buy green products from green companies Kumar and Ghodeswar (2015). Consumers who have experience

in buying any green product will have a tendency to buy other green products in the future. This study's findings are consistent with previous research conducted by (Mostafa, 2007; Lee, 2011; Amoako et al. 2020; Taufique and Islam, 2020). The findings of these studies indicate that green consumers influence green decisions positively.

The results of the H3 test, Table 5 found a green attitude mediates the relationship between green consumers and green decisions. Consumers who are knowledgeable with environmental issues are well-informed about the purpose and legitimacy of ecolabels. It is consistent with the findings of (Yeoh and Paladino, 2013) who concluded that mediating attitude is a component of the relationship between environmental knowledge and the purchasing attitude toward the green product. Because the wide knowledge will alter consumers' perception and attitude toward products especially green products that are distributed on the market. Nguyen et al. (2019) stated that knowledge of green products can change a person's attitude. They found that the effect of green attitudes was found to be stronger for consumers who had a high level of green knowledge than for consumers who had a low level of green knowledge. This study's findings are consistent with previous research conducted by (Davis, 2008; Yeoh and Paladino, 2013; Aman et al. 2012; Chen et al. 2020).

Table 4. Collinearity statistics (VIF)

Symbol	VIF
Green Concern 1	1.683
Green Concern 2	1.995
Green Concern 3	1.361
Green Knowledge 1	1.451
Green Knowledge 2	1.662
Green Knowledge 3	1.176
Green Knowledge 4	1.494
Green Attitude 1	1.646

## Managerial Implications

Companies take steps to meet the increasing demand for green products among the younger generation as a part of their efforts to save the earth. Uploading marketing content that demonstrates environmental awareness is one of their strategies. Based on the findings, green consumers have a positive influence on green attitudes and green decisions and green attitudes mediate the relationship between green consumers and green decisions.

As a result, Fore Coffee can implement managerial implications in the form of green consumers strategy and increasing green decisions for Fore Coffee's environmentally friendly products. Fore Coffee must communicate green products through social campaigns and facilitate the dissemination of information about the role of green products to increase consumer awareness and responsibility for the protection of the environment. Fore coffee focuses on the value of green product attributes such as paying attention to the quality of product ingredients that are healthy, halal, safe from disease hazards, do not impact on the dangers of environmental damage as factors to increase green decisions for environmentally friendly products Fore Coffee. To retain customers, Fore Coffee runs promotions, such as promoting on social media that, in addition to maintaining health, consuming environmentally friendly products can help protect the environment. In addition to social media promotion, this can be accomplished through promotions at eco-friendly product events to achieve target market segmentation.

Symbol	VIF
Green Attitude 2	1.401
Green Attitude 3	1.553
Green Decision 1	1.409
Green Decision 2	1.620
Green Decision 3	2.126
Green Decision 4	2.104
Green Decision 5	1.447

Table 5. The results of structural models and hypothesis testing

	Coefficient	T Statistics	P Values
Green Consumers→Green Attitude	0.813	22.331	0.000
Green Consumers→Green Decision	0.361	4.277	0.000
Green Attitude→Green Decision	0.362	4.089	0.000

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

The profile of respondents in this study was dominated by women aged 24–30 years, Masters and Doctoral students who have an average monthly income of IDR1,000,000–IDR3,000,000. The majority of respondents purchase environmentally friendly products from Fore Coffee 2–3 times per month and spend IDR101,000 – IDR150,000 on environmentally friendly products for a month. This study found that green consumers and green attitudes have a positive influence on purchasing decisions for Fore Coffee's environmentally friendly products, as well as the existence of a mediating effect between green attitudes and the relationship between green consumers and green decisions. In order to increase sales, businesses must implement a green consumer strategy because of the intense competition between coffee shops.

### Recommendations

Fore Coffee needs to pay attention to factors that affect green consumers, green attitudes and green decisions. Suggestions for further research is to add variables such as customer satisfaction, green trust and brand image. This research is only limited to researching customers who have consumed Fore Coffee's products so further research can examine other coffee shops such as Stuja Coffee, Starbucks, Cliq Coffee.

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