

The antecedent of environmental attitude

by The Antecedent Of Environmental Attitude The Antecedent Of Environmental Attitude

Submission date: 22-Dec-2020 12:08PM (UTC+0700)

Submission ID: 1480412502

File name: The_antecedent_of_environmental_attitude.pdf (320.17K)

Word count: 4042

Character count: 23357



DOI: [https://doi.org/10.14505/jemt.v11.6\(46\).26](https://doi.org/10.14505/jemt.v11.6(46).26)

The Antecedent of Environmental Attitude

Mohamad Irhas EFFENDI

Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia

m_irhaseffendi@upnyk.ac.id

Dyah SUGANDINI

Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia

Corresponding author: dini@upnyk.ac.id

Agus SUKARNO

Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia

agus_sukarno@upnyk.ac.id

Muhamad KUNDARTO

Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia

mkundarto@gmail.com

Suggested Citation:

Effendi, M. I., Sugandini, D., Sukarno, A., Kundarto, M. (2020). The Antecedent of Environmental Attitude. *Journal of Environmental Management and Tourism*, (Volume XI, Fall), 6(46): 1521 - 1527. DOI:[10.14505/jemt.v11.6\(46\).26](https://doi.org/10.14505/jemt.v11.6(46).26)

Article's History:

Received 21st of May 2020; Received in revised form 18th of June 2020; Accepted 22nd of July 2020; Published 7th of September 2020. Copyright © 2020 by ASERS® Publishing. All rights reserved.

Abstract

This investigation means to examine the impact of environmental awareness, green pro- motion on environmental attitudes mediated by trust. The study was conducted on pro- environment consumers. The number of respondents was 150 college students in a Special Region of Yogyakarta. The data collection method used was a questionnaire, and data analysis using SEM-PLS 3.28 version. The results showed that the environmental awareness and green promotion influence the environmental attitude intervened by a trust. The impact of green promotion on environmental attitude is not significant.

Keywords: awareness; promotion; trust; attitude.

JEL Classification: F64; M51; Q56.

1. Introduction

The phenomenon of environmental damage has developed in society for the last few years. We can observe various kinds of ecological destruction, such as forest fires, environmental pollution, and global warming. Many factors indicate the occurrence of environmental damage, one of which is due to industrial activities. As we know, in the current era of economic growth, the sustainability of industrial activities is growing. Both in developed and developing countries and large cities or rural areas, industrial activities have hurt the environment, in addition to a positive impact on the social welfare of its people. One of the adverse effects of industrial activities is that it causes carbon dioxide emissions which can produce greenhouse gas effects which trigger global warming.

They were seeing the phenomenon of environmental damage and global warming that occurs, making people start to worry and realize that many of the products they use are one of the causes of environmental contamination and global warming. Increased public awareness of the environment, prompted the emergence of thought efforts to participate in reducing the impact of global warming, namely by more smart and selective buying products (smart consumers) Sugandini *et al.* (2019). Then, Guo *et al.* (2017) also added that increasing consumer awareness of the natural environment led to changes in their buying behavior. Consumers become more sensitive in the choice of products they consume. They will choose environmentally friendly products offered by marketers.

In addition to increasing consumer awareness of environmentally friendly products (green products), companies must also be sensitive to seeing the existing environmental situation. The emergence of various threats to the environment makes companies need to apply a new business concept by using environmental issues or called green marketing. The industry must be prepared to respond to the demands of a developing world market for environmentally friendly products, sustainably and transparently Guo *et al.* (2017). As such, companies must consider financial success as well as natural quality and social equity Badulescu *et al.* (2014).

The term green advertising was known in the late 1980s and the mid-1990s as one of the critical endeavours in making a domain and wellbeing based business Setyaningrum and Nina (2017). There are a few reasons why organizations attempt to create green items and green brands, including (1) reacting to market needs, (2) investigating new markets, (3) expanding item worth, and (4) fabricating a positive picture brand and social obligation Chen (2010). The organization perceives the significance of green activities in advertising and creates fitting systems to make customer preferences and competitive advantage Sohail (2016). In addition, green promoting did by an organization positively affects the organization. Fundamentally, green promotion expanding deals, improve client input, draw nearer to clients, upgrade seriousness, and improve green organization picture Pujari *et al.* (2003).

2. Literature Review

Green Marketing

Green Marketing assumes a significant job in the formation of a green market, as clarified by Yaman (2018) by speaking with buyers to build their awareness of environmental sustainability and to inform they are about the advantages of environmentally sustainable products and tendance. Simtion (2014) describes green marketing as a type of marketing, where companies sell environmentally friendly products. As indicated by Prakash (2002), green marketing is a methodology for promoting products by using environmental claims both the characteristics or about the frameworks, approaches, and procedures of the organizations that produce or sell them. Green marketing has two objectives, as stated by Boztepe (2012), namely: to develop goods that can attract consumers, affordable prices, and environmentally friendly products; and to reflect a quality image, sensitive to the environment, and produce products that are following what is needed by the environment.

Green Promotion

The promotion reflects the activity that communicates product excellence and persuades consumers to buy it. Companies use green promotional tools to deliver targeted messages to convince customers about environmental benefits. Green promotion is a marketer's activity in communicating product excellence and persuading consumers to buy products by protecting the environment in a sustainable manner (Sugandini *et al.* 2019; Effendi, 2020). The green promotion has a positive impact on environmental safety, customer satisfaction, and promoting business Basha (2015). Green advancement comprises of a few sections to be specific, advertising that discusses the relationship between products or services and the biophysical ecology, advancements that advance a cordial earth way of life by featuring items or ten- dance, and advancements that present a corporate image of ecological obligation Sugandini *et al.* (2019). Green advancement and promoting mean moving genuine natural data to customers who have a relationship with corporate exercises Abzari *et al.* (2013).

As indicated by Banerjee *et al.* Banerjee *et al.* (1995), green advertising is characterized as any notice either unequivocally or indeed talking about the connection between products or services and biophysical environment. Green advertising is promoting a green lifestyle or environmentally friendly way of life with or without featuring the product or tendance and presents the image of a company regarding its responsibility to the ecology.

Organizations that do green commercials will, in general, depict the image of natural cordiality. Environmental friendliness influence the purchasing decisions of their customers. Consumers like to connect themselves with organizations that are ecological stewards. When a company communicates this through advertising, promotion, publicity, and corporate social responsibility, they will surely get many loyal customers Basha (2015).

Green-advertising a useful tool to promote products. Green advertising support administrations, thoughts, and hierarchical endeavours to show concern and their drives to secure and save the earth (Hassan and Ali 2015). In line with the increasing green movement globally and expanding open regard for ecological issues, numerous organizations have picked original commercials through electronic or print media as a method to acquaint their items with buyers who have an obligation to the earth. The reason for natural advertisements is to impact purchaser purchasing conduct by urging them to buy items that do not harm the surface and to guide their focus toward the positive results of their purchasing behaviour, for themselves and the earth (Sugandini *et al.* 2018). Environmental care advertisements that are properly communicated will facilitate a brand of green products or green products embedded in the minds of consumers (Setyaningrum and Madiawati 2017).

According to Delgado-Ballester and Munuera-Alemán (2005) in Tong *et al.* (2018) trust will be influenced by direct consumer evaluations (*e.g.* trials, usage, and satisfaction in consumption) and indirect contact (advertising, word of mouth, and brand reputation) with brands. As indicated by Basha (2015), green promotion is elevating products and services to target markets, including publicizing, advertising, sales promotion, direct marketing, and on-location advancements. As one of the promotion categories, advertising influences consumer confidence. The consequences of exploration led by Flores (2012) which shows that the presence of green and socially can increment the degree of purchaser trust and green substance publicized in promoting fills in as a substantial wellspring of brand affiliations. A useful wellspring of brand association market disciple intends to contend with leading brands or pioneers more effectively.

H1: Green promotion influences trust

H2: Green promotion influences environmental attitude

Environmental Awareness

Stern *et al.* (1993) social, mental hypothesis depend on suspicions got from the norm activation model (Bronfman, 2015; Effendi, 2020). The norm activation model depicts the unselfish behavior of individuals who show aware of the consequences of social hazards if they do not perform certain behaviors. Individuals are responsible for the performance they have done. Environmental Awareness of Consequences combined with increased social responsibility increases moral behavior or personal norms.

Altruistic Behavior Model, according to Bronfman (2015), is linear. Altruistic behavior has positive and negative effects on other community members. According to this kind model, an individual determines his behavior if there is a relationship between environmental awareness and personal numbers. The model asserts that norm activation is more likely to occur if individuals have two types of trust. First, individuals who act must be aware of the consequences of their actions on the subjective norms. Second, individuals must feel responsible for the causes and preventing these consequences. If the individual respects these norms, but his decision is very detrimental to his interests, he applies a strategic defensive. Then, he can reject the consequences of behavior to neutralize the norm (Bronfman *et al.* 2015)

H3: Environmental awareness influences trust

H4: Environmental awareness influences of the environmental attitude

Trust

Tong *et al.* (2018) estimate that trust is one segment of consumer relations with brands, and trust, alongside commitment, are the main characteristics needed for successful relationship marketing. Astini (2016) added that trust is one of the main factors influencing purchases. Trust refers to the individual's belief that consumers will behave based on their expectations. Consumer confidence is the basis of consideration and expectations of consumers with the level of confidence in the expectations of other parties that will lead to long-term consumer behavior. Since the late 1980s, trust has become an essential construction in branding, primarily because of the growing importance of marketing relations (Agyapong *et al.* 2014; Sugandini *et al.* (2018); Portal *et al.* (2018). Since one of the definitive objectives of marketing is to make a solid bond between the brand and its consumers, and trust is the key to increasing this Portal *et al.* (2018). According to Agyapong (2014) and Sugandini *et al.* (2019) that brand trust is a strong foundation of brand equity. Brand trust is characterized as "the craving of the normal consumer to rely upon the capacity of the brand to perform expressed functions" (Sohail 2016). Consumers will not trust the company's environmentally friendly activities until they are confident about the benefits generated. Customers don't merely depend on green products without earlier data about ecological effects (Chen 2010; Astini 2016). By providing valuable information about the product, the brand creates trust in customers (Belaid and Behi (2011). Sohail (2016) contends that organizations that embrace green marketing strategy designs and make green products lead to brand trust. Brand trust is additionally upgraded by advancing green highlights of the product and using green conveyance channels. The concept of brand trust shows that the relationship between consumers and brands can go past functional performance satisfaction (Belaid and Behi 2011).

Conceptualization of brand trust in Belaid and Behi (2011) look into features the way that it has cognitive and helpful properties. The psychological part of trust alludes to validity, which is identified with the dependability of data about the brand, brand execution, and the capacity to address shopper issues. The full of feeling part of trust is respectability. Brands are viewed as fair when respecting their guarantees and organizing the long haul interests of

purchasers. In short, brand credibility results from rational and cognitive procedures dependent on assessing brand performance and reputation. At the same time, integrity is the result of useful and social trust built on consumer perceptions of brand orientation and intention towards consumers.

H5: Trust influences environmental attitude

3. Research Method

This examination utilizes a quantitative way to deal with study strategies. Quantitative analysis is research dependent on the idea of thinking of positivism, used to look at explicit populaces or tests, collecting information utilizing research instruments, investigating quantitative information, intending to test established hypotheses (Hair *et al.* 2013; Sekaran and Bougie 2016). The population in this study were all students who had behaved pro-environment in Yogyakarta Special Region. The sampling technique in this investigation employs the Non-Probability Sampling method with the method of Purposive Sampling. The sample requirements proposed are a minimum age of 18 years, because, at this age, respondents are categorized as adults and experienced so that it affects the participation in decision making. Consumers understand the concept of green marketing or pro-environment behavior. The quantity of sample utilized in this investigation was 150 respondents.

4. Results

Descriptive Analysis Results

The analysis in this study means to describe the categories of respondents and research variables, for the category of respondents who are students at several universities in Yogyakarta based on gender, age, and latest education.

SEM-PLS Analysis

Testing hypothesis using SEM-PLS analysis. Table 2 shows the results of hypothesis testing use PLS-SEM.

Table 1. The respondent's Characteristic

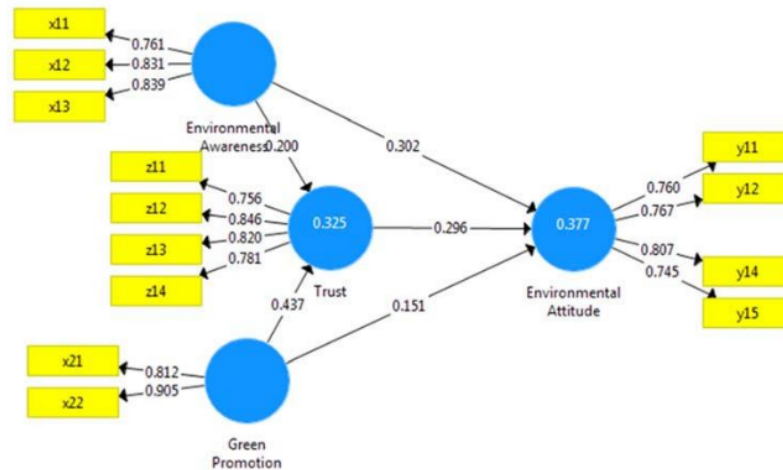
Gender	Frequency	%
Men	66	44%
Women	84	56%
Age		
18 - 20 Years	10	6.7%
21 - 23 Years	136	90.7%
> 23 Years	4	2.7%
Education		
High School / Equivalent	128	85.3%
Bachelor	22	14.7%

This test is utilizing to prove the impact of each predictor variable partially on the response variable. T- value calculated from the results is higher than the t-table (1.96). T- value has a significance value ≤ 0.05 of all the paths observed there is one path that is not significant, namely of green promotion on environmental attitude, so the fourth hypothesis is not supported. Other hypotheses in this study are recommended.

Table 2. Results of hypothesis testing

	Original Sample (O)	T Statistics (O / STDEV)	P Values	Hypothesis
Environmental_awareness → attitude	0,302	3,097	0,002	Supported
Environmental_awareness → trust	0,200	2,083	0,038	Supported
Green_promotion → attitude	0,151	1,516	0,130	Not Supported
Green_promotion → trust	0,437	4,946	0,000	Supported
Trust → attitude	0,296	3,349	0,001	Supported

Figure 1. Model of environmental attitude



5. Discussion

In view of the aftereffects of this study, the variable was green promotion declared not significant on environmental attitudes, but the effect of green promotion was significant on then. This result shows that green promotion or green advertising that is used has not been able to persuade consumers to use environmentally friendly products. The green promotion invites consumers to implement a green lifestyle that does not significantly influence brand trust by consumers in the Yogyakarta area. Some causes make green promotion does not positively affect brand trust, including scepticism from consumers about promotion or green advertising (green advertising). As an exploratory effect has been directed by Paço and Reis (2012) that consumers who care about the environment tend to be more sceptical of the claims of environmentally friendly advertising. Purchasers who are increasingly concerned about the environment do not find green publicizing persuading.

This scepticism arises when consumers perceive a promotion or advertisement as being confusing or even misleading, they consider the existence of environmental claims in the marketer's communication to be excessive, as well as the perception of truth in advertising. Also, according to research conducted by Yoon and Kim (2016) that eco-centric and anthropocentric attitudes will be positively related to green advertising attitudes. That is, if consumers increasingly have an eco-centric and anthropocentric attitude that is pro-environment, then they will be more open with green marketing and green advertising. Conversely, if they do not have a good eco-centric and anthropocentric attitude, then they also do not have the right attitude towards green advertising. Thus, the cause of green promotion does not have a positive effect on brand trust because of the scepticism of consumers and the lack of good eco-centric and anthropocentric attitudes of consumers.

The consequences of this study contradict the exploration directed by Sohail (2016), where the results of his research showed that green promotion positively affects brand trust with a survey of 334 consumers in Saudi Arabia. However, the results of this study support the exploration directed by Davari and Strutton (2014), that the element of green promotion had no positive effect on one of the measurements of brand equity, namely brand trust with a review of 286 respondents in the United States.

Conclusion

The results of this study indicate that: (1) The Environmental Awareness positive effect on trust. That is, the higher the awareness of the environment, the higher the consumer's trust in protecting the environment. (2) Green promotion does not have a positive effect on environmental attitude towards environmental protection efforts. That is, although the higher the value of green promotion, it does not affect the attitude towards environmental preservation efforts.

Suggestions

In view of the conclusions, the recommendations that can be given by researchers are as per the following. Higher education and government leaders are advised to increase consumer or student awareness to preserve the environment and increase promotion to protect the environment so that attitudes towards environmental preservation can continue to be improved. In contrast, the variable green promotion has the lowest beta value of the other variables and does not significantly influence the variable attitude. Green promotion need for improvements to advertisements made by producers, to increase consumer preferences in environmental sustainability.

Acknowledgement

Thank you to LPPM Universita Pembangunan Nasional Veteran Yogyakarta for funding this research with an internal Cluster Research scheme.

References

- [1] Abzari, M., Faranak S. S., Sharbiyani, A.A., and Morad, A. P. 2013. Studying the Effect of Green Marketing Mix on Market Share Increase. *European Online Journal of Natural and Social Sciences*, 2(3): 641-653.
- [2] Agyapong, K. Q., Gloria, D., Agyapong and Kwamena, M. N. 2014. Implementation of the Green Marketing Concept: A Synthesis of Literature. *International Journal of Advances in Management and Economics*, 3(4): 122-134.
- [3] Astini, R. 2016. Implikasi Green Brand Image, Green Satisfaction dan Green Trust terhadap Loyalitas Pelanggan. *Jurnal Manajemen*, 20(1): 19-34. DOI: <http://dx.doi.org/10.24912/jm.v20i1.63>
- [4] Badulescu, A., Badulescu, D., Bac, D. and Sipos-Gug, S. 2014. Attitudes and Intentions of Business Master Students towards Sustainable Tourism and Entrepreneurship. *Amfiteatru Economic*, 16(8): 1110-1124.
- [5] Banerjee, S., Charles, S. G., and Iyer, E. 1995. Shades of Green: A Multidimensional Analysis of Environmental Advertising. *Journal of Advertising*, 24(2): 21 – 31.
DOI: <https://doi.org/10.1080/00913367.1995.10673473>
- [6] Basha, H. 2015. Green Promotion: A Study on Its Impact towards the Business and Environmental Protection. *International Journal of Accounting & Business Management*, 3(1).
DOI: <http://dx.doi.org/10.24924/ijabm/2015.04/v3.iss1/222.227>
- [7] Belaid, S., and Behi, A.T. 2011. The role of attachment in building consumer-brand relationships: An empirical investigation in the utilitarian consumption context. *Journal of Product & Brand Management*, 20(1): 37–47. DOI: <http://dx.doi.org/10.2139/ssrn.1670678>

- [8] Boztepe, A. 2012. Green Marketing and Its Impact on Consumer Buying Behavior. *European Journal of Economic and Political Studies*, 5(1).
- [9] Bronfman, N. C., et al. 2015. Understanding Attitudes and Pro-Environmental Behaviors in a Chilean Community. *Sustainability*, 7(10): 14133-14152. DOI: <http://dx.doi.org/10.3390/su71014133>
- [10] Chen, Y. S. 2010. The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93(2): 307–319. DOI: <http://dx.doi.org/10.1007/s10551-009-0223-9>
- [11] Davari, A., and Strutton, D. 2014. Marketing Mix Strategies for Closing the Gap between Green Consumer's Pro-environmental Beliefs and Behaviors. *Journal of Strategic Marketing*, 22(7): 563-586.
DOI: <https://doi.org/10.1080/0965254X.2014.914059>
- [12] Delgado, B., and Aleman, M. 2005. Does Brand Trust Matter to Brand Equity. *Journal of Product & Brand Management*, 14(3): 187-196. DOI: <http://dx.doi.org/10.1108/10610420510601058>
- [13] Do Paço., Finisterra, A. M., and Reis, R. 2012. Factors Affecting Scepticism toward Green Advertising. *Journal of Advertising*, 41(4): 147-155. DOI: <https://doi.org/10.1080/00913367.2012.10672463>
- [14] Effendi, M. I., Sugandini, D., Sukarno, A., Kundarto, M., & Arundati, R. (2020). "The Theory of Planned Behavior and Pro-Environmental Behavior among Students". *Journal of Environmental Management and Tourism*, (Volume XI, Spring), 1(41): 35 - 43. DOI:10.14505/jemt.v11.1(41).05
- [15] Flores, R. M. 2012. Effects of Green Advertising on Trust Building, Brand Opinion, and Purchase Behavior. Dissertation. Egade Business School, Monterrey. Available at: <http://hdl.handle.net/11285/572582>
- [16] Guo, R., Lan, T., Caroline, B. Li., and Wang, T. 2017. A Path Analysis of Greenwashing in a Trust Crisis among Chinese Energy Companies: The Role of Brand Legitimacy and Brand Loyalty. *Journal of Business Ethics*, 14: 523–536. DOI: <https://doi.org/10.1007/s10551-015-2672-7>
- [17] Hair, J. F., Hult, G. T. M., Ringle, C. M., and Sarstedt, M. 2013. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks: Sage.
- [18] Hassan, Z., and Ali, N. A. 2015. The Impact of Green Marketing Strategy on the Firm's Performance in Malaysia. *Procedia Social and Behavioral Sciences*, 172: 463-470. DOI: <https://doi.org/10.1016/j.sbspro.2015.01.382>
- [19] Portal, S., Abratt, R., and Bendixen, M. 2018. The Role of Brand Authenticity in Developing Brand Trust. *Journal of Strategic Marketing*, 27(8): 714-729. DOI: <https://doi.org/10.1080/0965254X.2018.1466828>
- [20] Prakash, A. 2002. Green Marketing, Public Policy and Managerial Strategies. *Business Strategy and the Environment*, 11(5): 285-297. Published online in Wiley Inter-Science. DOI: <https://doi.org/10.1002/bse.338>
- [21] Pujari, D., Wright, G., and Peattie, K. 2003. Green and Competitive Influences on Environmental New Product Development Performance. *Journal of*

Business Research, 56(8): 657-671.

DOI:[https://doi.org/10.1016/S0148-2963\(01\)00310-1](https://doi.org/10.1016/S0148-2963(01)00310-1)

- [22] Sekaran, U., and Bougie, R. B. 2016. *Research Methods for Business: A Skill Building Approach*. ISBN: 9781119165552. Wiley; 7th Edition.
- [23] Setyaningrum, A., and Nina, P. M. 2017. Green Marketing terhadap Brand Image Produk Lampu Led Philips di Kota Bandung. *Jurnal Ekonomi dan Bisnis*, 1(2): 164-182.
- [24] Simtion, D. 2014. Green Prices – a Reflection of Environmental Protection. Scientific Papers Series Management. *Economic Engineering in Agriculture and Rural Development*, 14(3).
- [25] Sohail, S. 2016. Green Marketing and its Impact on Consumer Based Brand Equity. *Proceedings of the International Conference on Innovation & Entrepreneurship*. Pp. 238-246.
- [26] Sugandini, D., Rahatmawati, I. and Arundati, R. 2018. Environmental Attitude on the Adoption Decision Mangrove Conservation: An Empirical Study on Communities in Special Region of Yogyakarta, Indonesia. *Review of Integrative Business and Economics Research*, 7(s1): 266-275.
- [27] Sugandini, D., Effendi, M.I., Thamrin, H. M., Priyadi, U., and Muafi. 2019. From Environmental Knowledge to Conservation Behaviour. *Quality Access to Success*, 20(172): 101-110.
- [28] Stern, P. C., Dietz, T., and Kalof, L. 1993. Value Orientations, Gender, and Environmental Concern. *Environment & Behavior*, 25: 322-348. DOI: <https://doi.org/10.1177/0013916593255002>
- [29] Tong, X., Su, J., and Xu, Y. 2018. Brand Personality and Its Impact on Brand Trust and Brand Commitment: an Empirical Study of Luxury Fashion Brands. *International Journal of Fashion Design, Technology and Education*, 11(2): 196-209. DOI: <https://doi.org/10.1080/17543266.2017.1378732>
- [30] Yaman, Z. 2018. A Research on the Effects of Corporate Social Responsibility Activities on the Green Marketing Awareness and Consumer Decision-Making. *Diyalektolog Ulusal Sosyal Bilimler Dergisi*, 17: 27- 36.
- [31] Yoon, J.H. and Kim, Y. J. 2016. Understanding Green Advertising Attitude and Behavioral Intention: An Application of the Health Belief Model. *Journal of Promotion Management*, 22(1): 49-70.
- DOI:<https://doi.org/10.1080/10496491.2015.1107006>

The antecedent of environmental attitude

ORIGINALITY REPORT

9%

SIMILARITY INDEX

5%

INTERNET SOURCES

2%

PUBLICATIONS

2%

STUDENT PAPERS

MATCH ALL SOURCES (ONLY SELECTED SOURCE PRINTED)

2%

★ Submitted to Macquarie University

Student Paper

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off