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The effect of green self identity, self-congruity, perceived value on bioplastic product purchase intention: Evidence from Indonesian consumers



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ABSTRACT

This study investigates the impact of green self-identity, self-congruity, and perceived value on consumer purchase intention toward bioplastic products. This study uses a quantitative and purposive sampling method to collect data. The total number of respondents is 250 respondents. The proposed hypotheses are tested using Structural Equation Modeling (SEM). This study finds that green self-identity has a positive effect on perceived value. While self-congruity moderates the relationship between green self-identity and perceived value. In addition, perceived value has a positive impact on purchase intention, and green self-identity has a positive effect on purchase intention.

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Introduction

Today, plastic plays an important role in everyday life because it is an affordable and versatile material. Besides that, plastic can also cause problems, including plastic cannot be biodegradable, thus allowing the plastic to remain in the environment for decades after being disposed of as waste (Sanyang et al., 2016); the plastic production process involves the use of large amounts of energy and plastic poses a serious threat to the environment (Jones et al., 2013). Around 350 million tons of plastic are produced annually (Statista, 2018). Of the 350 million tons of plastic, what can maintain only 5% in the economy, 32% is lost in ecosystems, and 2% can be recycled of the same quality (Ellen MacArthur Foundation and World Economic Forum, 2016).

Indonesia produces around 4.8 million tons of plastic waste annually, of which 4.8 million tons, 48%, are not managed properly, such as being burned in open spaces, 13% are not properly managed in official landfills, and the remaining 9% pollutes waterways and the sea. This figure will continue to increase every year by 5%, considering the amount of plastic waste production in Indonesia is increasing yearly (Situmorang, 2021).

One of the innovative efforts made by developing bioplastics made from tapioca, cellulose and polylactic acid. Bioplastics can be an alternative to conventional plastics because they easily decompose completely quickly so that environmental problems can be resolved (Haryono, 2016). Bioplastics are synthetic plastics that are environmentally friendly because they are biodegradable and made from materials that are easy to recycle.

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The use of bioplastics can be described as a green self-identity, in which individuals can see themselves and how individuals decide to adhere to the values and behavior of a group of people who want or feel like their own (Whitmarsh and O'Neill, 2010). In addition, the use of bioplastics is categorized into self-congruity. The concept of self-congruity concerns the assessment, suitability or discrepancy between consumers' perceptions of a brand or product and themselves (Sirgy, 1985)

Self-congruity is also supported by perceived value, where *perceived value* can be defined as a set of attributes related to consumer perceptions of the value of a product (Ashton et al., 2010). Perceived value is not only an important determinant in maintaining long-term relationships with customers but also plays an important role in influencing purchase intentions (Zhuang et al., 2010). According to Beneke et al., (2016), purchase intention is the possibility that someone will buy a particular product based on the interaction between customer needs, attitudes and perceptions of the product or brand.

This study investigates the factors influencing consumer purchase intentions for Starbucks coffee that is served with reusable cup in Indonesia, which can be categorized as environmentally friendly product innovations. Although several previous studies have raised the theme of factors influencing purchase intentions for environmentally friendly products, bioplastics as an object of research have never been carried out, especially in Indonesia.

Bioplastics can be classified into biodegradable bioplastics according to their natural properties. Biodegradable bioplastics are modified natural polymers (PSM) and currently refer to mixtures of starch or industrial polymers and biodegradable plastics from soy protein. The cost of starch or polymer mixed materials is lower than polyethylene (PE) and ordinary polypropylene (PP), namely poor water and moisture resistance (Rohmawati et al., 2018). Some bioplastics have a shorter service life than conventional plastics due to poorer mechanical features, such as more water vapor permeability than conventional plastics (Sanyang et al., 2016). Previous studies have shown a positive purchase intention for bioplastic products by linking several variables, including green self-identity, self-congruity and perceived value, so that this study will examine some of these variables.

Literature Review

Theoretical and Conceptual Background

The main theory used in this study are green marketing and the theory of planned behavior (TPB). TPB argues that individual behavior stems from intentions and perceived behavioral control (PBC). The TPB also suggests three determinants of intention that are influenced by behavioral beliefs (referring to perceived advantages and disadvantages), normative (a person's subjective probability that a certain normative reference wants someone to perform a certain behavior) and control (control beliefs are related to various factors such as time, cost and available infrastructure) that can inhibit or facilitate a behavior (Yuriev et al., 2020). Meanwhile, green marketing can be maintained when consumers purchase and use environmentally friendly products regularly and understand that green marketing comes from a consumer perspective (Richey et al., 2014). Purchasing environmentally friendly products can be predicted and influenced by self-interest, altruism, self-accountability and even product packaging (Green & Pelozo, 2014).

Green Self Identity

Green self-identity is a direct positive antecedent of consumers' intention to buy green products (Whitmarsh & O'Neill, 2010). Green self-identity is reflected through the traits that explain the purchase of green products. Some researchers argue that green self-identity is useful for defining individual behavior towards environmentally friendly products. Green self-identity refers to the overall assessment of the net benefits of a product or service between what is received and what will be given based on the consumer's environmental desires and sustainable expectations (Chen & Chang, 2012b). This refers to how consumers describe themselves in terms of personal motivation, social interactions and expectations about others (Cook et al., 2002; Ellemers et al., 2002). Thus, green self-identity is very useful for individuals to differentiate themselves from others and to adhere to the desired behavior by consistently with a group of people with which one has aspirations to be a part (Whitmarsh & O'Neill, 2010).

Perceived Value

According to Ashton et al., (2010), perceived value can be defined as a set of attributes related to consumer perceptions of the value of a product. Various aspects of perceived value can be identified as influencing consumer behavior (Papadas et al., 2019) related to consumer perceptions of environmentally friendly products, the function, and the benefits provided. According to (Sirdeshmukh et al., 2002), perceived value is the difference between benefits and costs when consumers want to maintain relationships with service suppliers. In consumer behavior, value is a key factor influencing consumer choices and behavior. Perceived value results from the interaction between the value generated by each experience and the personal preferences of the customer provided. Companies can use customer experience value as customer preference and modify it to increase product-added value, improve experience results and increase product value (Shobeiri et al., 2013).

Self-Congruity

The self-congruity theory states that actual and ideal self-congruity collectively shape preferences (Sirgy, 1985) which means people prefer products whose images match how they see themselves (i.e., self-consistency motivation) or want to be seen (self-esteem motivation). Several studies have acknowledged that self-congruity affects how consumers relate to and behave towards products. Previous studies examined the role of self-congruity between an individual's self-image and the image of an object. They then

determine and relate it to behavior that leads to the same object. The object is an environmentally friendly product that is known by the wider community (Sirgy, 1985)

Purchase intention

Purchase intention is a key indicator for companies because it helps them predict the likelihood that consumers will make purchases within a certain period and acts as a proxy for actual behavior (Farris et al., 2010). According to Engel et al. (2001), purchase intention involves a subjective assessment of consumer behavior in the future. Purchase intention refers to efforts to buy a product or visit a store that offers services (Shao et al., 2004). From this understanding, purchase intention has an important meaning, representing what someone wants to buy in the future.

Empirical Review and Hypothesis Development

Green Self Identity and Perceived Value

Research conducted by Confente et al., (2020) suggests that green self-identity can be influenced by consumers, especially the extent to which consumers identify themselves as consumers who use environmentally friendly products and can play a key role in increasing consumer value for environmentally friendly products. This is also supported by Scarpi et al., (2021), who argue that the effect of green self-identity significantly affects perceived value. Where people who value self-transcendence to protect the environment also care about the fairness of environmental consequences, morals, and inner aspects in making a choice (Barbarossa et al., 2017) so that the following hypothesis is obtained

H1: Higher levels of green self-identity led to higher perceived value for Starbucks coffee served with reusable cup

The Role of Self Congruity with Green Products

When consumers perceive high self-congruity between themselves and green self-identity, this helps strengthen the relationship between green self-identity and perceived value for bioplastic products. Building and reinforcing product value should be facilitated when consumers feel more connected to a broader green self-identity (Kirkpatrick & Epstein, 1992). The effect of self-congruity moderates the relationship between green self-identity and perceived value with higher results leading to the perceived value which was done by Confente, Scarpi & Russo (2020) is supported by Shamah et al., (2018) which shows that self-congruity can increase loyalty to the use of bioplastics so that the following hypothesis can be proposed:

H2: Self congruity with green products moderates the relationship between green self-identity and perceived value for Starbucks coffee served with reusable cup

Perceived value dan purchase Intention

The perceived value affects purchase intention, which allows an understanding of the role of consumers in marketing bioplastic products derived from food waste (Scarpi et al., 2021). This study is supported by the previous study conducted by Confente, Scarpi & Russo (2020) which shows that perceived value has a significant influence on purchase intention. Therefore, the following hypothesis can be proposed:

H3: The perceived value has a positive effect on purchase intention Starbucks served with reusable coffee cup

Green Self Identity dan Purchase Intention

Research conducted by Follows & Jobber (2000) find that consumers who are more sensitive to their environmental impact are also prone to buying products that are not environmentally friendly. Several studies have also found that the more consumers perceive themselves as environmentally friendly, the more likely they feel a moral obligation to commit (or refrain from committing) unethical acts and the more likely they are to choose environmentally friendly products. Barbarossa et al., (2017) carry out research on the impact of green self-identity on purchase intention and they find a significant direct effect of green self-identity on purchase intention. Such finding is also supported by Confente, Scarpi & Russo (2020) who states that the effect of green self-identity has a significant influence on purchase intention, therefore the following hypothesis can be proposed:

H4: Green self-identity leads to higher to purchase intention Starbuck coffee served with reusable cup

Research and Methodology

The sample collection technique used in this study is non-probability sampling with a purposive sampling approach. This research collected data from 250 respondents who had experiences in consuming Starbucks coffee from October to November 2022. Questionnaires were made using the Google format and distributed online through social media such as Instagram and WhatsApp.

The Likert scale has a gradation of strongly disagree with a score of 1, disagree with a score of 2, somewhat disagree with a score of 3, somewhat agree with a score of 4, agree with a score of 5, and strongly agree with a score of 6 which is used as a measurement scale in this study. The proposed hypotheses are tested using the Structural Equation Model (SEM). The statistical software is AMOS 24.0, which is used to support SEM analysis. Figure 1 shows the research model.

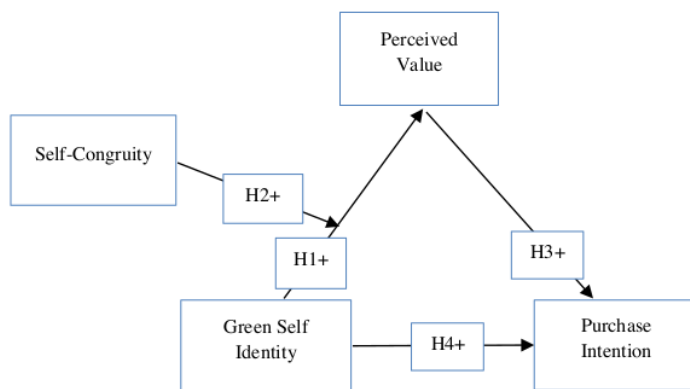


Figure 1: Research Model

Results

Descriptive Analysis

Table 1 displays the output of descriptive statistics representing the demographic profile of the respondents. The respondents are dominated by women (60%). In terms of age, it was dominated by the age range <16 years (43.2%). In relation to education background, high school leavers are accounted for nearly 46%. Around 47% of respondents have occupation status as a student. Most of the respondents had a low monthly income level (35.6%) with a single as the marital status (82.4%). Around 71% of the respondents claimed have drink Starbucks coffee with different of frequency of consumption.

Table 1: Demographic of the Respondents

Variable	Description	Total	Proportion
Gender	Male	100	40
	Female	150	60
Age	< 16 Years Old	108	43.2
	17-20 Years Old	26	10.4
	21-25 Years Old	93	32.2
	26-30 Years Old	15	6.0
	>30 Years Old	8	3.2
Last Education	Junior High-School	114	45.6
	Senior High School	28	11.2
	Strata 1 (S-1)	95	38.2
	Strata 2 (S-2)	12	4.8
	Doctor (S-3)	1	0.4
Occupation	Students	118	47.2
	College Students	53	21.2
	Worker/Entrepreneur	73	29.2
	Housewife	6	2.4
Monthly Income	< Rp. 1.000.000	89	35.6
	>Rp. 1.000.000 – Rp. 2.000.000	48	19.2
	>Rp. 2.000.000 – Rp. 3.000.000	29	11.6
	>Rp. 3.000.000 – Rp. 4.000.000	16	6.4
	>Rp. 4.000.000 – Rp. 5.000.000	20	8.0
Marital Status	Single	206	82.4
	Marry	44	17.6
Consuming Starbucks Coffee	No	73	29.2
	Yes	177	70.8
Frequency of consuming Starbucks coffee	Never Buy Starbucks	73	29.2
	Once a month	61	24.4
	Three Months	40	16.0
	Once every six months	29	11.6
	Once a year	47	18.8

Reliability and Validity Assessment

Table 2 shows the reliability and validity of the variables studied and their items. An indicator can be declared valid if the loading factor is 0.5 or 0.7. A variable is declared reliable if it has Composite Reliability > 0.5. Based on Table 2, it can be seen that all variables and indicators can be declared valid and reliable

Table 2: Reliability and Validity of the Variables and Items

Variables	Item	Loading Factor (λ)	Error (ϵ)	Σ (λ)	Σ (ϵ)	Construct Reliability	Status
Green Self Identity (GSI)				1.274	3.301	0.895	Reliable
	GSI1	0.847	0.283				Valid
	GSI2	0.807	0.349				Valid
	GSI3	0.797	0.365				Valid
	GSI4	0.850	0.278				Valid
Perceived Value (PV)				1.155	3.373	0.908	Reliable
	PV1	0.832	0.308				Valid
	PV2	0.852	0.274				Valid
	PV3	0.837	0.299				Valid
	PV4	0.852	0.274				Valid
Self Congruity				0.522	1.719	0.873	Reliable
	SC1	0.819	0.329				Valid
	SC2	0.844	0.288				Valid
	SC3	0.840	0.294				Valid
Purchase Intention				0.911	2.503	0.850	Reliable
	PI1	0.864	0.254				Valid
	PI2	0.855	0.269				Valid

Hypotheses Testing

Table 3: Hypothesis Testing: Direct Effect

The Effect of Each Variable	Standard Estimate	C.R	P	Status
H1: PV \leftarrow GSI	0.300	3.889	0.000	Accepted
H2: GSI & PV \leftarrow SC	0.006	7.538	0.000	Accepted
H3: PI \leftarrow PV	0.872	9.566	0.000	Accepted
H4: PI \leftarrow GSI	0.177	2.513	0.012	Accepted

Figure 2 shows an estimation model that predicts the effect of green self-identity, self-congruity, and perceived value on the purchase intention of Starbucks coffee served with reusable cups.

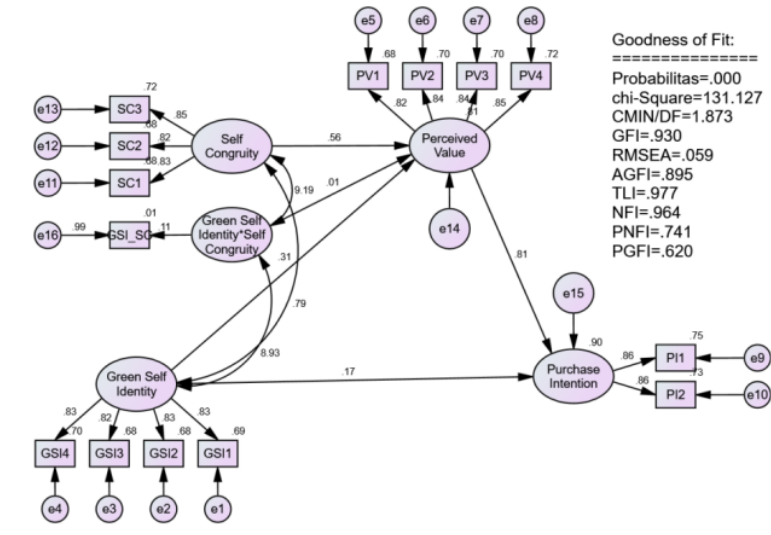


Figure 2: Estimation Model

Discussion

Table 3 shows the results of testing hypotheses 1 to 4. Regarding hypothesis 1, the standard regression coefficient is 0.300 with a p-value of 0.000 (less than 0.05). The relationship between green self-identity and perceived value is supported. This shows that green self-identity has a positive influence on perceived value. The better the perceived green self-identity can increase the perceived value. These findings are in line with previous research conducted by (Chen & Chang, 2012a; Khare, 2015), in which green self-identity refers to consumers' overall assessment of the net benefits of products and services **between what is received and what is given based on the consumer's environmental desires, sustainable expectations, and eco-friendly needs**. This finding is also reinforced by research conducted by (Dermody et al., 2018) that an environmentally friendly environment can shape consumers' self-identity as environmentally friendly consumers. Therefore, we conclude that H1 is supported.

In hypothesis 2, the study found that self-congruity moderates the relationship between green self-identity and perceived value with a standard coefficient of 0.006 with a p-value of 0.000 (less than 0.005). This shows that better Self Congruity moderates Green Self Identity and is able to increase Perceived Value. This is in line with previous research conducted by (Warde, 2005), in which self-congruity is related to psychological experience, which can be assumed that green self-identity and self-congruity will increase the emotional experience obtained from a product and provide value according to needs. If the needs are met, motivation will continue to provide perceived value by self-identity and consumer suitability. This research is also in line with (Aw et al., 2019); if consumers feel a high value from the experience of identity and self-congruity, then there will be an intention to buy a product by self-congruity. Therefore, we conclude H2 is supported.

About H3, this study found a positive relationship between perceived value and purchase intention, which is also in line with previous research conducted by (Khan and Mohsin, 2017; Park and Lin, 2020). The standard regression coefficient is 0.872 with a p-value of 0.000 (less than 0.05). This shows that a better-perceived value can increase purchase intention. Therefore, we conclude H3 is supported.

Hypothesis 4 examines the direct influence relationship between green self-identity and purchase intention. This study found that green self-identity positively influences purchase intention with a standard regression coefficient of 0.177 with a p-value of 0.012 (less than 0.05). This means that a better green self-identity can increase purchase intention. This research is in line with (Sparks & Shepherd, 1992; Whitmarsh & O'Neill, 2010). Therefore, green self-identity is considered very important to understanding and predicting consumer purchase intentions in the future.

Conclusion

This study aims to examine the effect of green self-identity, self-congruity, and perceived value on the purchase intention of Starbucks in Indonesia. In the Indonesian context, most studies on purchase intention tend to assess green cosmetic brands such as Nature Republic and Innisfree. On the other hand, few studies have used bioplastic products as research objects to predict purchase intention.

This study found that green self-identity has an effect on perceived value, self-congruity moderates the relationship between green self-identity and perceived value, perceived value has an effect on purchase intention, and green self-identity has an effect on purchase intention.

Finally, the study's limitation must be acknowledged, which can be used as a future research direction. This study only focused on Reusable Starbucks Coffe Cup as a green innovation product. Future studies may use and compare different types of green innovation products. It is expected that future study provides different consumer responses due to differences in the green innovation product used in the study.

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All authors read and agreed to the published version of the manuscript

Author Contribution: Conceptualization (S & H); methodology (S); validation (S); formal analysis (S); investigation (S); resource (S); writing-original draft preparation (S & H); writing-review and editing (H)

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Conflict of Interest: The author declares no conflict of interest.

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