

The Effect Value Orientation, Ecological Knowledge, Ecological Affect, Internal Locus of Control on Green Purchase Intention

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Abstract

Environmental issue such as global warming become highlight issue in the world. Some environmental issue pointed out as the effect of consumer behavioral which ignored the effect of purchasing to the environmental conservation. For this time environmental issue becoming the important factor for the consumer in considering product choosing, even in choosing diapers. This study aims to examine the influence of value orientations on ecological knowledge and ecological affect. This research also aims to investigate the influence of ecological knowledge on ecological affect, also to investigate the influence of ecological knowledge, ecological affect, internal locus of control on green purchase intention. The sampling method is nonprobability sampling with purposive sampling. Data were collected using a questionnaire survey. The sample in this study consisted of 229 women aged over 17 years old and who have children aged 0 to 24 months in Yogyakarta. The study was based on the confirmatory model. Structural equation modeling (SEM) by using AMOS statistical program used to test validity and reliability of the instrument, the goodness of fit model and the relationship hypothesized in the theoretical model proposed. Findings from structural models have proved nearly all the hypothesized relationships. This study reveals that value orientations have a positive effect on ecological knowledge but the effect of value orientations on ecological affect is not supported. Ecological knowledge has a positive effect on ecological affect. Ecological knowledge and internal locus of control have a positive effect on green purchase intention, but the effect of ecological affect on green purchase intentions is not supported.

Keywords

Value orientations, ecological knowledge, ecological affect, internal locus of control, green purchase intention

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Introduction

Environmental growth brings the social problems that affect the environment.

Some environmental problems are likely caused by individual consumption (Martin and Simintiras, 1995). This

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is because the majority of consumers consume products to meet the needs and desires without regard to such products harm the environment or not. This problem can be controlled by the proactive action of the green consumer, the consumer who want products that have minimal impact on the environment. For this time environmental issue becoming the important factor for the consumer in considering product choosing, even in choosing diapers.

The invention of disposable diapers, a diaper cloth laced becoming obsolete. Disposable baby diapers have been the reasons of practicality parents. Behind the practicality of disposable baby, diapers appear other problems that are baby diapers garbage. According to Bebasari as chairman of the Indonesian Solid Waste Association (2011) in Krisanti (2011), baby diaper garbage problem is not just because of the lot of the many, but also harmful. Disposable diapers using chemicals that are not biodegradable. Therefore, disposable baby diapers will contribute increasingly dirty environment, unbalanced and unnatural.

The growing healthy natural lifestyle triggers more and more eco-friendly natural products on the market. Awareness of lifestyle more environmentally friendly back many parents give cloth diapers for their babies (Harmandini, 2010). One of the products that carry the environmentally friendly concept is repeated washing baby diapers products or better known as the cloud (Krisanti, 2011). Clodi is cloth diapers that can be washed and used again for textiles made from natural or synthetic materials or a combination of both in the form of

baggy pants. Furthermore, this study will use the term cloud.

Behavioral theories in the environmental marketing research after 1990s are more focused on the structural model of three components: cognitive, affective, and conative (Kalafatis et al., 1999; Chan, 1999). Empirical research on environmental awareness tend to be more done in developed countries in Europe and America (see Fotopoulos and Krystallis, 2002; Laroche et al., 2001; Straughan and Roberts, 1999; Vlosky et al., 1999;

Follows and Jobber, 2000), while the development of marketing research environments in developing countries is relatively not as fast as developed countries. Because of the low level of public environmental awareness (Chan, 1999). Low levels of environmental awareness developing countries due to lack of support from government regulations as well as the problems of availability of environmentally friendly products is still limited (Chan, 1999).

Models are used as the main reference in this study is a model of Chan and Lau (2000). They found that there are fundamental values associated with the interaction of man on the environment and other people who will affect green purchase behavior. Construct it is man-nature orientation related to human interaction with the environment. But apparently, the researchers also discovered several shortcomings of the model, which lacked the researchers took as the research gaps that also encourage researchers to conduct further research on the purchasing behavior of environmentally friendly products.

The first gap, the object of research Chan and Lau (2000) is not specific. Environmentally friendly products tend to be viewed as an acceptable alternative social environment, so it is more likely to reflect the behavior rather than the intention to the environment (Follows and Jobber, 2000). Thus, the findings of the research will produce the attitude-behavior relationships were low when the attitude is operationalized as the general attitude to the environment compared with the attitude that is specific to certain products (Junaedi, 2006). Studies on the relationship attitude-intention-behavior have been done as a conceptual framework to some studies, but has not been tested to predict the context of the purchase of a specific product that is environmentally friendly (Follows and Jobber, 2000).

The second gap is related to the measurement of green purchase intention variables. On the measurement, variables used green purchase intention Chan and Lau (2000), from the four-point declaration is used, there is two point statement which does not reflect the green purchase intention. The two-point statement that "I consider changing other brands with eco-friendly reasons, and I intend to select other brands that are environmentally friendly". This statement reflects the two grains of variable displacement, not green purchase intention. This led to the validity of the measurements were not good, and confusion results of the study. So in this study, the researchers decided not to use the two-point statement in order to obtain a good measurement validity. This study did not examine the actual purchase variable products on

the grounds that the present study only tested the perception of consumers in the purchase of environmentally friendly baby diaper products. The relationship between purchase intention and actual buying is low (Mostafa 2007). This can be due to the awareness of consumers to take responsibility for the environment is still very low (Chan and Lau, 2000). If it is associated with the marketing conditions in Indonesia, purchase intent is deemed more appropriate to use given the number of subscribers is still a bit green products. Thus, in this study, the researchers decided not to include green purchasing behavior variables

In addition to trying to answer the research gaps that exist, researchers also tried to make new contributions to the study of green purchase intention, that is by adding the variable locus of control as a variable that affects the green purchase intention. Some research revealed that the extent to which an individual can make a difference in the quality of the environment encourages a person to perform a behavior or increase the intensity of a person's behavior (eg, see Schwegker and Cornwell, 1991; McCarty and Shrum, 2001; Mostafa, 2006). Locus of control refers to the extent to which a person believes that they have the ability to influence an outcome through their own action (Rotter, 1966). This concept is based on the belief that some people are not trying to bring change because they connect the changes to chance or to someone who is more powerful (God, parents, and government) rather than their own behavior. Cleveland et al. (2005) confirm that the consumer's decision to determine whether they can effect change or not is based on the degree of

control the actions and behavior of their pro-environment.

Based on the results of previous similar studies, researchers interested in studying The Effect of Value orientation, Ecological Knowledge, Ecological Affect, Internal Locus of Control on Green Purchase Intentions.

Literature Review and Hypothesis Development

Green Purchase Intentions

The intention is a quick evaluation, the intention of showing one's motivation in the sense of conscious planning to perform a behavior (Spears and Sigh, 2004). Purchase intention is conscious of one's plan to try to buy a brand or product (Spears and Sigh, 2004). According Dharmmesta (1998) that the variables of beliefs, attitudes, intentions, and behaviors have a clear link path. That is, the attitude would be related to the intention and the intention would be related to the behavior in a sustainable manner.

Intention to buy environmentally friendly products is an expression of the desire or intention of an individual to commit to activities that support environmental friendliness (Chan, 1999). Factors that influence purchase intention environmentally friendly products are grouped into five factors: demographic factors, factors of ecological knowledge, factor values, attitudes and behavioral factors factor (Laroche et al., 2001).

Maloney et al., (1975), states that many consumers increasing awareness to make a purchase with reference to environmental issues and problems. According to Hines

in Chan (1999), this can be seen by the number of individuals who indicated their intention to carry out activities that are environmentally friendly. This research was carried out only limited purchasing green intentions without entering the real purchasing variable, this is because in this study using reasoned action approach, which indicates that the intention is the most relevant variable to predict the behavior (Chan, 1999).

Value Orientation on Ecological Knowledge

Value describes the purpose, something important and something that is a principle of human life (Schwartz, 1994 in Laroche et al., 2001). According to Schwartz and Bilsky, 1987 cited by Follows and Jobber (2000) describes a comprehensive definition of value, the value is a concept or belief that is expected to encourage behavior, in certain circumstances be used to select or evaluate specific behaviors and events. McCarty and Shrum (2001) state that one's values will influence your behavior in work and socialize.

Awareness on environmental attitudes is formed because of the values that are believed in a specific situation and used by consumers to solve problems and make decisions (Homer and Kahle, 1988 in Follows and Jobber, 2000). Theoretically, the value can affect a person's behavior because the value will affect the behaviors mediated by attitude (Williams, 1979 Follows, and Jobber, 2000). One's attitude, in general, is based on the values espoused to make the relevant decisions on the behavior of environmental awareness.

Values are important to learn. First, theoretically been described and validated empirically that the value of giving a significant role in explaining the specific beliefs and behaviors. Therefore, the value can be used as a predictor of a wide range of variables such as attitudes and behavioral intentions (Stern, 2000). Second, the amount of value that may be considered a person is relatively small. Therefore do the antecedent behavior of others (for example, specific convictions, and attitudes), the value of giving the instrument that is economically efficient in describing and explaining the similarities and differences between people, groups, nations, and cultures (Rokeach, 1993 in Kim and Choi, 2005).

Variable knowledge is information that is stored in memory and collection of information relevant to the needs of consumers. Ecological knowledge is the ability for consumers to identify or define a number of symbols, concepts and behaviors related to ecological problems (Laroche et al., 2001). According to Chan and Lau (2000), ecological knowledge is how much an individual is aware of environmental issues.

H₁: Consumer's value orientation influences ecological knowledge.

Value Orientation on Ecological Affect

The results Chan and Lau (2000) showed that the value orientation of significant positive effect on the ecological affects. The research was supported by Chan and Yam (1995) point to the same general value orientation positive effect on affective emotions. The affective component with the emotional reaction

shown by the statement about someone's feelings that lead to preference or pleasure in something. Chan and Lau (2000) ecological affect the level of emotionality someone on environmental issues. Emotional reactions are factors making affective influenced by the beliefs or something believed (Ferrinadewi 2004 in Masruroh, 2011).

H₂: Consumer's value orientation influences ecological affect

Ecological Knowledge on Ecological Affect

Knowledge of cognitive processes can affect all phases of consumer decision-making process Laroche et al., (2001). Knowledge is a construct that significantly affects how consumers gather and organize into an information (Alba and Hutchinson, 1987), how the information is used in decision making (Brucks, 1985), and how consumers evaluate products and services (Murray and Schlacter, 1990 in Laroche et al., 2001). While knowledge in the sphere of environmental marketing is called ecological knowledge. Ecological knowledge is the ability for consumers to identify or define a number of symbols, concepts, and behaviors related to ecological problems (Laroche et al., 2001). According to Chan (1999), ecological knowledge is how much people know about environmental issues. Ecological variables affect the level of emotionality someone on environmental issues Chan and Lau (2000).

Studies conducted Chan (2001) examined the relationship between the four constructs ecological variables, which was developed based on the framework

of cognitive, affective, conative and the theory of reasoned action. Chan (2001) explains that knowledge of a consumer environment will affect consumers in a positive affective response. The affective response will steer consumers in response cognitive, that is socially responsible behavior. In the study, Chan (2001) indicated the intention to behave with verbal commitments, while the behavior is indicated by the actual commitment. The cognitive component related to the knowledge possessed consumer environment and the consequences of their actions, the affective component associated with an individual's emotional response, and conative component relates to the tendency of individual behavior on the environment (Melanie, 1999, in Masruroh, 2011).

Results of research conducted by Chan (1999) showed that the positive ecological knowledge on ecological affect. This is supported by the results of research Junaedi (2006) which indicates that the ecological knowledge that consumers have a positive effect on the level of emotion towards environmental issues. From the research, it can be inferred that consumer's ecological knowledge will influence consumer's ecological affect. Hence, we formulate the following hypothesis.

H₃: Consumer's ecological knowledge influences ecological affect

Ecological Knowledge on Green Purchase Intention

In the research literature of behavior, it is believed that there is a positive relationship between knowledge and behavior, but the empirical evidence in

the behavior of purchasing green products shows that the relationship between ecological knowledge and behavior are still inconclusive (Martin and Simintras, 1995; Laroche et al., 2001). Empirical findings of the effect of consumer knowledge on consumer intentions and behaviors are still in controversy.

This research refers to research Chan and Lau (2000), Mostafa (2006), Mostafa (2007), showing that the positive effect ecological knowledge on the green purchase intention. It supports research Chan and Yam (1995) showed that the positive effect of ecological knowledge on verbal commitments (purchase intention).

Effect of ecological knowledge on purchase intentions conducted Junaedi (2006) showed different results, that is a person's knowledge of the environment will reduce the purchase intention to buy environmentally friendly products. This can be explained that a person who has knowledge of the environment that exceed those in the surrounding areas will feel sensitive to the labeled products are environmentally friendly and do not easily believe the label attached on green products because consumers really know about the process and food processing organic. Meanwhile, research and Ward's Maloney (1973) in Laroche et al. (2001) showed no significant relationship between ecological knowledge and ecological behavior. This is supported by the results of research conducted by Laroche et al., (2001) which shows that ecological knowledge is not a good predictor for predicting the intention to buy environmentally friendly products.

H₄: Consumer's ecological knowledge influences green purchase intention

Ecological Affect on Green Purchase Intention

The emotional bond of consumers towards the environment or often called ecological affect in literature review shows a consistency that supports the positive relationship between ecological affect and the intention to buy environmentally-friendly products (Chan 1999; Chan and Lau 2000). However, research conducted by Junaedi (2006) showed that the ecological aspect does not affect the consumer purchase intentions in organic food products. The research was conducted based framework of the three components of attitude Assael (2004, p.217), cognitive, affective, and conative. Assael explains that affective responses will direct consumers to the conative response, that socially responsible behavior. From the research, it can be inferred that consumer's ecological knowledge will influence consumer's green purchase intention. Hence, we formulate the following hypothesis.

H₅: Consumer's ecological affect influences green purchase intention

Internal Locus of Control on Green Purchase Intention

Balderjahn (1988) found that ideological control that received positively associated with attitudes related to environmental awareness and purchase of environmentally friendly products. Schwepker and Cornwell (1991) found evidence suggesting an internal locus of control associated with the propensity to buy products that are environmentally friendly packaging. Hines et al., (1987) in Cleveland, (2005) concluded that the presence of an internal locus of control is positively related to environmentally responsible behavior.

Ellen et al., (1991) found that the perceived effectiveness of the consumer, or the extent to which an individual can make a difference in the quality of the environment, is positively related to the intention to buy environmentally friendly products. Mustafa (2006) also found that the effectiveness of consumer perceived positive influence on the intention to buy environmentally friendly products. The attitude and the consumer response to the environment is a function of their belief that individuals can influence the desired results in environmental issues positively (Straughan and Roberts, 1999).

H₆: Consumer's internal locus of control influences green purchase intention

The Proposed Model

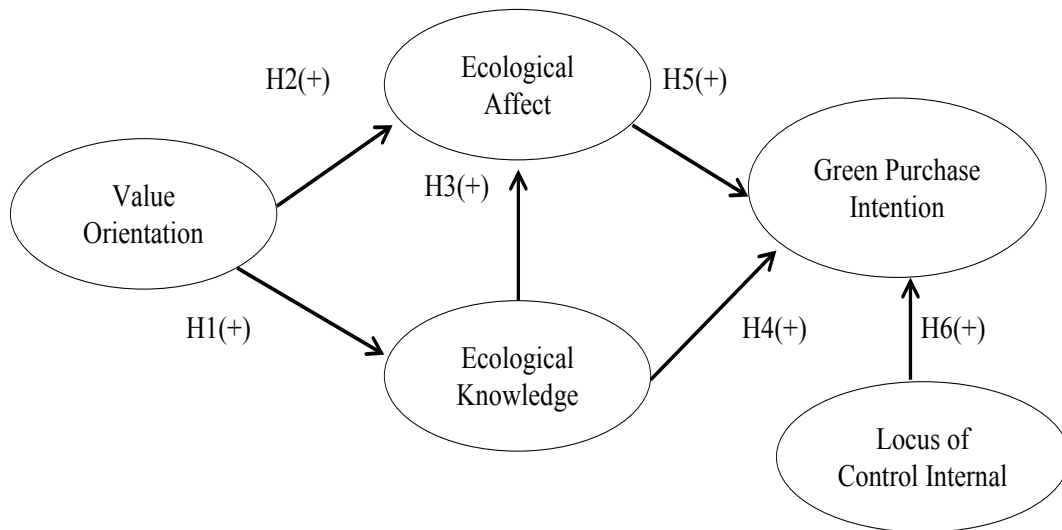


Figure 1. Research Model the Relationship between Value Orientation, Ecological Knowledge, Ecological Affect, Internal Locus of Control, and Green Purchase Intention

Sources: Modified Chan and Lau (2000)

Research Method

Sampling and Data Collection Method

Sampling method used in this research is non-probability sampling. The technique of determining the non-probability sampling is purposive sampling. Sample criteria that women aged over 17 years who had a baby aged 0 to 24 months and have never bought cold. Data were collected using a questionnaire. This

study is mainly concentrating on female consumers as Fotopoulos and Krystallis (2000) find that women who often buy food products, have children at home, are educated, and earn relatively high income usually consume organic food since they emphasize product quality rather than price. The respondents' profiles are presented in Table 1.

Table 1. Characteristics of Responden

Category	Respondents	Percentage
Age		
• 18-20 years	12	5,24
• 21-30 years	154	67,25
• 31-40 years	58	25,33
• > 40 years	5	2,18
Education		
• Junior High School	15	6,55
• High School	45	19,65
• Diploma	21	9,17
• Undergraduate	137	59,83
• Graduate	11	4,80
Income		
• < Rp 1.000.000	19	8,30
• Rp 1.000.000 – Rp 2.000.000	78	34,06
• Rp 2.001.000 – Rp 3.000.000	112	48,91
• Rp 3.001.000 – Rp 4.000.000	13	5,68
• > Rp 4.000.000	7	3,05

Operational Definition of Variables

1. Consumer Value Orientation. The orientation of human nature to explain the relationship between humans and their environment (Chan and Lau, 2000). Variable value orientation measured with a Likert scale from strongly disagree starts with a score of 1 to strongly agree on the score of 5. Measurement items were adopted and developed from research conducted by Chan and Lau (2000).
2. Ecological knowledge. Ecological knowledge is how much respondents know about clods related environmental knowledge. Variable ecological knowledge is measured by a Likert scale from strongly disagree starts with a score of 1 to strongly agree on the score of 5. Measurement items were adopted and developed from research conducted by Fotopoulos and Krystallis (2002).
3. Ecological affect. Ecological affect research is one's level of emotionality environmental issues associated with eco-friendly diapers. Ecological affect variables measured with a Likert scale from strongly disagree starts with a score of 1 to strongly agree on the score of 5. Measurement items were adopted and developed from research conducted by Chan and Lau (2000).
4. Internal Internal Locus of control. Locus of control is the belief that human beings have the ability to influence outcomes through their own actions (Rotter, 1966). People with

an internal locus of control believe that dominant successes and failures in areas that he faced were due to the work is done themselves, not for others (Cleveland et al., 2005). Variable locus of control was measured with a Likert scale from strongly disagree starts with a score of 1 to strongly agree on the score of 5. Measurement items were adopted and developed from research conducted by McCarty and Shrum (2001).

5. Green purchase intention. Green purchase intention in this study is the desire or the expression of an individual to commit to activities that support environmental friendliness. Green purchase intention variable was measured with a Likert scale from strongly disagree starts with a score of 1 to strongly agree on the score of 5.

Measurement items were adopted and developed from research conducted by Spears and Singh (2004).

Measurement Model

Validity and Reliability of Research Instrument

Convergent validity test based on the value Average Variance Extracted (AVE) met if the value of the resulting $AVE \geq 0.5$ and this value can already indicate considerable convergence (Hair et al., 2010, p.709). In this study, the resulting value AVE to construct Orientation Values, Ecological Knowledge, Ecological Afek, The internal locus of control, and Green Purchase Intention is above 0.5. This means testing the convergent validity based on the AVE has been fulfilled (see Table 2).

Table 2. Convergent Validity Konvergen

Construct	AVE
Value Orientation (ON)	0.5070
Ecological Knowledge (PE)	0.6184
Ecological Affect (AE)	0.5203
Internal Locus of Control (LOC)	0.5661
Green Purchase Intention (NBH)	0.5468

Discriminant validity test is done by comparing the estimated value Average Variance Extracted (AVE) of each construct generated by the square of the correlation between the constructs to be tested (Hair et al., 2010, p.723), and the validity test discriminant met if the overall value generated over the estimated AVE higher than the value of the square of the correlation between the constructs tested. By comparing the

estimated value AVE for each construct with the square of the correlation between the value of the existing constructs in this study showed that all values are squared correlations between constructs are under the estimated value of the constructs related AVE. Based on these results it can be concluded that each of the constructs used in this study passed the test of discriminant validity (see Table 3).

Table 3. Correlation Matriks

	Value Orientation	Ecological Knowledge	Ecological Affect	Internal Locus of Control	Green Purchase Intention
Value Orientation	0.50704	0.03276	0.00004	0.01020	0.00185
Ecological Knowledge	0.18100	0.61841	0.02657	0.02372	0.24503
Ecological Affect	0.00600	0.16300	0.52027	0.03312	0.00240
Internal Locus of Control	-0.10100	0.15400	0.18200	0.56607	0.04244
Green Purchase Intention	-0.04300	0.49500	0.04900	0.20600	0.54682

Reliability of a measurement indicates the extent to which these measurements without bias and therefore ensures consistent measurement over time and across a variety of items in the instrument (Newman., 2006, p.40).

Reliability test results in this study show that all constructs measured are reliable because all had a Cronbach alpha value and construct reliability above 0.7 (see Table 4).

Table 4. Constructs Reliability and Cronbach Alpha

Constructs	Constructs Reliability	Cronbach alpha
Value Orientation	0.7098	0.835
Ecological Knowledge	0.7806	0.887
Ecological Affect	0.7142	0.825
Internal Locus of Contro	0.7520	0.795
Green Purchase Intention	0.7333	0.820

The composite reliability is the internal consistency of construct indicator measure that illustrates the degree of common latent construct indicator that is not visible. The score of reliability indicator should be more than 0.5. The results of this research's composite reliability are shown by a confirming the suitable model for all constructs.

Results of Structural Equation Model

The goodness of Fit size indicates how well the model is determined

to regenerate the covariance matrix between the variables indicators (Hair et al., 2010, p.664). According to Hair et al., (2010, p.665), researchers must report at least one incremental index and an absolute index, with the added value of χ^2 and those relating to the degrees of freedom, and there is at least one index badness-of- fit. Table 5 presents the suitability index size used in this study is accompanied by a reference value for each index and the resulting value of each of the index.

Table 5. GOF Model

Indeks Criteria	Benchmark	Results	Conclusion
CMIN/DF	≤ 3	1.967	Good
GFI	≥ 0.90	0.861	Marginal
AGFI	≥ 0.90	0.827	Marginal
RMSEA	0.03 – 0.08	0.065	Good
TLI	≥ 0.90	0.900	Good
CFI	≥ 0.90	0.912	Good

Based on the evaluation criteria of goodness-of-fit, then the next may be held model testing. Despite the suitability of the marginal value, but the value is not much different from the value of the other so that the overall suitability concluded that the estimated structural model is acceptable.

Results of Structural Equation Model

In this study, the value of the critical ratio used is ± 1.96 at a significance level of 0.05 and ± 2.58 at the 0.01 level.

The hypothesis in this study supported when the influence of a construct in other constructs produce estimates of parameter values in the form of critical value ratio (C.R) greater than ± 1.96 at the 0.05 level. If the value of the critical ratio is greater than ± 2.58 then the causal relationship between the two constructs are significant at the 0.01 level of significance. Hypothesis testing results are presented in the following table 6.

Table 6. Loading Factor and Structural Relationship

The Effect		Critical Ratio	Standardized Regression Weight	Conclusion
Value Orientation	→ Ecological Knowledge	2,239	0,174	Supported
Value Orientation	→ Ecological Affect	-0,290	-0,023	Not Supported
Ecological Knowledge	→ Ecological Affect	2,138	0.166	Supported
Ecological Knowledge	→ Green Purchase Intention	5,466	0,485	Supported
Ecological Affect	→ Green Purchase Intention	-0,714	-0,051	Not Supported
Ecological Affect	→ Green Purchase Intention	1,995	0,147	Supported

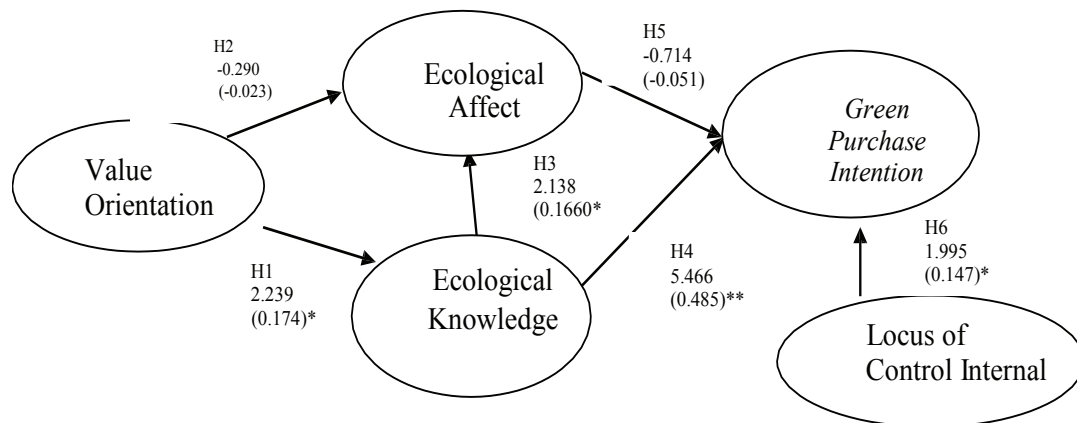


Figure 2. Overall Fit of the Proposed Model and Path Analysis of the Latent Constructs

Noted *: signifikan at level $\alpha = 0,05$; **: signifikan at level $\alpha = 0,01$; (): standardized estimate value; $CMIN/DF = 1,967$; $GFI = 0,861$; $AGFI = 0,827$; $RMSEA = 0,065$; $TLI = 0,900$; $CFI = 0,912$

Testing the hypothesis refers to the value generated from estimation SEM. The results of the hypothesis test show the effect on the value orientation of ecological knowledge is positive and significant. A significant result of this research shows that the effect on the value orientation of ecological knowledge hypothesized in this study correspond to reality or phenomenon experienced by consumers. Thus it can be stated that the effect on the value orientation of consumers desires to find environmentally friendly products. On the other hand, Chan and Lau (2000) found that the value orientation significant positive effect on the ecological affective rather than on ecological knowledge. However, the findings in this study are similar to that expressed Mostafa (2007) that the higher a person's value orientation naturalness, the higher one's ecological knowledge. Mostafa (2007) found that ecological knowledge is a good predictor of consumer attitudes and behavior environmentally responsible. According to Ling-ye (1997) and Mc Carthy

and Shrum (1994), the orientation of the collectivist values will improve the attitude of consumers to understand the product recycling.

The results of the hypothesis test show the effect on affective ecological value orientation is not significant. Thus it can be stated that the value orientation of consumers does not have a significant effect on a person's emotional feelings on environmental issues. The results of the hypothesis test shows the effect on affective ecological value orientation is not significant. The results were not significant in this study shows that the effect on the value orientation Affects ecological hypothesized in this study is different from the reality or the phenomenon experienced by consumers. Chan and Lau (2000) state that the nature of human value orientation will lead to a positive influence on affective ecological, ecological knowledge and the commitment to purchase environmentally friendly products. However, in this study result that the nature of human value orientation

does not directly affect the ecological affective but ecological knowledge as mediated by intermediate variables. This can be explained by supported hypothesis one (H1).

This finding is consistent with the findings of previous empirical studies Chan (1999), Junaedi (2006) and Junaedi (2007) were developed based on the framework of cognitive, affective, conative and reasoned action theory. Knowledge of the environment would affect a consumer's affective response to consumers (Chan, 1999). These findings are also in accordance with the framework of the three components of attitude Assael (2004, p.217).

This finding is consistent with the findings of previous empirical studies Chan and Lau (2000), Mostafa (2006), Mostafa (2007), and Junaedi (2007). Chan and Lau (2000) stated that the higher ecological knowledge one has, the more encouraging them to purchase environmentally friendly products. Consumer knowledge in this study is measured subjectively knowledge so it indicates the perceived level of consumer confidence as well as their level of knowledge about the clodi (Park and Lessig, 1981 in Brucks, 1985). According to Chan (1999), knowledge of environmental issues is a predictor of consumer behavior that is socially responsible.

The results of this study indicate that evaluation of one's own emotions or the environment does not affect him to express it in the purchase decision of environmentally friendly products. These results differ from the results of research conducted by Chan and

Lau (2000). However, these findings are similar to results Junaedi (2006) that the emotions of consumers will have no effect on consumer purchase intention on environmentally friendly products. Not supported hypothesis five (H5) is suspected because of social desirability bias. Davies et al., (2002) explains that when measuring variables related to the behavior that is moral and ethical, respondents likely large enough to provide a response that does not fit the facts. This response is given in order to create the perception / good image of himself in the eyes of others. Furthermore, the prominence of affective ecological green purchase intention is also suspected due to the high emotions of the environment is not enough to motivate someone to express it in the purchase decision of environmentally friendly products (Junaedi, 2006). However, further research on the factors that cause no significant influence on purchase intention of affecting the ecological green in consumer purchase consideration is still needed. Another possibility that affects ecological does not affect the purchase intention green requires research and empirical evidence that a more in-depth.

Internal locus of control is a person who believes that he has a substantial influence on their lives and their actions will have an effect on a particular outcome (McCarty and Shrum, 2001). This finding is consistent with the results of previous empirical studies such as the studies that have been conducted by Barderjahn (1988), Schwepker and Cornwell (1991), Ellen et al., (1991), McCarty and Shrum (2001), and Mustafa (2006), although different

research contexts and objects. This finding explains that respondents who have an internal locus of control would believe that the purchase of the products is environmentally friendly is something that is important to do through their actions. Thus, internal locus of control of the source of the advent of the intent of purchase environmentally friendly products. The more consumers have high levels of internal locus of control and he intends to make the purchase of environmentally friendly products he wants. The low internal locus of control influence on purchase intention of 0.147 green only shows that only respondents who feel that they are able to make changes related to the purchase of environmentally friendly products will feel confident that the purchase of an environmental-friendly product is important as they believe. Wiener and Sukhidial (1990) in Laroche et al., (2001) states that one of the main reasons that hinder a person to engage in ecological activities that benefit is the level of acceptance they will be integrating themselves to environmental protection. Many people who have a high ecological awareness, but felt that the preservation of the environment is the responsibility of governments or large corporations.

Conclusions and Limitations

Conclusively, we can remark that an alternative model has been harnessed to represent a reliable predictive model of the intention to do green purchase behavior. The research findings from the alternative model provide us with an illustration that a consumer's value orientation significantly affects her or his ecological knowledge. Consumer's

value, according to Schwartz (1994) in Laroche et al. (2001), is interpreted as the value to achieve expected goals and to lead someone's life, especially in influencing someone's behavior towards comprehending the environmentally-friendly actions. This is mainly caused by human natural orientation to determining the relationship between humanity and nature (Chan and Lau 2000).

In the context of a specific product that is environmentally friendly clodi, orientation does not affect the value of the green purchase intention directly. In the context of a specific product that is environmentally friendly clodi, value orientation affects the purchase intention of green through ecological knowledge.

In the context of a specific product that is environmentally friendly clodi, empirical evidence that ecological knowledge is the variable that most influences purchase intention of green consumers. This suggests that consumers who have a lot of knowledge about environmentally friendly products will intend to purchase environmentally friendly products.

In the process of implementation, this research has the following four limitations. This study examined the effect of value orientation, ecological knowledge, ecological affect, internal locus of control, and intention to buy environmentally friendly products, especially clodi. This study did not examine the actual purchase of variable products. This study has not revealed the factors that influence the actual purchase of environmentally friendly products. There is a little picture of

clodi in the questionnaire study. Object study only clodi alone product, do not use more environmentally friendly products. Future research in order to test the variable purchase decision until the actual purchase clodi product. Future research is not to provide an overview or explanation of environmentally friendly products. This is because the description or explanation in the questionnaire research will lead to a bias towards ecological knowledge of the respondents.

Future research using the research object of environmentally friendly products, in addition to clodi, for example, product packaging that can be recycled (Follow and jobber, 2000), aerosol can not damage the ozone layer, the wood products certified eco-friendly and organic food (Fotopoulos and Krytallis, 2002).

Notes on Contributor

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