

# The Effect of Environmentally Friendly Paper Toward Purchasing Intention

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**Abstract**—This research aims to examine and analyze the effect of green positioning, product attributes, health consciousness, social influence on purchase intention. The method used in this research is descriptive method. The object of this research is consumers of PT. Berkah Wahana Saudara with 130 respondents. The approach used in this research is Structural Equation Model (SEM) analysis tool Smart-PLS 3.2.8. The results showed green positioning significant positive effect on purchase intention. Product attributes significant positive effect on purchase intention. Health consciousness significant positive effect on purchase intention. Social influence significant positive effect on purchase intention.

**Keywords:** *green positioning, product attributes, health consciousness, social influence, purchase intention*

## I. INTRODUCTION

The concerns and awareness of the world community on environmental issues and the future of earth's life are growing lately. Now the community has become increasingly critical of all environmental damage done by the business world, both because of deliberate and accidental. Not even kidding, this problem threatens the survival of the world, including threatening health problems. One phenomenal environmental issue is the problem of waste, where the increasing volume of the amount of waste itself and the amount of waste created from materials that are difficult to recycle make waste now a complicated problem [1].

Based on the type of waste is classified into two, namely organic waste and inorganic waste. Organic waste is easily decomposed waste, such as food scraps, vegetable scraps, fruit peels, leaves, or materials that can be decomposed easily by decomposing organisms. Whereas, inorganic waste such as paper, cardboard, glass or glass, plastic, iron and other metals or materials that require a long time to decompose become simpler material [2].

In this case it needs to be realized that paper can be used for various purposes for good purposes such as for books, wrappers, cleaners and economically able to encourage economic growth. While the bad side of paper can damage the environment because it comes from wood, becomes garbage, produces waste, and even threatens health [3].

Related to paper problems in daily life, the use of food packaging cannot be separated from food products, both as a container and to preserve food so that quality is maintained. In everyday life, brown rice paper and duplex cardboard are the most common types of paper food packaging used as packaged rice boxes, snack boxes, and packaged rice. It is therefore important to note that brown duplex cartons and packaged rice paper are made from recycled paper that may have been contaminated and contain printing inks, adhesives, waxes, plasterers, and other chemicals [4].

Furthermore, Muhammad Adjidarmo, the paper industry observer, emphasized the dangers of using non-packaged food paper. "Used paper, including newspapers and magazines, should not be used to wrap food directly, because it contains lead which, if accumulated in the body, can run the risk of endangering health." This situation ultimately results in the emergence of green consumerism. Green consumerism is a continuation of the global consumerism movement that began with the awareness of consumers of their rights to obtain products that are feasible, safe, and products that are environmentally friendly [5]. This influence made many companies vying to support the go green movement by applying the strategy or concept of marketing green products or products that are environmentally friendly, known as green marketing.

In Indonesia, the implementation of green marketing strategies has been carried out by several companies. With increasing consumer knowledge and the 'green' trend, the company strives to enter the niche market and produce environmentally friendly products and improve their competitive position in the 'green' market segment. To support increased marketing activities for environmentally friendly products, the use of eco labels is increasingly important [6]. The Ministry of Environment issued Regulation of the Minister of Environment Number 2 of 2014 concerning the inclusion of twelve types of products encouraged to obtain this logo, namely photocopy paper, magazine paper, packaging paper, cleaning tissue paper, textiles, textile products, finished leather, leather casual shoes, detergent powder, dry batteries, wall paint, ceramic tiles, and plastic shopping bags [7].

Based on the above phenomenon, the company that has helped support the go green movement by implementing green marketing is PT. Thanks to your vehicle. This is clearly

because it is influenced by developing issues relating to the environment and health awareness. One of the green products is Seven Paper. Seven Paper is a product that is environmentally friendly because it can be recycled and guarantees food grade for cooking and baking. Positioning is a strategy in marketing activities that aims to create differences (different), advantages (advantages), benefits (benefits) that make consumers always remember a product [8]. Positioning is the main factor in increasing the strength of the company's market position in a particular market compared to its competitors. In general, brand positioning can be done by using several categories based on product attributes, uses or applications of products, and users of their products [9].

Holak suggested "Purchase intentions are largely governed by perceptive product attributes and customer benefits" [10]. This means that purchase intentions are mostly influenced by perceived product attributes (product attributes) and consumer character. So basically consumers take into account product attributes, which are related to their characteristics to form the intention to purchase. In addition, another thing that can be done is trying to direct consumers by increasing their knowledge of health consciousness. Where awareness of health is a concern and concern to be better and motivated to maintain and maintain health and improve quality of life by applying a healthy lifestyle [11]. The perception of whether food is healthy or not for consumers is one of the motivations that can affect their purchase intention.

Social influence related to individual causes causes another person to change his or her feelings, attitudes, and behaviors, intentionally or unnecessarily [12]. So social influence (social influence) relates to how individuals make other individuals change feelings, attitudes, and behavior, both intentionally and unintentionally. This is reaffirmed by research conducted by Hung and Chen who found that social influence has a strong positive effect on purchase intention [13]. Hopefully the impact of social influence can open the eyes of the public or consumers to switch to loving products that are environmentally friendly and safe for health.

#### *A. Research Purposes*

Research Objectives to determine the effect of Green Positioning, Product Attributes, Health Consciousness and Social Influence on Purchase Intention on Seven Paper products.

#### *B. Benefits of Research*

The results of this study are expected to improve knowledge insights both in theory and practice as well as references and ideas for similar research. The results of this study can be a reference for companies to increase sales and embed new sales strategies by referring to the development of environmentally friendly products based on the influence of Green Positioning, Product Attributes, Health Consciousness and Social Influence on Purchase Intention on Seven Paper products.

## II. STUDY OF THEORY AND FRAMEWORK FOR THINKING

### *A. Green Positioning*

According to Hasan, "product positioning is the placement of a brand in the market where the brand will get a positive response compared to rival products" [14]. In the positioning process it always starts with product positioning. Whereas, According to Kotler, positioning is the act of designing an offer and company image so that it occupies a distinctive position among competitors in the minds of the target customers [15]. Companies must be able to create superiority over their products so as to create positive perceptions in the minds of consumers on these products. Companies must be able to position their products in such a way that the target market knows the company's products and unique image.

According to Lovelock, the dimensions of positioning are: Product, Price, Services [16].

1) *Positioning according to the product:* This product occurs when a company positions itself according to attributes, such as the size and duration of its existence.

2) *Positioning according to price and quality:* Products are positioned as products that offer the best products.

3) *Positioning according to service:* Positioned as the best for a number of uses or applications.

### *B. Product Attributes*

Kotler, states that product attributes are a component which is the characteristics of the product that ensures that the product can meet the needs and desires applied by the buyer [17]. Kotler and Armstrong, suggesting product attributes is the development of a product that offers more benefits to products or services [18]. Product attributes such as brand, packaging, service and guarantee. Whereas, according to Tjiptono, product attributes are product elements that are considered important by consumers and are used as the basis for making purchasing decisions [19].

According to Tjiptono, product attributes are elements contained in an item that can be seen by the buyer and used as a reference as an indicator to buy the item [19], including:

1) *Brand:* is a name, sign, design, term, or symbol that is owned aims to identify and characterize a product that distinguishes the products of similar competitors.

2) *Packaging:* is a container to protect products, which will be faced by the first buyer and able to attract buyers.

3) *Labels:* are another feature of the product that needs to be considered, a label can be part of the packaging or it can also be an etiquette (identification) that is listed on the product.

4) *Guarantee:* is the responsibility of the consumer in providing consumer trust in the product purchased provides benefits and according to the promise.

5) *Services:* are things that are intangible and cannot be saved can only be felt to add value to a product.

### C. Health Consciousness

According to Michaelidou and Hassan, health awareness is a concern and concern to be better and motivated to maintain and maintain health and improve the quality of life by applying a healthy lifestyle [11]. Whereas, according to Kraft and Goodell, health consciousness is also awareness and concern about their awareness and can be motivated by raising or caring for their health, and quality of life as an action to prevent disease by fighting it through healthy living behavior and being more aware of one's health [20].

Health awareness is a variable level between individuals based on the degree to which they participate in the framework of their choice in health. In other words, health consciousness is an intrinsic motivated consumer indicator to treat health well and is a reflection of someone who is responsible for his health [21].

There are five main dimensions identified from previous research focusing on health awareness. Different approaches to the concept of health awareness have produced different definitions of the concept. However, five components have consistently appeared in studies over the previous two decades, namely:

1) *Health behavior*: Kraft and Goodell, defining health behavior is "the process of a person or individual in managing personal activities, interests, and opinions related to health" [20]. Kraft and Goodell also identified four health sub-dimensions [20], including:

- Caring for dangerous environment
- Physical fitness
- Personal responsibility, and
- Nutrition and stress management

2) *Psychology*: Gould defines that health awareness is solely as a person's psychological or mental status, including health vigilance, health self-awareness, health involvement, and one's health self-monitoring [22]. Health awareness is a psychographic variable that is not integrated with visible behavior.

3) *Health information seeking and use*: Rodgers et al, use the term "health awareness" to refer to individuals who are aware of health information and its sources [23]. Therefore, health-conscious groups are quite involved in the process of seeking information about health and promoting behavioral health, while individuals in autonomous health clusters are more active in seeking health information from various sources, including media channels, and are also more active in doing health behaviors.

4) *Personal responsibility*: Kraft and Goodell, suggest that personal health responsibility is one of the four components that shape health awareness [20]. Dutta-Bergman, speculates that health conscious people are more likely to feel responsible for their health, and closely equated with "health conscious" people to "responsible people" [24]. Because people who are health conscious feel more responsible for taking care of their

health, they tend not only to engage in preventive behavior and maintain their health in their daily lives but also actively participate in the health community online and / or offline.

5) *Health motivation*: Motivation is the next dimension in which health motivation is "a passion directed at the goal of engaging in preventive health behavior". Moorman and Matulich argue that health motivation predicts one's involvement in preventive health behaviors, namely, behavioral information acquisition health and health maintenance behavior [21]. According to Jayanti and Burns, health motivation is a relatively stable psychological trait [25].

### D. Social Influence

According to Adiwibowo et al, social influence (social influence) shows the extent of individual perceptions of something that others believe in using a new system [26]. Whereas, according to Wang and Chou, social influence refers to how other people influence a person's behavior decisions [27]. Social influence is related to external pressure (from important people in a person's life, such as family, friends, and supervisors at work). Social influence is the extent to which social networks influence people's behavior through messages and signals from others that facilitate the formation of perceived community values from technological systems. In addition, social influences influence individuals through both messages about social expectations and observed behavior from others.

Wang and Chou, states that social influence is formed by two dimensions, namely subjective norms and visibility [27].

1) *Subjective norms*: namely social influences related to consumer perceptions of what should or should not be done. According to Tanakinjal et al, subjective norms have two components which consist of [28]:

a) *Behavioral belief*: namely subjective norms that lead to confidence in consumers about how to respond to something. If consumers feel that doing something will have a positive impact, then consumers will have a favorable attitude, and vice versa.

b) *Normative belief*: namely subjective norms that lead to confidence in consumers about what should or should not be done. Consumers who believe that most people they think are important suggest to do something, then consumers will follow and do so.

2) *Visibility*: which is the social influence formed because of a condition of consumer behavior that can be observed by other consumers, which reflects that consumer decisions are influenced by how consumers perceive other consumers' behavior. Based on this understanding, Wang and Chou draw two components of visibility [27], namely:

a) *Other consumer behavior*: where consumers find that other people do something that encourages consumers to do the same.

b) *Environmental influences*: where consumers observe that the surrounding environment does a lot or uses something, so consumers are also encouraged to do the same.

E. Purchase Intention

According to Schiffman and Kanuk, buying interest is a psychological activity that arises because of the feeling and thought of an item or service desired [29]. Whereas, according to Simamora states that the emergence of intention to buy a product is because it is based on the existence of trust held by consumers of the product which is accompanied by the ability to buy the product [1]. The intention to buy also arises because consumers feel interested so that they can create motivations that are continuously recorded and strong desires. The intention of purchase can be interpreted as the desire of someone to buy a product or service that is expected to benefit from the product or service purchased.

According to Ferdinand, buying interest can be identified through indicators as follows [30]:

- 1) *Transactional interest*: namely the tendency of someone to buy a product.
- 2) *Referential interest*: namely the tendency of someone to refer products to others.
- 3) *Preferential interest*: namely interest that describes the behavior of someone who has a primary preference for the product. This preference can only be replaced if something happens with the preferred product.
- 4) *Explorative interest*: namely interest that describes the behavior of someone who is always looking for information about the product that they are interested in and looking for information to support the positive characteristics of the product.

F. Conceptual Framework

Based on the previous description, the following is illustrated the conceptual framework (chart) of influence between research variables.

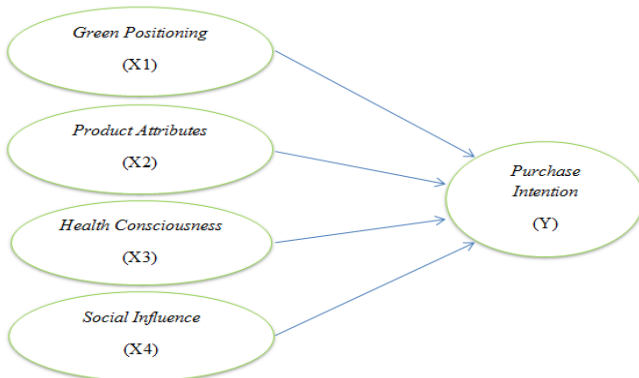


Fig. 1. Thinking framework.

G. Research Hypothesis

- Green Positioning has a positive and significant effect on Purchase Intention.
- Product Attributes have a positive and significant effect on Purchase Intention.
- Health Consciousness has a positive and significant effect on Purchase Intention.
- Social Influence has a positive and significant effect on Purchase Intention.

III. RESEARCH METHODOLOGY

A. Research Design

The research design used by the authors in this study used quantitative research. According to Noor, quantitative research is a method for testing certain theories by examining relationships between variables [31]. In general, these variables are measured by research instruments, so the resulting data consists of numbers that can be analyzed based on statistical procedures.

B. Data Collection Instruments

The instrument used for data collection is a questionnaire. Questionnaires are distributed or submitted directly to consumers PT. Thanks to your vehicle.

C. Population

The population in this study were consumers of PT. Thanks to Wahana Saudara in the West Jakarta area.

D. Sample

The sample used is convenience sampling technique that is sampling technique by randomly selecting samples or coincidences according to the characteristics determined by the researcher. The number of samples used in this study were 130 respondents.

E. Data Analysis

Data analysis and interpretation for research aimed at answering research questions in order to uncover certain phenomena. To analyze the data used The Structural Equation Modeling (SEM) from PLS statistical software version 3.2.8 in the model and review of hypotheses, structural equation models.

**IV. RESULTS AND DISCUSSION**

**TABLE I. CONVERGENT VALIDITY TEST RESULTS (MODIFICATION)**

Variable	Indicator	Outer Loading	Information
<i>Green Positioning</i>	G2	0,547	Valid
	G3	0,719	Valid
	G4	0,920	Valid
	G5	0,740	Valid
<i>Product Attributes</i>	P1	0,539	Valid
	P2	0,759	Valid
	P3	0,905	Valid
	P4	0,738	Valid
<i>Health Consciousness</i>	H1	0,721	Valid
	H2	0,617	Valid
	H3	0,762	Valid
	H5	0,634	Valid
	H6	0,605	Valid
<i>Social Influence</i>	S1	0,908	Valid
	S2	0,915	Valid
	S3	0,752	Valid
	S6	0,636	Valid
<i>Purchase Intention</i>	PI1	0,661	Valid
	PI2	0,842	Valid
	PI3	0,899	Valid
	PI4	0,604	Valid
	PI5	0,727	Valid

The results of the modification of the convergent validity test in Table 1, it can be seen that all indicators have met convergent validity because they have a value of loading factors above 0.50.

**TABLE II. TEST RESULTS AVE**

Variable	AVE
<i>Green Positioning</i>	0,552
<i>Health Consciousness</i>	0,524
<i>Product Attributes</i>	0,558
<i>Purchase Intention</i>	0,570
<i>Social Influence</i>	0,658

**TABLE III. DISCRIMINANT VALIDITY TEST RESULTS (FORNELL LACKER CRITERIUM)**

Variable	GP	HC	PA	PI	SI
<i>Green Positioning</i>	0,743				
<i>Health Consciousness</i>	0,718	0,724			
<i>Product Attributes</i>	0,601	0,554	0,747		
<i>Purchase Intention</i>	0,692	0,703	0,693	0,755	
<i>Social Influence</i>	0,726	0,690	0,299	0,603	0,811

**TABLE VI. HYPOTHESIS TESTING RESULTS**

	Original Sample	Standard Deviation	T Statistics	P Values	Information
Green Positioning -> Purchase Intention	0,653	0,097	6,730	0,000	Positive - Significant
Health Consciousness -> Purchase Intention	0,204	0,069	2,944	0,003	Positive - Significant
Product Attributes -> Purchase Intention	0,210	0,086	2,430	0,015	Positive - Significant
Social Influence -> Purchase Intention	0,075	0,055	1,964	0,020	Positive - Significant

1) *Effect of green positioning on purchase intention:* Based on the hypothesis test in this study obtained the results of the T-statistic of 6.730, the original sample value of 0.653,

From Tables 2 and 3 it can be concluded that the square root of average variance is extracted ( $\sqrt{AVE}$ ) for each construct greater than the correlation between constructs one with the other constructs in the model. AVE value based on the table above, it can be concluded that the construct in the model estimated meets the criteria of discriminant validity.

**TABLE IV. COMPOSITE RELIABILITY TEST RESULTS**

Variable	Cronbach's Alpha	Composite Reliability	Information
<i>Green Positioning</i>	0,714	0,827	Reliable
<i>Health Consciousness</i>	0,729	0,802	Reliable
<i>Product Attributes</i>	0,726	0,830	Reliable
<i>Purchase Intention</i>	0,804	0,866	Reliable
<i>Social Influence</i>	0,821	0,883	Reliable

Based on Table 4, the results of testing the composite reliability and cronbach's alpha show satisfactory values, because all latent variables have reliability composite values and cronbach's alpha  $\geq 0.70$ . This means that all latent variables are said to be reliable.

**TABLE V. VALUE OF R<sup>2</sup> ENDOGENOUS VARIABLE**

Endogenous Variable	R-square
<i>Purchase Intention</i>	0,846

The structural model indicates that the model on purchase intention variables can be said to be strong because it has a value above 0.67. The model of the influence of independent latent variables on purchase intention R-square value of 0.846 which can be interpreted that construct intention purchase variability can be explained by the variability of Green Positioning constructs, Health Consciousness, Product Attributes, and Social Influence of 84.6% while 15.4% is explained by other variables outside of the research.

**A. Hypothesis Testing**

After testing the suitability of the model, it can be tested against the hypothesis. The hypothesis testing of the study was conducted using the Structural Equation Modelling (SEM) method with PLS 3.2.8 software. The basic hypothesis making is done by comparing the magnitude of the t-table with t-count at alpha 0.05 (5%) = 1.96. If t-table is less than alpha 1.96 then the hypothesis is not accepted or rejected, and vice versa if t-table > 1.96 then the hypothesis is accepted or there is a significant influence between the two variables.

and the P Values value of 0.000. The T-statistic value is greater than the T-table value 1.96, the original sample value shows a positive value, and the P Values value shows less than 0.05,

this result shows that green positioning has a positive and significant effect on purchase intention.

Oliver and Lee, revealing purchase intentions is the purchase intention of the consumers themselves, because they realize the benefits of the products they buy are environmentally friendly [32]. This research integrates the point of view and defines attitude as a reflection of consumer preferences and overall evaluation of the green brand.

Previous research conducted by Wati and Ekawati, with the title "The Effect of Green Brand Positioning on Purchase Intention Mediated by Attitude (Case of The Body Shop Bali). The results of the study prove that Green Brand Positioning has a positive and significant effect on the intention to purchase The Body Shop products in Denpasar City [33].

2) *Effect of product attributes on purchase intention:* Based on the hypothesis test in this study obtained the results of the T-statistic value of 2.403, the original sample value of 0.210, and the P Values value of 0.015. The T-statistic value is greater than the T-table value 1.96, the original sample value shows a positive value, and the P Values value shows less than 0.05, this result shows that product attributes have a positive and significant effect on purchase intention.

One attraction in a product is a product that has attractive product attributes, which will foster buying interest in the minds of consumers. Consumers who are interested will decide to buy the product [34]. Meanwhile, according to Kotler and Keller, suggesting that in the alternative evaluation phase, consumers will see a product as a combination of attributes with capabilities that can provide certain benefits and are able to form buying interest [35]. Thus the conclusion is that product attributes are all things related to products, both goods and services that meet the requirements in accordance with the needs and expectations of consumers.

Previous research conducted by Goenawan with the title "The Effect of Product Attributes, Brand Name Product Price, and Social Influence on Android Smartphone Purchase Intention in Surabaya". The results of the study prove that Product Attributes have a positive and significant effect on Purchase Intention Android Smartphones in Surabaya [36].

3) *Effects of health consciousness on purchase intention:* Based on the hypothesis test in this study obtained the results of the T-statistic value of 2.944, the original sample value of 0.204, and the P value of Values of 0.003. The T-statistic value is greater than the T-table value 1.96, the original sample value shows a positive value, and at the P Values value shows less than 0.05, this result shows that health consciousness has a positive and significant effect on purchase intention.

Consumers who are aware of the importance of health will certainly pay attention to the quality and safety of food to be consumed. Health is the most important thing in life because if the body is not healthy, it certainly will not be able to carry out various activities properly. Consumers who have a high level of health awareness, they will be more careful in choosing food consumed. Food security guarantees will affect purchase intentions and be considered before making a purchasing decision.

Previous research conducted by Lizmanizar and Utami with the title "Effects of Food Safety, Health Awareness, Perceived Value and Price on the Intention to Buy Fast Food to KFC Consumers in the City of Aceh". The results of the study prove that Health Consciousness has a positive and significant effect on Intention to Buy fast food KFC [37].

4) *Effect of social influence on purchase intention:* Based on the hypothesis test in this study obtained the results of the T-statistic of 1.964, the original sample value of 0.075, and the P Values value of 0.020. The T-statistic value is greater than the T-table value 1.96, the original sample value shows a positive value, and the P Values value shows less than 0.05, this result shows that social influence has a positive and significant effect on purchase intention.

Social influence is a reflection of the results of communication and interaction with other people, which in the presence of these influences can change a person's attitude or behavior [38]. Previous research has been carried out by Rangkuti and Sulistyawati with the title "The Influence of Social Influence and Lifestyle on the Intention of Buying at Carrefour". The results of the study prove that Social Influence has a positive and significant effect on the intention to buy at Carrefour [1].

## V. CONCLUSION AND SUGGESTION

### A. Conclusion

- Green positioning has a significant positive effect on consumer purchase intention of PT. Thanks to Wahana Saudara, West Jakarta. This means that if the placement of a green positioning is good, it will increase consumer purchase intention towards Seven Paper.
- Health consciousness has a significant positive effect on consumer purchase intention of PT. Thanks to Wahana Saudara, West Jakarta. This means that if public health awareness is high, then the purchase intention towards Seven Paper is high.
- Product attributes have a significant positive effect on consumer purchase intention of PT. Thanks to Wahana Saudara, West Jakarta. This means that if the product attributes guarantee and fulfil the needs, then the consumer's purchase intention towards Seven Paper is high.
- Social influence has a significant positive effect on consumer purchase intention of PT. Thanks to Wahana Saudara, West Jakarta. This means that if social influence is good, it will increase consumer purchase intention towards Seven Paper.

### B. Suggestion

1) *Suggestions for companies and employees of PT.* Thanks to your vehicle: PT. Thanks to Wahana, you should adjust the price with the quality provided but still compete with equivalent products. Seven Paper should provide customized facilities on its products to facilitate consumers and attract consumers to use Seven Paper. The company can

offer its products to health-conscious environments, to attract more Seven Paper consumers. In introducing it to the social environment, Seven Paper is expected to be more aggressive in organizing events through the community in introducing its products, for example in culinary festivals. The company must provide up to date information about Seven Paper, to influence consumers' purchase intentions in finding the best paper that cares about health.

2) *Suggestions for further researchers:* If you intend to do research in the same field and use this thesis as a reference, then it should be reviewed because it does not rule out the possibility that there are statements that are not appropriate, because I as a writer feel there are still many shortcomings and limitations in completing this thesis. The next researcher should be able to re-develop the variables and indicators that have not been used in this study, the next researcher can use tacit knowledge, burnout, role conflict, and so on.

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