



# Effect of Green Product, Green Price, Green Promotion and Green Place to Purchase Decision Mediated by Consumer Attitude on Green Coffee Shop

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## Abstract

The weather is increasingly erratic, the ozone layer decreases, and rising earth temperatures can cause natural imbalances. Also, the amount of forests in the world from year to year continues to decline. In 2015 the number of forests worldwide was only 30.8% (World Bank, 2017). With the phenomenon of damage to the global environment, people can be aware to save the environment well. Both consumers and producers are beginning to think about preventing the environment from getting damaged. This causes new challenges for companies, producers and business owners in responding to global environmental damage. Besides that recent climate change is caused by an impact on the decline in environmental conditions caused by human activities without considering the principle of environmentally friendly. Climate change and global warming are happening all over the world, including Indonesia. In Indonesia, many individuals and groups of money have realized the importance of protecting the environment, starting from the community to the industry. Food and beverage is one of the industry is growing. According to data from the Ministry of Industry, the Indonesian Food and Beverage Association (Gapmmi) states that increasingly high foreign interest will encourage investment in this industry by around 22% in 2015. A growing sector in the food and beverage industry in recent years is the coffee shop. The coffee industry in Indonesia is very diverse, starting from home-scale business units to multinational-scale coffee industries such as Maxx Coffee, Maxx Corner, Dunkin Donuts, Starbucks and Caribow Coffee. Starbucks as Green Coffee Shop is a multinational coffee shop that implements a Green Marketing strategy that is doing business using strategies that still care for the environment, such as promoting the use of reusable tumblers. Based on this conditions, the authors are interested in conducting research with the topic "Effect of Green Product, Green Price, Green Promotion and Green Place to Purchase Decision Mediated by Consumer Attitude on Green Coffee Shop. In collecting the data, because the population size is unlimited, therefore to determine the sample size is based on the ratio of 1 to 10 for maximum or 1 compared to 5 for minimal (Hair *et al.*, 2017). The sample to be taken is  $5 \times 30 = 150$  respondents. To anticipate a questionnaire that can not be inputted, the author distributes 170 questionnaires. Questionnaires were distributed to respondents who had purchased coffee at green coffee shop by random sampling method. To analyze data, SEM PLS is used. The results of this study indicate that green price, green place and green promotion directly affect the customer attitude. Furthermore, attitude mediates the influence of green place and green promotion to purchase decisions.

**Keywords:** Green product; Green price; Green promotion; Green place; Attitude and purchase decision.

## 1. Introduction

Currently, environmental damage is happening globally. With the global environmental damage it can disrupt human health. The current environment is very volatile. The weather is increasingly erratic, the ozone layer decreases, and rising earth temperatures can cause natural imbalances. Also, the amount of forests in the world from year to year continues to decline. In 2015 the number of forests worldwide was only 30.8% (World Bank, 2017).

With the phenomenon of damage to the global environment, people can be aware to save the environment well. Both consumers and producers are beginning to think about preventing the environment from getting damaged. This causes new challenges for companies, producers and business owners in responding to global environmental damage. Entrepreneurs or producers should think about making products that are environmentally friendly or can even contribute to improving a damaged environment.

Recent climate change is caused by an impact on the decline in environmental conditions caused by human activities without considering the principle of environmentally friendly. Climate change and global warming are happening all over the world, including Indonesia, this phenomenon is a global phenomenon. Therefore, an

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environmental identification is needed to find out the biggest contribution to the decline in environmental conditions as well as various efforts to protect the environment by applying the concept of Go Green / or commonly called environmentally friendly.

In Indonesia, many individuals and groups of money have realized the importance of protecting the environment, starting from the community to the industry. Food and beverage is one of the industry is growing. According to data from the Ministry of Industry, the Indonesian Food and Beverage Association (Gapmmi) states that increasingly high foreign interest will encourage investment in this industry by around 22% in 2015.

A growing sector in the food and beverage industry in recent years is the coffee shop. The coffee industry in Indonesia is very diverse, starting from home-scale business units to multinational-scale coffee industries such as Maxx Coffe, Maxx Corner, Dunkin Donuts, Starbucks and Carribow Coffee.

Starbucks as Green Coffee Shop is a multinational coffee shop that implements a Green Marketing strategy that is doing business using strategies that still care for the environment, such as promoting the use of reusable tumblers. Based on this conditions, the authors are interested in conducting research with the topic " Effect of Green Product, Green Price, Green Promotion and Green Place to Purchase Decision Mediated by Consumer Attitude on Green Coffee Shop.

## **2. Literature Review**

### **2.1. Green Product**

Diglel and Yazdanifard (2014), identify a green product as an item that is produced in a manner that is environmentally conscious, has minimum negative effects on the environment, product or product packaging made from recycled materials, preserves natural resources and is manufactured locally. Ottoman and Mallen (2014) believe that individuals are seeking out green products, because they perceive them to be healthy and organic, of higher quality, and help preserve the environment. According to Siddique and Hossain (2018), that green products as a significant factor, which extensively influences consumers buying decisions

Rahmansyah (2013) said green product are typically durable, nontoxic, made from recycled materials or minimally packaged. Green product is using recycle and/or renewable materials for product packaging. According to Shaputra (2013), green product harmless to humans and the environment, not wasteful of resources, and no animal testing. One part of green marketing mix is green product has higher influence of attitude to green values (Haws *et al.*, 2010). Green product itself should have quality products that are durable in the sense of not perishable, nontoxic, made from materials that can be recycled and have a minimalist packaging. According to Hossain and Khan (2018), green products are less polluted in environment, the quality of product is high, benefited for health, free of toxicity materials products and the brand is credible.

H1: There is the influence of green product to attitude

Green product has higher influence to attitude of green values (Haws *et al.*, 2010).

### **2.2. Green Price**

According to Al-Bakri *et al.* (2007) in Hashem and Al-Rifai (2011), green price refers to the price specified in the light of company's policies with regard to environmental consideration imposed by rules and company instructions or its initiatives in this regard. Green product price should be reasonable for the consumers which inspire them to buy green products (Yazdanifard and Mercy, 2011). Haws *et al.* (2010) said one of the component of marketing mix is green price, that has higher influence of attitude to green values. Hossain and Khan (2018) said the price of green product are reasonable, consumers are willingness to pay the green price, price of the product proportionate with their quality, price of green an conventional products are same and performance of green product justifies its prices.

Al-Bakri *et al.* (2007), said that need to be considered in the green value pricing strategy are: (1) Increasing costs by using environmentally friendly raw materials; (2) Displacement of energy-efficient use of raw materials; (3) Additional expenses due to use of environmentally friendly technology; (4) The savings are related to packaging reduction.

H2: There is the influence of green price to attitude

Green price has higher influence of attitude to green values (Haws *et al.*, 2010)

### **2.3. Green Promotion**

Green promotion includes collaborating information on the ecological promises and the efforts made by firms to users. This component in the green marketing mix comprises numerous activities like paid advertising, direct marketing, public relations, sales promotions and on-site promotions (Fan and Zeng, 2011). Hossain and Khan (2018) said that green promotion are the firms devote: a distinct a special day for the environment, contribute to supporting the ecological centres, green advertising is motivated to take decisions green marketing campaigns are encouraged, and support seminar, conference and promotional programs etc. (Haws *et al.*, 2010) said one of the component of marketing mix is green promotion, that has higher influence of attitude to green values.

Green advertising as promotional communications is an important promotional tool that might apply to the actual demand of biologically worried buyers (Ankit and Mayur, 2013). Also, green advertising communicates benefits of using green products such as less resource and energy for manufacturing products, sustainable sources, less harmful to environment and society etc. Those messages impact on consumers' awareness and motivate to buy green products (Chang, 2011). The area of green promotion such public relations, advertising, and environmental posters (Hello and Al-Momami, 2014). Packaging serves to contain, identify, describe, protect, display, promote and

make the product marketable. Based on [Hossain and Khan \(2018\)](#) that green promotion element influence consumer buying decision.

H3: There is the influence of green promotion to attitude

[Haws et al. \(2010\)](#) said one of the component of marketing mix is green promotion, that has higher influence of attitude to green values.

## **2.4. Green Place**

Green place is the distribution gates that facilitating the delivery and to secure procedures conducting with environmental conditions and requirements ([Al-Bakri et al., 2007](#)) in [Hashem and Al-Rifai \(2011\)](#). Green Place also reduce the transportation system for example reducing pollution and energy consumption. The company must minimize the environmental impact of the logistic operations ([Singh and Pandey, 2012](#)). According to [Yazdanifard and Mercy \(2011\)](#). In the environmental marketing delivery scheme as called as the green place is the dissemination gates that smoothing the distribution and to secure processes conducting within conservational circumstances and necessities ([Hashem and Al-Rifai, 2011](#)). According to [Haws et al. \(2010\)](#), one of the component of marketing mix is green place, that has higher influence of attitude to green values.

The green place is regarding handling logistics to reduce the delivery emissions, thereby in impact pointing at dropping the carbon footprint and in common ecological contamination ([Shil, 2012](#)). The store in greening firms are clear, more choice of green products, the product is available in the shop, the product is getting easy in locality and the firms are keen to deal with agents friendly to the environment ([Hossain and Khan, 2018](#)). Green place also reduce the transportation system for example reducing pollution and energy consumption. If the company distribute the products accross geographical boundaries, it makes sensitive environmental issue.

H4: There is the influence of green place to purchase decision.

Green place has higher influence of attitude to green values ([Haws et al., 2010](#))

## **2.5. Green Attitude**

[Schultz et al. \(2004\)](#) stated that environmental attitude as the collection of beliefs, affect, and behavioral intentions a person holds regarding environmentally related activities. Environmental attitude is generally understood as the rational judgment people toward the value of environmental protection ([Han et al., 2009](#)). The attitude towards green product purchase behaviour has positive correlation, supported by the [Cheah and Phau \(2011\)](#) where the consumer who has an attitude.that gives advantage to their environment will buy green product in market.

The green consumer is typically known as one who support eco-friendly attitudes and/or who purchases green products over the standard alternatives [Boztepe \(2012\)](#). [Hartmann and Ibáñez \(2012\)](#) argue that, in general, attitudes towards green products contributet o the purchase of green products. The relationship between attitude and behaviour indicated positive results, which explains that the more positive an individual's attitude towards green products, the more likely that they will buy green products ([Villers, 2014](#)).

H5: There is the influence of consumer attitude to purchase decision

[Cheah and Phau \(2011\)](#) , said the consumer who has an attitude.that gives advantage to their environment will buy green product in market.

## **2.6. Green Purchase Decision**

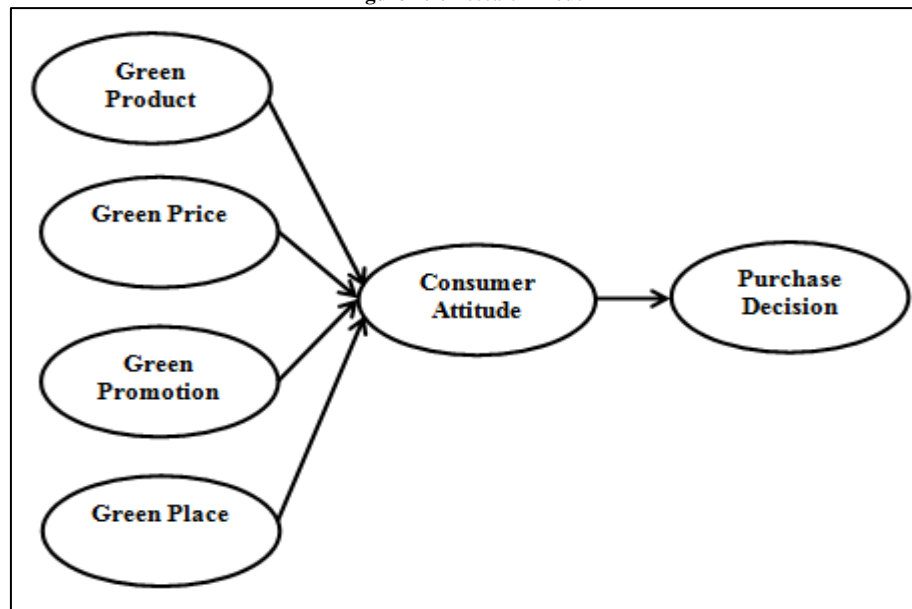
Green consumer purchasing decision is influenced by environment friendly product ([Suki, 2013](#)). Consumers give importance to the environment in their buying decisions. In this way, they get information about the beneficial effects of green products ([Gadenne et al., 2011](#)). According to [Kotler and Keller \(2016\)](#), consumer green purchase decision are they will go to Green Coffee Shop for the quality, Green Coffee Coffee Shop is my first choice, consumers satisfied with Green Coffee Shop, consumer will visit Green Coffee Shop again.

According to [Peter and Olson \(2013\)](#), purchase decision is a process carried out to combine all the knowledge obtained by consumers into value considerations that are useful in choosing two or more alternatives, therefore they can decide on one product. To analyze consumers' pro-environmental behaviors, psychographic characters such as knowledge, awareness, values, attitudes, perceptions and concerns for the environment are more reliable than demographics characters ([Oliver et al., 2011](#)).

Green consumerism is the base for making greenpurchase decisions ([Essoussi and Linton, 2010](#)). Consumers considering environmental concerns while making purchase decisions are sighted to be involved in green purchases. According to [Essoussi and Linton \(2010\)](#), green consumers are those who evaluate materials and ingredients of products before purchase, therefore they can support the environmental benefits by having less lethal and recyclable products. Such consumers give importance to the environment in their buying decisions. In this way, they get information about the beneficial effects of green products ([Gadenne et al., 2011](#)).

## **2.7. Research Model**

Figure-1.1. Research Model



## 2.8. Conceptual Hypothesis

- H1:** There is the influence of Green Product to Attitude  
**H2:** There is the influence of Green Price to Attitude  
**H3:** There is the influence of Green Promotion to Attitude  
**H4:** There is the influence of Green Place to Attitude  
**H5:** There is the influence of Consumer Attitude to Purchase Decision  
**H6:** There is the Consumer Attitude mediates the effect of Green Product to Purchase Decision  
**H7:** There is the Consumer Attitude mediates the effect of Green Price to Purchase decision.  
**H8:** There is the Consumer Attitude mediates the effect of Green Place to Purchase decision.  
**H9:** There is the Consumer Attitude mediates the effect of Green Promotion to Purchase Decision.

## 3. Research Methods

In collecting the data, because the population size is unlimited, therefore to determine the sample size is based on the ratio of 1 to 10 for maximum or 1 compared to 5 for minimal (Hair, 2010). The sample to be taken is  $6 \times 30 = 180$  respondents. To anticipate a questionnaire that can not be inputted, the author distributes 200 questionnaires. Questionnaires were distributed to respondents who had purchased coffee at green coffee shop by random sampling method. To analyze data, SEM PLS is used.

## 4. Data Analysis and Discussion

### 4.1. Respondent Characteristic

The demographic characteristics of respondents are presented in table 1. Most respondents were male (65.4%), aged between 17 and 25 years (88.9%), and had a bachelor's education (69.8%). In addition, respondents generally are students/under graduate students (62.3%), have expenses between Rp1,500,000 and Rp2,000,000 per month (59.9%), and respondents visit the Green Coffee Shop themselves based on their own source of knowledge about the Coffee Shop (70.4%).

Table-1. Demographic characteristics of respondents (n = 162)

Variables	f	%
Gender		
Male	106	65.4
Female	56	34.6
Age		
17-25	144	88.9
26-35	18	11.1
Education		
D3	8	4.9
S1	113	69.8
S2	29	17.9
S3	12	7.4
Job		
Students / undergraduate students	101	62.3

Employee	34	21.0
Entrepreneur	27	16.7
Spending/month		
Rp1.500.000 – Rp2.000.000	97	59,9
Rp 2.000.000 – Rp3.500.000	32	19,8
Rp3.500.000 – Rp5.000.000	16	9,9
> Rp5.000.000	17	10,5
Sources of knowledge on Green Coffee Shop		
Friends	3	1,9
Family	31	19,1
Visiting by myself	114	70,4
Others	14	8,6

#### 4.2. Evaluation of Outer Measurement Model

Table 2 shows the values of Outer Loading, Composite Reliability (CR) and Average Variance Extracted (AVE) of each construct. Some indicators of the constructs of this study which have an outer loading value between 0.40 and 0.70 have to be discarded to meet the CR and AVE value requirements, as suggested by Hair *et al.* (2017). From this table, it can be seen that all outer loading values of t statistic is greater than 1.96. In addition, the AVE value of all constructs > 0.50. According to Hair *et al.* (2017), a construct is said to have a good convergent validity if the outer loading value of all indicators must be > 70 and statistically significant, and the AVE value must be > 0.50. Furthermore, they say that an outer loading value between 0.40 and 0.70 can be maintained because of its contribution to content validity. Thus, all the constructs of this study have good convergent validity.

Table-2. Convergent validity and composite reliability

Construct	Item	Outer Loading	T-Value	V-Value	CR	AVE
Green Product	GPRD1	0.841	17.227	0.000	0.836	0.718
	GPRD2	0.854	15.341	0.000		
Green Price	GPRC1	0.885	29.198	0.000	0.845	0.731
	GPRC3	0.824	15.289	0.000		
Green Place	GPLC3	0.806	12.377	0.000	0.776	0.634
	GPLC4	0.787	11.571	0.000		
Green Promotion	GPRM2	0.853	24.252	0.000	0.863	0.678
	GPRM3	0.854	18.075	0.000		
	GPRM4	0.758	12.568	0.000		
Consumer Attitude	CATT1	0.851	30.797	0.000	0.824	0.543
	CATT2	0.592	6.522	0.000		
	CATT5	0.694	9.235	0.000		
	CATT6	0.785	17.890	0.000		
Purchase Decision	PDCS1	0.766	10.136	0.000	0.778	0.540
	PDCS2	0.773	8.080	0.000		
	PDCS3	0.660	5.474	0.000		

From table 2 it can also be seen that the CR values for all constructs > 0.70. A construct is said to have high internal consistency reliability if its CR value is > 0.70 (Hair *et al.*, 2017). Thus, all the constructs of this study have high internal consistency reliability. In addition to convergent validity and composite reliability, the assessment of the reflective measurement model also includes discriminant validity. This discriminant validity test is performed with the Fornell-Larcker criteria (Hair *et al.*, 2017). According to this criterion, if the AVE root value is higher than the correlation between constructs, then good discriminant validity is achieved.

In table 3 it can be seen that the results of the AVE square root of the construct of green product, green price, green place, green promotion, consumer attitude, and purchase decision are greater than the correlation between the constructs. Thus, all the constructs of this study have good discriminant validity.

Table-3. Discriminant validity

	(1)	(2)	(3)	(4)	(5)	(6)
(1) Green Product	<b>0.848*</b>					
(2) Green Price	0.537	<b>0.855*</b>				
(3) Green Place	0.417	0.440	<b>0.796*</b>			
(4) Green Promotion	0.611	0.418	0.209	<b>0.823*</b>		
(5) Consumer Attitude	0.465	0.484	0.502	0.503	<b>0.737*</b>	
(6) Purchase Decision	0.300	0.320	0.423	0.199	0.368	<b>0.735*</b>

Note: \*The square root of AVE

From the test results of convergent validity, composite reliability, and discriminant validity above it can be concluded that all indicators and constructs of this study are valid and reliable.



### 4.3. Evaluation of the Inner Structural Model

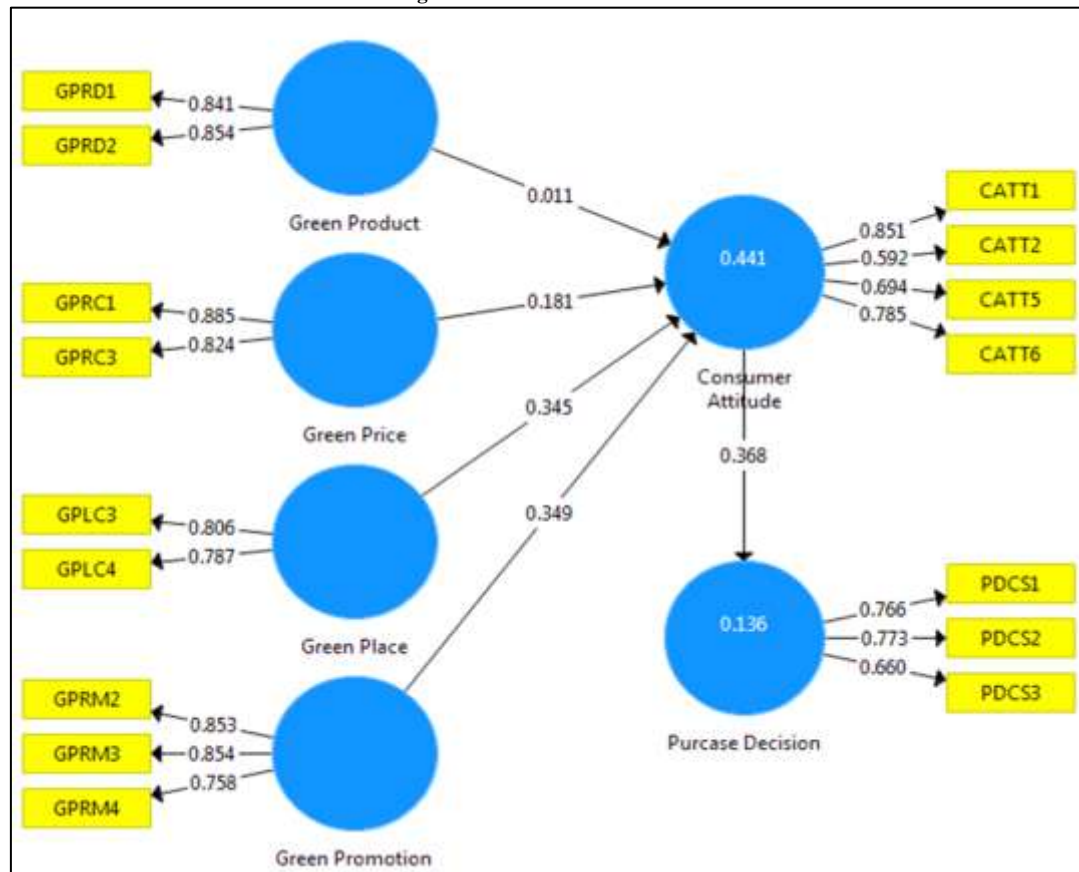
Table 4 presents the test results of collinearity, coefficient of determination, and predictive relevance. From this table it can be seen that the VIF value for the relationship between green product, green price, green place, green promotion and consumer attitude  $< 0.5$ . Likewise, the VIF value for the relationship between consumer attitude and purchase decision  $< 0.5$ . Thus, the model has no problems with collinearity. From this table it can also be seen that the value of  $R^2$  for consumer attitude as the dependent variable is 0.441, while the value of  $R^2$  for the purchase decision as dependent variable is 0.136. This shows that 44.1% of the variance in consumer attitudes variable can be explained by green product, green price, green place, and green promotion, while 13.6% of the variance in purchase decision variable can be explained by consumer attitude. The  $R^2$  value for the consumer attitude Ringle and purchase decision can be categorized as moderate and weak (Hair *et al.*, 2017). In addition, table 4 also shows the  $Q^2$  value for consumer attitude of 0.210 and for purchase decisions of 0.060.  $Q^2$  values for these two endogenous variables  $> 0$ , which means the model has a predictive relevance for the construct of consumer attitude and purchase decision (Hair *et al.*, 2017).

Table-4. Collinierity, coefficient determination, and predictive relevant

Independent variables	Dependent variables	VIF	$R^2$	$Q^2$
Green Product	Consumer Attitude	2.021	0.441	0.210
Green Price	Consumer Attitude	1.567		
Green Place	Consumer Attitude	1.330		
Green Promotion	Consumer Attitude	1.644		
Consumer Attitude	Purchase Decision	1.000	0.136	0.060

The results of the SEM-PLS path analysis and testing of the nine hypotheses ( $H_1$ ,  $H_2$ ,  $H_3$ ,  $H_4$ ,  $H_5$ ,  $H_6$ ,  $H_7$ ,  $H_8$ , and  $H_9$ ) are presented in Figure 1 and Table 5.

Figure-1.2. Path coefficient results



The first hypothesis states that green product have an influence on consumer attitude. Table 5 shows that green product has no effect to consumer attitude ( $\beta_1 = 0.011$ ,  $t = 0.122$ ,  $p = 0.903$ ). Thus,  $H_1$  was rejected. The second hypothesis states that green price has an influence to consumer attitude. The analysis showed that  $H_2$  was significant at  $p < 0.05$  and  $t > 1.96$  ( $\beta_2 = 0.181$ ,  $t = 2.072$ ,  $p = 0.038$ ), which means that the green price has a significant and positive effect to consumer attitude. Thus,  $H_2$  is accepted. The third hypothesis states that green place has an influence to consumer attitude. This study found that green place has a significant and positive effect to consumer attitude ( $\beta_3 = 0.345$ ,  $t = 4.799$ ,  $p = 0.000$ ). Thus,  $H_3$  is accepted. The fourth hypothesis states that green promotion has an influence to consumer attitude. Table 5 shows that green promotion has a significant and positive effect to consumer attitude ( $\beta_4 = 0.349$ ,  $t = 4.033$ ,  $p = 0.000$ ). Thus,  $H_4$  is accepted. The fifth hypothesis states that consumer attitude has an influence to purchase decision. The results of the analysis show the value of  $\beta_5$ , significant, which

means that consumer attitude has a significant and positive effect to the purchase decision ( $\beta_5 = 0.368$ ,  $t = 5.414$ ,  $p = 0.000$ ). Accordingly,  $H_5$  was accepted. The sixth hypothesis states that consumer attitude mediates the effect of green products to purchase decision. Table 5 shows that consumer attitude cannot act as a mediator the effect of green product to purchase decision ( $\beta_6 = 0.004$ ,  $t = 0.113$ ,  $p = 0.910$ ). Thus,  $H_6$  is rejected. The seventh hypothesis states that consumer attitude mediates the effect of green price to purchase decision. The analysis showed that the mediating effect of consumer attitude on the relationship between green price and purchase decision was not significant ( $\beta_7 = 0.067$ ,  $t = 1.792$ ,  $p = 0.073$ ). This means that consumer attitude cannot act as a mediator the effect of green price to purchase decisions. Thus,  $H_7$  was rejected. The eighth hypothesis states that consumer attitude mediates the effect of green place to purchase decision. The analysis shows that the coefficient  $\beta_8$  is significant, which means that consumer attitude can act as a mediator the effect of green place to purchase decision ( $\beta_8 = 0.127$ ,  $t = 3.385$ ,  $p = 0.001$ ). Thus,  $H_8$  was accepted. The ninth hypothesis states that consumer attitude mediates the effect of green promotion to purchase decision. This research found that the coefficient  $\beta_9$  is significant, which means that consumer attitude can act as a mediator the effect of green promotion to purchase decision ( $\beta_9 = 0.128$ ,  $t = 3.315$ ,  $p = 0.001$ ). Thus,  $H_9$  was accepted.

Table-5. The results of the hypothesis testing

Hyp. No	Hypothesis Path	Coefficient	Standard Error	T Value	P Value	Decision
H <sub>1</sub>	GPRD-> CATT	0.011	0.089	0.122	0.903	Not Supported
H <sub>2</sub>	GPRC-> CATT	0.181	0.087	2.072	0.038	Supported
H <sub>3</sub>	GPLC-> CATT	0.345	0.072	4.799	0.000	Supported
H <sub>4</sub>	GPRM-> CATT	0.349	0.086	4.033	0.000	Supported
H <sub>5</sub>	CATT-> PDCS	0.368	0.068	5.414	0.000	Supported
H <sub>6</sub>	GPRD-> CATT-> PDCS	0.004	0.035	0.113	0.910	Not supported
H <sub>7</sub>	GPRC-> CATT-> PDCS	0.067	0.037	1.792	0.073	Not supported
H <sub>8</sub>	GPLC-> CATT-> PDCS	0.127	0.038	3.385	0.001	Supported
H <sub>9</sub>	GPRM-> CATT-> PDCS	0.128	0.039	3.315	0.001	Supported

**Note:** GPRD green product, GPRC green price, GPLC green place, GPRM green promotion CATT consumer attitude, PDCS purchase decision

Table 6 shows the effect size ( $f^2$ ) for the direct effect of green product, green price, green place, and green promotion to consumer attitude, and the effect size for the direct influence of consumer attitude to purchase decision. It appears, the effect size for the direct influence of green product, green price, green place, and green promotion to consumer attitude are 0.000, 0.037, 0.160, and 0.132, respectively. This shows that green product do not have an influence to customer attitude, green price and green promotion has a "weak" influence on customer attitude, and green place has a "moderate" effect on customer attitude. Meanwhile, the effect size for the direct influence of consumer attitude on purchase decision is 0.157. This shows that consumer attitude has a "moderate" influence on purchase decision. According to Cohen (1988),  $f^2$  values of 0.02, 0.15, and 0.35 each indicate a weak, moderate, and strong influence.

Table-6. Effect size

Independent variables	Dependent variables	$\beta$	$f^2$	Remarks
Green Product	Consumer Attitude	0.011	0.000	no effect
Green Price	Consumer Attitude	0.181	0.037	Small effect
Green Place	Consumer Attitude	0.345	0.160	Medium effect
Green Promotion	Consumer Attitude	0.349	0.132	Small effect
Consumer Attitude	Purchase Decision	0.368	0.157	Medium effect

## 5. Conclusion and Discussion

Green price, green place and green promotion directly affect the customer attitude because consumers like to visit green coffee shops at affordable prices, at strategic locations and with lots of discounts. This is consistent with previous research conducted by Haws *et al.* (2010) that green price, green promotion and green place affect attitude. While green products do not affect customer attitude because consumers feel that products in the containers for consuming coffee are brought by themselves therefore they feel that Green Coffee Shop does not provide environmentally friendly containers for consuming their coffee products. This is a difference in green products that were previously studied by Haws *et al.* (2010) which states that there is an influence of green products to consumer attitudes. This difference is, because the objects studied were different.

In addition, customer attitude directly affects the purchase decision because when consumers like discounts and green coffee shop locations that are easily accessible, they will visit the green coffee shop and consume coffee at the coffee shop. The results of this study are consistent with previous research conducted by Cheah and Phau (2011) that said the consumer who has an attitude that gives advantages to their environment will buy green products in the market.

Furthermore, consumer attitude cannot act as a mediator of the effect of green products to purchase decisions, consumer attitude cannot act as a mediator of the effect of green price to purchase decisions, consumer attitude can act as a mediator of the effect of green place to purchase decisions and consumer attitude can act as a mediator of the

effect of green promotion to purchase decisions. The results of this study have not been studied by previous researchers, therefore it can be said that the results of this research are something new.

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