





# “Factors influencing consumers’ willingness to pay more for green convenience goods in Indonesia”

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# FACTORS INFLUENCING CONSUMERS' WILLINGNESS TO PAY MORE FOR GREEN CONVENIENCE GOODS IN INDONESIA

## **Abstract**

Adopting a green lifestyle by living a healthy life has the consequence of purchasing more expensive green products. This study aimed to explore the factors affecting consumers' willingness to pay more for green convenience products. This willingness can be influenced by consumers' attitudes, green lifestyles, and purchase intention. The respondents were 225 individuals who had purchased green products from bulk stores in Bandung and Jakarta. The data were obtained through online surveys, specifically distributing G-form. The majority of respondents are women at 78.7% and 39.1% were aged between 26-35 years. Subsequently, the samples were collected using cluster random sampling, which included selecting groups or areas to be sampled, and the data were processed using SEM-LISREL. The results showed that green lifestyles influenced willingness to pay more for convenience goods, while attitudes were only indirectly influenced. The intention to make a purchase was a significant predictor of how much consumers were willing to pay more. The majority of respondents are willing to pay around 10-25% more for green products. Simultaneously, attitudes and green lifestyles had a significant influence, with purchase intention as a mediator. These results can be used to develop green convenience product marketing strategies at bulk stores in Indonesia by providing confidence in product attributes that encourage consumers to pay a premium price.

## **Keywords**

green product, consumer behavior, bulk stores, convenience goods, consumers' knowledge

## **JEL Classification**

D12, L81, M31

## **INTRODUCTION**

In Indonesia, the concern of environmental sustainability has become a top priority regarding the high percentage of waste generated from households. According to Sistem Informasi Pengelolaan Sampah Nasional (SIPSN, 2022) (in English – National Waste Management Information System), food waste accounted for 40.5% and plastic waste reached 18.2%, while household waste was 39.4%. Waste consists of essential daily products, including food scraps and plastic materials from product packaging. In the current study, green products are perceived by consumers to be environmentally friendly due to the material used, specifically green packaging to reduce impact on the environment. Bulk stores in Indonesia are currently implementing a zero-waste concept. The products sold are green convenience derived from natural ingredients and not packaged in plastic. Moreover, there is a noticeable trend of people bringing personal bags when shopping. These stores sell food necessities, including vegetables, fruit, staple

foods, processed healthy food, drinks, herbal medicine, kitchen spices, as well as organic detergents, and were established to encourage people to adopt waste-reducing lifestyles. Most bulk stores are located in Jakarta and Bandung.

Consumers in Indonesia generally acknowledge the significance of green products and claim to have a positive attitude towards the environment. However, they are unwilling to pay a premium price for such products, as they are often more expensive than conventional ones. Nevertheless, they believe that businesses should offer green products especially convenience goods at an affordable price, as it is reasonable to do so. Apart from that, lifestyles, such as preference for healthy products and environmental concerns significantly influence consumers' decisions to purchase green products. In Indonesia, individuals have adopted a way of life that focuses on using green products to reduce waste generated by plastic packaging. This approach can significantly increase demand for green products and influence consumer willingness to pay for them.

Green products often come with a higher price tag than conventional products, making it difficult for consumers to choose eco-friendly alternatives. Several factors may be the cause, such as lack of knowledge about the differences between green and conventional products, a lack of product benefits perceived by consumers, or consumer insensitivity to price. Facing this problem, bulk stores in Indonesia need to conduct further studies regarding the willingness to pay higher price for green convenience products in bulk stores in a comprehensive manner.

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## 1. LITERATURE REVIEW AND HYPOTHESES

Studying consumer attitudes is crucial in understanding their behavior and decision-making process. Attitudes toward behavior refer to the extent of personal evaluation of various objects, such as organizations and institutions, minority groups, and individuals interacted with (Ajzen, 1991). This evaluation is influenced by motivational, emotional, and cognitive processes, as well as environmental factors (Alhosseini Almodarresi et al., 2019; Mothersbaugh & Hawkins, 2016). People may have positive, negative, or mixed attitudes toward various entities (Chekima et al., 2016; Wang et al., 2020). According to Gan et al.'s (2008) research, consumers who purchase green products tend to have a positive attitude towards the environment. Verma et al. (2019) also defined attitude as an inclination toward certain objects, wherein consumers derive satisfaction from staying at green hotels when traveling to mitigate any harmful impact on the environment.

Several studies have demonstrated that consumers' attitudes have a significant impact on their intention to purchase (Paul et al., 2016; Varshneya et al., 2017; Huang & Ge, 2019; Pacho, 2020). The study focuses on the attitudes of consumers towards

green products. By attitudes, one means the general tendency of consumers to view these products positively or negatively. The primary objective was to investigate how consumers' attitudes influence decisions to purchase green products. The two attitude dimensions explored were instrumental (based on knowledge, beliefs, and rational arguments) and experiential (based on emotions and feelings) (Vamvaka et al., 2020).

This sub-section explores consumers' lifestyles toward green products, commonly referred to as green lifestyles. According to Choi and Feinberg (2018), this is known as LOHAS (lifestyles of health and sustainability) and is characterized by a focus on health, well-being, and environmental sustainability. It transcends simply purchasing green products and includes activities such as using reusable containers and bags, reducing plastic consumption, minimizing waste, recycling, reusing, and choosing a plant-based diet (Chwialkowska, 2019). By incorporating green behavior into both daily activities and active participation in green activities, a green lifestyles construct can be established. According to Pícha and Navrátil (2019), LOHAS was adopted to explore the relationship between environmentally conscious LOHAS consumers and shopping behaviors. The study identified five distinct categories, namely sustainable

economy, healthy lifestyles, personal development, alternative healthcare, and ecological lifestyles. The LOHAS market segment that has been adopted refers to the lifestyle dimension comprising two main components – healthy lifestyles and ecological lifestyles.

The purchase intention of consumers is a powerful predictor of their behavior in the future. It plays a significant role in shaping their attitudes towards a product or service (Asshidin et al., 2016). The purchase intention is determined by a combination of a consumer's interest in a product and their likelihood of purchasing it (Wu et al., 2015). Sreen et al. (2018) measured an individual's intention to buy green products in their next purchase or in the long term, while Prasad et al. (2019) defined it as a purchase decision. A purchase intention can be interpreted as a willingness to choose green products over conventional products when it comes to green products (Rashid, 2009), or an intention to purchase products that will have a smaller impact on the environment and society in general (Mohd Suki, 2016).

A person's green purchase intention is an indicator of their willingness to engage in green purchasing activities, which typically reflects their knowledge of pollution reduction issues (Hasheem et al., 2022). This study examines how consumers decide to buy green products by focusing on intention within a specific context, it is defined as purchasing intention individuals' consideration and willingness to purchase green products in the future by comparing them with other products. Several studies have used different indicators to measure purchase intention, such as willingness to purchase green products (Yadav & Pathak, 2017), even when performance is the same as conventional and less attractive, or probability and plans to purchase or consume more products (Al Mamun et al., 2018). Others are the ability to purchase, future purchase intention, repurchase decisions, and purchase needs realized by actual purchases (Dash et al., 2021). This study used indicators adopted from previous studies, namely desire, plan, (Al Mamun et al., 2018), and willingness to purchase products (Yadav & Pathak, 2017).

As consumers make decisions regarding the purchase of products, the cost of the product is often a critical factor. The price factor becomes less sig-

nificant; however, when purchasing green products, provided that consumers are willing to pay higher prices for them (Ng et al., 2018; Moser, 2015). Wei et al. (2018) explained that assessing readiness to pay a premium price for green products is part of measuring consumers' willingness to pay. Kirmani and Khan (2018) defined this willingness as the extra cost consumers intend to bear to buy green products. Kucher et al. (2019) added that it represents the maximum price consumers are willing to pay for a product and typically affects the decision-making process. The current study adopted five indicators from previous investigations, customized for specific study-subjects, to gauge consumers' willingness to pay more. These indicators included willingness to pay a premium, willingness to pay a premium without any discounts, willingness to pay extra (Tang & Lam, 2017), willingness to pay extra to avoid inferior products, and product use (Costa et al., 2021). It specifically examined the attitudes of consumers who adopt green lifestyles and, as a result, are more willing to spend more on green products.

This research examines consumers' attitudes who adopting a green lifestyle which, in turn, will encourage consumer' willingness to pay more for green products.

The hypotheses in this research are stated as follows (Figure 1):

*H1a: Consumers' attitudes influence purchase intention.*

*H1b: Consumers' attitudes influence willingness to pay more.*

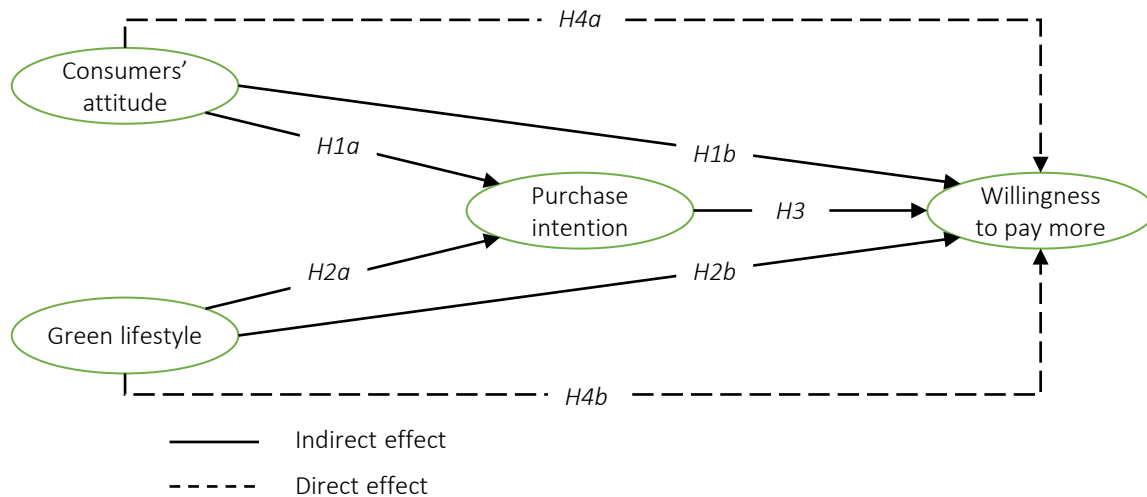
*H2a: Green lifestyles influence purchase intention.*

*H2b: Green lifestyles influence willingness to pay more.*

*H3: Purchase intention influences willingness to pay more.*

*H4a: Consumers' attitudes influence willingness to pay more through purchase intention.*

*H4b: Green lifestyle influence willingness to pay more through purchase intention.*



**Figure 1.** Research model

## 2. METHODOLOGY

The study employed descriptive and verification methods. The study variables were explained based on survey data using the descriptive method. Furthermore, data were collected through a questionnaire that consisted of 28 statement items regarding consumers' attitudes, green lifestyle, purchase intention, and willingness to pay more. Points 1 ("strongly disagree") to 7 ("strongly agree") were applied to each item in this study using a Likert scale. The instrumental measurement of the Consumer attitude variable (Vamvaka et al., 2020) consists of 2 dimensions: instrumental (5 items), and experiential (4 items). The green lifestyle variable (Pícha & Navrátil, 2019) consists of 2 dimensions: healthy lifestyle (3 items), and ecological lifestyle (4 items). The Purchase intention variable (Al Mamun et al., 2018; Imtiyaz et al., 2022; Prasad et al., 2019) uses seven indicators, and the Willingness to pay more variable uses five items adopted and modified by several previous researchers (Costa et al., 2021; Kirmani & Khan, 2018; Pícha & Navrátil, 2019; Tang & Lam, 2017; Wallace et al., 2022).

The data were obtained through online surveys, specifically distributing G-form. Cluster random sampling was used, namely sampling based on groups/areas carried out at bulk stores in the Bandung and Jakarta areas which were the research objects. The sample in the study was 225 people, namely people who bought green products in bulk stores located in Bandung and Jakarta.

Bandung (6 bulk store outlets covering 96 respondents), and Jakarta (8 bulk store outlets covering 129 respondents) were chosen due to having the highest number of bulk stores, according to data from Zero Waste Indonesia and observations made in the cities. The selected bulk stores met the criteria of selling convenience goods using a bulk system.

The hypotheses will be tested using Covariance Based Structural Equation Modeling (CB-SEM) based on Structure Covariance (LISREL).

Characteristics of respondents based on sociodemographics, the majority are women at 78.7%, the majority were aged between 26-35 years (39.1%), and most had a Bachelor's degree (62.7%). Besides, product composition was one of the considerations for respondents when making a purchase (39.6%) and the majority was willing to pay more for the product by 10%-25% (39.6%) (see Table 1).

**Table 1.** Respondent profile

Source: Processed questionnaires (2023).

Characteristics	Value	Respondents	
		Frequency	Percentage
Gender	Male	48	21.3
	Female	177	78.7
Age group	17-25	46	20.4
	26-35	88	39.1
	36-45	38	16.9
	46-55	40	17.8
	56-65	13	5.8

**Table 1. (cont.)** Respondent profile

Characteristics	Value	Respondents	
		Frequency	Percentage
Education	Senior high school	14	6.2
	Diploma	18	8.0
	Bachelor	141	62.7
	Postgraduate	52	23.1
Consideration for purchasing product	Product composition	89	39.6
	Price	48	21.3
	Packaging	46	20.4
	Store location	17	7.6
	Certification mark	16	7.1
	Producer	9	4.0
	Percentage of willingness to pay price more	<10%	53
> 100%	2	0.9	
10%-25%	89	39.6	
26%-50%	47	20.9	
51%-100%	34	15.1	

Note: n = 225.

### 3. RESULTS

Testing the validity and reliability of items (attributes) is carried out using the Confirmatory Factor Analysis (CFA) approach. If the loading factor value is greater than 0.5, then the indicator is declared valid. However, the composite reliability value should be considered when there is an in-

dicator with a validity of less than 0.500. An item can still be retained for analysis when the composite reliability value is greater than 0.60, as reliability is a necessary condition for validity (Leguina, 2015). Table 2 explains validity and reliability.

The results of the analysis found a validity coefficient smaller than 0.500, namely two indicators in the instrumental dimension (awareness of products and knowledge of product differences), in the healthy lifestyle dimension (regular exercise), and two indicators in the ecological lifestyles dimension (willingness to carry your own shopping bag and involvement in the organization). However, this indicator was retained from the analysis because it has a relatively high reliability coefficient, namely above 0.700. Apart from that, all indicators are statistically significant with Z-value greater than the Z-table (1.96). Especially for indicator awareness of green products, there is no Z-test statistic because this indicator is a fixed reference indicator and does not require validity testing.

Good results were shown by consumer attitudes through the results of the validity analysis of the two dimensions. Both dimensions have a loading factor or validity coefficient greater than 0.50. Likewise, a green lifestyle is validly measured by the dimensions of a healthy lifestyle and an ecological lifestyle with validity coefficients of 0.999 and 0.515, respectively (see Table 3).

**Table 2.** First-order measurement model

Source: Processed questionnaires (2023).

Variable	Dimension	Item	Factor loading	R <sup>2</sup>	Composite Reliability (CR)
Consumers' attitude	Instrumental	Awareness of green product	0.440	0.194	0.700
		Knowledge of product differences	0.451	0.203	
		Opinion on green product	0.659	0.434	
		Opinion on purchasing green products	0.658	0.433	
		Belief in the use of green product	0.597	0.356	
	Experiential	Feelings of liking for the product	0.776	0.602	0.777
		Feelings of liking for packaging	0.536	0.287	
		Willingness to make special efforts to purchase green products	0.713	0.508	
		The feeling of using green products	0.694	0.482	
		Eat healthy food	0.729	0.531	
Green lifestyle	Healthy lifestyles	Purchase organic and natural products	0.843	0.711	
		Regular exercise	0.493	0.243	
		Using recycled products	0.986	0.972	
	Ecological lifestyles	Willingness to bring own shopping bags	0.454	0.206	0.795
		Involvement in the organization	0.354	0.125	
		Concern for the environment	0.903	0.815	

**Table 2 (cont.).** First-order measurement model

Variable	Dimension	Item	Factor loading	R <sup>2</sup>	Composite Reliability (CR)
Purchase intention		Desire to buy green products in bulk stores	0.798	0.637	0.933
		Desire to spend more on green products in bulk stores than on conventional products	0.759	0.576	
		Planning to buy green products in bulk stores to contribute positively to the environment	0.893	0.797	
		Planning to buy green products in bulk stores by reducing plastic consumption for shopping bags	0.762	0.581	
		Planning to buy green products in bulk stores in small quantities as needed	0.660	0.436	
		Willingness to buy green products in bulk stores	0.938	0.880	
		Willingness to buy green products in bulk stores because they care about the environment	0.884	0.781	
Willingness to pay more		Willingness to pay more in bulk stores for green products	0.860	0.740	0.900
		Even with discounts available, consumers are willing to purchase green products in bulk stores	0.825	0.681	
		Willingness to pay extra for green products in bulk stores	0.748	0.560	
		Willingness to pay extra for green products in bulk stores to avoid cheap products that damage the environment	0.789	0.623	
		Pay more for green products in bulk stores that have added value	0.786	0.618	

**Table 3.** Second-order measurement model

Variable	Dimension	Loading	Z-value
Consumers' attitude	Instrumental	0.998	5.596
	Experiential	0.999	
Green lifestyle	Healthy lifestyle	0.999	5.920
	Ecological lifestyle	0.515	

The path diagram shown in Figure 2 can be translated into two sub-structure models, namely:

- the first model sub-structure:

$$\begin{aligned}
 & \text{Purchase Intention} \\
 & = 0.694 X_1 + 0.221 X_2,
 \end{aligned}
 \tag{1}$$

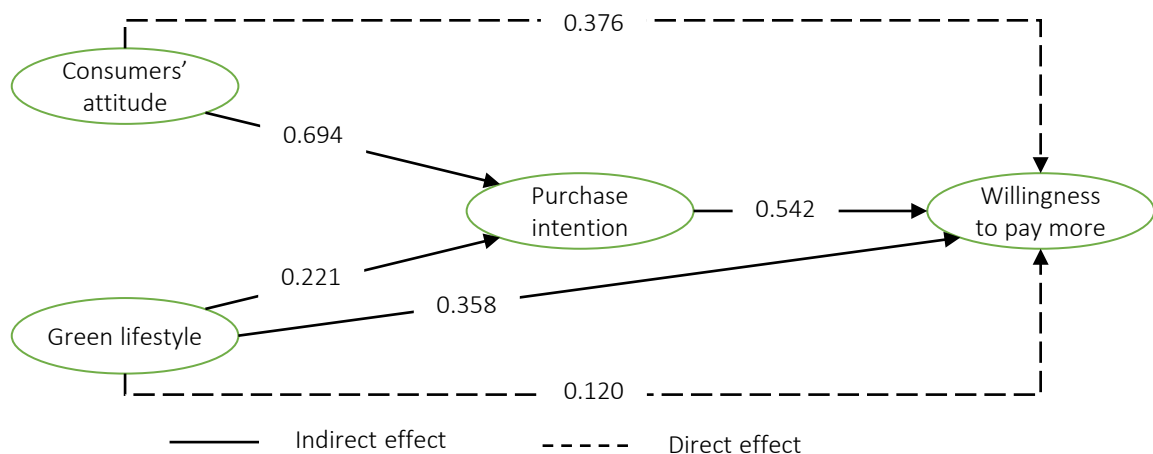
$$R^2 = 0.530,$$

- the second model sub-structure:

$$\begin{aligned}
 & \text{Willingness to Pay More} \\
 & = 0.087 X_1 + 0.358 X_2 + 0.542 Y,
 \end{aligned}
 \tag{2}$$

$$R^2 = 0.582.$$

The model of the influence of consumer attitudes and green lifestyles on purchase intentions can



**Figure 2.** Study results model

be explained that purchase intentions are influenced by consumer attitudes and green lifestyles by 0.530. According to Leguina (2015), the coefficient is included in the moderate category. This can be interpreted to mean that the contribution of consumer attitudes and green lifestyle variables in explaining purchase intentions is 53%, while 47% involves other variables outside this research model, such as brand image, advertising, and trust. The model of the influence of consumer attitudes, green lifestyles, and purchase intentions on willingness to pay more can be explained that willingness to pay more is influenced by consumer attitudes, green lifestyles, and purchase intentions by 0.582. The coefficient is included in the moderate category. This can be interpreted to mean that the contribution of the variables consumer attitude, green lifestyle and purchase intention in explaining the willingness to pay more is 58%, while 42% involves other variables outside this research model, such as consumer perceived risk and sensory appeal.

The next step involves evaluating the structural model by testing the research hypotheses, and determining whether they have a significant or insignificant effect. Table 4 presents a comprehensive overview of test results.

Hypothesis 1b was specifically confirmed, showing that consumers' attitudes variable has no direct influence on willingness to pay more. This also suggested that attitudes and willingness to pay more were not necessarily interdependent.

**Table 4.** Hypotheses test results

Source: Processed questionnaires (2023).

Hypothesis	Parameter	Path coefficient	Z-value	Conclusion
1a	X1→Y	0.694	5.223	Significant
1b	X1→Z	0.087	0.755	Not significant
2a	X2→Y	0.221	2.853	Significant
2b	X2→Z	0.358	4.337	Significant
3	Y→Z	0.542	3.857	Significant
4a	X1→Y→Z	0.376	3.346	Significant
4b	X2→Y→Z	0.120	2.402	Significant

Table 4 shows that consumers' attitudes and green lifestyles have a significant impact on purchase intention, confirming the hypotheses H1a and H2a. On the other hand, only green lifestyles affected

willingness to pay more, confirming the hypothesis H2b. The analysis showed that consumers' attitudes significantly influenced purchase intention with a coefficient of 0.694. Similar results were shown by Jaiswal and Kant (2018) concerning green purchasing behavior, Huang and Ge (2019) regarding the development of electric vehicles, Woo and Kim (2019) regarding green food products, and energy-saving household appliances (Waris & Hameed, 2020). Changes in consumers' attitudes did not have an immediate effect on their willingness to pay more (H1b). This conclusion was drawn from the Z-value (0.755); lower than the Z-table value (1.96). These results were supported by Jorge et al. (2020) who showed students' healthy and environmentally friendly attitudes did not influence willingness to pay. The variable of green lifestyles had a smaller impact of 0.221. However, the z-value is 2.853, which is higher than the Z-table score of 1.96, which proves to have a significant impact on purchase intent. This was supported by Patak et al. (2021) concerning the influence of green lifestyles on intention to purchase chemical products.

Purchase intention had a significant influence on willingness to pay more, with an effect of 0.542. This showed that having strong intentions could lead to a higher willingness to pay (H3). The statistical significance of this relationship was supported by Z-value of 3.857, higher than Z-table value of 1.96. Similar results were reported by Tan and Goh (2018) regarding green homes and Farzin et al. (2022) on eco-fashion in Iran.

The Sobel test is used to assess purchase intentions in mediating the effect of consumer attitudes on willingness to pay more. The analysis showed that attitudes affected willingness to pay more through purchase intention of 0.376. Despite its low influence, consumers' attitudes had a significant influence (H4a). This was evident from Z-value (3.346), higher than Z-table value (1.96). The results were supported by Al Mamun et al. (2023) that purchase intention can mediate the effect of consumer attitudes on willingness to pay premium prices for green skin care products. Consumers' attitudes had a significant effect on willingness to pay more through purchase intention, categorizing purchase intention variable as partially mediating. Meanwhile, green lifestyles influenced willingness to pay more through purchase intention by 0.120. Even though the effect is small,



purchase intention as a mediator can significantly influence a green lifestyle on willingness to pay more (*H4b*). This was evident from Z-value (2.402), higher than Z-table value (1.96). Consumers' attitudes did not increase their willingness to pay more for green products in bulk stores, necessitating the formulation of a new model, as shown in Figure 2.

## 4. DISCUSSION

This study investigated factors influencing the willingness of consumers in Indonesia to pay more for convenience goods. The results showed that attitudes and green lifestyles significantly influenced purchase intention, while attitudes could specifically generate the intention to purchase green products in bulk stores. Opinions, purchase behavior, and confidence in consuming green products in the long term were positively affected by attitudes toward such products. Consumers felt proud, prestigious, and safe when consuming green products. Huang and Ge (2019), and Nekmahmud et al. (2022) reported similar results that attitudes influenced purchase intention. Adopting green lifestyles, such as embracing healthy and ecological shopping bags could generate purchase intention. This was supported by Patak et al. (2021) who showed that green lifestyles influenced purchase intention.

Consumers' attitudes did not significantly impact this willingness. The inconsistency in attitudes showed a gap in the willingness of environmentally conscious consumers to pay more. This was supported by Dangelico et al. (2022), that awareness of product existence did not influence willingness to pay more for sustainable clothing products. In Indonesia, people often expect the government to provide affordable green products. Studies confirmed consumers' attitudes, particularly knowledge of green products and incentive policies, played a crucial role in encouraging behavior that supported willingness to pay more for convenience goods. Bulk store owners are recommended to give discounts for

purchases of a certain nominal amount, and give a certain amount of money from recycled waste deposited to the bulk store. The government also needs to pay special attention to businesses in green product category by providing tax discounts, so that these businesses can cut costs and ultimately provide more competitive prices.

Studies have shown that adopting green lifestyles can also impact willingness to pay more for green products. This is demonstrated by purchasing organic and natural products such as processed foods, in the form of oatmeal, low calorie rice, vegan and gluten free crackers, various nuts, healthy drinks such as herbal medicine, and carrying bags made from recycled products when they shop. However, considering the long-term benefits obtained from these products, they are willing to pay more for green products in bulk stores. Business people, government, and environmental communities are recommended to be more consistent in providing information about healthy lifestyles and invite people to be directly involved in the community by having regular activities such as doing sports together, planting trees, and sorting waste, so that a healthy lifestyle can be formed.

The contribution of purchasing intention as an intervening variable showed that attitudes influenced willingness to pay more for a product. This indicates that the intention to purchase plays a crucial role in shaping the willingness to pay higher prices. For instance, people may plan to buy green products in bulk stores to minimize the use of plastic shopping bags, or they may plan to buy such products in small quantities as per their needs. Similarly, purchase intention could act as a mediator for green lifestyles to influence willingness to pay more for green products. In Indonesia, there has been a noticeable trend of people bringing personal shopping bags, particularly in bulk stores. This study significantly contributed to the green product portfolio by taking into consideration purchase intention into consumer buying decision convenience goods.

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## CONCLUSION

This study aims to examine consumers' attitudes toward adopting a green lifestyle, which, in turn, encourages consumers to be willing to pay more for green products. The study showed that consumers' attitudes could impact purchase intention but not necessarily affect willingness to pay more. Green life-

styles had a significant impact on both purchase intention and willingness to pay more. Attitudes and green lifestyles played a crucial role in willingness to pay more, but were influenced by purchase intention. Furthermore, purchase intention had a stronger impact on willingness to pay more than attitudes and green lifestyles. This study examines the main factors influencing green product purchase behavior in bulk stores, including opinions on green products, use of personal shopping bags, strategic planning of bulk purchases, and willingness to pay more for added value. By considering these factors, decision-makers in the store industry could effectively market green convenience goods.

This study has limitations of selecting samples from two areas in Indonesia and investigating multiple product types. Therefore, further research should focus on a broader region in Indonesia and investigate one product type (toiletries goods). Despite these limitations, there were strong elements related to convenience products less frequently used in previous studies.

## AUTHOR CONTRIBUTIONS

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Software: Ida Farida Oesman.

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Writing – review & editing: Diana Sari, Arief Helmi, Rita Komaladewi.

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