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The Role of Attitudes toward Local Product in Green Marketing Strategy: Evidence from Muslim Consumers

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Abstract

The impact of the COVID-19 pandemic has increasingly aroused the awareness of companies towards environmental issues. The company began to make changes in energy utility to reduce environmental impacts, including its marketing pattern. In addition, the issue of the government's campaign to love local products has also influenced consumer purchase intention. For this reason, this study aims to examine the impact of green marketing strategy (GMS) variables, which are green advertising and green brand image, and the attitudes toward local products as the moderating role, on Muslim purchase intention. This study used the partial least square–structural equation modeling (PLS-SEM) method. The data collected from 89 Muslim consumers in Banjarmasin, Indonesia, were processed using SmartPLS. This study uncovered that both GMS variables significantly affected the consumers' purchase intention. However, this study also found that the attitude toward local products did not moderate the relationship between the two previous variables on purchase intention, but it significantly affected consumers' purchase intention directly.

Keywords: Consumer's Purchase Intention, Green Marketing Strategy, Local Product
JEL Classification: M30, M31;,M37
Type of paper: Research Paper.

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I. Introduction

1.1. Background

The COVID-19 pandemic has exposed the globalization development that demands companies to make changes. The role of industrialization, which increases household gas emissions and global warming, has also changed consumer awareness of the environment (Sugandini et al., 2020). While the environmental crisis occurs, human livelihoods also suffer. Grant (2008) argued that companies have drastically adjusted their energy and raw materials to reduce environmental impacts. In addition, companies must adopt environmental issues so as not to be left behind by regulations and customer demand. According to Barber et al. (2010), environmental issues have influenced marketing patterns driving consumer buying behavior.

Based on the issues above, marketing becomes crucial in reducing the impact of environmental issues from industrial activities. Dangelico & Vocalelli (2017) reasoned that marketing could communicate to consumers to create their awareness of the environment and provide information about the benefits of environmentally friendly products. Thus, marketing is relevant in encouraging cleaner production and sustainable consumption.

Along with the increasing global interest in environmentally-safe quality, green marketing is picking up locomotion. Concern about green marketing strategy (GMS) has become a public issue and has developed into a crucial topic in academic circles (Rahbar & Wahid, 2011a). Several studies on the effect of GMS on consumer purchase intentions have also been conducted. The finding of Rahmi et al. (2017) showed that green brand image had no effect on purchasing intention, but based on the study of Toklu & Kucuk (2017), the findings revealed that green brand image positively affected purchase intention. However, the results are still unclear because previous studies have shown inconsistent results (Pratiwi et al., 2018; Qomariah & Prabawani, 2020; Vuong & Giao, 2020). For this reason, researchers felt it urgent to conduct further studies to provide complete information on how consumers' purchase intentions can be increased.

Generally, increasing consumers' ecological awareness and increasing demand for green products align with Muslims' growing need for halal products. Previous research has analyzed the idea of GMS and consumer purchase intentions (Thanika et al., 2012). Nevertheless, they did not mention how Muslim consumers were interested in green products. Meanwhile, the government's campaign to buy local products has generated consumer awareness (Darku & Akpan, 2020). Therefore, as a case study, this research addresses the gap in the current articles regarding the moderating role of consumer attitudes towards local products on GMS and purchase intention

with Muslim consumers at Banjarmasin. Banjarmasin was the first city in the Asia Pacific to implement the single-use plastic ban (Asia, 2021); thus, researchers selected its locus of study due to the government's commitment to building sustainable green life (Walikota Banjarmasin, 2016). Hence, research findings will afford an advanced encouragement to the result of prior literature on GMS and the purchase intentions of Muslim consumers.

1.2. Objectives

The main objective of this study was to investigate the impact of GMS (green advertising and green brand image) on Muslim consumers' purchase intention. This study also explored the moderating effect of the attitude toward local products.

The study starts with a literature review on consumers' purchase intention based on the theory of reasoned action (TRA), followed by model construction based on previous research. Moreover, the following section discusses the methodology and research findings. Finally, this study closes with a conclusion and some recommendations.

II. Literature Review

2.1. Theory

2.1.1. Purchase Intention of Muslim Consumers

In general, intentions play an essential role in how people behave. The term "purchase intention" is used to understand consumers' purchasing decisions (Vuong & Giao, 2020). There are several ways for academics to define purchase intention itself. Howard & Sheth in Ejiofor et al. (2019) specified that purchase intention was the first level to advise consumers to take physical buying certainly.

In addition, purchase intention is important in forecasting the buying process. Consumers tend to be directed by their desires when they agree to buy a product in a particular market. According to Fishbein & Ajzen (1975), there are four elements in the intention, namely the behavior to be carried out, the target direction in which the behavior is intended, the situation in which the behavior will be carried out, and the time in which the behavior will be executed.

Concurrently, Metwally (1991) mentioned that Muslim consumer behavior is determined by Islamic beliefs and rules of life (Sharia). The difference can be seen in the utility function and budget constraints of Muslim and non-Muslim consumers. The concept of maximizing utility is not limited to maximizing the material pleasures of the selfish individual but rather all types of behavior.

Muslim consumer satisfaction is also limited not only to consumption and capital ownership but also expenditures for "good deeds," which are essential to the Islamic religion.

The theoretical basis conducted in this study is the theory of reasoned action (TRA), suggesting that behavioral intentions are formed from attitudes towards behavior and subjective norms, leading to actual behavior by considering resources and opportunities (Ajzen, 1988; Ajzen & Fishbein, 1980; Chen et al., 2010).

The first formula of TRA is the attitude towards behavior based on the likes and dislikes of someone to do something. According to (Fishbein & Ajzen, 1975), attitudes are determined by salient beliefs about other possible behavior outcomes. After Muslim consumers reviewed green products, several factors were discovered to influence Muslim consumers' interest.

The second TRA is subjective norms, explained as perceived public pressures on individuals to act as in a given behavior. Suppose Muslim consumers believe that the essential reference in their thinking is that the behavior should be performed. In this case, individuals will tend to achieve a certain behavior, meaning that subjective norms must influence their intention to perform that behavior (Elseidi, 2018).

2.1.2. Green Marketing Strategy

According to Polonsky (1994), most people still think green marketing only refers to green advertising products. In fact, the terms recycled, rechargeable, and ozone-friendly are some things consumers associate with green marketing. Even though the concept of green marketing is still inclusive, green marketing combines various activities, including product modification, production process changes, packaging changes, and advertising modifications. However, defining green marketing is not a simple task.

The first definition of green marketing in Dangelico & Vocalelli (2017) began in 1976. At that time, Hennion and Kinnear showed that ecological marketing is "concerned with all marketing activities that have served to help cause environmental problems and that may serve to provide a remedy for environmental problems." For a long time, there have been many definitions presented by academics. The concept has evolved and becomes more structured, as seen from Fuller's description of sustainable marketing as "the process of planning, implementing, and controlling the development, pricing, promotion, and distribution of products by a way that satisfies the following three criteria: (1) customer needs are met, (2) organizational goals are achieved, and (3) the process is compatible with the ecosystem." Yet, this research concentrates on the many definitions of internal and external

marketing aspects. The inner marketing aspect is represented by a green brand image, and the external aspect is represented by green advertisements.

Based on TRA, a GMS is conducted to predict purchase intention. In this regard, prior researchers have identified a positive relationship between GMS and purchase intention.

2.1.3. Green Brand Image

A green brand image is a sign used as a differentiator between goods/services produced by a company by prioritizing environmental sustainability. Researchers have been concerned with the issue of consumer behavior towards green brands. Papista & Krystallis (2013) mentioned in their research that the green brand image has a potential differentiator that can build relationships with its consumers compared to its competitors.

Studies on the effect of green brands on consumers' purchasing behavior have also been examined by Rahbar & Wahid (2011) in Malaysia. The study results showed that the green brand was the positively significant variable related to actual purchase behavior. However, their study has not tested specific green brands, so it has not been able to explain the comparison between one green brand and another.

2.1.4. Green Advertising

One of the promotion strategies that use their products in consumers' attention as the green product is called green advertising (Eren-Erdogmus et al., 2016). A study has tried to evaluate the practice of green advertising due to the emergence of consumers who complain about environmental claims (Leonidou et al., 2011). From the study results, it was found that there was a shift in the emphasis on being green from business operations to consumers. It means that green advertising tends to emphasize issues related to consumption rather than production.

Based on research by Agarwal & Kumar (2020), studies on green advertising are still minimal. It is evidenced by the research results concentrated in a handful of geographies and universities, so research on green advertising still has vast opportunities. Meanwhile, green advertising has been shown to influence one's thoughts on advertising and consumers' desire to be more friendly to the environment (Thanika et al., 2012).

2.1.5. Attitude toward Local Product

Today, one of the impacts of globalization is that many companies offer their products directly to consumers. In Indonesia, several international brands got intense attention from the public compared to local products. The

government's policy to increase consumer willingness to purchase local products is to campaign for buy-local products.

Local products are well known and have cultural value for the community; this is the principal capital of products to survive. Cultural and historical values can be used as identities that distinguish local products from large producers (Latu, 2019).

Apart from the actual economic impact of this campaign, the authors attempt to find attitudes toward local products in the influence between GMS and consumer purchase intentions in Banjarmasin. Previous studies have found that exposure to the buy local promotion campaign did increase consumer ethnocentrism. Consumer ethnocentrism also improved the attitude toward purchasing local products (Salehudin, 2016).

Moreover, based on the theory of motivation and emotion developed by Weiner (1985), the personality experience can be a causal ascription to the psychological consequences. It assumes that experience on buy-local product campaign became causal of an expectancy to make a purchase decision.

2.2. Hypothesis

From the description above, the researchers could formulate several hypotheses as follows:
H1: There is a relationship between green brand image and consumer purchase intention.
H2: There is a relationship between green advertising and consumer purchase intention.
H3: Attitude toward local-product will moderate the relationship between green brand image and consumer purchase intention.
H4: Attitude toward local-product will moderate the relationship between green advertising and consumer purchase intention.
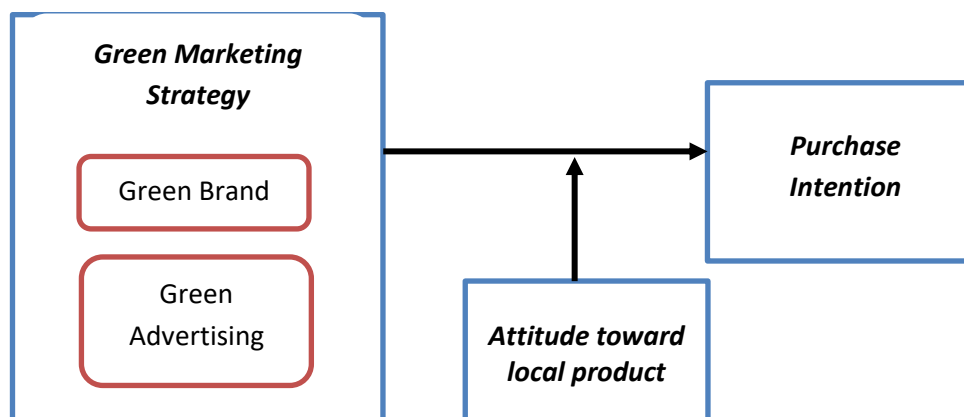

Figure 1. Research Model

III. Methodology

3.1. Data

In this study, the population consisted of Muslim consumers in Banjarmasin. The researchers used a non-probability sampling technique, particularly purposive sampling, to attain the research goals. The sample was from individuals over 18 years old. The study assumes that they were familiar with shopping activities and could decide and choose the correct items among the many available options, such as environmental and sustainability considerations. The technique sampling of minimum size in this study was referred to by Hair et al. (2010), Ahmed et al. (2019), and Mohammad et al. (2016). Based on the rule of thumb, the minimum size of a collection of valid questionnaires was then elaborated to 70 (14 x 5). A total of 118 consumers participated in this study, and only 89 consumer questionaries were complete and 29 questionaries incomplete. Then, non-probability sampling was applied with a total sample of 89 consumers, meaning that the data was more than required. Moreover, the researchers collected the data directly from consumers using a Likert scale of 1-5. Respondents were requested to state their responses on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Table 1 describes the profile of the respondents.

Table 1. Respondents' Profile

Category	Sample N=89	Percentage (%)
Gender		
Female	56	62.9
Male	33	37.1
Job		
Self-employed	8	9.0
College Student	47	52.8
Employee	25	28.1
Others	9	10.1
Age		
18-23	68	76.4
24-29	5	5.6
30-35	13	14.6
36-41	1	1.12
42-48	2	2.25
Religion		
Muslim	89	100%

3.2. Model Development

The latent variables of this study were green advertising, measured using indicators developed by Alamsyah et al. (2020), Rahbar & Wahid (2011), and

Rahmi et al. (2017), the green brand image, assessed using indicators developed by Alamsyah et al. (2020), Qomariah & Prabawani (2020), Toklu & Kucuk (2017), attitude towards local products, determined by four items developed by Salehudin (2016), and the consumers' purchase intention, evaluated by using three items adapted from Qomariah & Prabawani (2020), Rahmi et al. (2017), and Toklu & Kucuk (2017).

Table 2. Items Constructing Green Advertising

No.	Items constructing green advertising
1	I understand that the product is good for the environment through the advertisements I get.
2	I feel comfortable with green advertising products.
3	Green advertising can guide me to decide to buy environmentally friendly products.

Source: Alamsyah et al. (2020); Rahbar & Wahid (2011); Rahmi et al. (2017)

Table 3. Items Constructing The Green Brand Image

No.	Items constructing the green brand image
1	I feel that eco-brands are the best measure of commitment to the environment.
2	I feel that an eco-friendly brand is professional in its reputation for the environment.
3	I feel this brand is well established in its concern for the environment.
4	I feel this brand is trustworthy about its environmental promise.

Source: Alamsyah et al. (2020); Qomariah & Prabawani (2020); Toklu & Kucuk (2017)

Table 4. Items Constructing Attitude Toward The Local Product

No.	Items constructing attitude toward the local product
1	I feel that local products have been produced with sophisticated technology.
2	I feel that local products have good prestige.
3	I feel the local products are of high quality.
4	I feel local produce is worth the money I spend.

Source: Salehudin (2016)

Table 5. Items constructing consumer purchase intention

No.	Items constructing consumer purchase intention
1	I am interested in consuming green products because I care about the environment.
2	I hope to consume green products in the new normal because of their environmental performance.
3	Overall I feel happy consuming green products.

Source: Qomariah & Prabawani (2020); Rahmi et al. (2017); Toklu & Kucuk (2017)
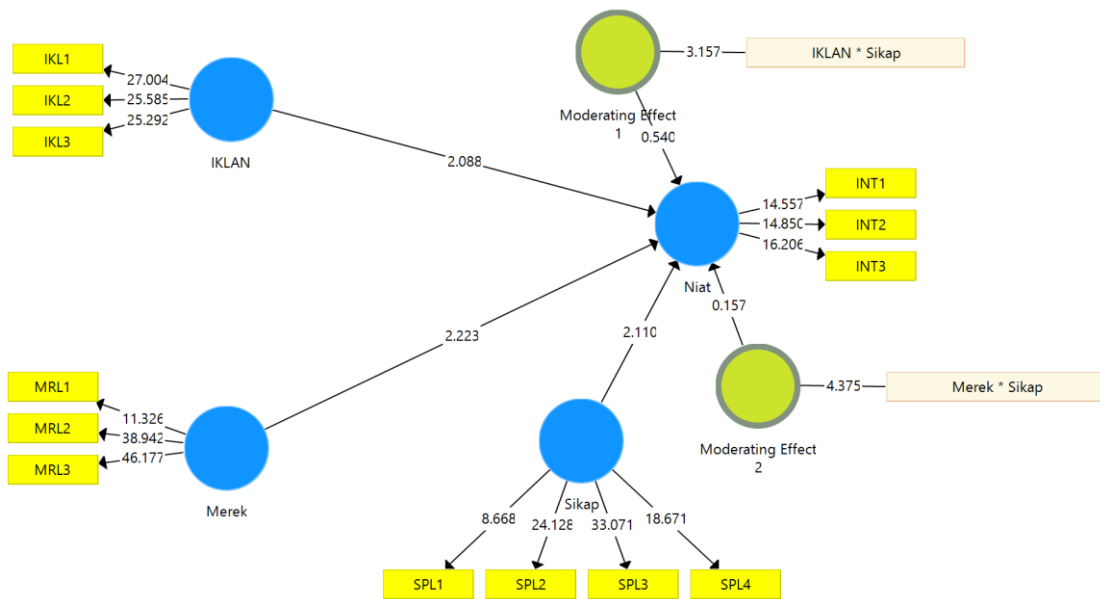
Figure 2. Moderating Model

3.3. Method

This study used partial least square structural equation modeling (PLS-SEM). The PLS-SEM results were analyzed and calculated through a systematic process. In the PLS path model, the objective of PLS-SEM was to maximize the explained variance of the endogenous latent variables. PLS-SEM assessment and structural model concentrated on the metric indicators with capabilities as a model predictive. For this reason, PLS-SEM was selected to support problem research. PLS-SEM is appropriate if each item's outer loading exceeds 0.70, AVE exceeds 0.50, and composite reliability exceeds 0.70 (Hair et al., 2017). Three measures were conducted to evaluate the discriminant validity: Fornell-Larcker criterion, cross-loadings ratio, and correlations criterion.

IV. Results and Analysis

The study hypothesis was examined according to structural equations utilizing smart PLS. This research applied statistical techniques to accomplish the research objectives, i.e., examine the predictability of GMS and augment the relation variance in CPI and ALP. Then, the researchers used Smart PLS software type 3 to analyze the data by applying bootstrap to ensure significant factor loading and path coefficients. In line with Anderson & Gerbing's (1988) two-step procedure for assessing the model, this research assessed the analysis model attended by structural testing.

4.1. Outer Model Results

In this part, an outer model exposes the relationships between unobserved variables and their underlying items. Firstly, the reliability scale was examined according to Cronbach's alpha, factor loading of items, and composite reliability. Secondly, this study evaluated the convergent validity, determined by the Average Variance Extracted (AVE) values. Finally, the researchers calculated the discriminant validity by correlating the squared root of AVE of the construct with the interaction between another variable.

First, after whole items proceeded, their composite reliability values and Cronbach's alpha for GBI, GA, ALP, and CPI exceeded the cut-off point of 0.70. It means the reliability of each item was sufficient. Therefore, all variables fulfilled the necessity of construct reliability. The lowest composite reliability value was indicated by the ALP variable of 0.876.

Table 6. The Measurement Model's Result

Constructs/ variables	Items	Factor Loadings	Items Eliminated	Cronbach's Alpha	Composite Reliability	AVE
Green Advertising	IKL1	0.913	None	0.883	0.928	0.810
	IKL 2	0.899				
	IKL 3	0.887				
Green Brand Image	MRL1	0.806	MRL4	0.857	0.913	0.779
	MRL2	0.915				
	MRL3	0.923				
Attitude toward Local Product	SPL1	0.708	None	0.788	0.876	0.702
	SPL2	0.890				
	SPL3	0.909				
	ALP4	0.822				
Consumer Purchase Intention	INT1	0.826	None	0.855	0.902	0.699
	INT2	0.828				
	INT3	0.859				

Cut off values: FL > 0.5; CA > 0.7; CR > 0.6; AVE > 0.5;

AVE: Average Variance Extracted

Second, AVE values must exceed 0.5 to set convergent validity (Hair et al., 2017). It is argued that every variable could describe more than half variance in its respective indicators. Consequently, convergent validity was confirmed based on Table 6.

Finally, Table 7 indicates that the square root of AVE was greater than correlations between variables in rows and columns, providing adequate support for discriminant validity (Fornell & Larcker, 1981).

Table 7. Discriminant validity

	GA	GBI	GA*ALP	GBI*ALP	CPU	ALP
GA	0.900					
GBI	0.767	0.883				
GA*ALP	-0.510	-0.441	1.000			
GBI*ALP	-0.488	-0.531	0.936	1.000		
CPI	0.759	0.768	-0.529	-0.545	0.838	
ALP	0.623	0.696	-0.426	-0.456	0.690	0.836

4.2. Inner Model Results

Based on Hair et al. (2018), the adjusted R-Square value is the coefficient of determination in endogenous construct. Adjusted R-Square values in this study were categorized into three: strong (0.67), moderate (0.33), and weak (0.19).

Table 3 shows that R-Square (adjusted) was 0.684. It means that the ability of GA, GBI, GA*ALP, GBI*ALP, CPI, and ALP was 68.4%. Thus, the model was classified as strong.

Table 8. R-Square

	R-Square	R-Square Adjusted
CPI	0.702	0.684

The conclusion from the R-Square assessment on the CPI is that the adjusted R-Square for the path model using the moderator variable was 0.684. It denotes that the ability of GA, GBI, and ALP variables to explain CPI was 68.4%. Thus, the model was classified as moderate (medium).

4.2.1 Direct Effect

The direct effect analysis tests the hypothesis of the variable exogenous's direct effect on the variable influenced (endogenous). For probability/significance value (p-value), if the p-value < 0.05, it is significant, while if the p-value > 0.05, it is not significant.

Table 9. Results of Significant Testing

	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Decision
GA-> CPI	0.143	2.088	0.037	Supported
GBI-> CPI	0.150	2.223	0.027	Supported
GA*ALP -> CPI	0.134	0.540	0.589	Rejected
GBI*ALP -> CPI	0.130	0.157	0.875	Rejected
ALP-> CPI	0.102	2.110	0.035	Supported

Table 9 presents that the GA variable had a significant effect on CPI. Also, GBI had a significant effect on CPI. The variable ALP had a significant effect on CPI. However, the ALP variable was insignificant in the relationship between GA and CPI, or the moderator variable failed. Likewise, ALP was insignificant in the relationship between GBI and CPI, or the moderator variable failed.

4.2.2 Green Advertising and Consumer Purchase Intention

In this research, it is assumed that green advertising positively impacts consumer purchase intention. This study discovered that green advertising significantly affected consumer purchase intention. Table 9 indicates that the p-value was < 0.05, so H1 was accepted. These results are consistent with previous studies (Rizwan et al., 2014; Alamsyah et al., 2020; Pratiwi et al., 2018). D'Souza & Taghian (2005) said that the functions of advertising are to inform, remind, and persuade. These advertising functions create awareness and a strong tentative attitude towards brands. Based on this study, companies could increase their responsibilities for the sustainability of the environment through promoting and advertising. Thanika et al. (2012) also advised that the advertisement's emotional level may enhance the customer's consideration of the advertisement. In this case, increasing green advertising by the company will increase consumer purchase intention. Likewise, customers ask for more detailed and authentic product endorsements to lead their shopping decisions. As regardless, marketers must ensure the effectiveness of green advertising in driving customers towards more environmentally friendly purchasing patterns by ensuring greater information accuracy in green product advertisements.

4.2.3 Green Brand Image and Consumer Purchase Intention

From the statistical test results, the green brand image significantly affected consumer purchase intention. It can be seen clearly with the p-values (0.027) < 0.05, so H2 was accepted. This research, therefore, revealed that a green brand image was significantly correlated with consumer purchase intention. This finding is appropriate to the concept of the prior conclusion, where the green brand image was reflected as one of the bases of GMS. It was positively related to the intention of consumers to buy a product (Alamsyah et al., 2020 Qomariah & Prabawani, 2020). In other words, consumers' desire to feel the reputation of green brands is handled professionally.

This research is approved by the findings of Rizwan et al. (2014) that environmentally friendly brands could direct consumers to buy. This finding has also been developed by TokluOKLU & KucukUCUK (2017), warning that consumers are becoming more environmentally because of international regulations on environmental protection; therefore, this condition also impacts companies. Companies strive to improve their green brands because

this is an excellent opportunity to differentiate from other companies, and green brands are essential determinants for customer satisfaction with environmental needs and expectations.

4.2.4 The Moderation Results

The moderation effect of ALP on the relationship between GMS and consumer purchase intention was insignificant. This result is not relevant to the theory of motivation and emotion. The theory was developed to examine the relationship between consumers' perceived consequences and the corresponding self-motivation (Weiner, 1985). This theory assumes that emotional experiences of the local product can moderate GMS and purchase behavior.

This result also differs from the previous hypothesis, where ALP could moderate green advertising and brand image toward purchase intention. Disregarding the significant relationship between GMS and consumer purchase intention identified, ALP is not relevant to the decision in determining this relationship. Related to that, Darku & Akpan (2020) revealed that the efficacy level of buying the local product is highly dependent on the level of ethnocentrism and the nature of the market. It might imply that respondents did not have extreme ethnocentrism toward local products. The study of ethnocentrism has several factors that vary from gender level, education, income, and consumption habits.

The contradictory results of the research showed the crucial role of the basic profile variables, i.e., the respondents' age, gender, and income. The explanation age of consumers, 76.4% from 18 to 23 years old, might be one of the aspects why ALP could not moderate the relationships between GMS and consumer purchase intention. Most likely, they were students who did not have an independent income.

In addition, although ALP failed to moderate the relationships between GMS and CPI, ALP significantly influenced CPI. It means that ALP has a role as a predictor of variable moderation (Helm & Mark, 2012). A study by Salehudin (2016) showed that ALP significantly influenced the willingness to buy. Based on previous studies, ALP is more appropriate as an independent variable directly influencing and not as a moderating variable.

V. Conclusion and Recommendation

5.1. Conclusion

Many articles have presented the concern of GMS and its impact on consumer intention variables. Moreover, previous research exceedingly has intended on the defined elements of GMS and their relationship to purchase intention.

This study concluded that GMS significantly affected CPI, in line with previous research. It means that the study's conclusions provide an important meaning for efforts to increase consumer purchase intention by having good brands and advertising in terms of the environment. In this study, internally, GMS is represented by GA and externally by GBI. Both variables had a significant effect on CPI.

However, the results of this study also revealed that ALP could not moderate the relationship between GMS and CPI. The results indicate that ALP is more effective in influencing CPI than its role as a moderator between GMS and CPI. Therefore, this research model is more appropriate for ALP as an independent variable rather than a moderator variable.

5.2. Recommendation

The findings of this study can be the basis for improving marketing strategies. This study assists policymakers and practitioners in reviewing consumer interests and the framework for developing their marketing strategies. Practically, this study helps managers better understand green marketing and ALP elements. The findings of this study can also help overcome the behavior of consumers with weak buying interests. Moreover, this study presents tremendous implications for policymakers and practitioners. Policymakers must consider the vital role of environmental aspects. Considering the potential impact of the environment on business sustainability, it is significant for consumers and producers. This approach might motivate marketing managers and producers to integrate environmental issues and local products into marketing strategies. Adherent to the findings, marketing management needs to give high preference to environmental orientation and values in the business premises and promote environmental sustainability in the truest sense. Although this research has provided the finding in a relevant way, however, this research is not free from limitations. For this reason, the next research should cover some issues in green marketing strategies and collect more proportional data.

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