

The effects of customer perceived value and perceived innovation on green products

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ABSTRACT

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Customer behavior of environmentally friendly products becomes marketing attention by implementing a green marketing strategy to improve customer' green trust. The study concentrates on the correlation of eco-label attribute, perceived innovation, perceived quality, and green trust of a customer. The study was conducted in 2020 with a survey of supermarket's customers who were familiar with green products. There were 200 customers who were selected randomly; data from a customer was taken by questionnaire. Then, data from the questionnaire was processed by using SEM approach through SmartPLS. The research finding determined that the implementation of an eco-label attribute may influence on customer' green trust directly through customer perceived quality. Furthermore, it was determined that customer perceived quality could play the mediation role between eco-label attributes and green trust. Besides, it has known that the value of innovation of green products could not be affected by eco-label attributes and it could not affect customer's green trust. The study provides a recommendation from the model of green customer behavior with mediation focuses on customer perceived quality. The finding can provide important information for marketers and producers who use the environmental issue, and it is implemented to green marketing strategy.

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1. Introduction

Environmental friendly products or it has commonly known as green products, has been traded in Indonesia since 2000s (Rahmi et al., 2017). Green products began to develop along with the customers' demands who care about the environment (Yu-Shan Chen & Chang, 2012). Customer's attention is increasing due to the climate disturbances that occur in the world; for instance by motor vehicle pollution (Ottman, 2011). Besides, customers' intention has increased to adopt a healthy life through the consumption patterns in environmentally friendly products (Paço et al., 2010). The increasing environmental awareness is used as important information by companies through the implementation of a green marketing strategy to attract customer's attention (Chen & Ph, 2006). Green marketing strategy is important because of its impact on the level of customers' green trust (Yu-Shan Chen & Chang, 2012). When customers believe in green products, customer's selection will lead more easily to green products. It appears that green trust is important in customer behavior on the environmentally friendly products; which is indicated by the number of researches who evaluated the level of customer's green trust (Alamsyah et al., 2020c). Green products are commodities produced without chemicals so that when they are consumed, they do not harm environment and provide support for environmental sustainability (Chen et al., 2006). There are many choices of environmentally friendly

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products; some of them are pure “green,” and the rest are friendly to the environment. Green products such as vegetables, rice, and fruit products which have an organic label are purely friendly for environment (Alamsyah et al., 2018). Surely, it is different from conventional products which are not labeled organic and they are produced with the addition of chemicals. It seems clear that green products have an innovative value in product content; which is the additional product value for customers to prefer (Alamsyah et al., 2018). Perceived innovation of products is customer behavior that needs attention and it is surely related to the level of customer trust. This is in line with the previous studies on the effect of perceived innovation on the increasing customers’ green trust (Ratna, 2011). Besides, innovation, green products are considered to have a better quality (Wu & Chen, 2014). Since the production process is natural and the content of the product is maintained in quality, it is not uncommon for customers to have green products since they expect better quality than conventional products. Perceived quality is obviously good for increasing customer trust. In line with the previous studies, customer perceived quality of products provide an opportunity to increase the customer trust (Alamsyah et al., 2017). Examining the problems phenomenon with green products, this research focuses on the study of green customer behavior through evaluating perceived quality, perceived innovation and green trust and the support from the attribute of eco-label. Thus, green products have a label that differentiates them from conventional products. Eco-label is important to be noticed to green product packaging since it provides additional product value. Actually, many previous studies correlate the attribute of eco-label to the level of customer trust (Atkinson & Rosenthal, 2014; Rashid, 2009; Taufique et al., 2017), particularly in environmentally friendly products.

1.1 Attribute of Eco-Label

Eco-label is a label on product packaging, which is friendly to the environment (Alamsyah et al., 2019). The attribute of eco-label has several types depending on the issue. On green products, eco-label is issued by the Indonesia government, or it is known as “Organik Indonesia” (Alamsyah & Syarifuddin, 2017). There is another eco-label such as fresh, no-pesticide, or organic that can be consumed by marketer or producer. Nevertheless, it cannot be ascertained the originality of eco-label and the quality of the green product (Alamsyah, Othman, et al., 2020). Eco-label is part of a green marketing strategy which can have an impact on customer behavior like green trust. Sometimes, there are some indicators used to assess the attribute of eco-label which is recognizing the label, use this label, understand the label, and trust of the label (Alamsyah et al., 2019).

1.2 Perceived Innovation and Quality of Green Product

In terms of customer behavior, it has known as a perceived customer; which includes perceived innovation and perceived quality or product assessed (Wu & Chen, 2014). The product is related to environmentally friendly products which are considered to have different characteristics from conventional products (Alamsyah et al., 2018c). Perceived innovation is a good in terms of the customer’s point of view on a product created by marketing (Komaladewi, 2015). Innovation is related to three processes, namely, the improvement of products, process, and distribution; which explains that green products have been passed through these stages (Hau & Kang, 2016). Obviously, green products have an innovative value on several measurements like product development, innovation concepts, differentiation functions, design distinction, more economical, healthier, creative promos, attractive promos, and sustainable innovation (Ratna, 2011; Wu & Chen, 2014). The second value assessed by customers for green products is perceived quality (Chen et al., 2015). In theory, the perceived quality of green products is defined as the value of products from customer’s evaluations to product performance which is superior to similar products (Yee et al., 2011). Green products have surely advantages if it is compared to conventional products; one of them is natural and green values (Alamsyah & Febriani, 2020). Customer assesses the quality of green product based on several considerations, such as originality, brand image, green label, product’s variety, firmness of product, colors, flavor, aroma, degree of damage, size of product, value, and freshness (Alamsyah et al., 2020a; Alamsyah & Syarifuddin, 2017; Gao et al., 2016).

1.3 Green Trust of Customer

Green trust refers actually to customers who are loyal to green products (Wu & Chen, 2014), so company implements a green marketing strategy to increase customer trust. Green trust itself is usually associated with several criteria, such as product quality, risk which customers will be accepted and the expected satisfaction (Alamsyah & Febriani, 2020; Yu-shan Chen, 2013; Rizwan et al., 2014). Customer trust depends on what the product value is delivered. Previously, it is stated that there are several values created on green products; which is surely able to provide perceived innovation and quality (Wu & Chen, 2014). So, it is assumed that perceived innovation and quality from customers are stated to be able to support the achievement of green trust. In addition, the characteristics of green products include the attribute of eco-label to provide the support for the creation of green trust (Alamsyah et al., 2020c; Taufique et al., 2017). Theoretically, there are several measurements assessed to determine customers’ green trust, such as reliability, dependability, trustworthiness, expectations, environmental improvement, and safety (Alamsyah et al., 2017; Yu-shan Chen, 2013).

The review of this study examines more deeply about the relationship of customer behavior, like perceived innovation and quality with green trust. The direct and indirect support from the attribute of eco-label on green products, where the best model is found to increase customers’ green trust. In the previous research, it has been known that the attribute of eco-label on green products has an impact to customer behavior, namely perceived innovation (Alamsyah et al., 2020c; Taufique et al., 2017),

perceived quality (Alamsyah, Aryanto, et al., 2020), and green trust of customer (Taufique et al., 2017). The essence of previous research explains the correlation between the implementation of eco-label on perceived innovation, perceived quality, and green trust. Furthermore, an analysis will be carried out with a series of research hypotheses as follows.

- Hypothesis 1. *Attribute of eco-label has a correlation with perceived innovation.*
 Hypothesis 2. *Attribute of eco-label has a correlation with perceived quality.*
 Hypothesis 3. *Attribute of eco-label has a correlation with green trust.*

Perceived quality and innovation from a customer of green products can truly improve the level of customer trust (Faggian et al., 2014; Ratna, 2011; Wu & Chen, 2014). Based on those studies, so it is stated the hypothesis design relates to green trust as follows.

- Hypothesis 4. *Perceived innovation has a correlation with green trust.*
 Hypothesis 5. *Perceived quality has a correlation with green trust.*

Based on the research hypothesis design on the previous research, we have designed a research model shown in Fig.1.

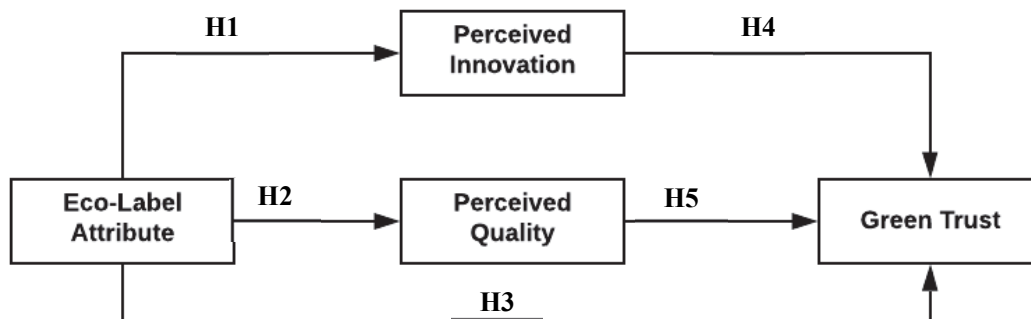


Fig. 1. Hypothesis Model

2. Methodology

This study aimed to review the correlation between variables of perceived innovation, perceived quality, green trust and the support from the attribute of eco-label. We also plan to find the best model which could increase customer's green trust on green product. There were several measurements conducted from each variable, according to the previous theories. The research model was conducted through survey with experimental to Supermarket's customer who knew about green product. Green products in Indonesia offers vegetables, fruits, and other green products at Supermarket. Survey was conducted to customer through a questionnaire, and it was made by the determined answer quantitatively. The collected answers were adopted using Likert Scale where the value of "1" represents completely disagree and the value of "7" stands for completely agree about the statements on the questionnaire. The questionnaire was spread to customers at Supermarket directly, and it was selected by customers randomly to 200 respondents. The number of samples was determined by the consideration of research time, and the customer was selected only in Bandung City. Data from customers was processed and analyzed by Structural Equation Modeling (SEM) approach which was based on hypothesis design (Fig. 1) at first. The analysis tools used was Partial Least Squares (PLS), which remembered that the research model was through SEM approach.

3. Results & Discussion

The research focuses on green products with a survey of customers who have known green products at Supermarket. Data from customers at Supermarket spreads by questionnaire, where there are 200 customers who fill in the questionnaire validly. Furthermore, the data is processed through SmartPLS with a research model adapted from Fig. 1. This study does not explain the characteristics of respondents, considering that the focus is on the research model with having the ultimate goal of examining the mediation of perceived innovation and perceived quality to increase green trust. The study results are presented in Fig. 2, where it appears that only perceived quality can mediate between the attribute of eco-label and green trust of customers.

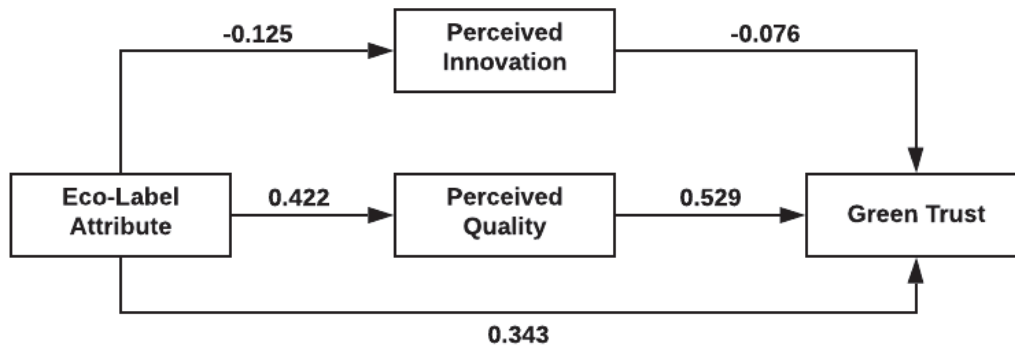


Fig. 2. Result Model

In more details, it has known that the processing results in research model (Fig. 2) have indicated that the attribute of eco-label had a positive correlation with perceived quality, but on the contrary with perceived innovation (negative). Furthermore, perceived quality also seems to have a positive correlation with green trust; it is different with perceived innovation which is inversely proportional (negative). The attribute of eco-label has also a positive correlation directly with customers' green trust. Before examining the results described in Fig. 2, a model test was conducted and the research model test was carried out through the inner and outer model test presented on Table 1. The model test was carried out simultaneously for all of research instruments from the attribute of eco-label, perceived innovation, perceived quality, and green trust of customers.

Table 1
Inner and Outer Model Test

| Instruments | Indicators | Loading Factors | Cronbach's Alpha | Composite Reliability | AVE | T-Statistics |
|----------------------|------------|-----------------|------------------|-----------------------|-------|--------------|
| Eco-Label | X1.1 | 0.897 | 0.905 | 0.933 | 0.778 | 34.244 |
| | X1.2 | 0.873 | | | | 33.231 |
| | X1.3 | 0.906 | | | | 39.548 |
| | X1.4 | 0.851 | | | | 28.101 |
| Perceived Innovation | Y1.1 | 0.566 | 0.726 | 0.755 | 0.546 | 2.658 |
| | Y1.2 | 0.522 | | | | 2.568 |
| | Y1.3 | 0.534 | | | | 2.668 |
| | Y1.4 | 0.777 | | | | 2.235 |
| | Y1.5 | 0.599 | | | | 3.087 |
| | Y1.6 | 0.717 | | | | 2.044 |
| | Y1.7 | 0.552 | | | | 3.389 |
| | Y1.8 | 0.670 | | | | 3.089 |
| | Y1.9 | 0.562 | | | | 2.724 |
| Perceived Quality | Y2.1 | 0.782 | 0.935 | 0.944 | 0.586 | 16.431 |
| | Y2.2 | 0.823 | | | | 20.136 |
| | Y2.3 | 0.739 | | | | 10.318 |
| | Y2.4 | 0.862 | | | | 22.833 |
| | Y2.5 | 0.718 | | | | 8.377 |
| | Y2.6 | 0.821 | | | | 16.925 |
| | Y2.7 | 0.784 | | | | 14.423 |
| | Y2.8 | 0.774 | | | | 16.001 |
| | Y2.9 | 0.730 | | | | 11.179 |
| | Y2.10 | 0.762 | | | | 12.779 |
| | Y2.11 | 0.671 | | | | 7.131 |
| | Y2.12 | 0.696 | | | | 9.917 |
| Green Trust | Z1 | 0.789 | 0.849 | 0.889 | 0.575 | 18.872 |
| | Z2 | 0.743 | | | | 14.009 |
| | Z3 | 0.820 | | | | 21.593 |
| | Z4 | 0.835 | | | | 21.125 |
| | Z5 | 0.728 | | | | 10.635 |
| | Z6 | 0.613 | | | | 7.218 |

Based on the test results of research model (Table 1), it was emphasized that all of research instruments have fulfilled the requirements. All Loading Factors values are above 0.5, Cronbach's Alpha and Composite Reliability are above 0.7, and the Average Variance Extracted (AVE) values are above 0.5. The results of validity test were emphasized by T-statistics score of all research instruments are above 2.2 with the conclusion of being accepted. Based on the results of research model test through the inner and outer model, the study results are continued with the research hypothesis test, and the results are pre-

sented in Table 2. Based on the results of hypothesis test, it was found that hypothesis 2 (H2), hypothesis 3 (H3), and hypothesis 5 (H5) are accepted with a T-value is above 1.69. Meanwhile, hypothesis 1 (H1) and hypothesis 4 (H4) are rejected because the T-value is below 1.69.

Table 2
Hypothesis Result

| No. | Hypotheses | T-Value |
|-----|--|---------|
| H1 | Eco-Label Attribute → Perceived Innovation | 0.441 |
| H2 | Eco-Label Attribute → Perceived Quality | 5.746 |
| H3 | Eco-Label Attribute → Green Trust | 4.157 |
| H4 | Perceived Innovation → Green Trust | 0.640 |
| H5 | Perceived Quality → Green Trust | 6.552 |

The essence of the hypothesis test (Table 2) shows that the attribute of eco-label can influence directly to perceived quality and green trust of customers. In addition, the perceived quality of customers can influence the value of customers' green trust in green products. Furthermore, the discussion of each research hypothesis is presented by the findings as follows.

3.1 The Relationships of Eco-Label Attribute with Perceived Innovation and Quality of Customers

The study results have shown that ecolabelling is as an attribute in green products; it has a positive impact on perceived quality; and it is able to change green trust directly. Based on Fig. 2, it seems that the attribute of eco-label has a positive correlation to perceived quality of 0.422. It is emphasized by the hypothesis test results (H2) which mentions that the attribute of eco-label can significantly affect customer perceived quality. By these findings, it is certainly suggested that companies use a green marketing strategy with a focus on green customer behavior with more attention to the attribute of eco-label. There are many types of eco-labels on green products, either it is issued by the government organizations such as "Organic Indonesia" or selling manufacturers such as Free Pesticide or Fresh, which indicates that product has advantages over conventional products. Since eco-labels are considered important by customers, producers, and marketers such as Supermarket need to ensure a good and large label to be trusted by customers. In addition, marketers are assumed to evaluate eco-labels which are indeed trusted by customers, so that the implementation of eco-label attribute is right on target. It has known that customers assess the attribute of eco-label from several conditions, such as understanding the organic label, the use of organic label, understanding the meaning of organic label and trusting the label used. However, the most important of what customers consider is the meaning of eco-label, in line with the most dominant loading factor value (Table 1). It means that labels are created or implemented by marketers who are highly valued in terms of the meaning or the meaning of labels. Labels are issued for green products and it is dominated by the label of "Organic Indonesia"; this label certainly means that the determined product has organic value (natural) created by Indonesian farmers and it is supervised by government organizations. It seems clearly that the success of implementing the attributes of eco-label depends on the organization which presents it. The impact of implementing the attribute of eco-label can optimally affect the value of customer perceived quality. Furthermore, in this research findings, it is not recommended to examine more deeply the innovation value of green products since it is clearly determined that the implementation of eco-label attribute does not provide the innovation value. This is emphasized by the hypothesis test results (H1), where eco-label is not able to influence customer's perceived innovation. This finding provides an assumption of changes in research model, where the correlation of eco-label as an attribute of green product can be only related to perceived quality and green trust of customers.

This research findings are actually in line with the previous studies which explained that the implementation of eco-label attribute was able to support the increasing of customer perceived quality (Alamsyah et al., 2020c). In addition, it is necessary to study the factors that determine perceived innovation in more depth, since the study results are not in line with previous studies (Alamsyah et al., 2020c; Taufique et al., 2017). Obviously, this is assumed because of the differences of products studied, where the previous research did not focus on green products. It is not similar with the current research which focuses on environmentally friendly products. It means that labels have different value effects considered by customers, depending on the type of product whether organic or non-organic.

3.2 The Impacts of Perceived Quality to Increase Green Trust of Customers

The next finding discussed in this study is the effect of perceived quality on customers' green trust. The study results which are presented in Fig. 2 show that the correlation value of perceived quality to green trust is 0.529. Explaining that the higher quality value assessed by customers leads to better changing customer trust in green products. It is emphasized by the hypothesis test results (H5); which mentions that customer perceived value is able significantly to influence customers' green trust. This finding is in line with the previous research (Ratna, 2011), so it is very clear that perceived quality is a good source in evaluating and changing customers' green trust. It is different from perceived innovation, where based on the research results it is not able to change customers' green trust. The hypothesis test results emphasize that the innovation value of green products is not able to influence customer trust (H4). It can be emphasized indirectly that customer trust for environmentally friendly products can only be assessed from the quality, not the innovation level. In Table 2, it has known that Loading Factors

value of research instrument for perceived quality is formed by nine measurements. From all of these measurements, there are indicators which have the most dominant values, such as the brand image of green products issued by the marketers, the variety of products, and the color or the shape of the fresher products precisely. These findings are obviously more specific for the implementation of green products appearance that is noticed by customers. Furthermore, some of these criteria are recommended for the attention of producers and marketers. Based on the previous studies, it has been stated that green products are a premium product; it has a higher price in Indonesia (Alamsyah et al., 2020c). The image of marketer is very necessary, and it is appropriate if green products are only traded in Supermarkets, not in traditional markets. Supermarkets only offer products which have good brands and images. In addition, customers really care about product choices and product types, so it is hoped that there will be variants of green products. It is in line with the previous opinion that the variant of the products provide more value for customers to do purchasing (Syarifuddin & Alamsyah, 2017). The last thing is discussed in the research findings is the appearance of green products, since it has different appearance with packaging form the conventional products.

3.3 Direct Impacts of Eco-Label Attributes to Green Trust

The ultimate goal of this research findings is to increase customers' green trust. From the previous findings, it has been discussed that customers' green trust can be controlled by perceived quality customer. Furthermore, in line with the results in Fig. 2, the implementation of eco-label attribute is also able to influence green trust of customers. The correlation value is 0.343 on the relationship between eco-label attribute and green trust. When it is examined more deeply than in the previous findings shows that the attribute of eco-label can affect customer perceived quality. As well as customer perceived quality, it can directly influence to green trust. So, it can be concluded that perceived quality can be the right mediation between the attribute of eco-label and green trust of customers. It is caused by the consideration of the correlation value of eco-label attribute on the green trust indirectly is greater than directly. Based on Fig. 2, it seems that the correlation value of eco-label attribute through perceived quality on green trust is 0.529. It is greater than the correlation value of eco-label attribute does green trust directly, which is 0.343. The essence of this finding explains that customer perceived quality can be the right mediation between the attribute of eco-label and green trust of customers. It happened because the value of indirect relationship is greater than the direct relationship, so that there is a proper mediation (Hayes, 2014). Surely, the findings of this model are a recommendation for marketers who use the strategic green marketing, where they need to prioritize support from eco-labels when it comes to green customer behavior (perceived quality). Through a study of green customer behavior, at least it provides a support for the improvement of environmentally friendly products in Indonesia. Furthermore, based on some of these findings from this study, it is certainly good information for marketers and producers who use a green marketing strategy. There is some information as a source before determining a decision of marketing that relates to environmental issues and customer behavior. The main finding of this study is the mediation model of customer perceived value on the relationship between eco-label and green trust attributes. This model is expected to be a source of recommendations in determining a green marketing strategy. Surely, with a series of indicators that have formed a mediation model for customer perceived quality.

4. Conclusions

Customer trust to products is very important for company, particularly in environmentally friendly products. Since green product has different characteristics from conventional products, so it is expected to keep customer's green trust for green products. The study has focused on green customer behavior such as green trust, perceived innovation, and perceived quality with the support of eco-label attribute. The research finding which is based on the processing data of supermarket's customer is known that the attribute of eco-label on green products can increase customer perceived quality for green products and green trust of customer. Besides, it has known that perceived quality could improve the value of customer's green trust. So, it can be emphasized that perceived quality can be directly a right mediation to increase customer's green trust through the support of eco-label attribute. Other findings become the attention is perceived innovation, which is assessed by customer for green product, it seems not influenced by the existence of eco-label attribute and it does not have any effect on customer's green trust. So, it is suggested not to use innovation issues for green products, because it is not be the important attention for customers. The review of this study focuses on customer's green trust as the last objective with the mediation of perceived quality and the support of eco-label attribute. However, it does not review other researches that can improve customer perceived value like advertising and brand image of product, where it has been known in the previous research that it can change perceived quality of customer for product assessed. So, it is recommended for further research to enhance this research by reviewing other factors that can change perceived quality, with the assumption to encourage the improvement of customers' green trust on green product.

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