

CONSUMER BEHAVIOR | RESEARCH ARTICLE

Determinants of Green Purchase Behavior of Local Coffee Shop: The Moderating Impact of Price Sensitivity

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Abstract:

Background: Indonesia has a significant plastic waste problem, despite increasing consumer awareness of environmental issues. This highlights the need for further research into factors influencing green purchase behavior (GPB), especially within the rapidly growing coffee shop sector. As coffee consumption surges, local coffee shops like Point Coffee Yogyakarta have grown substantially.

Purpose: This study aimed to examine how Theory of Planned Behavior (TPB) factors influence green purchase intentions at Point Coffee Yogyakarta, while considering the moderating role of price sensitivity in the relationship between intentions and actual green purchasing behavior.

Methods: This study used a quantitative approach, with an online survey conducted using Google Forms and a structured questionnaire survey conducted with 201 respondents, who were selected using purposive sampling. The data was analyzed using Structural Equation Modeling (SEM) to understand the relationships between TPB components and green purchase intentions (GPI), with a consideration of how price sensitivity (PS) influences the correlation between GPI and GPB.

Findings: The findings indicate that all three components of TPB were significantly and positively correlated with GPI, with green attitudes (GA) playing a dominant role. Moreover, GPI was also a significant factor influencing GPB. The study also reveals that PS had no moderation effect in the relationship between GPI and GPB.

Conclusion: Strengthening green attitudes (GA), leveraging subjective norms (SN), and enhancing perceived behavioral control (PBC) can increase coffee purchase intentions in sustainable coffee shops. Greater intentions also increase the adoption of consumer behavior in purchasing coffee products in sustainable coffee shops.

Research Implications: Point Coffee Yogyakarta can offer premium products that highlight the environmental value to differentiate itself from competitors, enhancing service and product quality to minimize low consumer sensitivity.

Keywords: green attitudes, green purchase behavior, green purchase intention, price sensitivity, Theory of Planned Behavior

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PUBLIC INTEREST STATEMENT

Indonesia faces urgent environmental challenges, notably severe air pollution and significant plastic waste accumulation. Jakarta is ranked among the worst cities for air quality globally, and the nation is the second-largest contributor to ocean plastic waste. Therefore, adopting sustainable practices is crucial. As we pursue the Sustainable Development Goals (SDGs), it is our collective responsibility to protect the environment for future generations.

The rapidly growing coffee industry has a unique opportunity to align consumer preferences with eco-friendly practices. With 79% of Indonesians willing to pay more for sustainable products, coffee shops like Point Coffee can lead the way in fostering a culture of sustainability. By implementing initiatives such as reducing plastic packaging and enhancing energy efficiency, businesses in the industry can improve their competitiveness and positively impact their communities. Together, we can promote a greener corporate image while meeting the demands of conscientious consumers.



1. Introduction

Indonesia is the second largest plastic waste producer in the world, after China (Northcoot, 2020). This has caused concern as plastic waste never decomposes completely; it only slowly decomposes, taking 20 to 500 years (United Nations, 2021). The food and beverage industry uses plastic packaging mostly for convenience, generating a large amount of plastic waste (Phelan et al., 2022). In Indonesia, the number of coffee shops increased from 8,057 in 2021 to 8,869 in 2022, contributing to the growth of the food and beverage industry (Wolff, 2023). As one of the top four coffee-producing countries (Tampubolon et al., 2023), Indonesia has seen coffee consumption as part of a lifestyle. Coffee shops have transformed from simple places to drink coffee into dynamic social hubs (Muflikh et al., 2024). With a whopping 3,000+ coffee shops, Yogyakarta takes the medal for coffee shop density in Indonesia (Pradana, 2022). Meanwhile, coffee shop businesses that implement environmentally friendly practices are increasingly in demand by modern customers, especially those with higher education (Gast et al., 2017). Highly educated customers tend to be more affected by environmental degradation and are quicker to adopt environmentally friendly technologies. With a combination of a large educated population and awareness of the importance of environmentally friendly practices, Yogyakarta has become a fertile ground for the growth of environmentally friendly coffee shops.

Point Coffee Yogyakarta is one of the most popular local coffee shops in Indonesia, with the most branches in Yogyakarta. According to the analysis results using Google Maps in Yogyakarta, Janji Jiwa has six outlets, Kopi Kenangan has 12, and Point Coffee has at least 23. With many shops, Point Coffee attracts many customers, resulting in significant plastic packaging waste. However, research by Djaelani et al. (2020) shows that Point Coffee in Lubuklinggau has yet to fully maximize its efforts in providing discounts to customers who bring their own cups. Meanwhile, the rate of implementation of the plastic recycling solution in Indonesia is still very low at 7%, and very far from the Indonesia Zero Waste target in 2025 (Wardi et al., 2024). The findings of the study by Solekah et al. (2024) suggest that habitual bag use can promote environmental consciousness regarding plastic bag use, intensify social pressure against plastic bag use, encourage public education campaigns, and increase support for government and retail restrictions on plastic bag use through fines. Replacing plastic packaging with mugs or glasses for dine-ins or paper cups for takeaways can serve as an effort by coffee shop business actors to make environmentally friendly sales.

The Theory of Planned Behavior (TPB), an extended of the Theory of Reasoned Action (Ajzen, 1985, 1991; Ajzen & Madden, 1986), is often used to forecast behavioral intentions. TPB focuses on attitudes, social expectations, and assessments of how simple or difficult an activity is to accomplish. TPB has been widely used in environmental research, especially in the past two decades (Si et al., 2019), and research in Indonesia on consumer intentions toward green purchasing behavior has added to this body of knowledge, providing valuable insights for marketers. While individuals may express positive environmental attitudes, there is a discrepancy, known as the attitude-behavior gap, that often prevents these sentiments from translating into environmentally conscious consumer behaviors (Zarei & Mirzaei, 2022).

Research by Wilson et al. (2017) indicated that while attitudes and perceived behavioral control positively influence behavioral intentions, these intentions do not directly impact green purchasing behaviors. In contrast, Xu et al. (2020) found that attitudes have no significant influence on green purchase intentions. Meanwhile, research on the effect of subjective norms on purchase intentions has shown varied results, where Xu et al. (2020) observed no significant impact, while Hsu et al. (2017) found otherwise. Furthermore,

Sousa et al. (2022) found that perceived behavioral control can drive sustainable purchase intentions, although Wongsachia et al. (2022) reported no such effect. Meanwhile, Qureshi et al. (2023) confirmed that green purchase intentions positively influence behavior, a finding that diverges from the finding of Wilson et al. (2017). Additionally, Erdil (2018) found that Gen Y's price sensitivity moderates the relationship between attitudes, environmental concerns, and environmental knowledge of green purchase intentions. However, some previous studies reported no moderation by price sensitivity in detecting environmentally friendly purchasing behavior. This study aimed to bridge the gaps in the literature by developing a conceptual framework based on the Theory of Planned Behavior (Ajzen, 1991) and investigating how price sensitivity moderates the influence of intentions to purchase green products.

By leveraging data and analysis to understand price sensitivity, Point Coffee Yogyakarta can encourage consumers to adopt green purchasing behaviors. Consumers often avoid purchasing food items that are perceived as too expensive (Ansar, 2013). Previous research has highlighted that price is frequently a significant barrier to the promotion of green products (Bhutto et al., 2019), with eco-friendly items typically costing more than their conventional counterparts. Previous studies have investigated consumers willing to spend more on green products, such as beer (Carley & Yahng, 2018), electric vehicles (Guerra, 2019), and skincare (Han & Hyun, 2018), but these studies often focused on specific product categories without adequately addressing how consumer price sensitivity moderates the relationship between green purchase intention and green purchasing behavior. Nekmahmud and Fekete-Farkas (2020) also emphasized the need for further research to classify green products more specifically, as their findings were limited to general green products. Addressing this gap, the present study examined the moderating role of price sensitivity in shaping green purchase intention and green purchasing behavior. This approach provides deeper insights for marketers, enhances the understanding of consumer attitudes toward environmentally friendly products, and supports the development of targeted social marketing strategies. Ultimately, the findings are expected to help Point Coffee gain competitive advantages and inspire consumers to adopt environmentally sustainable purchasing behaviors.

2. Literature Review

2.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) builds upon the Theory of Reasoned Action (TRA), first introduced by Fishbein and Ajzen (1975), which is primarily applicable to behaviors that an individual has complete control over but does not take into account the self-perception of the individual's ability to perform the behavior. As stated by Sansom (2021), TPB draws on the idea that individuals' activities are determined by logical decision-making, impacted by their beliefs, perceptions of behavioral control, and societal expectations (subjective norms). Previous research has shown that TPB is relevant in explaining behaviors, including those investigating restaurant food waste management and the readiness of low-income households in Malaysia to spend on green products (Al Mamun et al., 2018), the role of specific factors of TPB, and the additional factor of perceived authenticity in influencing the intention to revisit MSME-based coffee shops in Malang, Indonesia (Rachman et al., 2023), and the belief structures of green restaurant consumers in Korea (Moon, 2021). Yun and Kim (2019) suggested that their research, which utilized an extension of TPB, can motivate coffee shops to contribute to environmental efforts by minimizing the use of cups and straws.

2.2 Green Attitudes and Green Purchase Intentions

Generally, an attitude represents an evaluation or assessment of an object, person, or event, characterized by a clear tendency toward a positive or negative direction (Ajzen, 1991; Yang et al., 2024). Meanwhile, a green attitude (GA) is a psychological tendency that reflects individuals' evaluations of the natural environment based on their likes or dislikes. Studies by Djaelani et al. (2020), Amalia et al. (2021), and Liao and Fang (2019) suggest that GA significantly influenced green purchase intentions (GPI). Additionally, Roy et al. (2018) showed that attitudes played a big role in the retail industry's adoption of smart technologies. Minbale and Seife (2024) found that consumers' attitudes toward locally produced apparel were the strongest factor influencing their intention to purchase the product. These studies allow the author to link consumers' environmental attitudes, particularly concerning their commitments to environmental protection, with their involvement in sustainability efforts. Therefore, the hypothesis below is proposed:

H1: Green attitudes significantly influence green purchase intentions.

2.3 Subjective Norms and Green Purchase Intentions

Subjective norms (SN) are the social forces that have an impact on someone who feels compelled to adopt or avoid a particular behavior (Ajzen, 1991). They represent rules or guidelines for behavior that is specific to a particular culture (Xu et al., 2022). SN comes from expectations set by key groups like parents, friends, or siblings and the individual's willingness to adhere to these expectations. According to Xu et al. (2020), purchasing intentions for eco-friendly items were not significantly impacted by SN, while Han and Hyun (2018) showed that SN considerably impacted consumers' intentions to purchase eco-friendly skincare products. The impact of perceived norms on buying decisions varies based on product and culture. Indonesia, with its strong emphasis on norms, highlights the importance of social factors in consumer choices. Therefore, the hypothesis below is proposed:

H2: Subjective norms significantly influence green purchase intentions.

2.4 Perceived Behavioral Control and Green Purchase Intentions

Perceived behavioral control (PBC), according to Liao and Fang (2019), is the ability of a person to regulate his or her behavior under the influences of various resources, including money, time, opportunities, abilities, policies, skills, and other elements unrelated to motivation, which can be challenging to regulate. It reflects how easy or difficult an individual perceives a particular behavior to be (Hanafiah & Hamdan, 2021). PBC can be measured by asking individuals questions such as those on consumer perceptions related to coffee consumption at eco-friendly coffee shops, as done in the study by Alfiona and Dini (2022). Moon (2021) discovered that consumers' plans to eat at environmentally conscious establishments were primarily influenced by PBC, with attitudes and SN being secondary factors. Another study by Sousa et al. (2022) on factors influencing green communication among students found that GA and PBC greatly influenced the intention to purchase. PBC typically includes questions that delve into consumers' beliefs about the ease, resources, or constraints they perceive in the buying. Regarding the interaction between PBC and GPI, the hypothesis below is proposed:

H3: Perceived behavioral control significantly influences green purchase intentions.

2.5 Green Purchase Intentions and Green Purchasing Behavior

Consumers who choose green products are environmentally conscious and use their purchasing power to promote sustainability by reducing environmental impact. Yada & Kumar (2021) conducted an in-depth analysis of the influence of the intention to buy green products based on the availability and price of green products on environmentally conscious behavior. Meanwhile, Han & Hyun (2019) found that green products could meet consumer desires for sustainable purchases and enhance competitive advantage in the market. Gaining a deeper understanding of GPB offers businesses valuable insights into creating more effective marketing strategies for appealing to eco-conscious consumers.

According to Cui et al. (2024), GPI is the strongest indicator of GPB in consumer behavior research. It is essential to understand this intention as it often serves as an indicator of consumers' actual purchasing behavior (Hsu et al., 2017). Intention is viewed as a direct precursor to behavior (Ajzen, 1991). GPI reflects a consumer's willingness to support green products, aligning with sustainable consumption practices. Yang et al. (2024) found that intention significantly influenced customers' GPB. Environmentally conscious consumers tend to have solid, pro-environmental attitudes closely related to high purchase intentions (Hussain & Huang, 2022). These recent studies lay the groundwork for comprehending the strong and positive connection between intentions to make green purchases and actual purchasing behavior. Regarding this relationship, the hypothesis below is proposed:

H4: Green purchase intentions significantly influence green purchasing behavior.

2.6 The Moderating Effect of Price Sensitivity on Green Purchase Intentions and Green Purchasing Behavior

Consumers typically compare the prices of one product to another, creating price transparency (Hanna et al., 2019). Price sensitivity (PS) is a key concept in economics and consumer behavior, reflecting how consumers adjust their purchasing habits in response to price changes. Generally, consumers are more price-sensitive when their income is limited, when the product price exceeds their budget, or when cheaper alternatives are available. Conversely, low PS occurs when consumers view a product as valuable, of high quality, or unique. Green products often cost more due to production, certification, or marketing, and promotions and discounts can make these products more appealing. Understanding the long-term benefits of green products can also encourage consumers to choose them over cheaper alternatives. Interesting results found by Zinoubi (2020) show that PS had a significant negative moderating effect on the alignment between intentions and actual behavior. However, another study by Yada and Kumar (2021) suggests that price played a role in the discrepancy between consumers' green intentions and their actual behavior. Regarding the moderating role of PS in this intention-behavior interaction, the hypothesis below is proposed:

H5: Price sensitivity moderates the relationship between green purchase intentions and green purchasing behavior.

3. Conceptual Framework

This study examined how factors related to TPB influence intentions to purchase green products at Point Coffee Yogyakarta. It will also propose ways for coffee shops to encourage customers to buy green products, considering how PS might affect the relationship between green intentions and behavior. Based on a comprehensive analysis

of the background, problem formulation, theoretical framework, and previous studies, the conceptual framework used in this study can be explained as seen in Figure 1.

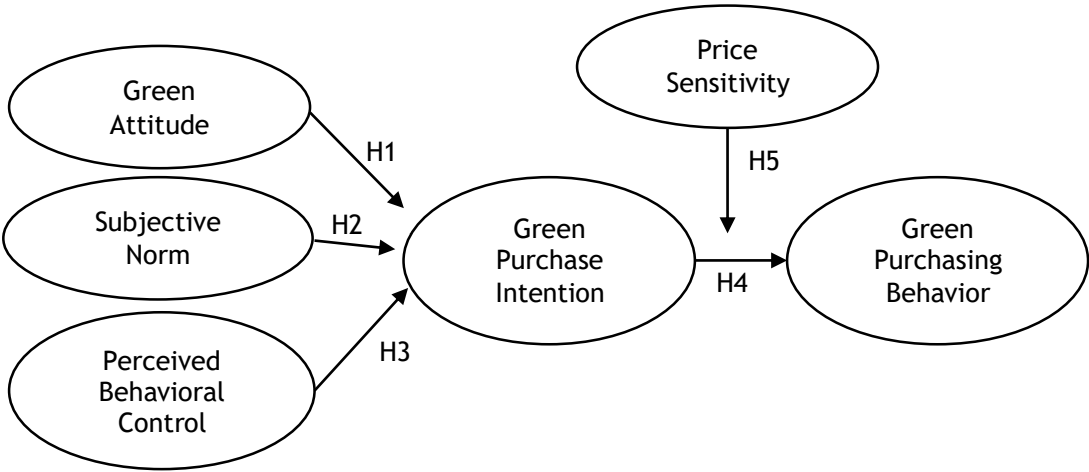


Figure 1. The conceptual framework for the determinants of green purchasing behavior at Point Coffee Yogyakarta and the moderating impact of price sensitivity

- H1: Green attitudes significantly influence green purchase intentions.
H2: Subjective norms significantly influence green purchase intentions.
H3: Perceived behavioral control significantly influences green purchase intentions.
H4: Green purchase intentions significantly influence green purchasing behavior.
H5: Price sensitivity moderates the relationship between green purchase intentions and green purchasing behavior.

4. Methods

4.1 Research Design

This study employed a quantitative approach, with an online survey as the primary data collection instrument. An explanatory study aims to uncover causal links by identifying which variables act as causes and which as effects, providing a clearer understanding of how variables interact to predict and explain outcomes (Hair et al., 2019). The study participants were individuals who had made coffee purchases at Point Coffee Yogyakarta between 2019 and 2024.

4.2 Sampling

Sampling was conducted using a non-probability purposive sampling technique. The study participants were coffee consumers who had visited Point Coffee Yogyakarta and purchased coffee there between 2019 and 2024. These participants should be at least 18 years old to ensure that they can provide informed consent and align with the target demographic of students and young workers. By collecting data from the past five years, the research aimed to understand customer experiences and perceptions relevant to the current state of Point Coffee Yogyakarta. In the context of PLS-SEM, the required sample size depends on the number of adjustable parameters in the model, with a minimum of ten times the number of free parameters (Priyanath et al., 2020). For example, a model with 20 parameters would need at least 200 observations.

As this study examined five distinct variables, the minimum sample size was 50. A questionnaire incorporating a modified Likert scale and a semantic differential scale was employed for more detailed data collection. Questionnaire responses were gathered over approximately two months, resulting in 204 responses, of which three were rejected, leaving a total of 201 valid responses.

4.3 Measurements

Data was collected from the questionnaire and analyzed statistically to reveal patterns and relationships between research variables. TPB variables, GPI, GPB, and the moderating effect of PS were all measured on a Likert scale combined with a semantic scale of 1 to 5, where higher scores indicated greater positive intentions from the respondent. The Likert scale is generally used to measure perceptions by providing choices. Meanwhile, the differential semantic scale measures responses through opposing word pairs (e.g., highly uncertain vs. highly certain, extremely unimportant vs. extremely important, very low confidence vs. very high confidence, strongly unconfident vs. strongly confident, and strongly advise against vs. strongly recommend), allowing researchers to capture the nuances of respondents' feelings more deeply (Aydoğmuş, 2021). A construct is deemed reliable based on composite reliability and Cronbach's alpha if its value exceeds the minimum threshold of 0.7 (Hair et al., 2019). Table 1 defines the variables used in this research.

Table. 1. Operational variables and indicators of the determinants of green purchase

Variables	Operational Definitions	Dimensions	Indicators	Sources
Green Attitudes	An indication of a person's overall evaluation of an object (Yang et al., 2024)	Environmental awareness	1) Consumers' level of understanding of global and local environmental issues	Xu et al. (2022)
		Social responsibility	2) Concern for social impact	
		Feeling of liking	3) Positive emotions that arise due to preferences	
Subjective Norms	The social pressure individuals feel to follow social norms, based on their perceptions on social expectations and the urge to conform to the opinions of others (Liao & Fang, 2019)	Social expectations	1) Expectations by others to purchase green products	Chaudhary and Bisai (2018); Xu et al. (2020)
		Environmental influences	2) The extent to which environmental views shape an individual's behavior	
			3) The influence of positive opinions from friends on purchasing decisions	

Table 1. Operational variables and indicators of the determinants of green purchase (Continue)

Variables	Operational Definitions	Dimensions	Indicators	Sources
Perceived Behavioral Control	A person's evaluation of the perceived ease or difficulty engaging in a particular behavior (Hanafiah & Hamdan, 2021)	Self-efficacy Available resources Personal Control	1) Confidence in purchasing power 2) Confidence in having sufficient resources to choose environmentally friendly options 3) The level of confidence to choose or not to choose an environmentally friendly coffee shop as the result of a personal decision rather than external influences	Zhang et al. (2020)
Green Purchase Intentions	Consumer's readiness to purchase green products (Wang et al., 2019)	Transactional interest Motivation	1) Purchasing based on environmental concern 2) Future purchases because they have a positive impact on sustainability 3) Buying products based on motivation	Qureshi et al. (2023); Xu et al. (2022)
Green Purchasing Behavior	The act of choosing goods that minimize environmental harm and resource use (Sousa et al., 2022)	Commitment to ecological responsibility Green buying habits Peer recommendations	1) Priority in choosing environmentally friendly shopping places 2) Frequency of purchasing green products 3) Consumers' desire to recommend being socially involved in promoting green products	Qureshi et al. (2023); Xu et al. (2022)
Price Sensitivity	The higher price of green products is a key factor influencing consumer decisions, which can hinder the adoption of sustainable choices (Zinoubi, 2020)	Price sensitivity Price in purchasing decisions Price comparison	1) Responses to price increases 2) The importance of price as a major factor in purchasing 3) The tendency to compare prices before buying	Zinoubi (2020)

4.4 Data Collection

An online survey was conducted online using Google Forms to gather data from Point Coffee Yogyakarta customers. This method was chosen due to its advantages, including broader reach, flexibility, speed, cost-effectiveness, and improved questionnaire presentation (Regmi et al., 2017). Point Coffee has become a leading brand with rapid growth and a widespread presence across various cities, including Yogyakarta. It is one of the top three favorite local coffee brands in Indonesia (Rizaty, 2022). It has the most branches in Yogyakarta, surpassing Janji Jiwa and Kopi Kenangan; Point Coffee has at least 23 outlets in Yogyakarta, compared to 12 for Kopi Kenangan and six for Janji Jiwa. However, Aprianto et al. (2022) reported that Point Coffee at Indomaret Lubuklinggau did not implement a discount program for customers who opted to use their own reusable coffee cups.

This study employed purposive sampling to select participants who possessed specific characteristics relevant to the research objectives. This non-probability sampling technique was chosen as the researcher lacked a complete population list.

4.5 Data Analysis

This research employs a twofold analytical approach consisting of descriptive and inferential methods. The descriptive analysis aims to outline the characteristics of the respondents, while the inferential analysis utilizes Structural Equation Modeling (SEM), which is conducted using the Smart PLS software. The outer model assessed the validity and reliability of the constructs, while the inner model evaluated the relationships between latent variables. The results indicate that the model was fit for purpose and met the necessary criteria for further analysis. The test results show that the loading factor was greater than 0.5 and the average variance extracted (AVE) was over 0.5, allowing the research to proceed, according to Hair et al. (2019). The final step involved hypothesis testing using the developed model.

5. Findings

5.1 Respondent Characteristics

Table 2 shows that the majority of study participants were young adults aged 18-25, with an education level of D4/S1, unmarried, employed in the private sector, and with monthly expenses between IDR 1.5 million and IDR 3 million. Emerging adulthood (18-25 years old) is a unique period of increased freedom and responsibilities, where ongoing brain development, access to resources, and support systems play a crucial role in enabling individuals to navigate challenges and make positive life choices (Wood et al., 2018). Most respondents with a D4/S1 education suggest that the research participants at Point Coffee Yogyakarta had a fair degree of education. This is in line with Gast et al.'s (2017) finding that green purchases were more closely associated with consumers' education level. With its population of educated individuals with high environmental awareness, Yogyakarta is an ideal place for the growth of environmentally conscious coffee shops. Furthermore, most respondents being aged 18-25, unmarried, employed in the private sector, and with a monthly expenditure of IDR 1.5 million to IDR 3 million indicates that the respondents were in the early stages of adulthood, where lifestyle and consumption decisions are being shaped. Therefore, these respondents possessed characteristics suitable for a study interrogating consumer behavior, particularly regarding the purchase decisions of green products.

Table 2. Respondent characteristics

Characteristics	Frequency (n)	Percentage (%)
Age		
18 to 25	145	72.1
26 to 35	37	18.4
36 to 45	11	5.5
46 to 55	6	3.0
Over 55	2	1.0
Gender		
Male	71	35.3
Female	130	64.7
Marital Status		
Married	49	24.4
Single	152	75.6
Level of Education		
Higher Secondary	26	12.9
Associate Degree	4	2.0
Undergraduate	159	79.1
Postgraduate	8	4.0
Profession Program	4	2.0
Position in Work		
State Employee/Public Sector	16	8.0
State-Owned Enterprises	12	6.0
Private Sector	124	61.6
Academics	14	7.0
Others	35	17.4
Monthly Expenses		
Under IDR 500,000	8	4.0
IDR 500,000-1,500,000	31	15.4
IDR 1,500,000-3,000,000	61	30.3
IDR 3,000,000-5,000,000	54	26.9
Above IDR 5,000,000	47	23.4

5.2 PLS Model Scheme for TPB Variables, Green Purchase Intentions, Green Purchasing Behavior, and Price Sensitivity

A scheme was developed by inputting variables and indicators and linking them with arrows based on the research hypotheses. Indicators with results above 0.50 were considered valid and appropriate for research use, while those below 0.50 were deemed unsuitable (Hair et al., 2019). Therefore, every query utilized to gauge the construct indicators was legitimate and effectively explained the construct. The SmartPLS 3.0 program was used in the study, and the results are presented in Figure 2.

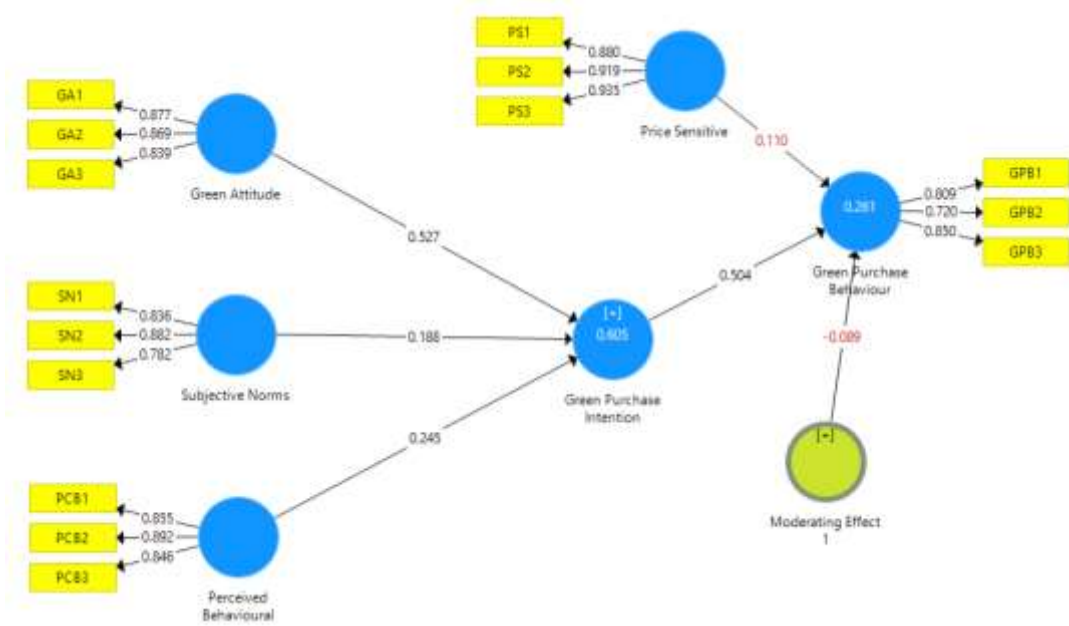


Figure 2. The model scheme of factors influencing green purchasing behavior and the moderating role of price sensitivity

5.3 Convergent Validity

According to Hair et al. (2019), convergent validity refers to the degree to which a construct successfully explains the variance of its associated items. Based on Table 3, loading factors above 0.5, t-statistics above 1.96, p-values below 0.05, and AVE above 0.5 indicate that each item effectively explained its construct. Table 3 also shows that all constructs met the criteria for composite reliability, and a Cronbach's alpha above 0.7 confirmed the good reliability.

Table 3. The validity and reliability of the measurement model

Variables	Loading Factors	Standard Error	t-statistics	p-Values	AVE	CR	Cronbach's α
GA	0.877	0.023	38.350	0.000	0.743	0.896	0.827
	0.869	0.021	42.294	0.000			
	0.839	0.030	27.648	0.000			
SN	0.836	0.033	25.665	0.000	0.696	0.873	0.781
	0.882	0.023	38.243	0.000			
	0.782	0.051	15.326	0.000			
PBC	0.855	0.024	35.829	0.000	0.748	0.899	0.831
	0.892	0.017	52.978	0.000			
	0.846	0.021	39.681	0.000			
GPI	0.909	0.016	56.823	0.000	0.828	0.935	0.896
	0.921	0.014	64.991	0.000			
	0.900	0.017	52.864	0.000			
GPB	0.809	0.036	22.320	0.000	0.632	0.837	0.717
	0.720	0.057	12.555	0.000			
	0.850	0.028	30.391	0.000			
PS	0.880	0.372	2.366	0.018	0.831	0.936	0.901
	0.919	0.383	2.399	0.017			
	0.935	0.331	2.822	0.005			
Moderating Effect	1.094	0.070	15.647	0.000			

Note. GA = green attitudes; SN = subjective norms; PBC = perceived behavioral control; GPI = green purchase intentions; GPB = green purchasing behavior; PS = price sensitivity; AVE = average variance extracted; CR = composite reliability.

5.4 Discriminant Validity

Discriminant validity evaluation was carried out by comparing the square root of the average variance extracted (AVE) with the correlation between constructs in the model. Based on Table 4, all constructs used in each construct/variable had AVE roots (bold numbers) greater than the value of correlation with other variables. Therefore, it can be concluded that all constructs had met the discriminant validity evaluation (valid).

Table 4. The discriminant validity of variables

	GA	GPB	GPI	PBC	PS	SN
GA	0.862*					
GPB	0.487	0.795*				
GPI	0.723	0.488	0.910*			
PBC	0.566	0.451	0.595	0.865*		
PS	0.092	0.086	0.058	0.013	0.912*	
SN	0.304	0.111	0.416	0.276	0.013	0.834*

Note. GA = green attitudes; SN = subjective norms; PBC = perceived behavioral control; GPI = green purchase intentions; GPB = green purchasing behavior; PS = price sensitivity.

5.5 Inner Model

To evaluate the predictive power of the inner model, the coefficient of determination (R^2), effect size (f^2), and predictive relevance (q^2) were employed (Hair et al., 2019). The R^2 values indicate the proportion of variance explained by the model. In this study, all independent variables for the dependent construct GPI ($R^2 = 60.5\%$) and from GPI to GPB ($R^2 = 26.1\%$) are said to contribute moderately. The f^2 values measure the effect size of each independent variable on the dependent variable. GA had a large effect size on GPI, while SN and PBC had medium effect sizes. The Q^2 values assess the predictive relevance of the model. Both GPI and GPB models demonstrated predictive relevance, with GPI having a stronger predictive power ($Q^2 = 0.489$) than GPB ($Q^2 = 0.145$) (Table 5).

Table 5. R Square (R^2), F Square (F^2), and Q Square (Q^2)

Variables	R^2	f^2	q^2
GPB	0.261		0.145
GPI	0.605	0.340	0.489
GA		0.461	
SN		0.080	
PBC		0.101	

Note. GA = green attitudes; SN = subjective norms; PBC = perceived behavioral control; GPI = green purchase intentions; GPB = green purchasing behavior; PS = price sensitivity; R^2 = coefficient of determination; f^2 = effect size; q^2 = predictive relevance.

5.6 Hypotheses Testing

Path coefficient estimation evaluates how well each independent construct predicts its dependent construct. Smart-PLS 3.0, with bootstrapping (500 iterations), was used for estimation. The results guided hypothesis testing. The analysis indicates that GA, SN, and PBC significantly influenced GPI (t-statistic > 1.96 and p-value < 0.05). GPI significantly affected GPB, with a path coefficient of 0.504, a t-statistic of 8.041, and a p-value of 0.000 (t-statistic > 1.96 and p-value < 0.05). PS did not moderate the relation between GPI and GPB, as evidenced by a path coefficient of -0.089, a t-statistic of 1.069, and a p-value of 0.286 (t-statistic < 1.96 and p-value > 0.05). This means that the results of structural equation modeling confirmed the hypotheses H1, H2, H3, and H4, with t-

statistics exceeding 1.96. However, hypothesis H5 was insignificant, indicating no moderating roles of PS in the relationship between GPI and GPB.

Table 6. Hypotheses testing results of SEM-PLS, significance, and decision

Hypotheses	Path Coefficients	Standard Deviation	t-statistics	p-values	R ²	Description	Decision
GA → GPI	0.527	0.049	10.655	0.000*	0.278	Significant	Accepted
SN → GPI	0.188	0.051	3.700	0.000*	0.035	Significant	Accepted
PBC → GPI	0.245	0.057	4.303	0.000*	0.060	Significant	Accepted
GPI → GPB	0.504	0.063	8.041	0.000*	0.254	Significant	Accepted
PS: GPI → GPB	-0.089	0.083	1.069	0.286	0.008	Insignificant	Rejected

Note. GA = green attitudes; SN = subjective norms; PBC = perceived behavioral control; GPI = green purchase intentions; GPB = green purchasing behavior; PS = price sensitivity; (*) significant at $p < 0.05$.

6. Discussion

6.1 The Effect of Green Attitudes on Green Purchase Intentions

The study shows that GA positively influenced the desire to purchase green products, so H1 was accepted. People aware of environmental problems often have a positive attitude towards the environment. This can lead to a greater desire to buy green products (Hussain & Huang, 2022). An environmentally friendly attitude means understanding that these products benefit both individuals and the environment. This attitude is shaped by knowledge about environmental protection and the belief that such products reduce harm to nature (Djaelani et al., 2020).

Consumers concerned about issues like climate change, pollution, floods, and rising temperatures tend to have a more favorable view of green products. Wilson et al. (2018), Amalia et al. (2021), and Djaelani et al. (2020) also discovered a strong correlation between green attitudes and intentions to make green purchases. This mindset translates into tangible actions, such as a heightened inclination to purchase eco-conscious products, including coffee from coffee shops committed to sustainable practices. Consumers concerned about climate issues are more inclined to buy sustainable products, such as coffee, from eco-friendly shops. Consequently, implementing marketing strategies that foster eco-friendly attitudes, such as educating consumers about the benefits of buying sustainable products and cultivating a positive green image, will likely boost the intentions to purchase environmentally friendly products at Point Coffee Yogyakarta.

6.2 The Effect of Subjective Norms on Green Purchase Intentions

This study highlights SN's positive and significant influence on GPI, meaning H2 was supported. Subjective norms are the social pressure felt by individuals that leads them to accept to do or not to do an action (Coşkun & Yetkin Özbük, 2020). This is relevant to the concept that social norms and peer pressure often influence consumer behaviour, especially in a society like Indonesians, who highly value norms and social conformity. In Indonesian culture, individual decisions are often influenced by the views and reactions of others, such as family members and close friends (Bhutto et al., 2019).

Consumers who feel social pressure to support environmentally friendly practices are more likely to purchase green products. For example, suppose a person sees members of his or her community start to choose to make more purchases at environmentally friendly coffee shops. In that case, he or she may feel compelled to follow the trend to conform

to the expectations of his or her social group. Thus, a marketing strategy that strengthens positive social norms related to environmentally friendly coffee products is an effective way to increase sales of environmentally friendly products at Point Coffee Yogyakarta. This suggestion is supported by prior research by Han and Hyun (2018), Yadav and Pathak (2017), and Yang et al. (2024). However, Sousa et al. (2022) found that attitudes and perceived behavior had a positive effect on students' GPI, except subjective norms. Hence, the second hypothesis was upheld.

6.3 The Effect of Perceived Behavioral Control on Green Purchase Intentions

The results of this study indicate that PBC positively impacted GPI, which means H3 was accepted. In their research, Liao and Fang (2019) define PBC as an individual's belief that he or she has the resources to take certain actions. PBC can be measured by asking how much a person feels able to display a desired behavior and whether the behavior is entirely under his or her control. As stated by Alfiona and Dini (2022), this measurement can be applied to coffee consumption at environmentally friendly coffee shops.

The belief that purchasing environmentally friendly products results from a personal decision without external pressure increases the sense of responsibility and willingness to act. It is supported by studies showing that the desire to buy sustainable products is strengthened by personal choice (Sousa et al., 2022; Lee et al., 2015; Hsu et al., 2017). However, Witek and Kuźniar (2023) reported a different result, finding that PBC did not significantly affect GPI. Point Coffee Yogyakarta can increase consumer intentions to purchase green products by providing green products at every outlet, easy access to green products, and easy payment options for purchasing green products.

6.4 The Effect of Green Purchase Intentions on Green Purchasing Behavior

According to the study, green intentions had a large and beneficial influence on GPB. This means that H4 was accepted. This result is in line with studies conducted by Hsu et al. (2017) and Sousa et al. (2020), showing that a clear and strong intention to buy coffee from environmentally friendly coffee shops translates into consistent purchasing behavior. Cui et al. (2024) state that in consumer behavior studies, one of the finest indicators for encouraging environmentally conscious behavior among consumers is the intention to buy eco-friendly items, even more so than consumers' environmental knowledge.

This suggests that customers are more likely to buy environmentally friendly products, like eco-friendly coffee if they are strongly committed to doing so. Point Coffee Yogyakarta can encourage this behavior by educating customers, using influences or communities, and making green products easily available. Various factors that impact purchase intentions significantly also influence the likelihood of consumers' purchasing. These factors include personal innovativeness, perceived compatibility, perceived product value, the level of trust in labels, belief, perceived environmental responsibility, and knowledge (Minbashrazgah et al., 2017; Witek & Kuźniar, 2023; Yang et al., 2024).

6.5 The Moderating Effect of Price Sensitivity on the Relationship between Green Purchase Intentions and Green Purchasing Behavior

The research shows that PS did not meaningfully influence the connection between GPI and GPB. This means that H5 was rejected. This shows that although price is often an important factor in purchasing decisions, price sensitivity does not significantly affect the relationship between GPI and GPB. In other words, when consumers already have a strong intention to buy coffee at an environmentally friendly coffee shop, price

considerations are less relevant in determining whether consumers actually make the purchase. This suggests that a strong intention to support environmentally friendly practices can overcome consumer concerns about higher prices. Therefore, a more effective marketing strategy would focus on increasing environmentally friendly attitudes, subjective norms, and perceived behavioral control rather than relying solely on competitive pricing strategies. With increasing awareness of the long-term benefits of environmentally friendly products sold by Point Coffee Yogyakarta, such as reducing negative impacts on the environment and health benefits, consumers are increasingly likely to shift their attention from decisions based solely on price.

Low price sensitivity is linked to perceived value, quality, or uniqueness. Higher prices for green products are often due to production costs, certifications, and marketing. As consumers' awareness of green products' long-term benefits grows, they tend to focus less on price in their purchasing decisions. Yadav and Pathak (2017) also found that consumers' willingness to pay a premium price for green products had no significant impact on their intention to purchase products. Carley and Yahng (2018) revealed that the majority of beer consumers were willing to spend extra on sustainable brewing practices. On the other hand, Lee et al. (2015) found that ethics and price sensitivity were significant moderator variables in the relationship between motivation to choose organic coffee and variables in TPB.

6.6 Managerial Implications

Point Coffee Yogyakarta, one of the top three favorite coffee shops in Indonesia (Rizaty, 2022), can enhance consumer buying interest through a stronger eco-friendly marketing strategy. Managerial implications should focus on strengthening communication about the environmental benefits of green products, as consumer attitudes positively influence GPI. This can be achieved by emphasizing the sustainability practices of Point Coffee through targeted campaigns that resonate with eco-conscious customers. Additionally, leveraging social norms to drive GPI is crucial. Point Coffee can achieve this by collaborating with influencers, public figures, or community leaders who advocate for eco-friendly consumption and encourage visits to sustainable coffee shops.

Perceived behavioral control (PBC) also plays a significant role in eco-friendly purchasing decisions (Liao & Fang, 2019). Point Coffee can enhance PBC by making accessible green products, offering flexible payment options, and collaborating with ride-hailing services. Creating eco-friendly store atmospheres, promoting sustainability, and offering discounts for tumbler use can strengthen consumers' intentions to buy green products. With price sensitivity generally not deterring eco-friendly buying habits, Point Coffee can confidently charge premium prices, provided that the added value of green products is effectively communicated. Mamun et al. (2018) suggest that organizations employing eco-friendly marketing strategies and policies need to increase awareness and information about the advantages received by consumers to increase their willingness to pay extra for eco-friendly items. For instance, as noted by Zhang et al. (2020), consumers recognize the long-term cost savings of energy-efficient equipment despite its higher initial price. Similarly, Point Coffee can position its green offerings as both environmentally beneficial and economically advantageous in the long run, appealing to consumers prioritizing sustainable choices.

6.7 Theoretical Implications

This study backs up the Theory of Planned Behavior framework, which holds that the primary determinants of behavioral intentions are attitudes, subjective standards, and perceived behavioural control. Similar to studies by Moon (2021), Hsu et al. (2017), Yang

et al. (2024), Chaudhary and Bisai (2018), Coşkun and Yetkin Özbük (2020), Sousa et al. (2022), and Witek and Kuźniar (2023), our findings support the significance of TPB in understanding environmental intents and actions. Hsu et al. (2017) used five variables that influence the intention to purchase green skincare products but did not use the GPB variable. In addition, five of the six variables used in our study—SN, GA, PBC, GPI, and GPB—were also used in the studies by Coşkun and Yetkin Özbük (2020), Sousa et al. (2022), and Chaudhary and Bisai (2018). Our study found no moderating effect of PS in the relationship between GPI and GPB, indicating that price considerations are less significant for consumers who already have a strong intention to buy coffee products at sustainable coffee shops.

6.8 Limitations

The research was limited to Point Coffee Yogyakarta, so the findings may not be applicable to all Point Coffee locations in Indonesia. Additionally, the study did not specifically segment the target market using various approaches, making it difficult to generalize the results. Future studies could explore additional factors, such as personality, lifestyle, religion, financial constraints, social media, and celebrity influence, to better understand purchasing behavior.

7. Conclusion

To enhance communication about green attitudes, Point Coffee Yogyakarta should educate consumers on the positive environmental impacts of their product choices and focus on marketing campaigns emphasizing the advantages of green or eco-friendly items, thereby building a positive brand image. Another key strategy is to leverage the influence of subjective norms by marketing through influencers, community leaders, or groups that promote purchasing from environmentally friendly coffee shops. Such campaigns can create a domino effect, motivating consumers to make more eco-friendly choices due to social influence. To improve perceived behavioral control, Point Coffee Yogyakarta should ensure that their green products are easy to access and offer flexible payment options, such as through transfers, QRIS, and cash payments, which can further empower consumers. Additionally, fostering consistency between intentions and purchasing behavior is crucial to establishing a sustainable coffee shop. This can be achieved by enhancing the shopping experience to align with eco-friendly values, such as by creating a green atmosphere in the coffee shop, providing information on current environmental issues, and consistently offering discounts to customers who use tumblers. This will demonstrate the shop's commitment to sustainability.

Lastly, considering that the association between aspirations for green purchases and actual green purchases is not moderated by price sensitivity, Point Coffee Yogyakarta can adopt premium pricing by emphasizing the added value of its products. This strategy can differentiate Point Coffee Yogyakarta from competitors that focus only on pricing. Point Coffee can encourage repeat purchases by improving product quality and packaging to reflect green values, as consumers may find satisfaction in the product's value and its positive environmental impact, even at a higher price. Consumers tend to make repeat purchases even when prices are higher, as they perceive value in the product. Additionally, the positive environmental impact of the product enhances their satisfaction with the purchase.

8. Recommendation

Point Coffee should consistently promote green initiatives through various channels, including outlets and online platforms, to enhance its green marketing efforts. Point

Coffee can redefine its marketing strategies and align them with consumer preferences by conducting regular market research, monitoring social media trends, and seeking feedback from influencers. Future studies could extend the research to include multiple Point Coffee locations across various regions in Indonesia to enhance the generalizability of the findings. Employing more detailed target market segmentation methods, such as demographic, psychographic, behavioral, or geographic segmentation, could provide deeper insights into consumer preferences and behavior.

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