Which One Has The Greater Influence On The Green Purchase Decision?

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ABSTRACT

Purpose: This study aims to analyze the effect of lifestyle variables and trust variables on green purchase decisions in buying organic vegetables in Malang City.

Design/Methodology/Approach: This research was conducted using a descriptive quantitative method, and the technique employed was multiple linear regression with the assistance of IBM SPSS software version 25. The study utilized 100 questionnaires administered to a sample of individuals who have made purchases of organic vegetables in the Malang city area. The sample was selected using non-probability sampling.

Findings: The green lifestyle variable in this study has a significantly positive effect on the green purchase decision of organic vegetable products. It is also known that the green trust variable has a significant positive effect on the green purchase decision as well. While the two variables, green lifestyle and green trust, are carried out simultaneously, they also have a positive and significant influence on green purchase decisions in purchasing organic vegetable products in Malang City.

Keywords: Green Lifestyle; Green Purchase Decision; Green Trust

INTRODUCTION

Public awareness and concern about the importance of a healthy and environmentally friendly lifestyle are increasing along with technological developments and the acceleration of information. Insights about the impact that arises from human consumption behaviour on nature and body health have become popular common knowledge. In terms of food consumption, people are starting to realize the risks of using synthetic chemicals in agriculture. Savale et al. (2012) stated that consumers contribute to environmental degradation through the consumption of products that are not environmentally friendly and are even produced in a hazardous manner. This causes consumers to become more selective in determining the products they will consume, either for themselves or for the environment. Changes in consumer behaviour that switch to environmentally friendly products are manifested in the green

consumerism movement (Rakhmawati & Prasetyono, 2018). Environmentally friendly consumerism is a form of consumer awareness that fights for the right to obtain products that are green, proper, and safer to consume (Silaban, 2019). Awareness of natural ecosystems and the importance of maintaining a healthy lifestyle eventually becomes a movement that goes hand in hand.

Increasing knowledge of the importance of a healthy lifestyle ultimately encourages consumers to seek out alternative foods and beverages that support their lifestyle in a healthier direction (Givan & Winarno, 2019). Changes in consumption patterns during its development create opportunities for marketers in the field of organic food products. Organic products are considered healthy products and play a role in preserving the environment. In Indonesia itself, there is an increasing popularity of environmentally friendly products and services (Genoveva & Syahrivar, 2020). Preference for environmentally friendly products that are 'greener' is also higher than conventional products (Nosi et al., 2020). Consumption patterns in certain contexts can reflect a person's lifestyle, and a green lifestyle that demonstrates a health concern can also attract consumers to organic products.

One of the factors that can determine purchasing preferences for a product is trust. In the context of organic products, for example, consumers believe that organic products are processed without the use of materials that are harmful to the environment and are better able to maintain the health of their bodies. Organic foods in the form of vegetables, fruit, and whole grains have been shown to contribute more to reducing health risks because they contain only slight traces of pesticides and metals in smaller amounts than conventionally processed products. The qualifications for determining whether a product can be considered organic are: (1) without using synthetic fertilizers and not contaminated with chemical pesticides; (2) not the result of genetic engineering (Genetically Modified Organisms); (3) not using growth hormone at all; (4) not containing radiation; and (5) not using antibiotics for animal products such as eggs, poultry, dairy products, and beef (International Federation of Organic Agriculture Movements, 2018). Organic vegetables are a new choice that is believed to be safer and more nutritious than conventional vegetables because they are cultivated naturally without the use of chemicals when fertilizing or spraying pests, so they don't cause environmental damage. Knowledge about organic vegetables can increase consumer trust.

The trust factor is influenced by one of the green product attributes shown through eco-labelling. Taufique (2017) and Chen et al. (2015) stated that eco-label is a feature of a product that explains that the product has benefits in the form of a positive impact on the environment, increasing the trust of products with eco-labels among customers who care about the environment. Understanding eco-labels is of course also influenced by consumer insights about green

consumerism and global issues regarding the environment, which are reflected in one's lifestyle.

The concepts of green lifestyle and green trust have changed the way consumers decide on a purchase. Sheng & Ge (2019) explained that green purchase decisions are influenced by a consumer's perspective on ecosystem sustainability, including human health.

According to Kotler & Keller (2012), lifestyle is a pattern of individual life shown through their daily activities as well as their interests and opinions regarding certain fields or issues. Lifestyle shows the individual as a whole when interacting with the environment. Setiadi (2008) also explains that individual lifestyles can be identified through how individuals carry out activities in their lives, what things they consider important in their environment, and their perceptions of themselves and their surroundings. Lifestyles are increasingly developing along with the progression of time, covering new lifestyles that shift from an anthropocentric perspective — human superiority over other living things — to become more ecocentric, which places humans as part of a complex environmental network so that they are also responsible for maintaining the sustainability of nature along with other species (Beekman, 2004).

According to Lorenzen (2012), a green lifestyle is practised by today's people who have the awareness to try to overcome various environmental problems, such as climate change and rising sea levels, resource pollution, and increasing the size of waste processing sites. Irmawati & Waskito (2013) analogize a green lifestyle as one that truly positions the earth as part of or partner in a living ecosystem, not just as an object that can be exploited to meet human needs. According to Serenata (2023), adopting an environmentally friendly lifestyle means making choices based on ecosystem sustainability about what should be consumed, how to travel efficiently, products that are safe to buy, and how consumers use products up to the disposal process.

To analyze sustainable green lifestyle behaviour, Onel et al. (2018) classify three types of consumers with different eco-friendly consumption methods: (1) holistic sustainable consumers; (2) transitional sustainable consumers; and (3) restricted sustainable consumers. Similar segmentation was also carried out by Verain et al. (2012), but more specifically into sustainable food consumption. Meanwhile, grouping and measuring lifestyle variables was carried out by Kotler (2002) using the psychographic method. Psychographics are analytical instruments that can function as a means of measuring lifestyle variables through quantitative methods and can be used to analyze large amounts of data (Jenkins & Pell, 2006). Psychographics are often referred to as AIO (activities, interests, and opinions) measurements, which are measurements of consumers' lifestyles, including their activities, interests, and opinions on an issue. Psychographics contain statements for consumers that can describe their respective activities, interests, and opinions and will be used as a questionnaire instrument in this study.

Trust according to Chen (2012) is one of the main factors that can influence consumers to purchase a product. Increasing consumer confidence in a product is in line with the tendency to form a positive attitude towards the product or brand. Therefore, trust is buildable and must be proven. Afendi (2019) states that trust is a factor that is of great benefit in building relationships between consumers and certain producers or companies. Green trust itself can be defined as a will to consume environmentally friendly products based on the belief or hope that the product has credibility in efforts to preserve the environment and the health of its consumers. In the context of green products, companies that show involvement in environmentally friendly activities will increase consumer confidence in their products. The success of building green trust will reduce consumer doubts and have implications for increasing product purchasing behaviour. With proper awareness of green products, the trust factor has the potential to drive consumers' purchasing decisions and has a direct impact on supporting sustainable development (Sh. Ahmad et al., 2022).

Purchasing decisions, according to Schiffman and Kanuk (2004), are a decision-making process involving two or more product alternatives that will be consumed by the individual. In the context of green products, more specifically, the selection is based on ethical considerations, knowledge, interests, and attitudes related to resource conservation as well as reducing negative impacts on the environment (Kaur et al., 2018). The green purchase decision is described as a decision to purchase a "green" product that simultaneously supports environmentally friendly company practices and approves of sustainable consumption practices (Carfora et al., 2019). Several previous studies have found a relationship between the consumption of environmentally friendly food products and behavioural attitudes such as awareness of the environment and health, belief in organic food, and attraction to organic food attributes (Suki, 2019; Teng & Wang, 2015; Xu et al., 2020). A positive attitude towards organic food is an additional aspect of showing positive purchase intentions and behaviour (Lin et al., 2020). In the buying process, consumers will evaluate products cognitively before deciding on a purchase. Purchases of eco-friendly or organic products will occur when consumers consider and expect that these products positively impact environmental preservation and consumer health.

METHODS

This study proposes three hypotheses that will be proven in the research, namely:

H1: Green lifestyle has a significant effect on green purchase decisions

H2: Green trust has a significant effect on green purchase decisions

H3: Green lifestyle and green trust which are carried out simultaneously have a significant influence on green purchase decisions

This research was conducted using explanatory quantitative methods, namely quantitative research, to describe the relationships between variables that influence the hypotheses proposed in the study (Sugiyono, 2016). The research instrument to be used is in the form of a questionnaire with a sample, using the required criteria to determine the number of samples to be analyzed. The sample criteria used in this study were consumers (male or female) in Malang City who had purchased organic vegetables. The sample is determined by non-probability sampling, which is a method that gives an unequal probability for each member of the population to become a research sample. This study took samples through the number of respondents to fulfil the minimum respondent requirements with the following calculations:

Minimum sample = (number of indicators + number of latents variables) x (parameter estimation 5)

Minimum sample = (11 + 3) x 5 = 70 respondents

By using the formula mentioned above, the total number of samples taken in this research amounts to 70 respondents. To ensure the adequacy of the study, the sample size was increased to 100 respondents with the condition that the total sample size would not be less than the minimum predetermined sample size. The sample selection was rounded up to 100 because a larger sample is expected to yield better results, thus the calculated sample size of 70 was rounded up to 100. This statement is also supported by the opinion of Joseph Hair et al. (2014), which states that the ideal sample size ranges from 100 to 200 samples. The characteristics of the respondents are based on gender (male and female), age, monthly income, occupation, and previous purchase of organic vegetables in the city of Malang.

The data to be analyzed in this study falls under the category of primary data, and it consists of information gathered directly from consumers using a questionnaire that was created based on the indicators of each variable and contains several statements relating to the independent variables (green lifestyle, green trust) and the dependent variables (green purchase decisions). The research questionnaire as a data collection instrument was tested with validity and reliability testing techniques. Then the data that has been collected will be analyzed using multiple linear regression techniques through the hypothesis testing stage (t-test and F test), then testing the determination coefficient (R^2). The multiple linear regression analysis method itself is used to investigate the influence of three or more variables, each of which consists of a dependent variable and two or more independent variables (Ghozali, 2018).

Hypothesis testing was carried out to measure the effect of the independent variables (green lifestyle and green trust) on the dependent variable (green purchase decision) simultaneously using the F test through a comparison of the calculated F values against F tables that were calculated before using IBM SPSS software ver. 25. The feasibility of the hypothesis will be achieved if the resulting value is a relevant number, in particular, if F count is greater than F table and the value of Sig. is lower than 0.05. Whereas, the t-test was conducted to measure the relationship between the independent variables and the dependent variable, expressing the significance of the relationship for each variable, and then a test was performed on the independent variables to determine the presence of the influence of the green lifestyle and green trust variables partially on the green purchase decision.

RESULTS

The number of respondents studied was 100 individuals who are buyers of organic vegetables in the city of Malang. The results of the characteristics of the respondents are as follows: gender: 34% male and 67% female, age range: 34% are between 20-30 years old, 54% are between 30-40 years old, and 13% are between 40-50 years old, monthly income: 65% have a monthly income between 1-5 million Indonesian Rupiah, 25% have an income between 5-10 million Indonesian Rupiah, and 11% have an income above 10 million Indonesian Rupiah. The respondents have various occupations and have previously made purchases of organic vegetables.

Multiple linear regression analysis was used to test the effect of green lifestyle and green trust variables on green purchase decisions. The analysis was carried out with the help of IBM SPSS ver. 25, with the calculation results contained in the table below:

Table 1. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Standard Error	Beta		
1	(Constant)	.701	1.106		.634	.527
	Green Lifestyle	.557	0,038	.834	7.472	.000
	Green Trust	1.061	.072	.832	7.348	.000

a. Dependent Variable: Green Purchase Decision

Based on the data shown in Table 1, the constant value of the multiple linear regression is 0.701, with the regression coefficient value of the green lifestyle variable being 0.557 and the regression coefficient value of the green trust variable being 1.061. So regarding the double linear regression equation formula (Y = a + b1.X1 + b2.X2), the multiple linear regression equation can be formulated to be [green purchase decision = 0.701 + 0.557.green lifestyle + 1.061.green trust]. The meaning of the multiple linear regression equation contains the following implications: (1) The constant 0.701 means that if the green

lifestyle and green trust variables do not exist (X1 and X2 = 0), then the green purchase decision is at 0.701; (2) The regression coefficient X1 0.557 means that each addition or reduction of one point of the green lifestyle variable will increase or decrease the green purchase decision by 0.557 times, assuming that other variables do not change; (3) The regression coefficient X2 1.061 means that each addition or reduction of one point of the green trust variable will increase or decrease the green purchase decision by 1.061 times, assuming other variables do not change; (4) If there is an addition of one point on the green lifestyle and green trust variables together, then the green purchase decision will increase by 1,618 times (0.557 + 1.061).

The simultaneous existence of the effect of the independent variables (green lifestyle and green trust) on the dependent variable (green purchase decision) was measured through the F test. Based on the test results, a total F value of 197,839 was obtained with a sig. of 0.000. These numbers show that the F value is greater than the F table number of 2,720 and the sig. is lower than 5/100 (0.05), which means that the green lifestyle and green trust variables simultaneously have a significant influence on the green purchase decision variable. The findings of this study are following the results of the study of Hediono et al. (2022), which found that lifestyle and trust variables simultaneously have a significant positive influence on purchase decisions in the Komunitas Hidroponik Solo Raya (Solo Raya Hydroponic Community), which is included in the green consumer category.

Based on the coefficient of determination (R2) test, the R2 result is 0.806 and the adjusted R2 is 0.802. The results show that the green lifestyle and green trust variables play a role in affecting the green purchase decision variable for organic vegetable products in Malang City by 80.2%. While the remaining 19.8% is determined by other variables that are not studied in this research study.

Based on the data provided, it can be concluded that the variable green trust has a more significant influence compared to the variable green lifestyle on the variable green purchase decision.

DISCUSSION

There is a partial influence of the independent variables (green lifestyle and green trust) in the model where the dependent variable (green purchase decision) can be identified through the t-test. The purpose of this test is to assess how influential each independent variable is in explaining variations in the dependent variable. The t-test is performed by determining if the calculated t value is greater than the t table and the significance value is less than 5% (sig. less than 0.05), then the conclusion is that the independent variables separately affect the dependent variable significantly. Based on the tests carried out, two results were obtained for each independent variable, as follows: (1) The green lifestyle variable yields a t value of 7,472 with a sig. of 0.000, indicating that the number of t values

exceeds the number of t tables worth 1.995 and that the sig. is less than 0.05. Thus, it was found that there was a positive and significant influence of the green lifestyle variable on the green purchase decision of organic vegetables in Malang City. (2) The green trust variable yields a t value of 7,348 with a sig. of 0.000, indicating that the t value is greater than the t table of 1.995 and the sig. is smaller than 0.05. Thus, it was found that there was a significant positive influence of the green trust variable on the green purchase decision variable for organic vegetable products in Malang City.

The effect of the green lifestyle variable on the green purchase decision (H1) variable above is following the results of the research by Silaban & Annastasia (2019), which also found the existence of a green lifestyle effect as one of the combined aspects of environmental friendly marketing towards the green purchase decision of The Body Shop products. Panjaitan & Panjaitan (2020) also found that lifestyle is the main variable that determines the decision to purchase sports products. Meanwhile, Ekasari & Jaya (2021) also found a green lifestyle effect in green purchase decisions for healthy food products. Then the next finding, namely the effect of the trust variable on environmentally friendly purchasing decisions (H2), is also in line with the findings of Afendi's research (2019), regarding the existence of a positive effect of green trust in mediating the effect of the green perceived value and green perceived quality variables on the green purchase decision variable significantly as an aspect of the green purchase behaviour variable. Fauziah & Quoquab (2021) also found that the effect of green trust on green purchase decisions is partial, but there is no simultaneous effect with other variables such as awareness of environmental quality, environmental attitude, and green self-efficacy.

CONCLUSION

According to the discussion of the research outcomes regarding the effect of a green lifestyle and green trust variables on the green purchase decision variable of organic vegetable products in Malang City, several conclusions can be drawn to answer the research objectives, including (1) There is a significant effect of green lifestyle variables on the green purchase decision variable; (2) There is a significant effect of the green trust variable on the green purchase decision variable; and (3) There is a significant effect of the green lifestyle and green trust variables on the green purchase decision together.

Meanwhile, from the results of the determination coefficient test, it is also known that there are additional factors that may influence environmentally friendly purchases of organic vegetables in Malang City that were not analyzed in this study but could potentially be the subject of future research. Based on the conducted research, both theoretical and practical implications can be stated. The theoretical implication found is that consumers' believed and practised green lifestyle influences their purchasing decisions regarding organic

vegetables. On the other hand, consumers' green trust, or their belief that organic vegetable products can have a positive impact on environmental sustainability, influences their purchasing decisions regarding organic vegetables. The results of this study can be used as considerations for organic vegetable businesses. It suggests that consumers who have a green lifestyle and green trust are more likely to make purchasing decisions in favour of organic vegetables. This information can be valuable for businesses in targeting and appealing to consumers who prioritize sustainability and have a high level of trust in organic products.

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