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Determinants of Attitudes Toward Green Product and Purchase Intention of Zero-Waste Product: A Case Study of Menstrual Cup

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ABSTRACT:

Waste, currently, is one of the biggest concerns in Indonesia. As one of the solutions, innovation in the zero-waste product can help in reducing waste because it can be used repeatedly. A menstrual cup is one of zero waste products that substitute conventional sanitary napkins. However, the use of menstrual cups in Indonesia is still taboo. This study aims to determine the effect of attitudes towards green products on the purchase intention of menstrual cup products based on the factors that influence it. The data are taken from 295 Indonesian women who know about menstrual cup products through online questionnaires. The data analysis process is carried out using the SEM-PLS method with several supporting applications. The results showed that environmental attitudes, perceived health benefits, perceived value, and E-WOM attitudes influenced the desire of having environmentally friendly products and increased the willingness to pay and purchase intentions for menstrual cup products.

Keywords:
Menstrual Cup, TPB, Attitude Toward Green Product, Willingness to Pay, Purchase Intention.

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1. INTRODUCTION

In 2020, Indonesia's percentage of plastic waste is in the 2nd position after food waste, which is 16.97% (Lokadata, 2021). However, the waste is still not appropriately managed, such as being dumped in landfills leading to polluting waterways and the sea. A survey of 117 female correspondents showed that 115 of 117 (98.3%) Indonesian women still used disposable sanitary napkins (Destya, 2020). Moreover, according to Sustainable Waste Indonesia (SWI), Indonesia produced 64 million tons of plastic waste in 2017, and 26 tons per day were disposable sanitary napkins. According to Zero Waste Nusantara, one woman can contribute up to 300 sanitary napkins annually (CNN, 2019). It was further worsened by the fact that disposable sanitary napkins take between 500 and 800 years to disintegrate (Sustaination, 2019).

The substitute product for single-use sanitary napkins, which is environmentally friendly and is a zero-waste product, is the menstrual cup. It is reusable for up to 10 years and does not contain harmful substances such as bleach and perfumes like disposable sanitary napkins (Allanita, 2019). Many Indonesian artists and influencers have campaigned for this menstrual cup product. Not only this product is easy to get through e-commerce and retail centers, but it is also manufactured locally. However, the design, size, and technique of using the menstrual cup are still issues for women in converting from the traditional sanitary napkins into this product.

Previous research has identified several variables that influence consumers' attitudes toward green products as shown by (Chen & Chai, 2010). Attitude is the most constant indicator of customer willingness to pay for environmentally friendly products. In addition, additional data indicate that attitudes toward green products have a beneficial effect on willingness to pay and purchase intention (Rofianto & Pratami, 2021). Most of the previous research was conducted in other countries. As Indonesia is the fourth most populous country, the analysis on how Indonesian consumers' perception and attitude toward menstrual cups as one of the green products categories are deemed to be important. Thus, this study aims to determine whether Environmental Attitude, Perceived Health Benefit, Perceived Value, and E-WOM variables influence attitudes toward green products and whether these factors influence purchase intentions for menstrual cup products.

2. LITERATURE REVIEW

2.1 Zero Waste: Menstrual Cup

Zero waste is a philosophy that motivates people to use items more wisely and increase their life cycle as they are being reused (Maurilla, 2020). Zero waste can reduce the consumption of resources, lessen the environmental pollution, and increase waste management expenses (Zaman & Lehmann, 2013). A menstrual cup is a substitute for disposable sanitary napkins, which is considered a long-term solution for its users by providing cost savings and avoiding substantial health risks (Mitchell, M. A., Bisch, S., Arntfield, S., & Hosseini-Moghaddam, 2015).

2.2 Environmental Attitude

Environmental attitude is an attitude that considers environmental concerns (Esmaeilpour & Bahmiary, 2017). Attitude is the most constant indicator of customer willingness to pay for environmentally friendly products (Chen & Chai, 2010). The previous

study shows that customer environmental attitudes influence environmental understanding and purchasing intentions for green products (Aman, A.H.L., Harun, A. and Hussein, 2012). Therefore, the following hypothesis is postulated.

H1: Environmental attitude has a positive effect on attitudes toward green products.

2.3 Perceived Health Benefit

According to (Lee & Yun, 2015) one of the reasons why individuals purchase organic products is due to the benefits, for example health benefits. One of the biggest influencers on an individual's attitude towards green products is the perceived health benefits through health preservation and improvement (Xie et al., 2015; Yin et al., 2010). The more an individual perceives that purchasing organic products will benefit their health and the environment, the more positive their attitudes toward purchase behavior are (Dorce et al., 2021). Based on the above review, another hypothesis is suggested.

H2: Perceived Health Benefit has a positive effect on attitudes toward green products.

2.4 Perceived Value

Perceived value is an attribute associated with an individual's perceptions of a product's value that positively impacts and increases purchase intention (Ashton et al., 2010). According to research conducted by (Hur et al., 2013), the value perceived by individuals has a substantial impact on customer satisfaction and consumer attitudes toward green products, and the intention to purchase these products. If consumers believe that the benefits of a green product are equal to the sacrifices made, this will support the establishment of a positive attitude toward the green product (Rofianto & Pratami, 2021). This explanation is the basis for the following hypothesis.

H3: Perceived Value has a positive effect on attitudes toward green products.

2.5 Electronic Word-of-Mouth

E-WOM is a type of marketing communication that consists of positive and negative internet-based statements made by potential consumers (Hennig-Thurau et al., 2004). According to Pandey & Khare (2015), consumers who frequently seek advice on green products will positively and statistically attitude toward these products. Consumers' perceptions regarding the quality of E-WOM will have a beneficial effect on the information adoption process and their purchase intention (Bulut & Karabulut, 2018). Thus, the hypothesis is:

H4: E-WOM has a positive effect on attitudes toward green products.

2.6 Attitude toward Green Product

Individual environmental attitudes influence consumers' attitudes toward green products (Rofianto & Pratami, 2021). Consumers who are dedicated to and contribute to environmental sustainability will have a good attitude toward green products and will also be motivated to purchase such products (Maichum et al., 2016). According to research by Yadav & Pathak (2016), consumer attitudes toward green products have a significant impact on purchase intention and willingness to pay for green products. The postulated hypothesis is:

H5: Attitudes towards green products have a positive effect on willingness to pay.

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2.7 Willingness to Pay

Willingness to pay describes an individual's desire to pay a higher price for a product or service (Toro, 2013). Consumers will pay more for a product that they think has a high value or benefit (Hwang et al., 2016). It is believed that green buyers are frequently willing to pay more for products with environmental attributes (Barber et al., 2012). The greater consumers' willingness to pay for green items, the greater their intention to purchase green products (Khoiriyah & Toro, 2018). Therefore, the hypothesis is:

H6: Willingness to pay has a positive effect on purchase intention.

Based on the previous explanation of the literature review, the conceptual framework for describing the study model is provided in Figure 1.

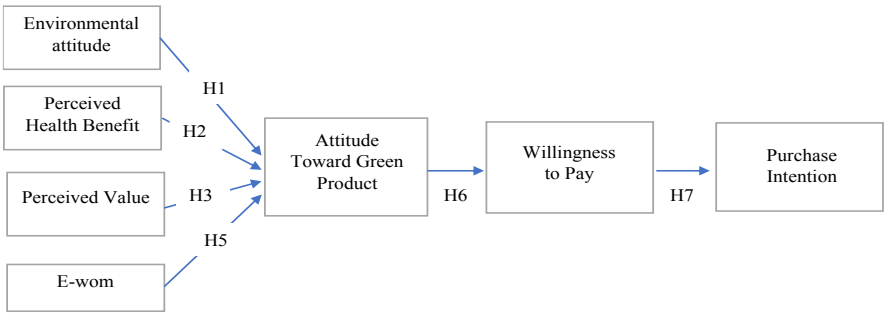

Figure 1. Conceptual Model

3. METHODS

The purpose of this study was to determine the influence of attitudes on the purchase intention of menstrual cup products based on the relevant influencing factors (environmental attitude, perceived health benefits, perceived value, and electronic word-of-mouth). The researcher applied a descriptive research design to describe a phenomenon or situation in this study. This descriptive research uses a cross-sectional, one-time data collection design (Suhartanto, 2014). The researcher applied a quantitative approach as a research method during the data collection process. The sampling method used is a non-probability sampling technique with a purposive sample type. This study's sample consisted of 295 female consumers who were knowledgeable about menstrual cup products.

In collecting the data, the authors used questionnaires that were adopted from previous studies (Khoiriyah & Toro, 2018; Rofianto, Pratami & Sabrina, 2021) and distributed them via online social media. The questionnaire is divided into two sections: the first section is related to the respondents' demographic data, and the second section is associated with the tested research variables including environmental attitude, perceived health benefits, perceived value, and electronic word-of-mouth. The variables in this research are measured using Likert-type scales with a range from 1 (very dissatisfied) to 5 (very satisfied) was used. After data collection, the authors analyzed it using the SEM-PLS technique. SEM-PLS is useful for analyzing structural equation modeling in research, particularly when respondent limitations and data distribution is not always normal (Wong, 2013). The measurement model test, structural model (Inner Model Testing), and path coefficient are used to test the data. The data processing is carried out using SPSS Statistics 25 and SmartPLS software.

4. RESULTS AND DISCUSSION

4.1 Respondents Characteristics

Respondents in this study were Indonesian women who knew about menstrual cup products. Table 1 displays the demographic grouping information of the 295 online survey respondents. This study was dominated by 18- to 22-year-old women, with 64.7 percent or 191 respondents, and D4/bachelor's degree were the most common level of education. In the employment category, most respondents are students, comprising 61.4 percent or 181 respondents, and the majority have a monthly income of less than Rp 1,000,000.

Table 1. Respondents Characteristics

Description	Frequency	Percentage
Age		
≤ 17	2	0,7
18 - 22	191	64,7
23 - 27	88	29,8
≥ 28	14	4,7
Last Education		
Senior High School	53	18
Diploma	30	10,2
Bachelor	195	66,1
Others	17	5,8
Occupation		
Student	5	1,7
College Student	181	61,4
Employee	63	21,4
Others	46	15,6
Income/Month		
< Rp. 1.000.000	117	39,7
Rp. 1.000.001 – Rp. 2.000.000	73	24,7
Rp. 2.000.001 – Rp. 3.000.000	40	13,6
Rp. 3.000.001 – Rp. 4.000.000	28	9,5
> Rp. 5.000.000	37	12,5
Total Respondents: 295		

4.2 Research Model Analysis

In this study, SEM-PLS is used as an analytical technique. There are two stages of analysis in SEM-PLS: the outer model analysis and the inner model analysis (Hair et al., 2014). The outer model analysis determines the validity and reliability of the latent variable-measuring indicators. Therefore, outer Loading, AVE, CR, and Cronbach Alpha values were utilized to determine the model's reliability, validity, and suitability. The Outer Loading, AVE,

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CR, and Cronbach Alpha values for each research construct indicator in Table 2 that have demonstrated high reliability and validity are provided in the following table.

Table 2. Outer Model Testing

Construct/Item	Outer Loading	Cronbach's Alpha	CR	AVE
Environmenal Attitude		0.673	0.817	0.598
EA2	0.715			
EA3	0.772			
EA4	0.830			
Perceived Health Benefit		0.883	0.927	0.810
PHB1	0.930			
PHB2	0.914			
PHB3	0.854			
Perceived Value		0.726	0.828	0.617
PV1	0.717			
PV2	0.756			
PV3	0.875			
E-WOM		0.780	0.867	0.686
E1	0.719			
E2	0.888			
E3	0.868			
Attitude Toward Green Product		0.840	0.926	0.862
ATGP3	0.926			
ATGP4	0.930			
Willingness to Pay		0.781	0.901	0.820
WP1	0.893			
WP2	0.918			
Purchase Intention		0.920	0.961	0.926
PI2	0.970			
PI3	0.954			

Table 2 demonstrates that the outer loading obtained from all variables is >0.70 and that the AVE value of all constructs is >0.50. Thus, it can be concluded that the data can be considered valid. Furthermore, the Composite Reliability (CR) value on all variables is >0.70, and the Cronbach's Alpha value on all variables is >0.60. Consequently, all data from each variable listed in Table 2 can be deemed reliable. After that, the discriminant validity was tested using the heterotrait-monotrait ratio (HTMT) test. According to Hair et al. (2018), the data can be considered valid if its HTMT value is <0.90. Therefore, the results of the HTMT test in this study are valid, as all values in each variable are <0.90, as shown in Table 3.

Table 3. HTMT Result

	ATGP	E	EA	PHB	PI	PV	WP
ATGP							
E	0.543						
EA	0.646	0.457					
PHB	0.645	0.387	0.357				
PI	0.832	0.504	0.511	0.551			
PV	0.639	0.428	0.596	0.478	0.564		
WP	0.452	0.282	0.513	0.175	0.346	0.772	

The next step in PLS-SEM is the analysis of the inner model. The Coefficient Determinant test in Table 4 shows that Environmental Attitude, Perceived Health Benefit, Perceived Value, and E-WOM, affect Attitude Toward Green Products by 53.3% (R2 = 0.533). Furthermore, the Attitude Toward Green Products influences the Willingness to Pay by 13.6% (R2 = 0.136). Last, Willingness to Pay influences the variable Purchase Intention by 8.8 percent (R2 = 0.088). The value of Q2 in this study was >0. If Q2 is greater than zero, it can be concluded that the research model has predictive value (Chin, 2010). In addition, the GoF value for all variables is 0.438, indicating that the GoF value is included in the major criteria.

Table 4. Goodness of Fit, R^2, and Q^2

Construct	AVE	R^2	Q^2
Environmental Attitude	0,598		
Perceived Health Benefit	0,810		
Perceived Value	0,617		
E-WOM	0,686		
Attitude Toward Green Product	0,862	0,533	0.449
Willingness to Pay	0,820	0,136	0.103
Purchase Intention	0,926	0,088	0.079
Average	0,760	0,252	
AVE x R^2		0,192	
GoF = √(AVE × R^2)		0,438	

After testing the outer and inner models, the next step is to examine the direct and indirect effects of the variables. There are three provisions regarding the critical t-value for the two-tailed test that must be greater than: 1.65 (significance level = 0.1), 1.96 (significance level = 0.05), and 2.58 (significance level = 0 0.05) (Hair, J. F. Celsi, et al., 2010). Tables 5 and 6 display the value of direct and indirect effects, respectively.

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Table 5. Direct Effect

	β	**T Statistics**
ATGP -> WP	0.368	7.418**
E -> ATGP	0.182	4.197**
EA -> ATGP	0.234	4.514**
PHB -> ATGP	0.315	6.304**
PV -> ATGP	0.269	5.709
WP -> PI	0.297	5.950

*Note. **p <0.01; *p<0,05*

Table 6. Indirect & Total Effect

Path	**Indirect Effect**		**Total Effect**	
	ß	T Statistics	ß	T Statistics
ATGP -> PI	0.110	3.443*	0.110	3.560**
ATGP -> WP	-	-	0.368	7.446**
E -> ATGP	-	-	0.182	4.111**
E -> PI	0.020	2.566*	0.020	2.530*
E -> WP	0.067	3.462*	0.067	3.518**
EA -> ATGP	-	-	0.234	4.668**
EA -> PI	0.026	2.470*	0.026	2.710*
EA -> WP	0.086	3.446*	0.086	3.824**
PHB -> ATGP	-	-	0.315	6.625**
PHB -> PI	0.034	3.345*	0.034	3.492*
PHB -> WP	0.116	5.482**	0.116	5.562**
PV -> ATGP	-	-	0.269	5.759**
PV -> PI	0.029	2.777*	0.029	2.797*
PV -> WP	0.099	4.471**	0.099	4.215**
WP -> PI	-	-	0.297	5.898*

*Note. **p <0.01; *p<0,05*

Based on the test results, the direct effect indicates that environmental attitude (β = 0.234, p <0.05), perceived health benefit (β = 0.315, p <0.05), perceived value (β = 0.269, p <0.05), and E-WOM (β = 0.182, p <0.05) are factors that influence attitude toward green products and these factors show positive and significant results. Furthermore, attitude toward green products has a positive and significant effect on the variable of willingness to pay (β = 0.368, p <0.05). Willingness to pay (β = 0.297, p <0.05) also has a positive and significant effect on purchase intention.

In addition, based on the indirect effect, the perceived health benefit has the highest coefficient value (ß = 0.116) on willingness to pay. In addition, the variable with the weakest indirect relationship to the coefficient value is E-WOM on purchase intention (ß = 0.020). Among all other variables, the attitude toward green products has the greatest impact (ß = 0.368). Moreover, E-WOM on purchase intention has the smallest total effect value among other variables (ß = 0.020).

4. DISCUSSION

This study investigates consumers' attitudes toward green products and their purchase intention on menstrual cup as the zero waste product. Several factors, including environmental attitude, perceived health benefit, perceived value, and e-women, influence this attitude. This study resulted in positive findings on the factors that influence attitudes towards green products. The first factor, environmental awareness, has been shown to positively affect attitudes toward green products in menstrual cups. This finding is in line with Liu et al. (2020) claim that environmental attitude is a crucial factor influencing environmental and behavioral intentions.

It has been demonstrated that individuals who understand the significance of environmental sustainability have a favorable view of green products. Perceived health benefits are the second factor that influences attitudes towards green products. This supports the findings of previous research conducted by Xie et al. (2015) regarding health benefits, one of the primary motivators for individual attitudes towards organic products. Perceived value is the next factor that influences attitudes toward green products. If a person has a favorable perception of green products, their attitude toward the product will undoubtedly improve, according to prior research conducted by Hur et al. (2013).

Lastly, electronic word of mouth (E-WOM) also influences attitudes towards green products. This is consistent with research by Pandey & Khare (2015), which states that with E-WOM, individuals can seek a variety of opinions that will increase their favorable attitude toward green products. After identifying the factors that influence attitudes toward green products, this study identifies the relationship between these variables with the willingness to pay and purchase intention. There is a relationship between the variables of attitude toward green products and willingness to pay for menstrual cup products. This study also shows that a woman's willingness to pay influences her intention to purchase menstrual cup products.

Customers who understand the importance of protecting the environment will have a favorable attitude toward green products. As a result, environmental awareness is one of the most critical factors in developing environmentally friendly products. Various factors influence people's attitudes toward green products, including environmental attitudes, perceived health advantages, perceived value, and electronic word-of-mouth. If consumers have a positive attitude toward green products, they will be more willing to buy them, as in the case of the menstrual cup. As the result, it can be concluded that to increase consumers' purchase intentions for the menstrual cup, marketers must be able to influence women's attitudes toward environmentally friendly products in Indonesia through the factors that affect them.

This research can be developed in the future along with the evolution of a changing world, just as other research can be. Environmental conditions and the emergence of new zero-waste products can inform future research. In addition, the findings of this study can be extrapolated to the variables that influence individual attitudes toward green products, for example, lifestyle factors, product quality, and promotional factors. Future research can also use a longitudinal approach to determine consumer behavior concerning the trend of developing environmentally friendly products.

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