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The linkage of greenwashing perception and consumers' green purchase intention (A case study of single-use water bottled)

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ABSTRACT

This study analyzes the linkage between greenwashing perception and consumers' green purchase intention. There is a critical research gap regarding the strategic linkage between these two essential constructs in green marketing. The unit of analysis of this research is the individual, namely the consumer who knows about drinking water products in disposable gallon packaging. The sample size is 500 respondents, with the sampling technique is purposive sampling. Confirmatory factor analysis is used to test the validity and reliability of the instrument. The structural equation modeling (SEM) analysis was used to test the research hypothesis. The result shows that greenwashing perception has a negative and significant effect on consumers' green purchase intention. Greenwashing perception has a close relationship with consumers' green purchase intention. The lower the consumer's perception of greenwashing, the more their intention to buy environmentally friendly green products will increase.

Keywords: green marketing, greenwashing perception, green purchase intention

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INTRODUCTION

Environmental problems are issues that have received serious attention from various parties. The increase in global plastic waste is one of the environmental problems that is widely

discussed by various parties (Suhartien & Hapsari, 2020). Of the total global plastic production figures, only 9% of all plastic waste has been recycled, about 12% of plastic waste is burned, and the remaining 79% ends up in landfills (Geyer et al., 2017). Currently, global plastic waste production has reached more than 350 million metric tons annually, of which

one metric ton is equal to 1000 kilograms (Tiseo, 2021). Product packaging is the type of most produced waste, which is 141 million tons, followed by textile waste with 42 million tons. In addition, there are also 37 million tons of waste originating from consumer and institutional products, 17 million tons of transportation, 13 million tons of construction and buildings, 13 million tons of electronics, and 1 million tons of industrial machinery. There are also 38 million tons of waste from other sectors. This data means that the global waste produced is dominated by packaging waste, 36% of the total global waste produced (Geyer et al., 2017). Indonesia is the second country after China which is projected to have the most unmanaged plastic waste in 2025 (Jambeck et al., 2015). Public awareness of environmental problems will affect their behavior in buying products. Therefore, consumers will tend to want more environmentally friendly products (Giarti & Santoso, 2015). The survey results from the "Katadata Customer Survey on Sustainability" show that as many as 60.5% of consumers buy environmentally friendly products because they want to participate in preserving the earth (Katadata, 2021). Increased green purchase intention encourages companies to adopt existing environmental issues into their marketing activities through a green marketing strategy. It aims to show consumers an excellent corporate image and social responsibility (Zhang et al., 2018). In the Indonesian context, one well-known company in the bottled water sector is trying to implement a green marketing strategy through product innovation of single-use gallons. Through this innovation, product packaging will always be new. Therefore, drinking water becomes cleaner, safer and more practical. Disposable gallon drinking water products are made from BPA-free materials. They are 100% Eco Recyclable and can be recycled because the packaging is created using Polyethylene Terephthalate (PET) plastic material. However, the efforts made by the company in implementing a green marketing strategy can be perceived differently by consumers. When consumers perceive that green marketing communication is not accompanied by real action, consumers perceive the company's actions as greenwashing practices. The existence of this once-packed gallon drinking water product can be understood differently by consumers, which is actually considered to increase the amount of plastic waste and have a bad influence on environmental sustainability (Andrian, 2020). People are worried that these single-use gallons will store uncontrollable waste in the

future (Trilatifah, 2020). If not appropriately handled by the company, Greenwashing perception can potentially reduce consumer intentions to buy green products. When a company is perceived as practicing greenwashing, consumers will not want to build a long-term relationship with the company and ultimately reduce consumer purchase intentions (Leonidou et al., 2013). Therefore, research examining the relationship between greenwashing perceptions and consumers' green purchase intention is essential. This study attempts to fill the existing research gap to analyze the linkage of greenwashing perception and consumers' green purchase intention.

LITERATURE REVIEW

Green Marketing

Green marketing is a marketing concept that began to emerge in the 1970s and became increasingly popular in the 1990s (Ansar, 2013). Green marketing integrates various activities, from modifying products, production processes, and packaging to modifying advertisements (Laheer et al., 2014). Green marketing is one of the many activities carried out by companies to implement marketing concepts that pay attention to environmental sustainability (Giarti & Santoso, 2015). The concept itself was first initiated by the American Marketing Association (AMA) and explained as a company activity in marketing products that are considered safe for the environment. The American Marketing Association defines green marketing in three definitions. First, retailing definition, namely green marketing as a company activity in marketing products that do not damage the environment. Second, social marketing definition, as the development and marketing of products that can minimize environmental damage. Third, environmental definition, namely a company's effort to create, promote, package, and claim products concerning environmental sustainability (Rahayu et al., 2017). Green marketing focuses on customer satisfaction, needs, desires, and expectations in maintaining and preserving the environment (Rahayu et al., 2017). Currently, many companies are marketing their products by including environmentally friendly claims (Laheer et al., 2014). The high consumer demand for environmentally friendly products has made many companies start practicing the concept of green marketing in their business activities. Consumers see the company as a provider of products or services and as an organization that is sensitive to social problems. Therefore, many companies adopt green marketing to market company products with an environmentally friendly image to consumers and potential customers (Sreen et al., 2018).

Greenwashing perception

Greenwashing is a corporate communication that misleads consumers into believing a company's performance, practices, or products that concern the environment. The company was then perceived to have poor environmental performance. Usually, companies that take this action aim to form a positive brand image in the eyes of the public (Lyon & Montgomery,

2015). Greenwashing perception is a consumer's attitude when a company's green marketing promises more benefits to environmental sustainability than what the actual company does (Zhang et al., 2018). This explanation is in line with Nyilasy et al., (2014), the perception of greenwashing refers to consumer recognition of increasing corporate communications about the environment. Unfortunately, the communication is not followed by any real action. Therefore, it can negatively influence consumers to buy a product from a particular company. Consumer attention to the environment can affect consumer perceptions of greenwashing. Consumers' awareness of the environment can make them more skeptical. This awareness will increase their ability to identify the presence of greenwashing activity (Szabo et al., 2020). When consumers concerned for the environment see that a company has participated in preserving the environment, they will be willing to buy products from that company, even at a higher price (Grimmer et al., 2015). However, if consumers are aware that the company is carrying out greenwashing activities, consumers tend not to purchase the company's products (Chen & Chang, 2012).

Green purchase intention

Green purchase intention is the extent to which consumers are interested in buying environmentally friendly products or services based on their environmental views and the extent to which consumers will likely purchase company products or services with an environmentally friendly reputation (Zhang et al., 2018). Consumers are often willing to pay for products claimed to be environmentally friendly even at relatively high prices because they want products that have a less negative impact on the environment (Utami et al., 2014). This reality shows that consumers are now paying more attention to the products they want to buy and prioritizing their contribution to the environment. Consumers tend to be more interested in purchasing environmentally friendly products if they are concerned about environmental sustainability and believe it can positively influence themselves, others, and their environment (Sualfiah, 2018).

Green purchasing intention is a desire expressed by consumers to take appropriate action to minimize environmental damage. When consumers have confidence in companies that sell green products, they will have a higher level of green purchase intention (Akbar et al., 2014).

Green purchase intention is consumers' interest in buying a product or service from a company, taking into account the advantages that a product or service has to maintain

environmental sustainability (Agustiniingsih & Yusiana, 2019). Green purchase intention arises from within the consumer and is presented with attitudes and behavior in which consumers choose environmentally friendly products as a form of concern for the environment (Kusumawati, 2020). Based on the description above, the hypothesis of this research is as follows:

Hypothesis: greenwashing perception negatively affects consumers' green purchase intention

METHODS

The unit of analysis of this research is the individual with the research location in Indonesia and is not limited to a particular area. The primary data collection method was carried out using a questionnaire instrument. The questionnaires were distributed online using a google form and distributed through various relevant social media, such as academic groups, environmentalist community groups, and educational community groups. All have the same standard of knowledge and education, so they are believed to be able to fill in the questions correctly. The sample size is 500 respondents, selected using the purposive sampling technique. The sample size is determined based on the rule of thumb for the confirmatory factor analysis approach. The main criteria of the respondent are to know the brand of bottled drinking water that has the innovation of disposable gallons, and other criteria are respondents who are at least 17 years old and domiciled in Indonesia.

The measurement scale for each statement item uses a 5-point Likert scale range. The measurement items were adopted from previous studies. On the greenwashing perception, the item measurement refers to item that Zhang et al., (2018) developed from Laufer (2003) and Chen & Chang (2012), namely misleading words, misleading visuals or graphics, vague green claim, exaggerates green function, and leaves out the important information. Meanwhile, green purchasing intention refers to items that Zhang et al., (2018) has developed from Abdul-Muhmin (2007) and Goh & Balaji (2016), namely environmental concern, environmental performance, and environmentally friendly.

The validity and reliability of the measurement instrument were carried out using confirmatory factor analysis (CFA). Hypothesis testing uses the structural equation modeling (SEM) analysis with the maximum likelihood estimation technique. Lisrel version 8.80 was

utilized to conduct the CFA and SEM tests. In order to increase the models' goodness of fit indices, the modification indices procedure was then utilized.

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RESULT AND DISCUSSION

The profiles of respondents in this study are generally aged 17-30 years, female, formally educated in high school, and have the status of a student. The average household expenses for food & drink are less than equal to IDR 5,000,000. Meanwhile, the average household expenses for non-food & drink are less than the same as IDR.3,000,000. The complete results of the respondent's profile are presented in Table 2.

Table 2. Respondents Profile

Criteria	n	%
Age		
17-20 years old	207	41.4%
21-30 years old	246	49.2%
31-40 years old	15	3%
41-50 years old	14	2.8%
51-60 years old	18	3.6%
Gender		
Male	112	22.4%
Female	388	77.6%
Formal education		
High school	316	63.2%
Diploma	43	8.6%
Bachelor	110	22%
Master	27	5.4%
Doctoral	4	0.8%
Occupation		
Student	356	71.2%
State civil apparatus	9	1.8%
Private employee	47	9.4%
Entrepreneur	26	5.2%
Others	62	12.4%
Average household expenses for food & drink		
≤ IDR. 1,000,000	197	39.4%
IDR. 1,000,001 – IDR. 3,000,000	190	38%
IDR. 3,000,001 – IDR. 5,000,000	77	15.4%
IDR. 5,000,001 – IDR. 7,000,000	23	4.6%
> IDR. 7.000.000	13	2.6%
Average household expenses for non-food & drink		
≤ IDR. 1,000,000	167	33.4%
IDR. 1,000,001 – IDR. 3,000,000	220	44%
IDR. 3,000,001 – IDR. 5,000,000	84	16.8%
IDR. 5,000,001 – IDR. 7,000,000	16	3.2%
> IDR. 7.000.000	13	2.6%

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A confirmatory factor analysis test was conducted to ensure that all measurement items were valid and reliable (Table 3). All measurement items in each latent have a standardized loading factor value > 0.5. Therefore, all measurement items are valid for use. The value of the Cronbach alpha coefficient on the perceived variables of greenwashing and green purchasing intention, each > 0.6. Therefore, all latent measurement items have good reliability. The measurement of the variable has also met good convergence validity, referring to the acquisition of the average variance extracted (AVE) value > 0.5.

Table 3. Confirmatory factor analysis

Construct	Items	Standardized loading factor	Cronbach's α	AVE
Greenwashing perception (gwp)	Misleading words (gwp1)	0.89	0.95	0.78
	Misleading visual or graphics (gwp2)	0.83		
	Vogue green claim (gwp3)	0.90		
	Exaggerates green function (gwp4)	0.94		
	Leaves out the important information (gwp5)	0.85		
Green purchasing intention (gpi)	Environmental concern (gpi1)	0.95	0.94	0.83
	Environmental performance (gpi2)	0.81		
	Environmentally friendly (gpi3)	0.97		

Source: author's primary data, 2022

The next stage is the goodness of fit test, to test whether the model is good enough to represent the research results. The analysis process in the SEM method requires a model fit test stage (Goodness of Fit) to get a model that is fit or by the sample data. The compatibility test analysis has many criteria, and from the many criteria, it does not have to use all of these criteria to see the suitability of the research model. However, it would be better if more than one model fit test met the criteria. Overall, the research model has met the goodness of fit indices parameter elements that are good (Table 4).

Table 4. Goodness of fit

Num	Parameter	Cut-off	Coefficient	Conclusion
<i>Absolute Fit Indices</i>				
1	Normed X^2 (X^2/df)	< 2 = very good; 2 - 5 = acceptable	1.5	Good fit
2	GFI	$\geq 0,90$	0,99	Good fit
3	MR	< 0,1	0,009	Good fit
4	RMSEA	$\leq 0,08$	0,032	Good fit

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Incremental Fit Indices				
5	TLI / NNFI	≥ 0,90	1.00	Good fit
6	NFI	≥ 0,90	1.00	Good fit
7	RFI / RNI	≥ 0,90	0,99	Good fit
8	GFI	≥ 0,90	1.00	Good fit
Parsimony Fit Indices				
9	AGFI	≥ 0,90	0.97	Good fit

Source: author's primary data, 2022

SEM analysis was conducted to test the research hypothesis in the final stage. The results are depicted in Figure 1.

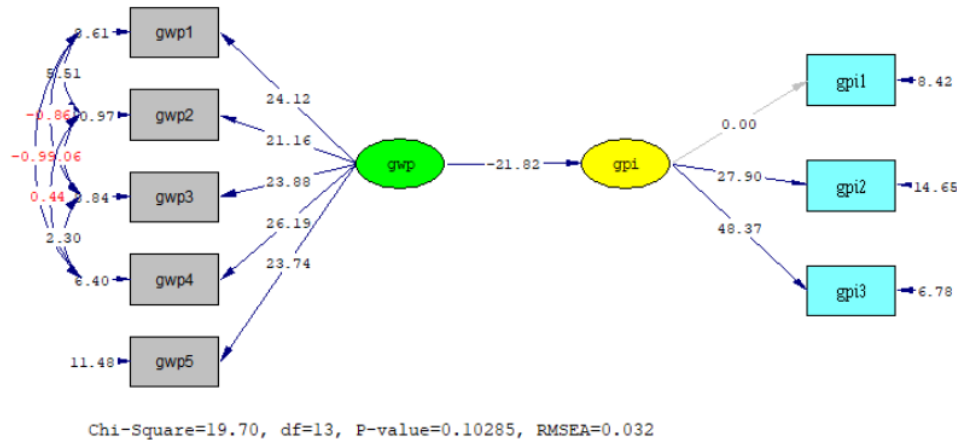


Figure 1. Hypothesis testing results

Based on Figure 1, the following equation can be arranged:

$$gpi = -0.85 * gwp, \text{ Errorvar.} = 0.27, R^2 = 0.73$$

(0.039)
(0.025)

-21.82
10.69

Based on the equation above, it can be concluded that greenwashing perception has a negative and significant effect on consumers' green purchase intention. When consumers feel that producers are not implementing their green marketing strategy, this will reduce consumers' intention to buy products claimed to be green or environmentally friendly products. Conversely, when consumers feel that the company shows the best performance that is pro to the environment, the consumer's purchase intention for the green products increases.

Greenwashing perception's ability to explain the variability of data from green purchase intention is 73%. Other variables outside this research model explain the remaining 27%. Therefore, greenwashing perception has a significant role in shaping consumers' green

purchase intention. There is a close relationship between greenwashing perception and consumers' green purchase intention.

Therefore, companies need to be very serious in implementing their green marketing strategy. The company, in this case, the producer of drinking water in disposable gallon packaging, needs to communicate its green marketing strategy continuously. Companies must strategically convince consumers with a scientific approach that the disposable gallons used are innovations that will benefit the environment. This condition will create confidence in the minds of consumers that drinking water products in single-use gallon bottles are truly pro-environmental products. If the company succeeds in convincing consumers of this, then the consumer's purchase intention will increase. The expected impact, of course, actually occurs in actual behavior, namely the purchase of the product.

CONCLUSION, MANAGERIAL IMPLICATIONS, LIMITATION AND FUTURE RESEARCH

⁶ Based on the analysis and discussion results, it is known that there is a negative and significant influence between greenwashing perception on consumers' green purchase intention. These results then produce important managerial implications for the company in implementing its green marketing strategy. Firstly, companies need to show scientific evidence that the green products they produce are pro-environmental in the truest sense. Secondly, companies need to continuously communicate their green marketing strategies across various relevant communication mixes. Thirdly, the company's strategic efforts in implementing a green marketing strategy need to consider the proper exposure.

This study has limitations that allow for further research. This study only links greenwashing perception with consumers' green purchase intention. In further research, it is also important to include green word of mouth as a mediator of the relationship between greenwashing perception and green purchase intention.

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