
EXTENDING THE THEORY OF REASONED ACTION (TRA) MODEL TO PREDICT CONSUMERS' INTENTION TO PURCHASE GREEN COSMETICS

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Abstract: This research was conducted to further understand several factors which could strengthen consumers' intention to buy green products which were comprised of attitude, subjective norms, and perceived price. Using the convenience sampling technique, a total of 669 respondents from the Jabodetabek area who've purchased any kinds of green cosmetics products at least once for the past 2 years participated in this study. Due to invalid data, 37 data were omitted, thus confirming that 632 data were usable to be analyzed in this research. Implementing the PLS method to analyze the data, the researchers concluded that attitude, subjective norms, and perceived price significantly affect consumers' intention to buy green cosmetics.

Keywords: Attitude, Subjective Norm, Perceived Price, Intention to Buy Green Cosmetics, Theory of Reasoned Action (TRA)

Abstrak: Penelitian ini dilakukan dengan tujuan untuk mengkaji berbagai faktor yang mampu memengaruhi terbentuknya intensi konsumen di dalam membeli produk-produk ramah lingkungan, yang dimana faktor-faktor ini terdiri dari *attitude*, *subjective norms*, dan *perceived price*. Menggunakan teknik *convenience sampling*, sebanyak 669 responden yang merupakan konsumen yang berasal dari Jabodetabek yang pernah membeli produk kosmetik ramah lingkungan minimal 1 kali dalam kurun waktu 2 tahun terakhir berpartisipasi pada studi ini, yang dimana sebanyak 37 data harus dibuang dikarenakan oleh pengisian data yang tidak lengkap. Alhasil, sebanyak 632 data yang valid selanjutnya dianalisis secara lebih lanjut dengan menggunakan metode PLS. Berdasarkan hasil pengolahan data yang dilakukan, peneliti menyimpulkan bahwa *attitude*, *subjective norms*, dan *perceived price* secara signifikan memengaruhi intensi konsumen di dalam membeli produk kosmetik ramah lingkungan.

Kata Kunci: *Attitude*, *Subjective Norm*, *Perceived Price*, *Intention to Buy Green Cosmetics*, *Theory of Reasoned Action (TRA)*

INTRODUCTION

Research Background

The topic of green marketing had become one of the most popular topics within the scope of marketing and management research which could be proven by the fact that more and more researchers are conducting various studies within the context of green marketing. The number of research or studies which were performed within the realm of green marketing had been increasing for the last 4 to 5 years, in which, many of these studies tend to put more focus on predicting both people or consumers' intention and behavior toward buying green products or services which were marketed all around the world. In this case, understanding several factors which could significantly affect consumers' intention to buy green products was important to help or assist companies, governments, or green advocates in formulating or creating some strategies which could motivate more and more people to start changing or shifting their consumption or buying pattern toward buying or using more and more products which were

classified as green products. In this case, the Theory of Reasoned Action (TRA) had become one of the most popular frameworks that many academicians had utilized to explain consumers' intention and behavior toward buying, consuming, or using green (or environmentally friendly) products. The Theory of Reasoned Action (TRA) itself argues that there are 2 (two) main factors that could significantly affect the formation of intention within an individual's mind toward performing certain behavior, which is attitude and subjective norm. Attitude could be understood as a consumer's or individual's judgment concerning whether or not certain behavior was viewed as positive. In this case, negative judgment toward the behavior will eventually weaken consumers' intention to perform such behavior, while on the contrary, positive judgment toward the behavior will eventually strengthen consumers' intention to perform such behavior (Liu et al., 2020; Taufique & Islam, 2021). On the other hand, subjective norms could be understood as certain beliefs that an individual had toward whether or not such behavior will be viewed positively by others, and whether or not these groups of individuals (such as parents, families, friends, neighbors, etc) will approve or acknowledge such behavior. In this case, certain individuals which were close to the consumers could form or give different opinions or verdicts concerning whether or not certain behavior were considered positive or negative, in which, indirectly, the such perception could form some kinds of "social pressures" toward the consumers which could ultimately alter of change their intention to perform the behavior (Liu et al., 2020; Taufique & Islam, 2021).

Other than attitude and subjective norm which were two original variables that form the TRA theory, this study utilizes and integrates another variable called perceived price as the other factor which could also affect consumers or individuals' intention toward performing certain behavior, in which, the perceived price could be understood as consumers' judgment and assessment concerning whether or not the price set for certain products were acceptable or not (Zhu et al., 2018). In this case, since the price level set for the sale of green products tends to be higher than the non-green ones, then consumers or individuals tend to look out for justifications concerning whether or not it was "worth it" enough to buy green products as opposed to the regular, non-green products which technically tend to have the same or similar functions or specifications with the so-called green products. In this case, when customers failed to find enough justifications concerning the reason why they should buy green products, then there's a high chance that these consumers will ultimately prefer to buy cheaper, non-green products compared to their green counterparts, thus lowering (or eventually diminishing) their intention to buy green products (Jose et al., 2020; Wilson, 2022). Therefore, this study was conducted to integrate the concept of perceived price into the original TRA theory to determine the effect of attitude, subjective norms, and perceived price on consumers' intention to purchase green products in Indonesia.

Purpose of the Study

This study attempted to integrate the concept of perceived price into the general theory of TRA and utilize the expanded TRA model to determine consumers' intention toward purchasing green products, specifically within the context of green cosmetics.

LITERATURE REVIEW

Attitude

Attitude could be understood as an individual's perception or assessment concerning the positivity or the negativity of certain behavior, in which, in this case, individual or consumers will judge whether or not performing such behavior will bring a destructive or negative impact on others, and whether or not performing such behavior will bring positive consequences toward the others (Liu et al., 2020). In this case, as one of a trait of humans, individuals tend to only perform or execute certain behavior which they view won't bring any kind of negative effects toward others (and the surroundings), since performing a behavior that could yield destructive impacts toward the others will create a burden on these individuals, thus lowering their intention to perform the behavior (Taufique & Islam, 2021).

Subjective Norm

Since human is a social creature, many of the decisions made by each individual tend to be affected by how others see or judge their behavior. In this case, the term subjective norm could be understood as an individual's judgment or beliefs regarding whether or not certain behaviors were viewed positively or negatively by others (Liu et al., 2020). Regarding the concept of the subjective norm itself, the probability that an individual will perform the behavior tends to be higher when the others (who live around the individual) tend to have a positive judgment or perception toward the behavior since positive judgment from the others will serve as some kind of positive reinforcements for the individual to boost their intention or confidence to perform the behavior (Taufique & Islam, 2021).

Perceived Price

Price had been studied by various researchers, academicians, and practitioners as another variable that could ultimately affect people's level of intention to buy or use certain products. The price itself could be understood as the sum of money that individuals should spend to get or acquire certain products that they want to acquire, while the perceived price could be defined as consumers' or individual's main perception concerning whether the price set for a product was deemed too high, or whether the price set for the product that consumers want to buy was "worth" enough that such price could successfully satisfy consumers' expectations (Jose et al., 2020). In this case, the price which was deemed too high by the consumers could potentially lower their intention to eventually buy the product, and on the contrary, consumers' perception that the price set for a product was deemed "worth it" and matched the consumers' expectations will strengthen their intention to buy the product (Rai & Narwal, 2022).

Intention to Buy Green Product

The concept of intention itself could be perceived as an individual's willingness to perform a certain behavior, or to conduct certain specific behaviors under their own will (Hadi & Keni, 2022; Keni et al., 2022). In this case, the notion of intention had become the main and integral part of the TRA and the other various marketing theories, since the intention is the main factor that could determine whether the actual behavior will eventually be performed or not (Zhu et al., 2018). It is mainly because it seems to be impossible that one could conduct a behavior without being preceded by the formation of intention within the individual's mind. Therefore, enhancing or reinforcing the level of intention in individuals' minds could improve or increase the probability that the intended behavior will be performed (Taufique & Islam, 2021; Wilson, 2022).

The Effect of Attitude, Subjective Norm, and Perceived Price toward Intention to Buy Green Product

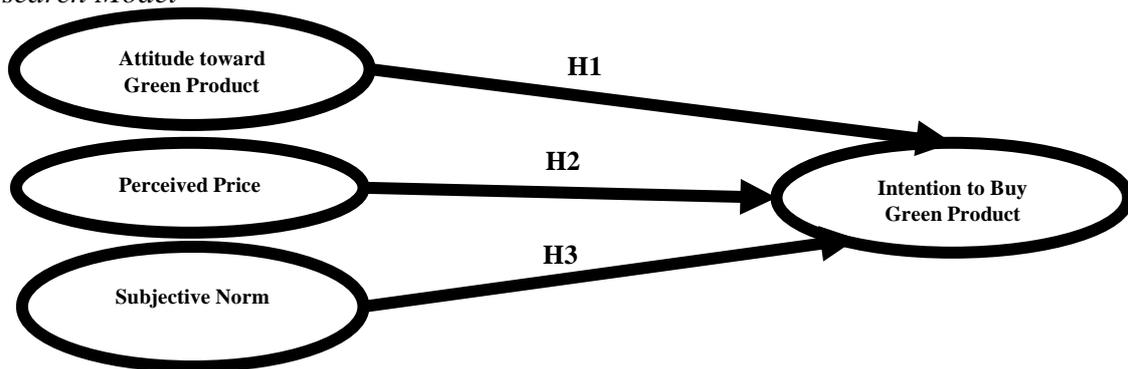
There have been various studies that were conducted to test the impact of two factors of TRA on the formation of individuals' intention to perform a certain behavior, in which, all of these studies found that these factors, which are attitude and subjective norm, tend to significantly and positively affect consumers' intention to buy or use certain products or services (Brandão & Costa, 2021; Jose et al., 2020; Liu et al., 2020; Taufique & Islam, 2021). Additionally, consumers' perception regarding the price set for a product has also been found by several studies to significantly affect consumers' intention toward buying the product (Wilson, 2022; Zhu et al., 2018). Based on these results and findings, the following hypotheses were formulated:

H1: Attitude has a significant impact toward Intention to Buy Green Product

H2: Perceived Price has a significant impact toward Intention to Buy Green Product

H3: Subjective Norm has a significant impact toward Intention to Buy Green Product

Figure 1
Research Model



RESEARCH METHODOLOGY

This study was conducted in the form of a survey to determine and test all of the hypotheses formulated in this study, in which, all of the data were collected from the respondents. These questionnaires were distributed to all of the respondents in a virtual and online manner using Google Forms, in which, a total of 669 data were collected. By implementing a convenience sampling method, all respondents were consumers originating from the Jabodetabek area in Indonesia who have bought any kinds of green cosmetics products or brands at least once in the past 2 years. Furthermore, after checking all of the data thoroughly, 33 data need to be omitted due to incomplete response, thus generating a total of 632 usable data which will be further processed and assessed using PLS using SmartPLS 3.3.9 software.

Furthermore, regarding the measurement's indicators measuring all variables in this study, a total of 16 indicators were implemented, in which, 12 indicators that measure attitude, subjective norms, and intention to buy green products were adopted from both Liu et al., (2020) and Taufique and Islam (2021). Furthermore, a total of 4 indicators measuring perceived price were adopted from both Zhu et al., (2018) and Jose et al., (2020). Meanwhile, a 5-point Likert scale was adopted in measuring respondents' responses to each measurement.

RESULTS AND CONCLUSIONS

Outer Model, Path Coefficient Analysis, and Hypotheses Testing

Using the PLS method, before testing the significance or the relationships between variables formulated and discussed in this study, two-step analyses were required to be conducted beforehand, in which, these two steps were the outer model assessment and the inner model assessment. While the outer model assessment was conducted to assess the reliability and validity of the model, the inner model assessment was performed to determine the significance of every relationship between variables formulated in this research. In terms of conducting the outer model assessment, after thoroughly performing the outer model measurement on all indicators and variables included in this study, it could be concluded that all of the data were reliable and valid since all of the data satisfied all of the outer model criteria (the factor loadings of each indicator, the Cronbach's Alpha of each variable and the composite reliability of each variable should be above 0.7; and AVE of each variable should exceed 0.5, and that the HTMT value of each variable shouldn't be greater than 0.85. Furthermore, the path coefficient assessment was conducted to test the relationships between variables and to test the hypotheses posited or formulated in this research. Using 5% as the level of error set in this study, the relationship between variables was significant if the p-value of such relationship was lower than 0.05 (p-value < 0.05).

Table 1
Path Coefficient Assessment & Hypotheses Testing

	Hypotheses	Original Sample	Sig. Value	Conclusions
H1	Attitude has a significant impact toward Intention to Buy Green Product	0.238	0.000	H1 Supported
H2	Perceived Price has a significant impact toward Intention to Buy Green Product	0.225	0.000	H2 Supported
H3	Subjective Norm has a significant impact toward Intention to Buy Green Product	0.269	0.000	H3 Supported

Source: Researcher, 2021

The results presented in table 1 highlighted the significant effect that attitude, perceived price, and subjective norm had toward forming or reinforcing consumers' intention to buy the green (or environmentally friendly) product, in which in this research, the type of product which was included and discussed was green cosmetics. These findings were in line with the results of several previous studies which had also found the significance of attitude, perceived price, and subjective norm in determining or affecting consumers' intention to purchase green products (Brandão & Costa, 2021; Chaudhary & Bisai, 2018; Liu et al., 2020; Rai & Narwal, 2022). In this case, consumers' judgment concerning the positive or negative effect that performing certain behavior could have on the surrounding environment could affect consumers' eventual willingness on whether or not to perform such behavior. As in the case of green products, since green products had been long understood and believed to yield a better and more positive impact on the nearby environment, consumers (or individuals) tend to have positive judgment toward buying green products, thus enhancing their intention to eventually buy the product. Similar explanations could also be used to explain the significant impact that both subjective norms and the perceived price had on consumers' intention to buy green products, in which, consumers' beliefs regarding others' positive reactions toward buying green products, combined with the consumers' positive perception concerning the "worth" of the price set for the product could also increase or strengthen consumers' intention to buy green cosmetics.

Conclusions

Based on the results presented in the previous section, the researchers would like to conclude that all three variables discussed in this study, namely attitude, perceived price, and subjective norm play significant roles in affecting the formation and the strength of consumers' intention to buy green cosmetics. In this case, companies, together with the other related parties (such as the government and NGOs) should actively create several campaigns, advertisements, or sharing sessions which not only designed to improve people's awareness of the importance of buying green products but also to create positive judgments on people's minds toward the benefits of buying green products, which in turns could significantly enhance the strength of intention that consumers had toward buying green products. Furthermore, business owners and practitioners within the field of green cosmetics should also ensure that the price set for each cosmetic shouldn't only be one-sidedly set by the companies, but should also consider consumers and people's opinions regarding the price to ensure that the price set by the company won't only cause loses for the company, but also to ensure that the price will also reflect what the consumers are expecting to boost their buying intention.

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