THE ROLE OF BRAND ATTRIBUTES TOWARDS GREEN PURCHASE INTENTION ON GREEN MARKETING SCOPE (CASE STUDY: STARBUCKS COFFEE)

THESIS

Submitted to International Program
Department of Industrial Engineering in Partial Fulfillment of
The Requirements for the degree of
Sarjana Teknik Industri
at
Universitas Islam Indonesia

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UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA
2018

AUTHENTICITY STATEMENT

In the name of Allah, I hereby certify that this research was conducted by me except the summaries which these are already mentioned the source and rewrite by myself. If someday the declaration letter is untrue and violates the legitimate regulations in the papers and intellectual property rights then I am willing to the diploma I received to be withdrawn by Universitas Islam Indonesia.

Yogyakarta, December 2018

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DEDICATION

This thesis is dedicated for the one and only my mom, my dad, my sister, and all my beloved family.

Thesis Supervisor,
Prof. Ir. R. Chairul Saleh, M.Sc., Ph.D.

Best Friends and Industrial Engineering International Program UII Batch 2014 Family

MOTTO

"So by mercy from Allah, [O Muhammad], you were lenient with them.
And if you had been rude [in speech] and harsh in heart, they would have disbanded from about you. So pardon them and ask forgiveness for them and consult them in the matter. And when you have decided, then rely upon Allah. Indeed, Allah loves those who rely [upon Him]."

(Qur'an Surah (QS) Ali 'Imran verse 159)

PREFACE

Assalamualaikum warahmatullah wabarakatuh

Alhamdullillahirabbil'alamiin, gratitude are presented to Allah the Highest, while blessings and greetings mahabbah are also delegated to the Prophet Muhammad. Thank to Allah SWT's grace, the thesis entitled "The Role of Brand Attributes towards Green Purchase Intention on Green Marketing Scope (Case Study in Starbucks Coffee)" can be solved well. This thesis is arranged as one of the requirements that must be fulfilled as The Partial Requirement of Acquiring Bachelor’s Degree of Industrial Engineering at Universitas Islam Indonesia.

With all humility let the Author to express my gratitude and highest appreciation to all those who have been support and motivating in order to complete this Thesis. For that the Author would like to thank and reward the parties who have provided support directly or indirectly, the Author would like to say thank to:

1. Both parents, my sister, and all the big family member who always give prayers, encouragement, and love to me.
2. Prof. Ir. R. Chairul Saleh, M.Sc., Ph.D. who has guided and provided solutions and suggestions in the completion of this thesis.
3. Industrial Engineering International Program batch 2014 family and all those who have prayed for, supported and motivated during the writing of the final task that can not be mentioned one by one.
4. Mrs. Diana and Mrs. Devi that patiently help the students, especially the author.
5. My senior high school mates, Ditta, Ajeng, Shafira, and Fahrina.
6. All parties that already support and help the author mentally, physically and financially.

The Author also thanks to all of concerned parties that cannot be mentioned one by one who have helped the author in completing this report. Hopefully, the goods which are given by all parties to the Author will be replied by the kindness from Allah. Finally, the Author realizes that there are still shortcomings as well as weaknesses in this report, so the building suggestions and critics are fully expected. The author hopes this research would bring advantages for everyone who reads this.

Wassalamu'alaikum Warahmatullah Wabarakatuh

Yogyakarta, December 2018

Desi Nur Hana Kurnia

ABSTRACT

The quantitative research is aimed to investigate the relationship between non-product related attributes of green marketing on green purchase intention in one of the well-known coffee shop in the world. Green marketing has become a trend in every country. The trend of shifting consumer's consumption patterns from consuming conventional products to organic products has become an interesting phenomenon today. The concern of consumer on green marketing has increased since the rising level of consumer awareness towards green products. In this research, there are three independent variables and one dependent variable involved. The independent variables derived from non-product related attributes, which are green price, green packaging, and user imagery, while the dependent variable green purchase intention. By spreading online questionnaires, the data are collected from 155 respondents aged above 18 years old in Yogyakarta who are familiar or have visited the company. The analysis is performed through Structural Equation Model (SEM) method with IBM AMOS 22 and SPSS software. The findings confirmed that green price and green packaging significantly influence the green purchase intention. The result shows that green price has the highest influence towards green purchase intention followed by green packaging.

Keywords: Green price, green packaging, user imagery, green purchase intention.

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CHAPTER I

INTRODUCTION

1.1 Background

In the current era, consumers have turned out to be more open minded on environmental issues. Change of temperature coming from global warming has achieved severe levels, needed a prompt consideration (Grant, 2008), since it influences the existent of individuals more genuinely. Organizations need to begin give more consideration to ecological issues and modifying the marketing technique with the goal environmentally-friendly strategies can be applied. The expression “green marketing” is common in the marketing field. The utilization of environmental marketing is addressed at two general goals, in particular, increase the circumstances of the environment and surpass satisfaction of consumer (Ottman, Stafford, & Hartman, 2006).

Green marketing is developing quickly and consumers are paying a considerable measure for green product. Likewise, organizations are gradually bringing green marketing into their business operation by lessening the impact of production, manufacture, and energy usage on nature (Grant, 2008). Lately more organizations are enthusiast to assemble strong brands with the goal to obtain competitive advantages, and it works in a social responsible way. Therefore, it is more familiar for organizations to position their brands depends on ecological capacities, characteristics, elements, and other similar benefits. A green brand is characterized as a brand that propose a critical eco-advantage above the occupants and which attracts to individuals who will accept greenness as an important preferences (Grant, 2008). The green concept already applied by one of the coffee chains based in US (Jang, Kim, & Lee, 2015)

In developed countries, buyers frequently demand that an organization should develop a green company: that run a green organization to increase the awareness of its corporate social responsibility (Samarasinghe, 2012). Dissimilar what has occurred in China and Indonesia, the developed nations are not knowledgeable of the commitment for containing green businesses. Indonesian still have low consideration about the knowledge of green consumerism, people tend to think that there is no benefits in green consumption. Bali Climate Change Conference survey data collected in 2007 was supported this perception, referred the information related to corporate social responsibility to 86% of adults in Indonesia living in huge urban areas for example as Jakarta, Surabaya, and Bandung never heard the information of green marketing (Solihin, 2009). As a pioneering green organization, this outstanding brand of coffee shop has long been instructing buyers to increase natural impression through its "Tumbler on the Go" program. Customers are welcomed to bring their own tumbler to reduce packaging waste. To award the customers who bring a tumbler, the organization will reduce the price of the product. With this campaign, the coffee shop is going to share its commitment to the earth preservation in Indonesia. It is enabled to give priority to Indonesian organization who upholds the green brand program associate in terms with only small amount of Indonesian consumers aware on ecological problems in this nation. This outstanding coffee shop is one the founders of green consumerism and has thoughts and duty for establishing green consumers.

Therefore, this study contributes insights regarding the effect of non-product related attributes influence the green purchase intention in the context of the common coffee shop in US. By means of a quantitative study, 155 questionnaires were distributed among respondents who are familiar or have visited the coffee shop. Additionally, the influences of three variables on brand attributes were explored, namely green price, green packaging, and user imagery. To build a conceptual model to empirically describe and confirm the green purchase intention through a green brand attributes approach is the aims of this study. The analysis was carried out by employing Structural Equation Modeling (SEM) and the data was processed with AMOS 22 Software.

1.2 Research Question

1. What is the model of conceptual design of non-product related attributes towards green purchase intention?
2. What is the relationship between variables of non-product related attributes towards green purchase intention in the conceptual model?

1.3 Research Objective

1. Designing the model of conceptual design of non-product related attributes towards green purchase intention.
2. Identifying the relationship between variables of non-product related attributes towards green purchase intention in the conceptual model.

1.4 Research Limitation

1. The study is focused on green marketing in the discussion of non-product related attributes.
2. Research is carried out based on the conceptual model that has been built.
3. The object of the research was carried out on users of Starbucks Coffee Yogyakarta.

1.5 Research Benefit

The findings of this research contribute to parties as described below.

1. Theoretical Benefits

   This research project is expected to be able to have academic contribution in industrial management studies as the material and additional knowledge for those who will conduct research in similar topic.

2. Practical Benefits

This research project is expected to be able to become a reference for private company or marketing practitioners regarding the green marketing mix based on green product in hospitality industry.

1.6 Systematic Writing

The systematic writing in this research is illustrated as follows:

CHAPTER II LITERATURE REVIEW

This chapter focuses to determine the current study of the related previous research. The chapter contains information about the result of related previous research and supporting literatures underlying the research.

CHAPTER III RESEARCH METHODOLOGY

This chapter consists of research methodology. In this chapter, there will be described the detailed series of research object, system development, research design, research procedure, and data collecting, processing, and analysing method.

CHAPTER IV DATA COLLECTING AND PROCESSING

This chapter describes the data collection and processing, analysis and results, including images and graphics obtained. This chapter is addressed as a reference for the discussion of the results that will be written in Chapter V.

CHAPTER V DISCUSSION

This chapter discusses about the result of the previous chapter. It will be the core discussion in order to get a comprehensive understanding about the whole research.

CHAPTER VI CONCLUSION AND SUGGESTION

This chapter provides short and precise statements described in the previous chapter. A suggestion related to the current study in purpose of the advancement in the future research is given based on the limitations of the current research.

REFERENCES

APPENDIX

CHAPTER II

LITERATURE REVIEW

In this chapter, it will be explaining the literature review studies that relate with this study, which are divided into two, inductive and deductive. Inductive study is a study from previous reputable research. Besides, deductive study is study that would be explain about the basic theory that has relation with research that is derived from the text books, etc.

2.1 Inductive Study

The results of inductive literature studies that have been summarized using the Systematic Literature Review (SLR) method are objected to identify, measure, and analyze the previous study and can be used as framework to determine the problem. Below is the result of SLR as follows:

Table 2.1 SLR Source

No	Publisher	Total	Indexed Paper	Percentage
1	Emerald Insight	9	9	17%
2	Elsevier	13	12	24%
3	Science Direct	5	5	9%
4	NTC Publications	3	3	6%
5	Others	19	7	35%
6	Book	5	-	9%
	Total	54	36	100%

Based on the literature study that has been obtained, then the researchers could compile a CK-Chart which is a method in the form of flow chart to determine the issues,

methodology, and parameters that used in this research. Below is the CK-Chart in Figure 2.1.

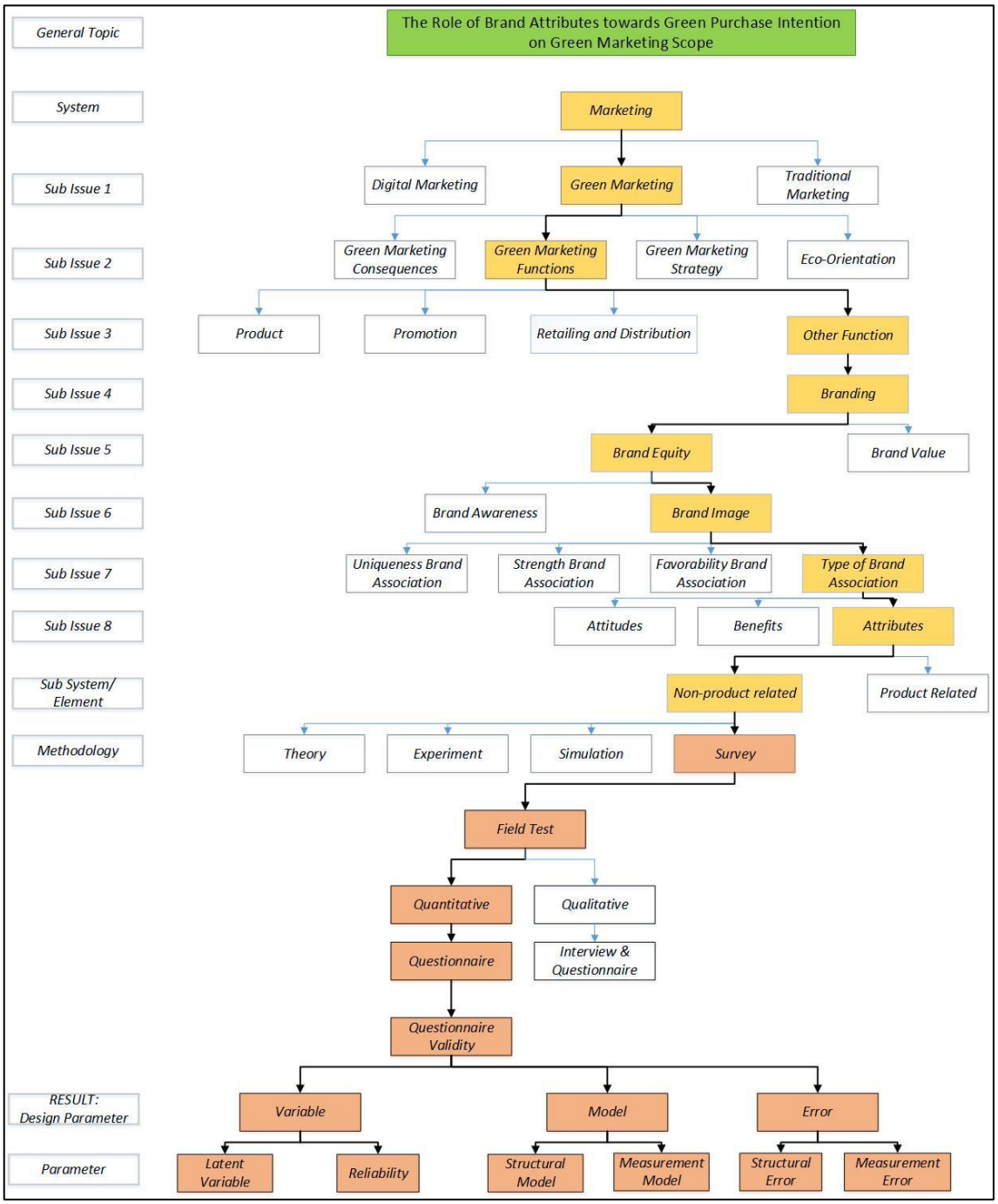

Figure 2.1 CK-Chart of the Research

There are several previous researches that related to the topics contained in the CK-Chart, there are green marketing and green brand attributes. The first research alongside with M & Rajan (2016) investigated the influence of non-product related attributes on consumer purchase decision in modular kitchen industry: A study of

Chennai Metropolis. The study contributes insights regarding to four non-product related attributes like price, user imagery, usage imagery, and brand personality and their influence on consumer purchase decision. In this study, Non-product related attributes, are defined as external aspects of the product or service that related to its purchase or consumption. This descriptive research identifies 130 consumers of the selected modular kitchen dealers. In addition, given the data is collected through questionnaire survey. To analyse the data, chi-square and t-test were performed. The research findings revealed a positive relationship between non-product related attribute and consumer purchase decision.

Next research was conducted by Kong, et al., (2014) defined the importance of green consumerism that rapidly increasingly received attention since the increased level of consumer awareness towards green products. The objective of this research is to examine the influence of consumer perception of green products on green purchase intention. The study applies perception of green products as a multidimensional variable comprised of green corporate perception, eco-label, green advertising, green packaging, and green product value. By using a survey, a total of 159 questionnaires from respondents aged above 18 in Sabah were collected. The results demonstrated that within consumer perception; green corporate perception, eco-label, and green product value had positive significant influences on green purchase intention. The findings also revealed that eco-label and green product value made the largest contribution in influencing green purchase intention among consumers. In contrast, both green advertising and green packaging had no significant impact on consumer intention to purchase green products.

Wang & Tang (2011), conducted the study that examined the model of brand attributes proposed by Keller. This research adopts higher-order confirmatory factor analysis (HCFA) to confirm each dimension of brand attributes and analyse measurement items of products categories, Levi's jeans and Nokia cell phones. This model was tested using a quantitative survey of 325 Levi's shopper and 389 Nokia's shopper by using paper-based and online questionnaire. The model has been validated using a conceptual framework for brand attributes. This study assessed the quality and adequacy of the proposed measurement models by examining unidimensionality, convergent validity, reliability, discriminant validity, and metric equivalence.

Reliability and factor analyses show that brand attributes can be differentiated based on intrinsic attributes and extrinsic attributes. Additionally, extrinsic attributes can be divided into the following four hierarchical measurement indexes: price, user imagery, usage imagery, and brand personality. Furthermore, the explanation powers of both extrinsic and intrinsic attributes are different from Levi and Nokia. These analytic results may indicate that product quality remains the first consideration for consumers while choosing brand or product. In the next, corporate should focus on remarkable brand personality and user imagery when marketing their brand.

Suki (2013) also noted that consumers' awareness on products marketed in green marketing is important in guiding their purchasing decision of green products. The objective of this study is to examine the influence of consumers' environmental concerns, awareness of green product, price, and brand image on their purchasing decision of green products. The researcher successfully collects randomly 200 responses from students in a public university in the Federal Territory of Labuan, Malaysia. Thus responses were analysed using multiple regressions authenticated that consumers' awareness of price and brand image significantly influences their purchasing decision of green products.

Prior research by Suki N (2016), conducted to assess the impact of green brand positioning, consumers' attitude toward green brands, and green brand knowledge on green product purchase intention. Secondly, to investigate the influence of green brand knowledge on consumers' attitude toward green brands. Additionally, to examine the moderating effect of green brand knowledge on the relationship between green brand positioning and green product purchase intention. The researcher had successfully gathered 300 responses and were analysed by using standardized path coefficients of the structural model from Smart Partial Least Square (Smart PLS) software version 2.0. The results showed green brand knowledge was the most significant determinant on green product purchase intention. Knowledge of green brands has caused consumers to develop positive green marketing awareness and has bolstered their interest in fortifying the environment to reduce degradation. Furthermore, green brand knowledge also impacted consumers' attitude toward green brands.

The next research was conducted by Haur, et al., (2017), performed the assessment of the determinants of consumers' perception towards online advertising in

Malaysia. The data are subsequently analyzed to explain the relationships among the variables by employing statistical analysis namely descriptive and inferential statistics. Hence, the quantitative strategy is more appropriate since present study test the hypotheses developed rather than a building theory. To execute the current research, altogether 526 respondents have been selected as a final sample size. This research uses survey method in this study because my purpose of the study is to generalize the findings from the sample to population. The current study used Statistical Software Package for Social Sciences (SPSS) and AMOS Software Package to analyze the data. The results of this study provide evidence that increased consumer perception is associated with increased online advertising.

Other studies that apply structural equation modeling (SEM) to test the hypotheses are carried out by Chen, Lin, & Sui (2015) by using AMOS 21.0 software. Two level of analysis are examined, the measurement model and the structure model. Structural equation modeling (SEM) is used to estimate parameters, test the fit of the model, and verify the hypotheses. The experiment uses questionnaire survey to measure the four constructs, environmental friendliness, green satisfaction, green perceived quality, and green trust, which are latent variables. Maximum likelihood estimation (MLE) was carried in this observation. The findings of this study indicate that environmental friendliness has a significant positive impact on green satisfaction, green perceived quality, and green trust. Secondly, both green satisfaction and green perceived quality positively affect green trust. In addition, green satisfaction and green perceived quality partially mediate the positive relationship between environmental friendliness and green trust.

Wong (2012) conducted the research using quantitative methods based on a sample of 203 R&D project leaders of electronics firms operating in China. Three steps data analysis were proposed. The research First, EFA using IBM SPSS 19 was conducted to explore the underlying factors of the observable items and to assess the construct reliability. Second, confirmatory factor analysis (CFA) using AMOS 18 was performed to examine the model fit and to further evaluate the validity and reliability of the constructs. Finally, structural equation modeling (SEM) was used to test the hypotheses. Reliability was evaluated using Cronbach's α, composite reliability (CR) and average variance extracted (AVE) values. The study considered two input

parameters of green product innovation: green product competitive advantage and green new product success. The results found that green product and process innovations were positively associated with green product competitive advantage and green new product success, and green product competitive advantage partially mediates the relationships between green product/process innovations and green new product success.

Papadasa, Avlonitis, & Carrigan (2017) conducted a study to introduce the construct of green marketing orientation, which comprises three dimensions: strategic green marketing orientation, tactical green marketing orientation and internal green marketing orientation. The research develops a scale using rigorous scale development that shows internal consistency, reliability, construct validity and nomological validity. A structural model was estimated by AMOS and provided good fit to the data. The findings of this research offer four main theoretical implications that has positive effect on performance.

According to Ar (2012), recently, many companies have recognized the concepts of green or environmental innovation. This paper was aimed to relate the gap between green product innovation, firm performance, and competitive capability. The research used questionnaire-based survey based on a sample of 140 Turkish manufacturer firms from various sectors. The study were tested using Structural Equation Modeling (SEM) – AMOS4.0 with three main hypotheses. This study assessed the desciptive statistics, the measurement model, and the structural model. These results indicate a good fit of the model. The evidence presented in this paper highlighted the relationship between green product innovation, firm performance, and competitive capability.

Based on the literature review obtained above, the research that will be conducted related to the non-product related attributes towards green purchase intention. The difference between this research and what has been done before lies in the number of variables that affect it.

2.2 Deductive Study

In the past years, interest in green products has grown as followed by the increased consumer demand (Chen Y.-S. , The driver of green innovation and green image –

Green core competence., 2008). In line with the people's intention to use green products increased, more people want to find which factors will influence people's intention to purchase a certain green products. Based on (M & Rajan, 2016), purchase decision is influenced by non-product related attributes.

According to (M & Rajan, 2016), price, user imagery, and packaging is positively related to purchase decision. Hence, the researcher will explain each variable that used in this research in this section.

2.2.1. Marketing

Marketing is defined by the American Marketing Association as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large". Marketing is managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction. (Kotler & Armstrong, 2011).

A marketing must be understood not in the old sense of making a sale—"telling and selling" - but in the new sense of satisfying customer needs. If the marketer understands consumer needs; develops products that provide superior customer value; and prices, distributes, and promotes them effectively, these products will sell easily. Broadly defined, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value of exchange relationships with customers. Hence, it defines marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Chaker, 2008).

2.2.2. Green Marketing

As has been defined by many experts, it can be concluded that green marketing refers to all marketing activities which are responsive towards protecting the environment. There is much avoidable confusion regarding the term green marketing, as people loosely identify it with various phenomena in the present era. Some attribute it as being responsive towards climate change and global warming, while others believe being in conformity with environmental standards as green marketing. Another group of people perceive recycling as inherent in green marketing while the majority of consumers and marketers alike simply identify green marketing as something that involves of promoting products emphasizing their contribution towards environment (Baker, 1999).

Since marketing is seen as a process whereby the marketing mix (Product price, promotions & place) is used to respond to the needs and wants of customers while achieving business objectives many marketers have seen green marketing as simply another way of satisfying consumer needs under the same marketing mix. However a closer look at the concept of green marketing shows a distinct variation that has transformed the traditional marketing thinking (Kotler P. , 1991).

The term green marketing itself has undergone many changes with different terminology such as environmental Marketing and ecological Marketing being vaguely used. The word green marketing began to come to the surface in the 1980's since there was growing awareness of the global community regarding the environmental hazards and impending holocausts. It was in this context that environmentalists began to exert pressure on business firms to minimize the environmental pollution in the production of goods and services. The firms too have responded in equal measure by emphasizing and incorporating these environmental concerns in their business activities (Grant, 2008).

Today the concept of green marketing entails certain fundamental elements. Marketing products which are environmentally safe; developing and marketing products to minimize environmental hazards; produce, promote, and package products in a manner befitting so as to protect the environment are some characteristics of Green marketing as the term is understood in the present business world context (Ottman J. , 1998).

As a strategy, green marketing involves strategic options such as green products, green packaging, green prices and green communication (Ottman J. , 1998). Green

products are recognized as ecologically friendly products. Green packaging which is the explicit phenomena in most instances has to do with suitable packaging that reduces environmental damage. Green prices show the reflection of environmental concerns in monetary terms which are intrinsic and transferable to the customer. Green communication fosters a positive image and coveys a business firm’s concern towards the environment and the public (Ottman J. , 1998).

2.2.3. Green Marketing Functions

Based on one of the green marketing classifications by (Kumar, 2016), namely the green marketing function, it discusses several issues including:

1. Product.
2. Promotions.
3. Retailing and Distribution.
4. Branding.
5. Positioning.
6. International Marketing.

2.2.4. Brand Knowledge

A brand can be defined as "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors" (Kotler & Armstrong, 2011). Brand knowledge can be conceptualized as consisting of a brand node in memory to which a variety of associations are linked. According to the Keller model of brand knowledge, we find out the relevant dimensions that distinguish brand knowledge and affect consumer response are the awareness of the brand (in terms of brand recall and recognition) and the favourability, strength, and uniqueness of the brand associations in consumer memory.

These dimensions are affected by other characteristics of and relationships among the brand associations. For example, factors related to the type of brand association (such as its level of abstraction and qualitative nature) and the congruity among brand associations, among others, affect the favourability, strength, and uniqueness of brand associations. The structure of brand knowledge is depicted by the picture 5-1 underneath. Competition among companies is happened not only to sell or market their products in terms of product quality, product uniqueness, or technology in the manufacturing process, but with brand competition. Brand is one of the factors that encourage customers to buy certain products. So a brand can strengthen the customer's perspective to buy certain products.

2.2.5. Brand Image

The brand image is defined as consumer perception of a brand as reflected by the brand association held in consumers' memory. The Knowledge model described by Keller (1998) will be adapted to Starbucks case. Keller's (1998) model proposes that brand knowledge is comprised of brand awareness and brand image. Brand image is detailed to a greater extent within the model because of its more complex nature. Brand image is said to result from the favourability, strength, uniqueness, and types of brand associations held by the consumer. Within the model, Keller (1998) depicts various types of brand associations such as attributes (product-related and non-product related), benefits (functional, experiential and symbolic) and attitudes. In particular, non-product attributes are categorized into: price, user/usage imagery, brand personality and feeling and experiences.

2.2.6. Types of Brand Associations

According the definition given by Keller (1993), attributes are those descriptive features that characterize a product or service -- what a consumer thinks the product or service is or has and what is involved with its purchase or consumption. Keller's model under the non-product-related attribution consist of four main categories, they are (1)

price information, (2) packaging or product appearance information, and (3) user imagery (i.e., what type of person uses the product or service).

a. Green Price

The price of the product or service is considered a non-product-related attribute because it represents a necessary step in the purchase process but typically does not relate directly to the product performance or service function. Keller argues that the price is a very important factor, for the reason that consumers hold expectations and perceptions about the quality and value of a brand, based on its price and may organize their knowledge of brands according to the price factors (Keller, 1993). Green pricing can be defined as setting prices for green products that offset consumers' sensitivity to price against their willingness to pay more for products' environmental performance (Grove, et al., 1996). Price of green products can arise for various reasons, such as more expensive materials for their quality, higher production costs for more restrictive constraints, the internalization of environmental costs through increased taxation (Peattie & Crane, 2005).

One of the attributes reflected when consumers making a green-purchasing decision based on price. (D'Souza et al, 2006), described consumers do not really like to purchase green products if the price is higher. In the reality, the products do not always charged with more costs, in addition to the correlation cost (Polonsky & Rosenberger III, 2011). Referred to (D'Souza et al, 2006) all products offered should be concern to nature without need to reduce quality and/or pay premium prices for them. Pricing is necessary to support ecological friendliness in environmental marketing and consider the fact that the value of product will be added for changing its look, objective, and through customization (Shrama & Goyal, 2012). The term “premium price” in the green context refers to the additional cost that the consumer will have to pay compared to the traditional alternative in order to get a product with higher environmental performance (Peattie & Crane, 2005).

b. Green Packaging

According to (Draskovic, et al., 2009), packaging is one of connection tool between organization and consumers, it is needed to attract consumer’s attention. Thus, the

theoretical definition of green packaging was taken from (Van Dam & Van Trijp, 1994) explanation, as the consumers grow to recognize and consider natural aspects about knowledge and information of wrapping tool of the product.

As argued by (Barber, 2010), as people are becoming more aware of the damage caused by environment, environmental concerns of the industry have been identified as a critical issues that packaging companies must contend with. Furthermore, Morris, et al., (1995) have stated that specific products claims on product label like "eco-friendly", "recyclable", "biodegradable", and "ozone friendly" used by marketers enabled companies to communicate the environmental benefits of products to their customers. Packaging is one of key components that can provide a competitive advantage in the marketplace for many consumer products and even a low investment in changing the package can drive significant gains in brand sales compared to advertising and promotion activities (Barber, 2010).

c. User Imagery

User imagery can be differentiated directly and indirectly. The consumer's own experiences associate with brand users is direct user imagery. It also be formed indirectly through brand advertising and promotion or by some other information sources, for example the consumers actively influenced or encouraged by organizations (Keller, 1993). User imagery is the association of brand imagery that describe the user's self-image of the brand. The primary assumption of brand's users can be seen from demographic factors (such as, gender, age, and income per month), or psychographic factors (such as, manners toward career, the state of controlling something and social issues) (Keller, 1993).

Consumers' self-image can be inferred from the brands they use, their attitudes toward different brands and the meanings of the brands for them. The perceptions that consumers have for themselves influence their brand decisions. Consumers' favourable attitudes toward those products are most similar to the images they either prefer or wish of themselves. Consequently, they buy the products which match their desired self-image, because those products help consumers express themselves (Zinkhan & Hong, 1991).

2.2.7. Green Purchase Intention

Based on (Das, 2014), purchase intention refers to the attempt to purchase a product or service. (Ramayah, Lee, & Mohamad, 2010), intention is a specificity to act in an assured way. According to (Arslan & Zaman,, 2014), purchase intention can be defined as "a possibility that a consumer will intend to purchase a product or service in future". A positive purchase intention drives to consumer for actual purchase action or a negative purchase intention restrains to consumer not to purchase.

Based on (Yusof, Singh, & Razak, 2013), purchase intention for green environment products is conceptualized as "the probability and willingness to prefer to purchase the product which has features of having eco-friendly features". One of the adequate measurement items of consumer's response behaviour towards a specific product is purchase intention (Li, Daughterty, & Biocca, 2002). According to (Chen & Chang, 2012), green purchase intention is one of the buyer's trends to purchase a specific product that concerned to the environment.

2.2.8. Survey

According to (Singarimbun, Masri, & Effendi, 1989) survey research is research that uses a sample of one population, and uses a questionnaire as a data collection tool. The questionnaire is divided into two, namely a questionnaire that is directly filled in with its physical form, and the second is an online questionnaire. It explained the purpose of using the survey method:

a. Investigation
   Researchers are still looking for problems to be examined.
b. Descriptive
   Researcher makes thorough measurement of certain social phenomena based on existing facts.
c. Explanation or confirmatory
   Is designed to explain causal relationships and hypothesis testing.

d. Evaluation

   To find out how far the objectives formed at the beginning of the program are achieved or have signs to be achieved.

e. Predict certain events in the future

f. Operational research

   To identify variables related to operational aspects of a program.

g. Development of social indicators

   The development of this indicator can be developed based on surveys conducted periodically.

2.2.9. Instrument Testing

Instrument testing is a step that is used in order to determine the validity and reliability of the questions that will be asked to the respondent.

A. Validity Testing

Validity is defined as evidence, instruments, techniques, or processes used to measure the concept that the variables or models that in accordance with the validity of the statement (Sekaran & Bougie, 2013). Construct validity is used in this research for validity testing.

Construct validity is used to indicate the accuracy of measurement items of variables or concepts, based on patterns of linkages between items or variables used to measure certain variables or concepts (Sekaran & Bougie, 2013). And the value of average variance extracted (AVE) (Ghozali, 2014).

Convergent validity was tested using a significance level of loading factor of indicators that measured the construct. Significant loading factor indicated by the output of standardized loading estimate in AMOS for each indicator has a value of ≥ 0.50. The minimum loading factor value for convergent validity can be fulfilled is ≥ 0.50 (Hair et al, 2010). The value of loading factor that is not significant, as indicated by the standardized loading estimate below 0.50 must be cut-off or deleted, so that convergent

validity can be achieved (Ghozali, 2014). Average variance extracted (AVE) indicates the level of convergence or the level of concentration of an indicator that measures certain variables or concepts (Ghozali, 2014). A good AVE value is ≥ 0.70 (Hair et al, 2010).

The formula for testing the validity of the questionnaire is shown by Equation 2.1:

$$r_{xy} = \frac{N(\Sigma xy)-(\Sigma x)(\Sigma y)}{\sqrt{\{N\Sigma x^2-(\Sigma x)^2\}\{N\Sigma y^2-(\Sigma y)^2\}}} \quad ...(2.1)$$

Where:

N	=	The total of instrument
X	=	Respondent score on the instrument (question)
Y	=	Total score all of the instrument (question) on every respondent
r_{xy}	=	Correlation coefficient between variables X and variable Y
Σxy	=	The number of multiplications between variables X and Y
Σx^2	=	The sum of the squares of the X value
Σy^2	=	The sum of the squares of the Y value
$(\Sigma x)^2$	=	The number of X values is then squared
$(\Sigma y)^2$	=	The number of Y values is then squared

The basis used in making decisions on each of the questions said to be valid or not is as follows:

- If r count ≥ r table, then the question or statement can be said to be accepted.
- If r count <r table, then the question or statement cannot be said to be unaccepted.

B. Reliability Testing

Reliability of a measurement shows the level of a measurement that is free bias, stay consistent, and stable in long term, and also the use of the instrument remains consistent when used in other studies (Sekaran & Bougie, 2013).

In this study, the reliability test used the cronbach's alpha method that can be seen from the coefficient value. Cronbach's alpha is a reliability coefficient that shows how well the measurement items are positively correlated with each other and calculated in terms of the intercorrelation average among the items of the conceptual measurement. The minimum value of the cronbach's coefficient alpha must be ≥ 0.7 even the value of 0.6 is still acceptable (Hair, et al., 2010). Reliability is an indicator that shows the suitability of the measuring instrument with what is measured. The formula used to determine the reliability of a research instrument can be calculated using the following Cronbach alpha formula is shown by Equation 2.2:

$$\alpha = [\frac{k}{(k-1)}][1 - \frac{\Sigma {\sigma_j}^2}{\sigma^2}] \qquad ...(2.2)$$

Where:

α	=	Instrument reliability
k	=	Total question item that testing
$\Sigma {\sigma_j}^2$	=	Value of the variance of the j
σ^2	=	Total variance

Before using the Cronbach alpha formula, first determine the number of variance items, the formula that can be used is shown by Equation 2.3:

$$\sigma^2 = \frac{\Sigma x^2 - \frac{(\Sigma x)^2}{N}}{N} \qquad ...(2.3)$$

Where:

σ^2	=	Instrument Variance
Σx^2	=	Number of X Squares
Σx	=	Number of Scores for each instrument

Therefore, according to (Sekaran & Bougie, 2013) the value of cronbach's alpha can be grouped as follows:

- Cronbach's Alpha < 0.6, then the variable considered unacceptable.
- Cronbach's Alpha ≥ 0.6 – 0.79, then the variable considered acceptable.

- Cronbach's Alpha > 0.8 – 1, then the variable considered good.

2.2.10. Structural Equation Modeling (SEM)

The data analysis in this study uses structural equation modeling (SEM) using AMOS version 22. SEM or structural equation modeling is a technique that is multivariate data analysis that can combine several aspects such as factor analysis and multiple regression that allow researchers to test simultaneously a series of dependence relationships of measured variables and latent variables, and between several latent variables. SEM can explain measurement errors in the estimation process that are not able to be explained by regression (Hair, et al., 2010).

In using SEM there are several assumptions. SEM assumptions are:

1. Sample size

   According to (Roscoe, 1975), a study requires at least 50 samples and 500 samples at most. Moreover, in deciding the sample size, researcher can multiply the total number of measurement items by 10. Therefore, looking at the number of measurements; 13 items, it is expected that this study should obtain at least 130 and 500 respondents at most.

2. Normality

   Normality and linearity data distribution must be analysed to see whether normality assumptions are met. Normality can be tested through image histogram data. Linearity test can be done through scatterplots from the data that is by selecting the data pair and seeing the pattern of its spread to predict whether there is linearity.

A. Data Analysis using SEM Method

Based on the (Hair, et al., 2014) there are the key terms to develop an understanding of the concepts and terminology used in structural equation modelling:

1. SEM variable

   The variables in each SEM affect each other. Variables contained in SEM include:

a. Latent variable

In SEM the variables of concern are latent variables. Latent variable or the latent construct is a variable that is not directly measured. There are two types of latent variables, namely:

1) Exogenous

The exogenous latent variable is denoted ξ "ksi". The independent variable is situated (independent latent variable) in all equations that existed in SEM, with a circle symbol of arrows going out.

2) Endogenous

The endogenous latent variable is denoted η "eta". The dependent variable is situated (dependent latent variable) at least one equal in the model, with a circle symbol of arrows going out and in.

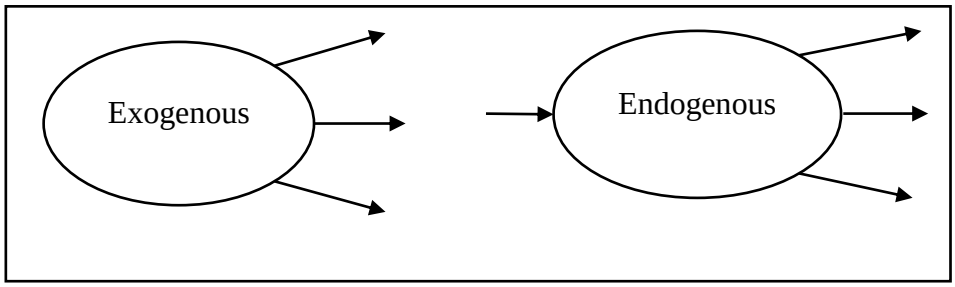

Figure 2.2 Exogenous and Endogenous Latent Variables

b. Measured/Manifest variable

Observed variables are variables that can be observed or can be measured empirically and referred to as indicators. Observed variables are effects or measures of latent variables. Observed variables related to exogenous variables are given by mathematical notation with label X, while those related to endogenous latent variables are labelled Y.

2. SEM model

The models contained in SEM include:

a. Structural model

Set of one or more dependence relationships linking the hypothesized model's constructs. The structural model is most useful in representing the interrelationships of variables between constructs. Parameters that show the exogenous latent variable regression are labelled with γ "gamma", whereas for endogenous latent variable regression are labelled with β "beta", and covariance matrix of exogenous latent variables are labelled with Φ "Phi". The example of structural model can be shown in Figure 2.3 below.

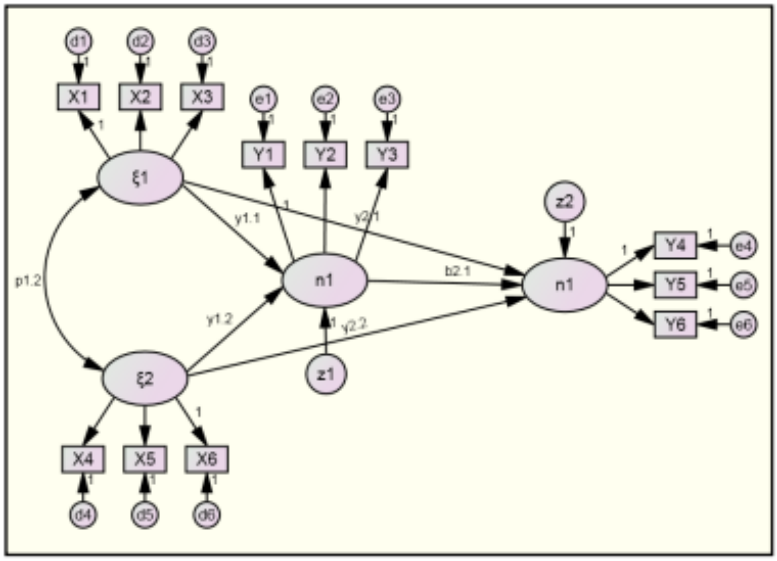

Figure 2.3 Example of Structural Model

b. Measurement model

A SEM model that (1) specifies the indicators for each construct and (2) enables an assessment of construct validity. The first of the two major steps in a complete structural model analysis. The load factors or factor loadings that connect latent variables to observed variables are symbolized by λ ("lambda"). The example of measurement model can be shown in Figure 2.4.

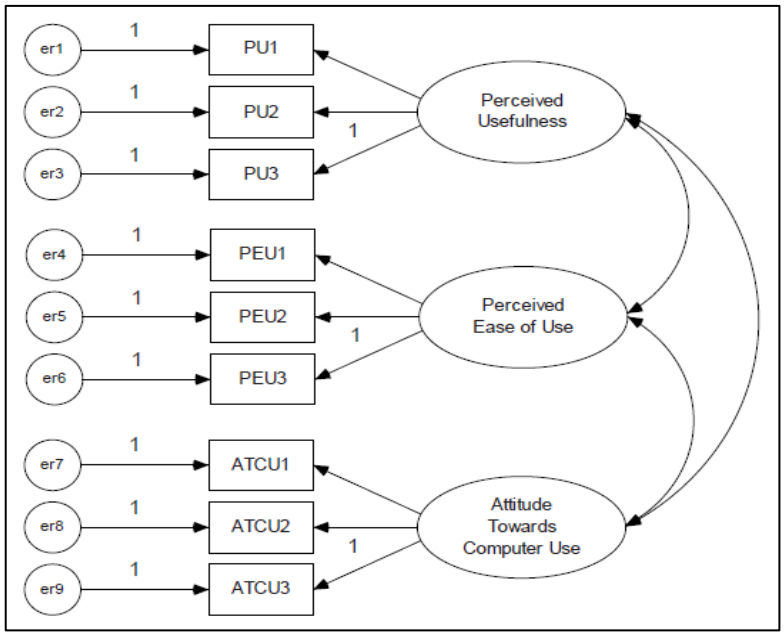

Figure 2.4 Example of Measurement Model

3. Error

   Errors in SEM include:

   a. Structural error

      Symbolized by ζ "zeta" to obtain a consistent parameter estimate, a structural error is assumed not to correlate with the exogenous variables of the model. However, structural errors can be modelled correlating with other structural errors.

   b. Measurement error

      The observed variable X is represented by δ "delta" and the observed variable Y symbolized by ε "epsilon". Degree to which the variables we can measure do not perfectly describe the latent construct(s) of interest. Sources of measurement error can range from simple data entry errors to definition of constructs (e.g., abstract concepts such as patriotism or loyalty that mean many things to different people) that are not perfectly defined by any set of measured variables. For all practical purposes, all constructs have some measurement error, even with the best indicator variables. However, the researcher's objective is to minimize the amount of measurement error. SEM can take measurement error into account in order to provide more accurate estimates of the relationships between constructs.

2.3 Conceptual Model (Framework)

By examining the literature review, this research has come up with a model, which is conceptual model of non-product related attributes that affect green purchase intention. This research will examine few variables of non-product related attributes to determine the effect on green purchase intention.

Brand associations take diverse structures. One approach to distinguish among brand associations is by their level of abstraction, by how much information is summarized. There are three major categories of brand associations, which are: attributes, benefits, and attitudes. Extra distinctions can be made within these classifications according to the association of qualitative nature.

Attributes are those that enlighten products that portray a product or service – the consumer's opinion of the product or service that included within the purchase. Various ways attributes can be classified (James H & Shocker, 1981). Here, attributes are distinguished based on to the direct relationship of product or service efficiency. The definition of product-related attributes is the necessary element of consumer needs to achieve the function of a product or service. Thus, the physical component of product or requirements of service relate to product-related attributes varies by product or service category.

Non-product related attributes are described as external aspects of the product or service related to purchase or usage. Three main categories of non-product-related attributes are (1) price, (2) packaging or product personality, and (3) user imagery (such as product user characteristics).

The price of the product or service is considered a non-product related attributes since it represents an important step in the process of purchase but typically does not relate directly to the product performance or service function. Price is an especially critical attribute association since consumers often have strong assumptions about the price and value of a brand and may organize their product awareness in terms of the

price level of other brands (Blattberg & Wisniewski, 1989). Based on the explanation above, the hypothesis can be presented as:

(H1): Green price is positively related to green purchase intention.

Additionally, packaging is considered as a purchasing feature and utilization business process. However, most cases, does not relate to the necessary ingredients for product performance directly. As the mentioned above, come up with hypothesis as follows:

(H2): Green packaging is positively related to green purchase intention.

Attributes of user imagery can be known directly from experience of consumer and connect with consumers or the indirect step through the segmented market illustration as communicated in promotion of the brand or by some other sources of data (e.g., personal engagement). With prior research by (Plummer, 1985), one element of brand image is the identity or aspect of the brand definition. The research demonstrated that brands can be characterized by personality descriptors such as "active," "smart," and "cheerful." These associations' types appear to merge regularly as a result of inferences about the underlying the buyer or circumstances used. These conditions suggest a hypothesis where:

(H3): User imagery is positively related to green purchase intention.

To identify whether the proposed hypothesis is accepted or not, the researcher make the model on how the endogenous variables are influenced by the exogenous variable. The core model considers about non-product related attributes as independent variables that influence the green purchase intention as dependent variable. The conceptual model is displayed as follows.

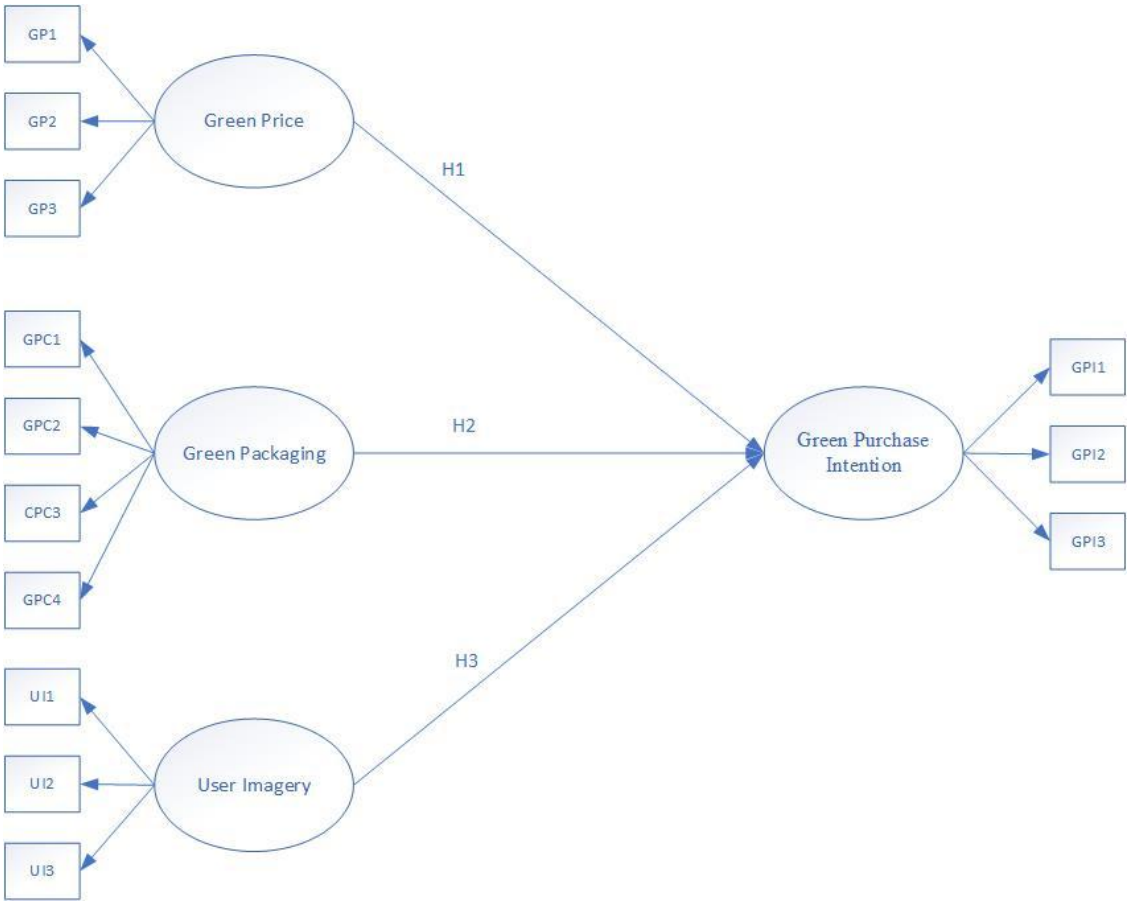

Figure 2.5 Conceptual Model

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the stages of this research will be explained. It is needed to carry out the important characteristics of the research so that the research runs accurately and comprehensively. This chapter contains diagrams for research concept models, data collection methods, place and focus of research.

3.1 Research Focus

The focus in this study related to green brand attributes which refers to non-product related used by companies. In this study there are several variables that will be used and will be reviewed towards green purchase intention.

3.2 Research Place

This research was carried out on Starbucks Indonesia which is located in the city of Yogyakarta. The choice of this location is based on the highest number of shop visitors in buying green products and has non-products related attributes based on green marketing. This location selection has been carried out by the company which invites consumers to be more concerned about the environment.

3.3 Types of Data

The kind of data used in this study consisted of primary data and secondary data.

a. Primary Data

Primary data is a data that obtained directly from the respondents which collected by the researcher. In this research, the primary data is obtained by having a questionnaire, to simulate whether the variables are effective or not, and to test the hypotheses that have been formulated. The data collection will be focused to the non-product related attributes towards green product affecting purchase intention.

b. Secondary Data

Secondary data is a data obtained by using the existing data, then it is performed the process of analysis and interpretation of the data in accordance with the purpose of the study. The secondary data will be collected from indexed journals as well as textbooks.

3.4 Use of Tools

This study uses several tools to help data processing, including:

a. Google Form

   This tool is used for compiling and distributing questionnaires.

b. Microsoft Excel

   This tool is used to help processing data on the results of questionnaires and existing supporting data.

c. SPSS Software

   This tool is used to test the validity when testing the questionnaire item test.

d. AMOS Software

   This tool is used to process the results data from the questionnaire and perform SEM calculations.

3.5 Data Collecting Method

In carrying out this study, research data is collected by using a questionnaire survey and numeric that is employed to gather responder’s responses with the aim of testing

hypotheses. The questionnaire survey serves as the primary data collection method which will be objectified and standardized. The questionnaire items have tested to determine the suitability of the indicator with the questions that will be used in data retrieval. The questionnaire consists of 13 questions of measurement items.

The questionnaire in this study identifies some list of statements. The survey comprises few response decisions using a Likert scale. Likert scale is technique that can be utilized for assessment of consumer opinion, assumption, and attitudes based on the occurrence of social tendency. The five-point likert scale is aimed to measure how strongly respondents agree or disagree with a question or statement contained in the research questionnaire (Sekaran & Bougie, 2013). Below is the information of Likert scale.

Table 3.1 Likert Scale

No	Information	Likert Scale
1.	Strongly Disagree	1
2.	Disagree	2
3.	Not Sure	3
4.	Agree	4
5.	Strongly Agree	5

3.6 Data Processing

Measurement model defines latent variables that observed several variables, and a structural model is the connection of latent variables based on the research model. The two levels analysis referred to structural equation modeling (SEM). Social sciences is generally utilize SEM because it is capable to isolate observational error of latent variables estimated. SEM is intended to check and analyse the relationships and assumption among constructs of the research concerning to described latent variables in the conceptual model, and find out the direction and significance of these influences (Byrne, 2001).

The researcher uses questionnaire survey to analyse the four constructs of latent variable, which are green price, green packaging, user imagery, and green purchase intention. This study used the AMOS 22 software to analyse structural equation modeling (SEM) to assess parameters, test the model fit, and confirm the hypotheses. The results are shown in the following. Based on Waluyo (2016) in making SEM it is necessary to take the following steps:

1. Development of theoretical models

   The first step that must be performed in developing the SEM model is to develop a research model with strong theoretical support through various literature reviews from scientific sources related to the developed model. Without a strong theoretical basis, SEM cannot be used. SEM is not used to influence a causality theory that already has a theory, because with the development of a scientifically justified theory is the main requirement in using the SEM model.

2. Development of path diagrams to show causality relationships. The research model that has been built in the first stage will be described in a path diagram that will make it easier to see the causality relationships to be tested. In the path diagram the relationship between constructs will be expressed through arrows. A straight arrow shows a direct causal relationship between one construct and another. While the curved lines between constructs and arrows at each end show correlation. The constructs in the path diagram can be divided into two groups, namely:
   a. Exogenous construct (known as source variable or independent variable that is not predicted by other variables contained in the model. The exogenous construct is the construct that is directed by a line with one end of the arrow.
   b. Endogenous construct which is a factor that is predicted by one or several constructs. Endogenous constructs can predict one or several other endogenous constructs, but the endogenous construct can only be causally related to the endogenous construct.

3. The specification equation of the measurement model, which determines the variables measure construct, and determines a series of matrices that show hypothesized correlations between constructs and variables. Size components identify latent variables and structural components to evaluate the causal relationship hypothesis. Between the latent variables in the causal model and showing a test of all the hypotheses of a model as a whole.

4. Selection of input matrix and estimation techniques SEM uses data input which only uses matrix / covariance or correlation matrix for the overall estimation. Covariance matrices are used because they have advantages in presenting valid comparisons between different populations or different samples and cannot be presented by correlation. The appropriate sample size ranges from 100 to 200 respondents, while the minimum sample size is 5 respondents per parameter estimate.

5. Assess identification problems

   Problem identification is basically a problem about the inability of the model developed to produce unit estimations. One solution to this identification problem is to give more constraints to the model being analysed and this means eliminating the estimated coefficient. Therefore, it is strongly recommended that every time an estimation is made an identification problem occurs, then the model should be reconsidered, among others, by developing more construct models.

   Assessment of model identification is done by calculating the degrees of freedom values of the model. There are three types of models based on the degrees of freedom. First, Just-Identified model, which is a model with a degree of freedom value of exactly 0. Second, Over-Identified model, which is a model with positive degrees of freedom. This model is the goal for all structural models. Third, Under-Identified model, which is a model with negative degrees of freedom values. This model shows that the information available does not meet the needs so that the results cannot be estimated.

6. Evaluate the criteria for goodness of fit

   At this stage, tests on various criteria for goodness of fit is carried out, after ensuring that the data used has met SEM assumptions.
   After conducting conformity tests and statistical tests, several conformity indices and cut-off values are generally used to test whether a model will be accepted or rejected, namely:

   a. Chi-Square Statistics ($\chi 2$) follow statistical tests related to significant requirements. The smaller the better.
   b. Root Mean Square Error of Approximation The average difference per degree is expected to occur in the population and not in the sample. $0.05 < RMSEA \leq 0.08$ is good fit, $0.08 < RMSEA \leq 0.1$ is marginal fit while $RMSEA < 0.05$ is close fit.
   c. Goodness-of-Fit Index (GFI) Values range from 0-1, with a higher value is better. $GFI \geq 0.90$ is good fit, while $0.80 \leq GFI < 0.90$ is marginal fit.
   d. Adjusted Goodness of Fit Index (AGFI) Values range from 0-1, with a higher value is better. $AGFI \geq 0.90$ is good fit, while $0.80 \leq AGFI < 0.90$ is marginal fit.
   e. Tucker-Lewis Index or Non-Normed Fit Index (TLI or NNFI) Values range from 0-1, with a higher value is better. $TLI \geq 0.90$ is good fit, while $0.80 \leq TLI < 0.90$ is marginal fit.
   f. Comparative Fit Index (CFI) Values range from 0-1, with a higher value is better. $CFI \geq 0.95$ is good fit, while $0.80 \leq CFI < 0.90$ is marginal fit.
   g. Incremental Fit Index (IFI) shows the comparison between tested model and null model, with range value 0 and 1, is conformed good if the value close to 0.9.
   h. The value of Normed Fit Index (NFI) is between 0 and 1. The NFI value that close to 1 shows suitability of the model with the reality represented by the data.

7. Significant Level

   The significance level of 5% is the level of significance most often used in research (Cooper & Schindler, 2014). The use of a significance level of 5% or 1% has the same results (Kline, 2012). The choice of the level of significance

used in the study is determined by how much risk the error is willing to be accepted by the researcher (Cooper & Schindler, 2014).

The higher value of the significance level, the worse the suitability of the model and the reality represented by the data (Kline, 2012). If the value of p or the level of significance of a relationship is smaller, the research model and reality will be even smaller, so that if there is a smaller p value ($p < 0.05$) of the 5% significance level, the research hypothesis (Ha) is accepted and the null hypothesis (Ho) is not supported, and if the value of p is greater than the significance level of 5% (p 5 0.05), then the null hypothesis (Ho) is accepted and the research hypothesis (Ha) is not supported (Kline, 2012).

8. Model interpretation

   The last step is to interpret the standard solution model, which is to see the magnitude of the influence or contribution of the indicator variable to the latent variable and the magnitude of the influence between latent variables.

3.7 Result Analysis

The resulting analysis in this research is to design the model of conceptual design from proposed hypothesis of non-product related attributes towards green purchase intention and to identify the relationship between variables of non-product related attributes towards green purchase intention in the conceptual model.

3.8 Conclusion and Suggestion

The last stage is the conclusion to answers the question about the problem formulation in this research. Furthermore, there is also a suggestion as the recommendation for further research and suggestion for the company can be carried out in this research.

CHAPTER IV

DATA COLLECTING AND PROCESSING

This chapter would be briefly explaining, the research data that collected and processed. In this research there are several steps performed. The first step taken is the questionnaire item validity, reliability, and hypothesis testing. In this research, the data was collected through questionnaire survey serves as the primary data collection. Likewise, the data collection and analysis were used to build the research model.

4.1 Data Collecting

4.1.1 Instrument Pre-Test

The researcher collected primary data and pre-test the instrument using validity and reliability test before the actual research done. The initial instrument were distributed to 31 respondents that met the required criteria.

4.1.2 Validity Testing Small Sample Size

Validity test is required to assess the accuracy and find out the validity of questionnaire item. In this research, a content validity is used for this step. A valid questionnaire is a questionnaire that able to express something could measured by the questionnaire (Ghozali, 2014). Below is the result of KMO Bartlett from small size testing shows in Table. 4.1 as follows.

Table 4.1 KMO and Bartlett Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.805
Bartlett's Test of Sphericity	Approx. Chi-Square	285.389
	df	78
	Sig.	.000

Table 4.1 above shows the result of Kaiser-Meyer-Olkin (KMO) in Measure of Sampling Adequacy, which is 0.805 and above the standard criteria. To pass the validity test, the KMO has to be above 0.5. The Chi-Square Bartlett's test value is 285.389 and the significance of Bartlett's test is 0.000. In this situation, there is no significance between each latent variable to each other. The next step is validity test using confirmatory factor analysis (CFA). CFA was used to assess common method bias. The result of validity test using confirmatory factor analysis is shown in Table 4.2.

Table 4.2 Rotated Component Matrix of Factor Analysis

Variable			Component	
			1	2
Green Price	Choose environmentally friendly products	GP1	.790	
	Willingness to pay more	GP2	.671	
	Change the lifestyle	GP3	.748	
Green Packaging	Made from recyclable materials	GPC1	.881	
	Biodegradable packaging	GPC2	.906	
	Re-usable packaging	GPC3	.827	
	Has no excessive packaging	GPC4	.742	
User Imagery	Green characteristics	UI1		.757
	Admired and respected by others	UI2		.879
	Describe the status and style	UI3		.935
Green Purchase Intention	Environmental concern	GPI1	.592	
	Environmental benefits	GPI2	.838	
	Environmental friendly	GPI3	.882	

Based on Table 4.2 above, all off the factor loading score from each measurement items is more than the lower limit which is 0.500. Each of measurement items in the same variable has been in their own component, therefore the results are accepted for convergent validity testing. Convergent validity is needed to assess the degree to which two measures of the same concepts are correlated and it applies when multiple indicators are associated with one another (Neuman, 2006).

4.1.3 Reliability Testing Small Sample Size

Reliability was assessed by examining cronbach's alpha (CA) and composite reliability (CR) for internal consistency. This shows how each items to positively correlated to others. There are four variables measured which are, green price, green packaging, user

imagery, and green purchase intentions. The results of reliability testing small sample size shows in Table 4.3 below.

Table 4.3 Reliability Test

Variable	Cronbach's Alpha	Corrected Item-Total Correlation	Category
Green Price	0.776		**Reliable**
item1 Choose environmentally friendly products		0.791	
item2 Willingness to pay more		0.627	
item3 Change the lifestyle		0.612	
Green Packaging	0.917		**Reliable**
item1 Made from recyclable materials		0.855	
item2 Biodegradable packaging		0.786	
item3 Re-usable packaging		0.849	
item4 Has no excessive packaging		0.759	
User Imagery	0.838		**Reliable**
item1 Green characteristics		0.559	
item2 Admired and respected by others		0.728	
item3 Describe the status and style		0.835	
Green Purchase Intention	0.835		**Reliable**
item1 Environmental concern		0.552	
item 2 Environmental benefits		0.743	
item3 Environmental friendly		0.815	

A variable of measurement is said to be reliable if the value of cronbach’s alpha more than 0.700. Based on the measurement above, all of the variables (green price, green packaging, user imagery, green purchase intention) have achieved satisfactory measurement values for cronbach’s alpha. This shows all of the variables can be used for the testing big sample size.

4.1.4 Questionnaire Results

The reseach data was collected through online questionnaire using Google Form. The questionnaire was distributed on the personal LINE account of the researcher as well as on various LINE groups. The questionnaire was further shared by the contacs of the researcher. The researcher successfully collects 180 responses, however 25 out of 180 respondents has to be taken out since the respondent did not meet the criteria, thus 155

responses are analyzed using AMOS 22 software. The questionnaire included some demographic questions to filter unqualified respondents. These were residing city, age, and know information about Starbucks Coffee Yogyakarta. The qualified respondents are people who currently resides in Yogyakarta, aged above 18 years old, and have been known or visited Starbucks. Below is the recapitulation of characteristics of the respondents:

Table 4.4 Respondent Characteristics

Variable	Total	Percentage
Gender		
Male	64	41.29%
Female	91	58.71%
Age		
> 18 years old	15	9.68%
21 - 30 years old	137	88.39%
31 - 40 years old	3	1.94%
Occupation		
Student	120	77.42%
Employee	7	4.52%
Professional	8	5.16%
Entrepreneur	14	9.03%
Others	6	3.87%
Income		
< Rp 1.500.000	66	42.58%
Rp 1.500.001 - Rp 3.000.000	56	36.13%
Rp 3.000.001 - Rp 5.000.000	21	13.55%
> Rp 5.000.001	12	7.74%

Based on the Table 4.4, the total of valid respondents are 155 respondents. It can be seen that the majority for the gender perspective, out of 155 respondents, 91 (58.71%) respondents were female. While, the male respondents with amount 64 (41.29%) respondents. There was a big difference in age group whereby more than 88.39% were about 21-30 years old, 137 respondents, followed by age > 18 years old is 15 (9.68%) respondents, and age 31 - 40 years old with 3 (1.94%) respondents.

For the occupation category, majority of respondents worked as a student with the amount 120 (77.42%) respondents. Respondents that occupied as entrepreneurs are

counted as 14 (9.03%). Followed by professional, 8 (5.16%) respondents, as an employee with amount 7 (4.52%) respondents, and others 6 (3.87%) respondents. For the income category, majority of respondents has income <Rp 1.500.000 with the amount 66 (42.58%) respondents. With the income between Rp 1.500.001 - Rp 3.000.000 has amount of 56 (36.13%) respondents. Followed by respondents with the income between Rp 3.000.001 - Rp 5.000.000, 21 (13.55%) respondents, and with the income above Rp 5.000.001 has amount 12 (7.74%) respondents.

4.1.5 Validity Testing Big Sample Size

Validity test is needed to assess the accuracy and find out the validity of questionnaire item. In this research, a content validity is used for this step. A valid questionnaire is a questionnaire that able to express something could measured by the questionnaire (Ghozali, 2014). Below is the result of KMO Bartlett from small size testing shows in Table. 4.5 below.

Table 4.5 KMO and Bartlett Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.816
Bartlett's Test of Sphericity	Approx. Chi-Square	959.776
	df	78
	Sig.	.000

Table 4.5 above shows the result of Kaiser-Meyer-Olkin (KMO) in Measure of Sampling Adequacy is 0.816 and above the standard criteria. To pass the validity test, the KMO has to be above 0.5. The Chi-Square Bartlett's test value is 959.776 and the significance of Bartlett's test is 0.000. In this situation, there is no significance between each latent variable to each other. The next step is validity test using confirmatory factor analysis. The result of validity test using confirmatory factor analysis is shown below.

Table 4.6 Rotated Component Matrix of Factor Analysis

Variable			Component			
			1	2	3	4
Green Price	Choose environmental friendly products	GP1				.722
	Willingness to pay more	GP2				.822
	Change the lifestyle	GP3				.702

Variable			Component			
			1	2	3	4
Green Packaging	Made from recyclable materials	GPC1	.731			
	Biodegradable packaging	GPC2	.852			
	Re-usable packaging	GPC3	.827			
	Has no excessive packaging	GPC4	.648			
User Imagery	Green characteristics	UI1			.749	
	Admired and respected by others	UI2			.875	
	Describe the status and style	UI3			.872	
Green Purchase Intention	Environmental concern	GPI1		.794		
	Environmental benefits	GPI2		.804		
	Environmental friendly	GPI3		.801		

Based on Table 4.7 above, all of the factor loading scores from each measurement items is more than the lower limit which is 0.500. Each of measurement items in the same variable has been in their own component, therefore the results is accepted for convergent validity test. Each measurement item in the same variable is already in the respective component column so it is confirms the acceptance of convergent validity test. Convergent validity is needed to assess the degree to which two measures of the same concepts are correlated and it applies when multiple indicators are associated with one another (Neuman, 2006). Each measurement item with a different variable is in a different column so it has accepted the discriminant test. Thus, it can be conluded that the items of this study are valid.

4.1.6 Reliability Testing Big Sample Size

Reliability was assessed by examining cronbach's alpha (CA) and composite reliability (CR) for internal consistency. This shows how each items to positively correlated to others. There are four variables measured which are, green price, green packaging, user imagery, and green purchase intentions. The results of reliability testing small sample size shows in Table 4.7 below.

Table 4.7 Reliability Testing

Variable	Cronbach's Alpha	Corrected Item-Total Correlation	Category
Green Price	0.751		**Reliable**
item1 Choose environmentally friendly products		0.598	
item2 Willingness to pay more		0.536	
item3 Change the lifestyle		0.622	
Green Packaging	0.825		**Reliable**
item1 Made from recyclable materials		0.641	
item2 Biodegradable packaging		0.73	
item3 Re-usable packaging		0.74	
item4 Has no excessive packaging		0.511	
User Imagery	0.787		**Reliable**
item1 Green characteristics		0.524	
item2 Admired and respected by others		0.687	
item3 Describe the status and style		0.681	
Green Purchase Intention	0.842		**Reliable**
item1 Environmental concern		0.525	
item 2 Environmental benefits		0.833	
item3 Environmental friendly		0.789	

A variable of measurement is said to be reliable if the value of cronbach's alpha more than 0.700. Based on the measurement above, all of the variables (green price, green packaging, user imagery, green purchase intention) have achieved satisfactory measurement values for cronbach's alpha and can be concluded that all the variables are accepted.

4.2 Descriptive Statistics

Descriptive statistics presents the measurement value (N) , mean value, and standard deviation. As shown on Table 4.8.

Table 4.8 Descriptive Statistics

Variable		Item Testing	N	Mean	Std. Deviation
Green Price	Choose environmental friendly products	GP1	155	3.86	1.041
	Willingness to pay more	GP2	155	3.51	0.921
	Change the lifestyle	GP3	155	3.78	1.18
Green Packaging	Made from recyclable materials	GPC1	155	3.99	1.054
	Biodegradable packaging	GPC2	155	4.12	0.875
	Re-usable packaging	GPC3	155	4.01	0.922
	Has no excessive packaging	GPC4	155	3.9	0.952
User Imagery	Green characteristics	UI1	155	3.3	0.863
	Admired and respected by others	UI2	155	3.19	0.804
	Describe the status and style	UI3	155	3.06	0.803
Green Purchase Intention	Environmental concern	GPI1	155	3.25	0.85
	Environmental benefits	GPI2	155	3.87	0.945
	Environmental friendly	GPI3	155	3.87	0.992

Table 4.8 above shows that item GPC2 has the highest mean score 4.12 means that the respondents tends to agree with that item statement, where the consumers consider purchasing a product with biodegradable packaging. The highest score of standard deviation value can be found in GPC1 with score 1.054, means that item has the biggest data distribution compared to others.

Variable with the highest mean is GPC (Green Packaging) with score 4.0. Meanwhile, variable with the lowest mean is UI (User Imagery) with score 3.18. The results shows that the measurement items of GPC (Green Packaging) has high level of approval from respondents. Whereas, the respondents is not really agree with variable UI (User Imagery).

Variable with the highest standard deviation is GP (Green Price) with score 1.04. Meanwhile, variable with the lowest standard deviation is UI (User Imagery) with score 0.82. The results of high standard deviation shows the biggest data distribution. The respondents gave different assessment to variable GP (Green Price), GPI (Green Purchase Intention), and GP (Green Packaging). Whereas, in variable UI (User Imagery) the respondents tend to have same assessment.

4.3 Data Processing

Structural equation modeling (SEM) commonly refers to a combination of two things: a “measurement model” that defines latent variables using several observed variables, and a “structural model” that connects latent variables according to research models. SEM is widely used in the social sciences due to its ability to isolate observational error from measurement of latent variables. SEM is designed to examine and test the relationships and hypothesis among research constructs in order to identify latent variables in the conceptual model, and to determine the direction and significance of these relationships (Byrne, 2001). The researcher uses questionnaire survey to measure the four constructs, green price, green packaging, user imagery, and green purchase intention, which are classified as latent variables. That is why this study uses SEM to verify the hypotheses. This study uses the AMOS 22 software to analyze structural equation modeling (SEM) to estimate parameters, test the fit of the model, and verify the hypotheses. SEM of this study examines the two levels of analysis, the measurement model and the structure model, and their results are shown in the following.

4.3.1 Development of Theoretical Model

To test the hypothesis, Structural Equation Modeling is done using AMOS 22 software to build a theory-based model. This theory-based model consists of several variables of communication tools and the relationship between each of these variables, some of those variables can be shown in Table 4.9 as follows.

Table 4.9 Variable and the Definition

Variable	Definition of Variable Dimensions
Green Price	Price refers to the amount paid by the customer to purchase a product. The price of a product is influenced by several factors like cost of material, product differentiation, competition, market share and the customer's perceived value of a product. When it comes to pricing the question arises as to how firms ensure green marketing while pricing their products.

Variable	Definition of Variable Dimensions
Green Packaging	To the extent consumers recognize environmental aspects in their perception of product packaging and the extent consumers consider environmental aspects in their overall preference formation.
User Imagery	User imagery is the brand imagery associations related to the type of person who uses the brand. Perceptions of a brand's users may be based on demographic factors (for example, gender, age, race and income), or psychographic factors (for example, attitudes toward career, possessions and social issues)
Green Purchase Intention	Green purchase intention (GPI) is simply defined as an intention to buy a service or product which is less or not harmful for the society and environment. It can also be defined as an internal wish, desire and willingness of the people to buy a less harmful and environmental friendly product.

Based on the table above, 3 construct can be formed and each construct has several indicators. And the explanation will be presented in the Table 4.10 as follows.

Table 4.10 Indicator of Variables

No	Variable	Indicator	Code	Source
1	Green Price	a. I will choose goods and services, campaigns or companies that are environmentally friendly if they have the same price	GP1	(Suki N. , 2013)
		b. I am willing to pay more for environmentally friendly products.	GP2	
		c. If the price of green products is cheaper, I will to change my lifestyle by buying green products	GP3	
2	Green Packaging	a. I agree with Starbucks packaging made from recyclable materials.	GPC1	(Kong, et al., 2014)
		b. I agree if the coffee cup used by Starbucks is a biodegradable packaging (organic material that can be described)	GPC2	
		c. I agree if Starbucks uses re-usable packaging	GPC3	

No	Variable	Indicator	Code	Source
		d. I agree that the product has no excessive packaging	GPC4	
3	User Imagery	a. I feel, Starbucks brand users have the green characteristics I want to have	UI1	(Wang & Tang, 2011)
		b. People who buy Starbucks brands are admired or respected by others	UI2	
		c. People who use the Starbucks brand describe the status and style that I admire.	UI3	
4.	Green Purchase Intention	a. I intend to buy green product because of the environmental concern	GPI1	(Suki N. , 2016)
		b. I expect to purchase green product in the future because of its environmental benefits	GPI2	
		c. Overall, I am glad to purchase green product because it is environmental friendly.	GPI3	

4.3.2 Development of Path Diagram

The study involves four variables; green price, green packaging, user imagery, and green purchase intention. Path diagrams usually consist of two important elements, namely the construct and the relationship between them. Each construct represents a variable and is usually described as an oval and the observed variables are represented as rectangles or squares while the relationship between constructs is usually represented by an arrow. Based on the information provided, the model is as follows.

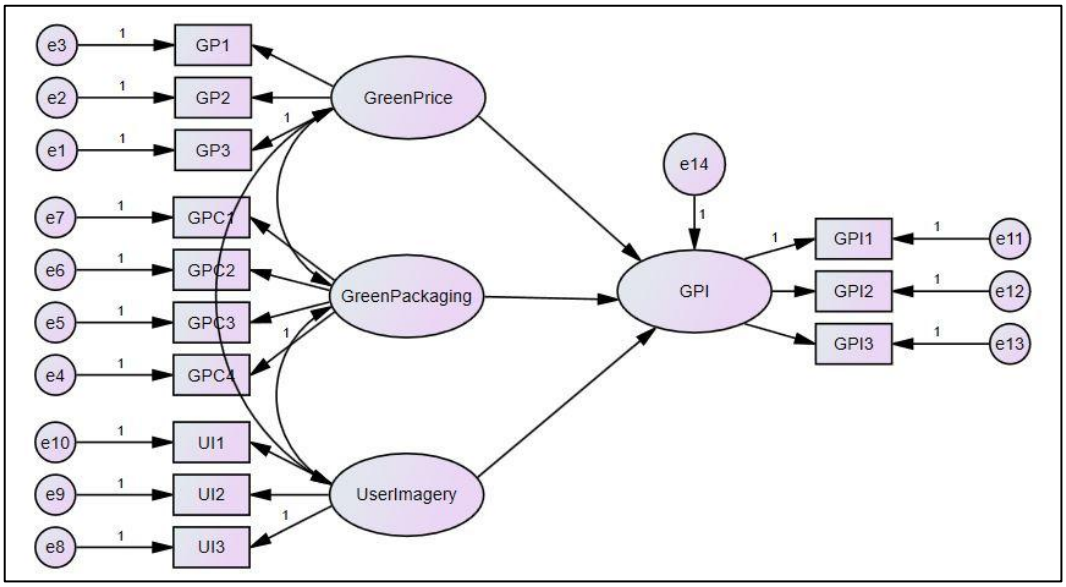

Figure 4.1 Path Diagram

4.3.3 The Results of the Measurement Model

The measurement model includes all of the indicator items of the constructs shown in Table 4.11. Measurement model often referred as confirmatory factor analysis (CFA). The researcher has analyzed the convergent validity, variance extracted, and construct reliability in order to ensure the validity ad reliability of the variables towards the model. To test the unidimensionality of the multi-item constructs, items that loaded on multiple constructs and had too low item-to-construct loadings were deleted. In order to examine the composite reliability (CR), it is computed the composite reliability estimates. Discriminant and convergent validity was measured by means of average variance extracted (AVE). (Fornell & Larcker, 1981) suggest that, in order to confirm discriminant validity, the AVE value of each construct should exceed the squared correlation among other constructs in the proposed model.The entire set of items was subjected to confirmatory factor analysis (CFA) to verify unidimensionality, discriminant and convergent validity.

According to Table 4.11 below, it is indicated that items for each construct firmly possess convergent validity as the standardized regression weights of all the variables are consistent with the cut-off value of 0.5. The results would like to reveal that the relationship between each variable and factors are statistically significant. Next, the researcher also calculated the variance extracted as well as construct reliability (CR) of the model.

Table 4.11 Validity and Reliability Testing

No	Variable	Indicator	Standard Loading	Standard Loading2	Measurement Error	CR	AVE
1	Green Price	GP1	0.739	0.546121	0.453879	0.75	0.51
		GP2	0.611	0.373321	0.626679		
		GP3	0.781	0.609961	0.390039		
		∑	2.131	1.529403	1.470597		
		∑2	4.541161				
2	Green Packaging	GPC1	0.753	0.567009	0.432991	0.80	0.56
		GPC2	0.808	0.652864	0.347136		
		GPC3	0.829	0.687241	0.312759		
		GPC4	0.581	0.337561	0.662439		
		∑	2.971	2.244675	1.755325		
		∑2	8.826841				

No	Variable	Indicator	Standard Loading	Standard Loading2	Measurement Error	CR	AVE
3	User Imagery	UI1	0.575	0.330625	0.669375	0.75	0.57
		UI2	0.858	0.736164	0.263836		
		UI3	0.814	0.662596	0.337404		
		∑	2.247	1.729385	1.270615		
		∑2	5.049009				
4	Green Purchase Intention	GPI1	0.575	0.330625	0.669375	0.74	0.70
		GPI2	0.993	0.986049	0.013951		
		GPI3	0.89	0.7921	0.2079		
		∑	2.458	2.108774	0.891226		
		∑2	6.041764				

Note: All factor loadings are standardized and significant at 5%

Based on the measurement above, the standardized loading estimate output, all of factor loadings already met the criteria which is ≥ 0,50, therefore the results of each indicator exogenous construct that have been represented is considered as valid. In variable green price, the dominant indicator is GP3, the dominant indicator within green packaging is GPC3, and UI2 is the most dominant indicator in user imagery, moreover GPI2 is the most dominant indicator in variable green purcahse intention.

It can be seen, all of the construct reliability (CR) value is > 0.70, it means the instrument is reliable. All of the average variance extracted (AVE) is more than 0.5 to be deemed if the indicator used is the observed variable above, can relatively explain exogenous variables in the model.

4.3.4 Normality Testing

Before testing the structural model, normality assumption was measured. Besides, the univariate normality was assessed using skewness and kurtosis values. If the skewness and kurtosis values do not exceed two and ten respectively, then univariate normality can be assumed (Haur, Khatibi, & FerdousAzam, 2017). In this study, since all the skewneess values and kurtosis values of the variables are below one, the univariate distributions are normal. The skewness of all the items ranges from -0.862 to 0.281, underneath ±2.0. Similarly, the values of kurtosis ranges from -0.828 to 0.647 well lesser than the cut-off value of ±10. Both the skewness and kurtosis are lower than the said value, signifying that the scores approximate a “normal distribution” or “bell-shaped curve” (Suki N. , 2013).

Table 4.12 Normality Testing

Variable	skew	kurtosis
GPI3	-0.862	0.571
GPI2	-0.807	0.647
GPI1	-0.181	-0.34
UI1	0.206	0.036
UI2	0.162	-0.069
UI3	0.281	0.345
GPC1	-0.856	0.048
GPC2	-0.577	-0.659
GPC3	-0.461	-0.828
GPC4	-0.746	0.328
GP1	-0.65	-0.318
GP2	-0.428	-0.156
GP3	-0.686	-0.347

4.3.5 The Results of the Structural Model

Having satisfied with the requirement arising from measurement issues, the structural model in Figure 4.1 was subsequently tested. Structural model testing is also often referred as a hypothesis test. This study applies the structural model of structural equation modeling (SEM) to explore the causal relationship among constructs.

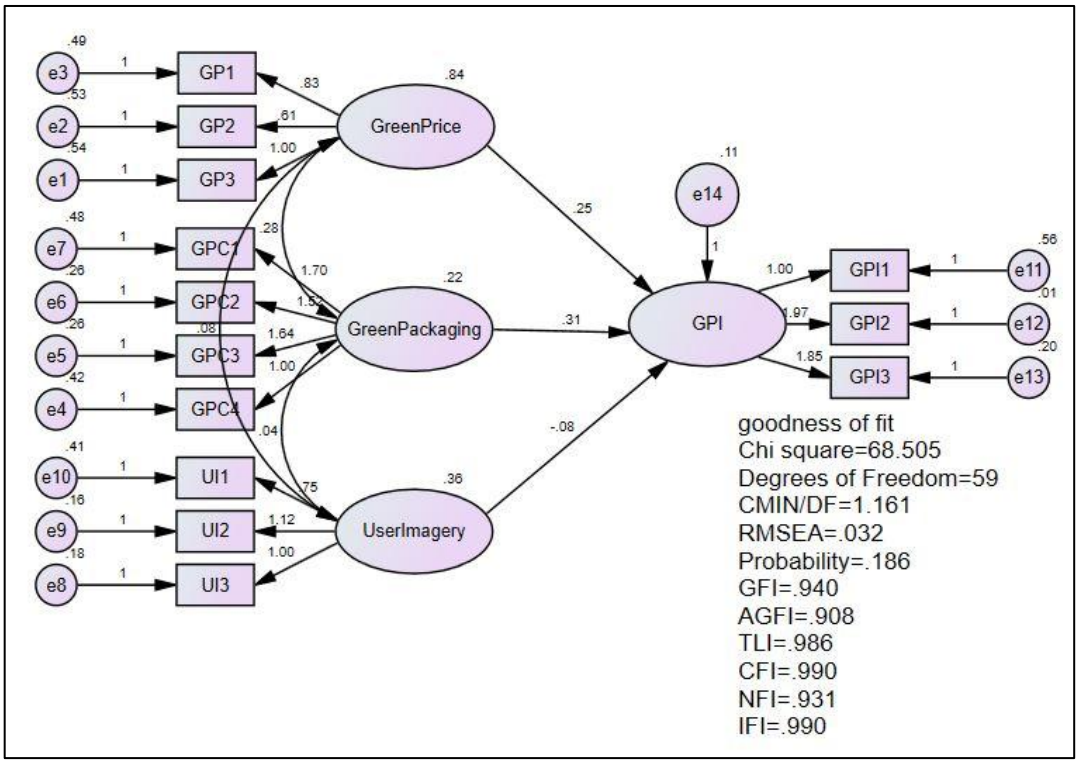

Figure 4.2 Structural Model

Referring to the SEM assumptions that were made, in the path analysis, structural model is used by the researcher. The next step is testing by using several conformity indices to measure the proposed model.

Compatibility of the model (model fit) is a comparison between the compatibility of the theory and the reality represented by data. Compatibility of the model can be measured by comparing the measured covariance matrix (theory) and reality represented by data (observed covariance matrix) (Hair, Black, Babin, & Anderson, 2010). Model compatibility assessment begins by looking at the compatibility of the entire model (overall model fit) with the chi-square (X^2) and goodness of fit (GOF). Chi-square GOF draws the differences between measured and observed covariance matrix. The differences between measured and observed covariance matrix is a key value to assess the GOF on any model of SEM (Hair, Black, Babin, & Anderson, 2010). Chi-square value (X^2) increases since the differences has found (residual) from the comparison of two matrices, if the matrix of measurement results and observational matrices have the same value, the model fits perfectly (Hair, Black, Babin, & Anderson, 2010).

The use of chi-square test is not enough to predict the compatibility of the model with the reality represented by data. In order to the compatibility of the model in SEM can be clearly identified. For the model fit, each model needs to have minimum 3 acceptable fits (Hair, Black, Babin, & Anderson, 2010). There are several measures of goodness-of-fit in SEM that can be used as a comparison of the compatibility of the model with the reality, can be seen in Table 4.11 below.

Table 4.11 Goodness-of-fit Indices

No	Type of Goodness of Fit Indices	Goodness of Fit Indices	Cut of Value	Model Result	Category
1	Absolute Fit Indices	Probability	≥ 0.05	0.186	Good Fit
2		CMIN/DF	≤ 2.0	1.161	Good Fit
3		Chi-square	*Small	68.505	Poor
4		GFI	≥ 0.90	0.940	Good Fit
5		RMSEA	≤ 0.08	0.032	Good Fit

No	Type of Goodness of Fit Indices	Goodness of Fit Indices	Cut of Value	Model Result	Category
6	Incremental Fit Indices	AGFI	≥ 0.90	0.908	Good Fit
7		IFI	≥ 0.90	0.990	Good Fit
8		CFI	≥ 0.95	0.990	Good Fit
9		NFI	≥ 0.90	0.931	Good Fit
10		TLI	≥ 0.90	0.986	Good Fit

Normed chi-square (CMIN / DF) is a comparison between the chi-square value and the degree of freedom. CMIN shows the relationship between the goodness-of-fit model and the number of estimated coefficients, which are expected to meet the level of conformity (Hair et al, 2010). Goodness-of-fit Index (GFI) is a non-statistical measure that has ranging value from 0 (poor fit) to 1.00 (perfect fit). A high GFI value indicates better suitability. The good value of GFI is ≥ 0.90 (90%) for the good-fit (Hair, Black, Babin, & Anderson, 2010). The smaller root mean square error of approximation (RMSEA), shows more suitable between theory and reality. A good value of RMSEA is between 0.05 and 0.08 (Hair, Black, Babin, & Anderson, 2010). The value of Normed Fit Index (NFI) is between 0 and 1. The NFI value that close to 1 shows suitability of the model with the reality represented by the data. Tucker-Lewis Index (TLI) value is between 0 and 1, and the value close to 1 shows good conformity level represented by data (Hair, Black, Babin, & Anderson, 2010). The good Comparative Fit Index (CFI) value is ≥ 0.90 (90%), that shows the research model is suitable with the reality that represented by data (Hair, Black, Babin, & Anderson, 2010).

Adjusted Goodness-of-Fit (AGFI) is the development from GFI which adjusted with ratio degree of freedom for tested model with degree of freedom to null model or the available total degree of freedom, the good AGFI value is ≥ 0.90. (Hair, Black, Babin, & Anderson, 2010). Incremental Fit Index (IFI) shows the comparison between tested model and null model, with range value 0 and 1, is conformed good if the value close to 0.9 (Hair, Black, Babin, & Anderson, 2010). Based on the Table 4.11 above, shows the results of structural model of this study, and the path coefficients indicate the positive effects among the constructs in the structural model. It can be concluded that overall the

research data is in accordance with the analysis model, in other words the model has been good-fit.

4.3.6 Model Interpretation

Since the model has been good fit, the hypothesis results are interpreted with structural equation model, and vice versa if it is not good then it is necessary to modify the model. The main purpose of modifying the model is to improve the fit of a model, and is done by removing or adding relationships in the model.

Because the model has been accepted through the feasibility test of the goodness of fit, modification of the model will not be carried out. Then, it will be continued in the next analysis.

4.3.7 Hypothesis Testing

In this research, the proposed model is tested using structural equation model (SEM) with AMOS 22. The results of hypothesis show in Table 4.12 as follows.

Table 4.12 Hypothesis Testing Result

Hypothesis	Stage	Estimate	S.E.	**C.R.**	**P**	Conclusion
H1 (+)	Green Price → GPI	0.246	0.068	**3.62**	*******	**Supported**
H2 (+)	Green Packaging → GPI	0.311	0.121	**2.568**	**0.01**	**Supported**
H3 (-)	User Imagery → GPI	-0.079	0.058	**-1.371**	**0.17**	**Not Supported**

Note: *** p-value is statistically significant at the 0.001 level

Based on the analysis conducted in this research, the Table 4.12 shows the stage of hypothesis testing. The first stage is the first hypothesis testing, green price is positively related to green purchase intention. In variable green price towards green purchase intention, the critical ratio value is 3.62 already surpassed the criterion of t-table value 5%, which is 1.96 and standard error is 0.068. Significance level under

0.001 that shown with symbol *** in P column means already met the significant hypothesis required criteria, if the significance level is below 5% or 0.05. Thus, it can be concluded that the first hypothesis is accepted.

The second stage is second hypothesis testing, green packaging has positively related to green purchase intention. In variable green packaging towards green purchase intention, the critical ratio value is 2.568 already surpassed the criterion of t-table value 5%, which is 1.96 and standard error is 0.121. Significance level 0.01 that shown in P column means already met the significant hypothesis required criteria, if the significance level is below 5% or 0.05. This verifies that the second hypothesis is accepted.

In variable user imagery towards green purchase intention, the critical ratio value is -1.371 does not meet the criterion of t-table value 5%, which is 1.96 and standard error is 0.058. Significance level 0.17 that shown in P column means does not meet the significant hypothesis required criteria, if the significance level is above 5% or 0.05. Thus, it can be concluded that the third hypothesis was rejected.

CHAPTER V

DISCUSSION

5.1. Hypothesis 1 (H1)

H1: Green price is positively related to green purchase intention.

The results of this research confirms the positive influence and significant impact of green price towards green purchase intention. Additionally, the descriptive findings of this study revealed that consumers are concerned to the green price. The price of green product has to be affordable for the customer to encourage purchase. Price is one of the features reflecting what a consumer thinks the product or service is or has and what is involved with its purchase or consumption (Keller, 1993). Price is the attribute that consumers reflect on when making a green-purchasing decision. Consumers are less likely to purchase green products if they are more expensive (D'Souza et al, Green Products and Corporate Strategy: An Empirical Investigation., 2006). However, there were a group of environmentally conscious consumers, i.e., more than 80 percent of Thai, Malaysian and Korean consumers from the emerging markets in the region, who are willing to pay premium price to purchase environmental products (Lung, 2010). (D'Souza et al, Green Products and Corporate Strategy: An Empirical Investigation., 2006) noted that all products offered should be environmentally safe without a need to trade off quality and/or pay premium prices for them.

5.2. Hypothesis 2 (H2)

H2: Green packaging is positively related to green purchase intention.

The results of this research confirms the positive influence and significant impact of green packaging towards green purchase intention. Green packaging in this study was concerned if the respondents would consider green product packaging, such as

recyclable packaging, packaging, reusable packaging, biodegradable packaging, packaging made from recycled materials, and product without excessive packaging when buying Starbucks Coffee. The findings of this study also in line with a previous research. For instance, (Barnes, Chan-Halbrendt, Q.G., & N., 2011) found that the majority of the respondents (66.5 percent) favoured a container made from biodegradable material in Hawaii, USA. Similarly, (Rokka & Uusitalo, 2008) study showed that Finnish consumers responded favourably to product packaging with recyclable information (accounted to 34 percent of the total product choice); and then, followed by product packaging with a resealable feature (accounted to 16.9 percent of the total product choice). On the other hand, the findings of the current study were more in line with the research findings of (Draskovic, Temperley, & Pavicic, Comparative perception(S) of consumer goods packaging: Croatian consumers‟ perspective(S), 2009) in the context of soft drinks packaging in Zagreb, Croatia. Although most of the respondents showed strong desires for environmental aspects and safe packaging, when it came to actual buying behaviour, the importance of individual convenience seemed to be the most important criterion in their purchasing decision.

5.3. Hyphotesis 3 (H3)

H3: User imagery is negatively related to green purchase intention.

The results of this research confirms the negative influence and significant impact of green packaging towards green purchase intention. Implying that the impact of user imagery on non-product attributes does not vary significantly across green purchase intention. This analytical result contradicted with Keller’s conceptual framework. User imagery are primary types of non-product attributes that reflect what a consumer thinks the product or service is or has and what is involved with its purchase or consumption. User imagery may result in a profile or mental image by consumers of actual users or more aspirational, idealized users (Keller, 1993) often prefer brands with images consistent with or closest to their own self-image (Sirgy, 1982). Consumers’ self-image can be inferred from the brands they use, their attitudes toward different brands and the meanings brands have for them. The perceptions consumers have of themselves influences their brand decision.

CHAPTER VI

CONCLUSION AND RECOMMENDATION

6.1. Conclusion

The purpose of this study is to test the relationship between non-product related attributes towards green purchase intention. Through online questionnaire, the researcher obtained 180 respondents with 155 valid responses. The data then being processes with structural equation modelling (SEM) method by using AMOS 22 and SPSS statistical software. Based on the analysis conducted by the researcher, it can be concluded that:

1. The conceptual design of the model consists of three non-product related attributes variables that influence the green purchase intention. This study involves more than one multiple indicator that correspond to green purchase intention. The study involves four variable; green price that have 3 measurement items, green packaging that have 4 measurement items, user imagery that have 3 measurement items, and green purchase intention that have 3 measurement items.
2. Among the dependent variables, the results of this study revealed that green price has the highest influence towards green purchase intention followed by green packaging. In contrast, this study found that user imagery had insignificant impact in influencing green purchase intention.

6.2. Recommendation

Based on the research findings, there are several proposed recommendations for marketing practitioners

1. Starbucks Indonesia needs to improve the green brand attributes of its products, as well as the importance of green products for environmental sustainability to the consumer consistently and continuously through consumer outreach.
2. It is worth noting that buyers seek products that have status-environmentally friendly are bought for benefits beyond their functional attributes. Marketers should also utilize users' need in enhancing their status by developing a distinguished brand image that can fulfil this need.
3. The results show that green price is the most significant in influencing conspicuous consumption. Given the evidence, marketers should utilize green price in building brand awareness and willingness to purchase. Introducing green price might influence buyer thinking. With the right strategy, to increase the green price, marketers can elevate buyers' willingness to buy the products at premium price.
4. In positioning the goods, marketers do not need to position the goods to be perceived lower in price. After all, buyers who are motivated by green price and green packaging are actually purchasing evidence they are able to obtain highly-sought or expensive possessions. Through the right strategy in developing a brand image, have willingness to pay more for products' environmental performance, creating effective packaging and distribution that concern to environment, together with fine-tuned promotions to create a status symbol in the marketplace, they can realistically charge premium prices without losing demand and possess a significant competitive advantage.
5. For the further research, it can be continued with the same theme that expected to be able to develop this current research model to become more complex and better. If replicating this research model, it is better to use a moderating variable for the influence of purchase intention. For example, take into account any other control variable, and focus only on specific demographic or socio-economic groups of people or the population in general.

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APPENDICES

QUESTIONNAIRE

Assalamu alaikum wr. wb. Salam sejahtera untuk kita semua. Perkenalkan, nama saya Desi Nur Hana, mahasiswa S1 Fakultas Teknologi Industri Universitas Islam Indonesia. Mohon bantuannya untuk mengisi kuesioner singkat (< 3menit) mengenai **"Impact of Green Marketing on Consumer Purchase Intention of Starbucks"** untuk menyelesaikan tugas akhir saya.

Di sini saya memohon kesediaan anda semua untuk mengisi kuesioner ini dengan lengkap dan se jujur-jujurnya. Segala bentuk informasi pribadi yang anda isi dalam kuesioner ini akan terjaga dengan baik kerahasiaan nya dan tidak akan digunakan dalam kepentingan lain di luar penelitian ini. Partisipasi teman-teman sangat saya apresiasi. Terimakasih sudah mengisi kuesioner. Semoga sukses untuk ke depannya!☺

Hormat saya, Desi Nur Hana Kurnia :)

Bagian ini berisi pertanyaan demografis bertujuan untuk pengkategorian. Untuk setiap pertanyaan di bawah ini, silakan isi yang kosong atau centang (√) opsi paling tepat yang paling menggambarkan Anda

Persyaratan Responden

1. Nama :
2. Jenis Kelamin* : Pria/Wanita
3. Usia :
   a. > 18
   b. 21 – 30
   c. 31 – 40
   d. 41 – 50
   e. > 50 tahun
4. Pekerjaan :
   a. Pelajar/Mahasiswa
   b. Wiraswasta
   c. Profesional
   d. Pegawai Negeri
   e. Lainnya (sebutkan) _____

5. Penghasilan (uang saku) :
   a. < Rp 1.500.000
   b. Rp 1.500.001 - Rp 3.000.000
   c. Rp 3.000.001 - Rp 5.000.000
   d. Rp 5.000.001 - Rp 7.000.000
   e. > Rp 5.000.001

Isilah dengan tanda centang (√) atau silang (X) pada jawaban anda yang mewakili keadaan anda yang sebenarnya.

Keterangan:

STS = Sangat Tidak Setuju S = Setuju

TS = Tidak Setuju SS = Sangat Setuju

N = Netral

No.	Kode	Pernyataan	STS	TS	N	S	SS
1.	GP1	Saya akan memilih barang dan jasa, kampanye atau perusahaan yang ramah lingkungan jika memiliki harga yang sama					
2.	GP2	Saya bersedia membayar lebih untuk produk ramah lingkungan.					
3.	GP3	Jika harga produk hijau lebih murah, saya bersedia mengubah gaya hidup saya dengan membeli produk hijau.					
No.	**Kode**	**Pernyataan**	**STS**	**TS**	**N**	**S**	**SS**
4.	K1	Saya setuju dengan kemasan Starbucks terbuat dari bahan yang dapat didaur ulang. (recycle)					
5.	K2	Saya setuju jika gelas kopi yang digunakan Starbucks merupakan kemasan biodegradable (bahan organik yang mampu diuraikan)					
6.	K3	Saya setuju jika Starbucks menggunakan kemasan yang dapat digunakan kembali (re-usable)					
7.	K4	Menurut saya, Pengemasan produk Starbucks tidak berlebihan					
No.	**Kode**	**Pernyataan**	**STS**	**TS**	**N**	**S**	**SS**
8.	U1	Saya merasa, pengguna merek Starbucks memiliki karakteristik yang ingin saya miliki					
9.	U2	Saya merasa, Orang-orang yang membeli merek Starbucks dikagumi atau dihormati oleh orang lain					
10.	U3	Menurut saya, Orang yang menggunakan merek Starbucks menggambarkan status dan gaya yang saya kagumi					
No.	**Kode**	**Pernyataan**	**STS**	**TS**	**N**	**S**	**SS**
11.	NBH1	Saya berniat membeli produk hijau Starbucks karena kepeduliannya terhadap lingkungan					
12.	NBH2	Saya akan membeli produk hijau di masa yang akan datang karena bermanfaat untuk lingkungan					
13.	NBH3	Secara keseluruhan, saya senang membeli produk hijau karena ramah lingkungan					

Table Appendix 1. Primary Data

GP1	GP2	GP3	GPC1	GPC2	GPC3	GPC4	UI1	UI2	UI3	GPI1	GPI2	GPI3
4	3	3	5	5	3	4	4	3	3	4	4	4
4	4	5	4	5	4	4	4	3	3	5	4	4
4	3	4	5	4	4	4	3	3	3	4	3	4
4	3	4	4	5	3	3	3	2	2	3	4	4
4	4	4	5	4	5	5	4	3	3	3	4	4
4	4	5	5	5	5	5	3	4	4	4	5	5
4	3	3	5	4	5	3	3	3	3	3	4	4
3	3	3	4	3	3	3	3	4	4	3	3	3
4	4	5	5	4	4	4	4	4	3	4	4	4
5	5	5	5	5	5	5	4	3	3	4	4	4
4	3	5	5	5	5	5	3	3	3	4	4	4
5	4	5	5	5	5	5	5	5	5	4	5	5
5	5	5	5	5	5	5	3	4	3	3	5	5
3	3	5	5	5	5	5	5	5	5	5	5	5
4	2	5	5	5	5	5	4	3	3	3	3	4
5	5	4	5	5	5	4	3	3	3	4	5	5
3	2	5	5	5	5	4	3	4	4	3	4	4
4	3	4	5	5	5	4	4	4	3	3	4	3
5	5	5	5	5	5	5	5	3	4	4	5	5
4	5	5	5	5	5	5	3	3	3	4	4	4
5	4	5	5	5	5	5	4	4	4	4	5	5
3	3	4	4	4	4	5	3	3	3	3	3	3
5	4	5	5	5	5	5	3	3	3	4	4	4
5	4	5	5	5	5	3	3	3	3	2	5	5
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5	4	5	5	5	5	5	3	4	3	3	4	5
5	4	5	5	5	5	5	3	3	3	3	5	5
3	4	3	5	5	5	5	3	3	3	3	5	4
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3	3	3	2	2	2	2	4	4	4	1	1	1
2	2	2	3	3	4	4	4	3	3	3	3	3
5	4	5	3	3	4	4	3	3	2	4	5	4
4	4	5	4	4	4	4	3	3	3	2	4	4
5	4	5	4	4	3	4	3	3	3	3	5	5
4	4	4	4	3	4	3	3	3	4	4	4	4
5	4	5	4	4	3	4	3	4	3	4	5	5
3	3	4	3	3	3	3	2	2	2	3	3	3
2	2	2	3	2	2	2	3	2	2	2	3	5
4	3	4	4	3	4	4	3	3	2	3	4	4
4	5	5	5	5	4	4	3	4	4	2	5	5

GP1	GP2	GP3	GPC1	GPC2	GPC3	GPC4	UI1	UI2	UI3	GPI1	GPI2	GPI3
2	4	5	5	4	4	4	3	3	3	4	4	5
5	4	4	2	3	4	4	4	2	2	4	5	5
5	5	5	3	3	5	5	3	3	3	5	5	5
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3	2	2	2	2	2	4	4	3	3	5	5	5
4	3	3	3	3	3	4	3	3	3	4	4	5
4	3	3	4	4	4	4	2	2	2	3	4	3
3	2	2	5	3	5	5	3	2	3	4	5	5
3	3	3	4	5	2	3	2	2	3	3	4	4
4	4	4	4	4	4	5	3	3	3	4	4	3
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4	2	4	5	5	4	5	3	3	3	4	3	4
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4	3	3	4	5	4	5	3	4	3	3	4	4
3	3	4	5	5	5	4	5	4	4	4	5	5
5	4	5	5	5	5	4	3	3	3	4	4	4
4	3	5	4	4	4	4	5	4	4	3	4	3
4	3	3	4	4	3	3	5	4	4	2	3	3
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4	3	5	5	5	3	5	5	3	3	3	3	3
5	5	3	4	4	4	4	3	3	3	2	4	4
5	4	3	5	3	3	3	4	3	3	3	4	4

GP1	GP2	GP3	GPC1	GPC2	GPC3	GPC4	UI1	UI2	UI3	GPI1	GPI2	GPI3
5	4	5	5	4	4	4	4	3	3	4	4	4
4	4	5	4	4	4	4	5	4	4	2	5	5
5	4	4	5	5	5	5	4	3	3	3	4	4
4	3	3	4	4	4	4	3	4	4	3	3	1
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4	4	4	4	4	4	4	4	3	2	2	4	4
4	2	4	5	5	4	5	5	5	5	4	4	4
5	4	5	4	4	5	4	4	3	3	5	5	4
4	3	5	4	5	5	4	4	3	3	4	4	4
5	5	5	4	5	5	4	4	5	3	5	5	5
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5	3	4	4	4	4	4	3	3	2	3	4	4
4	3	4	4	4	4	4	4	2	2	3	3	3
4	4	3	5	4	4	4	3	2	2	4	4	4
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4	3	5	4	4	5	4	5	4	3	3	4	4
3	4	5	5	5	5	4	3	3	4	3	4	4
5	4	5	5	5	5	4	3	3	3	3	4	4
5	4	3	5	5	5	4	3	2	3	4	4	4
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4	3	4	1	4	4	4	3	3	3	3	4	4
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1	1	1	3	3	3	3	4	4	4	2	1	1
1	1	1	1	2	2	2	3	3	3	3	1	1
4	4	4	3	3	3	4	4	4	4	3	3	3
2	3	3	4	4	4	4	2	2	3	4	4	4
3	4	3	3	3	3	4	3	4	3	2	2	2
4	3	3	2	3	3	5	3	4	5	2	2	2

GP1	GP2	GP3	GPC1	GPC2	GPC3	GPC4	UI1	UI2	UI3	GPI1	GPI2	GPI3
5	3	2	3	4	3	4	4	4	3	3	3	3
2	2	1	3	4	3	2	3	3	3	4	4	4
2	5	1	4	4	4	2	4	4	3	4	4	4
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3	4	3	4	4	4	4	4	5	4	3	3	3
3	4	3	3	3	3	4	4	3	4	3	3	3
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3	2	2	3	4	4	3	4	3	4	3	3	3
3	4	3	4	4	4	4	4	5	4	3	3	3
3	4	3	3	3	3	4	3	3	4	3	3	3
4	4	4	3	2	3	5	2	3	3	2	2	2

Table Appendix 2. KMO and Bartlett's

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.816
Bartlett's Test of Sphericity	Approx. Chi-Square	959.776
	df	78
	Sig.	.000

Table Appendix 3. Communalities

	Initial	Extraction
GP1	1.000	.676
GP2	1.000	.710
GP3	1.000	.668
GPC1	1.000	.645
GPC2	1.000	.784
GPC3	1.000	.754
GPC4	1.000	.508
UI1	1.000	.627
UI2	1.000	.806
UI3	1.000	.769
GPI1	1.000	.650
GPI2	1.000	.877
GPI3	1.000	.823

Extraction Method: Principal Component Analysis.

Table Appendix 4. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.859	37.380	37.380	4.859	37.380	37.380	2.820	21.695	21.695
2	2.102	16.172	53.552	2.102	16.172	53.552	2.215	17.040	38.735
3	1.204	9.262	62.815	1.204	9.262	62.815	2.150	16.540	55.275
4	1.131	8.701	71.515	1.131	8.701	71.515	2.111	16.241	71.515
5	.756	5.812	77.327						
6	.586	4.509	81.837						
7	.491	3.780	85.616						
8	.442	3.398	89.014						
9	.418	3.218	92.233						
10	.338	2.602	94.834						
11	.296	2.276	97.110						
12	.272	2.090	99.200						
13	.104	.800	100.000						

Extraction Method: Principal Component Analysis.

Table Appendix 5. Component Matrix[a]

	Component			
	1	2	3	4
GP1	.678			
GP2	.550			.630
GP3	.714			
GPC1	.734			
GPC2	.713			
GPC3	.748			
GPC4	.605			
UI1		.693		
UI2		.870		
UI3		.861		
GPI1	.500		.567	
GPI2	.814			
GPI3	.762			

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Table Appendix 6. Rotated Component Matrix[a]

	Component			
	1	2	3	4
GP1				.722
GP2				.822
GP3				.702
GPC1	.731			
GPC2	.852			
GPC3	.827			
GPC4	.648			
UI1			.749	
UI2			.875	
UI3			.872	
GPI1		.794		
GPI2		.804		
GPI3		.801		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Table Appendix 7. Component Transformation Matrix

Component	1	2	3	4
1	.667	.521	.147	.513
2	-.058	-.173	.983	-.030
3	-.635	.766	.098	.020
4	-.386	-.335	-.056	.858

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Table Appendix 8. Case Processing Summary of Reliability Test

		N	%
Cases	Valid	155	100.0
	Excluded[a]	0	0.0
	Total	155	100.0

a. Listwise deletion based on all variables in the procedure.

Table Appendix 9. Reliability Statistics of Green Price

Cronbach's Alpha	N of Items
.751	3

Table Appendix 10. Item-Total Statistics of Green Price

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GP1	7.29	3.311	.598	.646
GP2	7.64	3.869	.536	.720
GP3	7.37	2.805	.622	.622

Table Appendix 11. Reliability Statistics of Green Packaging

Cronbach's Alpha	N of Items
.825	4

Table Appendix 12. Item-Total Statistics of Green Packaging

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GPC1	12.20	4.771	.641	.790
GPC2	12.08	5.163	.730	.743
GPC3	12.19	4.945	.740	.736
GPC4	12.12	6.155	.511	.836

Table Appendix 13. Reliability Statistics of User Imagery

Cronbach's Alpha	N of Items
.787	3

Table Appendix 12. Item-Total Statistics of User Imagery

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
UI1	6.34	1.991	.524	.821
UI2	6.55	1.730	.687	.644
UI3	6.64	1.856	.681	.657

Table Appendix 13. Reliability Statistics of Green Purchase Intention

Cronbach's Alpha	N of Items
.842	3

Table Appendix 14. Item-Total Statistics of Green Purchase Intention

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GPI1	7.74	3.530	.525	.937
GPI2	7.26	2.624	.833	.652
GPI3	7.26	2.572	.789	.695

Table Appendix 15. CMIN of Goodness-of-Fit

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	32	68.505	59	.186	1.161
Saturated model	91	.000	0		
Independence model	13	993.094	78	.000	12.732

Table Appendix 16. RMR, GFI of Goodness-of-Fit

Model	RMR	GFI	AGFI	PGFI
Default model	.043	.940	.908	.610
Saturated model	.000	1.000		
Independence model	.299	.399	.299	.342

Table Appendix 17. Baseline Comparisons of Goodness-of-Fit

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.931	.909	.990	.986	.990
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Table Appendix 18. Parsimony-Adjusted Measures of Goodness-of-Fit

Model	PRATIO	PNFI	PCFI
Default model	.756	.704	.749
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

Table Appendix 19. NCP of Goodness-of-Fit

Model	NCP	LO 90	HI 90
Default model	9.505	.000	34.251
Saturated model	.000	.000	.000
Independence model	915.094	817.157	1020.460

Table Appendix 20. FMIN of Goodness-of-Fit

Model	FMIN	F0	LO 90	HI 90
Default model	.445	.062	.000	.222
Saturated model	.000	.000	.000	.000
Independence model	6.449	5.942	5.306	6.626

Table Appendix 21. RMSEA of Goodness-of-Fit

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.032	.000	.061	.818
Independence model	.276	.261	.291	.000

Table Appendix 22. AIC of Goodness-of-Fit

Model	AIC	BCC	BIC	CAIC
Default model	132.505	138.905	229.895	261.895
Saturated model	182.000	200.200	458.952	549.952
Independence model	1019.094	1021.694	1058.659	1071.659

Table Appendix 23. ECVI of Goodness-of-Fit

Model	ECVI	LO 90	HI 90	MECVI
Default model	.860	.799	1.021	.902
Saturated model	1.182	1.182	1.182	1.300
Independence model	6.617	5.982	7.302	6.634

Table Appendix 24. HOELTER of Goodness-of-Fit

Model	HOELTER .05	HOELTER .01
Default model	176	196
Independence model	16	18

Table Appendix 25. Assessment of normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
GPI3	1.000	5.000	-.862	-4.383	.571	1.451
GPI2	1.000	5.000	-.807	-4.104	.647	1.644
GPI1	1.000	5.000	-.181	-.918	-.340	-.864
UI1	1.000	5.000	.206	1.047	.036	.091
UI2	1.000	5.000	.162	.821	-.069	-.175
UI3	1.000	5.000	.281	1.428	.345	.877
GPC1	1.000	5.000	-.856	-4.349	.048	.122
GPC2	2.000	5.000	-.577	-2.932	-.659	-1.674
GPC3	2.000	5.000	-.461	-2.344	-.828	-2.105
GPC4	2.000	5.000	-.746	-3.791	.328	.833
GP1	1.000	5.000	-.650	-3.302	-.318	-.808
GP2	1.000	5.000	-.428	-2.177	-.156	-.396
GP3	1.000	5.000	-.686	-3.487	-.347	-.882

Variable	min	max	skew	c.r.	kurtosis	c.r.
Multivariate					28.949	9.125

Table Appendix 26. Observations farthest from the centroid (Mahalanobis distance)

Observation number	Mahalanobis d-squared	p1	p2
120	55.195	.000	.000
62	35.424	.001	.006
52	32.153	.002	.006
38	31.964	.002	.001
138	29.827	.005	.001
130	28.566	.008	.001
110	27.653	.010	.001
49	26.110	.016	.004
88	25.726	.018	.003
48	25.480	.020	.001
25	25.219	.022	.001
72	24.305	.028	.002
53	24.123	.030	.001
150	23.789	.033	.001
126	22.991	.042	.002
81	22.151	.053	.009
100	21.984	.056	.006
47	21.517	.063	.010
78	21.120	.071	.013
29	20.867	.076	.013
58	20.578	.082	.015
30	20.279	.088	.019
139	19.519	.108	.072
94	19.225	.116	.089
155	19.106	.120	.076
43	18.794	.130	.101
122	18.616	.135	.101
135	18.472	.140	.095
42	18.049	.156	.166
119	17.884	.162	.169
136	17.866	.163	.126
148	17.569	.175	.173
142	17.476	.178	.155
40	17.339	.184	.153
44	17.218	.190	.147
28	17.142	.193	.128
121	17.035	.198	.120
17	16.864	.206	.132

Observation number	Mahalanobis d-squared	p1	p2
91	16.106	.243	.437
15	15.981	.250	.440
14	15.915	.254	.409
137	15.679	.267	.485
55	15.651	.268	.431
32	15.451	.280	.488
86	15.418	.282	.439
129	15.062	.304	.602
61	14.925	.312	.623
95	14.546	.337	.785
128	14.504	.339	.755
140	14.468	.342	.719
24	14.141	.364	.838
83	14.123	.365	.803
115	14.101	.367	.765
66	13.879	.382	.830
60	13.395	.418	.954
105	13.259	.428	.962
149	13.086	.441	.973
75	13.077	.442	.963
108	13.010	.447	.960
92	12.820	.462	.975
19	12.771	.466	.971
147	12.751	.467	.961
46	12.698	.471	.956
35	12.671	.474	.945
146	12.594	.480	.944
4	12.553	.483	.934
124	12.378	.497	.955
71	12.329	.501	.948
111	12.198	.511	.958
56	11.855	.540	.988
18	11.799	.544	.987
70	11.505	.569	.996
141	11.445	.574	.996
97	11.373	.580	.996
26	11.103	.602	.999
82	10.988	.612	.999
152	10.956	.614	.999
3	10.911	.618	.999
106	10.791	.628	.999
1	10.759	.631	.999
144	10.615	.643	.999

Observation number	Mahalanobis d-squared	p1	p2
2	10.527	.650	.999
36	10.456	.656	.999
98	10.372	.663	.999
51	10.335	.666	.999
67	10.149	.682	1.000
90	10.105	.685	1.000
77	10.090	.687	.999
65	9.960	.697	1.000
76	9.944	.698	.999
7	9.902	.702	.999
96	9.863	.705	.999
12	9.786	.711	.999
45	9.727	.716	.999
134	9.710	.717	.998
102	9.710	.717	.997
41	9.689	.719	.995
50	9.587	.727	.996
31	9.375	.744	.999
118	9.205	.757	.999

Table Appendix 27. Regression Weights

			Estimate	S.E.	C.R.	P	Label
GPI	<---	GreenPrice	.246	.068	3.620	***	par_10
GPI	<---	GreenPackaging	.311	.121	2.568	.010	par_11
GPI	<---	UserImagery	-.079	.058	-1.371	.170	par_12
GP3	<---	GreenPrice	1.000				
GP2	<---	GreenPrice	.611	.088	6.924	***	par_1
GP1	<---	GreenPrice	.834	.106	7.905	***	par_2
GPC4	<---	GreenPackaging	1.000				
GPC3	<---	GreenPackaging	1.639	.223	7.336	***	par_3
GPC2	<---	GreenPackaging	1.516	.215	7.064	***	par_4
GPC1	<---	GreenPackaging	1.701	.254	6.704	***	par_5
UI3	<---	UserImagery	1.000				
UI2	<---	UserImagery	1.122	.149	7.544	***	par_6
UI1	<---	UserImagery	.751	.111	6.755	***	par_7
GPI1	<---	GPI	1.000				
GPI2	<---	GPI	1.968	.261	7.541	***	par_8
GPI3	<---	GPI	1.852	.248	7.466	***	par_9

Table Appendix 27. Standardized Regression Weights

			Estimate
GPI	<---	GreenPrice	.476
GPI	<---	GreenPackaging	.305
GPI	<---	UserImagery	-.100
GP3	<---	GreenPrice	.781
GP2	<---	GreenPrice	.611
GP1	<---	GreenPrice	.739
GPC4	<---	GreenPackaging	.581
GPC3	<---	GreenPackaging	.829
GPC2	<---	GreenPackaging	.808
GPC1	<---	GreenPackaging	.753
UI3	<---	UserImagery	.814
UI2	<---	UserImagery	.858
UI1	<---	UserImagery	.575
GPI1	<---	GPI	.538
GPI2	<---	GPI	.993
GPI3	<---	GPI	.890