

# Effect of Eco-Friendly Product Experience and Green Identity on Intention to Switch

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## Abstract

**Keywords:**  
Green Product  
Experience;  
Green-self  
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Intention to  
Switch

This research focuses on studies related to green marketing and the intention to switch. This is based on the current environmental conditions, which are adversely affected by the sustainability of uncontrolled economic activities. This research will focus on studying the intention to switch consumers of packaged beverage products that are influenced by Environmentally Friendly Product Experience and Environmentally Friendly Identity. In addition, this research will also fill the gap of previous research, where the variables of Green Product Experience and Environmentally Friendly Identity were studied more in the context of highinvolvement products. This study uses a low-involvement product as the context of the study. The method used in this research is a quantitative survey. The data processing uses the SEM-PLS application. This study indicates that in the context of low-involvement products, consumers tend to have the intention to switch even though they already have an understanding and experience related to environmentally friendly products. The implications of this research provide an overview regarding the inconsistency of research findings in the context of environmentally friendly products where the product context has a different impact on consumer preferences. The findings in this study can also be used as a reference in developing environmentally friendly product development strategies that are compatible with consumer behavior patterns in Indonesia.

## Abstrak

**Kata Kunci:**  
Pengalaman Produk  
Ramah  
Lingkungan;  
Identitas Ramah  
Lingkungan;  
Niat untuk Beralih

Penelitian ini berfokus pada kajian terkait dengan pemasaran ramah lingkungan dan niat untuk beralih. Hal tersebut didasarkan pada kondisi lingkungan pada saat ini yang menerima dampak buruk dari keberlangsungan kegiatan ekonomi yang tidak terkontrol. Fokus penelitian ini akan melakukan kajian terhadap niat untuk beralih konsumen produk minuman kemasan yang dipengaruhi oleh Pengalaman Produk Ramah Lingkungan dan Identitas Ramah Lingkungan. Selain itu, penelitian ini juga akan mengisi celah penelitian sebelumnya, dimana variable Pengalaman Produk Ramah Lingkungan dan Identitas Ramah Lingkungan lebih banyak diteliti pada konteks produk dengan keterlibatan tinggi. Penelitian ini menggunakan produk dengan keterlibatan rendah sebagai konteks kajian. Metode yang digunakan pada penelitian ini adalah kuantitatif survei. Proses pengolahan data menggunakan aplikasi SEM-PLS. Hasil penelitian ini menunjukkan bahwa pada konteks produk dengan keterlibatan yang rendah, konsumen cenderung untuk memiliki niat untuk beralih meskipun telah memiliki pemahaman dan pengalaman terkait dengan produk ramah lingkungan. Implikasi pada penelitian ini memberikan gambaran terkait inkonsistensi temuan penelitian pada konteks produk ramah lingkungan dimana konteks produk memberikan dampak yang berbeda terhadap preferensi konsumen. Hasil temuan pada penelitian ini juga dapat menjadi rujukan dalam penentuan strategi pengembangan produk ramah lingkungan yang memiliki kesesuaian dengan pola perilaku konsumen di Indonesia.

## 1. Introduction

The current development of marketing studies has progressed towards sustainability. This is indicated by the changing consumer orientation. This change is evidenced by consumer interest and perception, leading to products with good capabilities and high responsiveness to environmental sustainability. Research conducted by (Papadas et al., 2017)

shows that strong behaviour in consuming environmentally friendly products triggers consumer orientation in assessing environmentally friendly products. In addition, (Dahlquist, 2021) states that knowledge about environmentally friendly products impacts purchasing decisions for environmentally friendly products. The results of these studies were carried out in the context of western society, who already has a high awareness of environmental sustainability. This research focuses on examining a marketing concept through an environmental sustainability approach. The use of the context of the Indonesian people who have different levels of environmental concern is an important thing to study (Hari Adi & Adawiyah, 2018). The topic of environmental sustainability is important to study at this time because the conditions and consumer concern for environmentally friendly products is increasing, so there is a need for a more in-depth conceptual study related to the concept of marketing based on environmental sustainability. The topic of environmental sustainability is important to study at this time because the condition and concern of consumers for environmentally friendly products is increasing, so there is a need for a more in-depth conceptual study related to the marketing concept based on environmental sustainability. Research conducted by Das et al. (2019) found that brand identity can provide stimulation, an extraordinary brand experience and build an ethical brand image in customers' minds, together can produce long-term commitment. However, research conducted by Crow et al. (2018) and van Gils & Horton (2019) found that brand identity can affect consumers' intention to switch to products with a certain identity. This research is then positioned as basic research in the field of marketing management, which tries to reconfirm the inconsistencies of previous research findings.

A product is no longer synonymous with the functional and emotional aspects of a brand, but nowadays a product is judged from the aspect of environmental sustainability (Singh & Giacosa, 2019). The use of conventional products, in general, will hurt environmental sustainability. These products will produce residues that can produce pollutant substances that cause plant and animal life to be disturbed (Odom et al., 2016). These things encourage marketers to innovate. This innovation aims to direct product orientation which previously only focused on function and quality, then turned into products with advantages in eco-friendly aspects (Chen et al., 2017). In developing a product with an eco-friendly orientation, marketers need to know how much impact the eco-friendly product has on consumer consumption patterns (Sgarbossa & Russo, 2017). A study related to the environmentally friendly orientation of a consumer needs to be carried out to find out whether a consumer is active and aware of the current environmental conditions around them (van Gils & Horton, 2019). Consumers with preferences for certain products will be able to determine the quality of a product (Papadas et al., 2019).

Environmentally friendly products provide a new alternative where consumers do not only focus on the consumption process but also pay attention to conditions related to the post-consumption process. The post-consumption condition is influenced by the experience of using the product. This experience is obtained through the consumption process carried out (Crow et al., 2018). The experience when the consumption process is closely related to post-consumption consumer behavior. When the experience of environmental products can

be felt by consumers, their post-consumption perceptions will change to be more environmentally friendly (Wang & Lee, 2006). Therefore, one of the discussions in this study is related to the effect of environmentally friendly products on consumers' intention to switch to other products (non-environmentally friendly products).

In addition to discussing environmentally friendly products, this study also discusses aspects of environmentally friendly identity, one of the antecedents of consumers' intention to move. Environmentally friendly identity is a form of expression from consumers to show that they are part of environmental stewards (van Gils & Horton, 2019). This environmentally friendly expression also encourages consumers to move from conventional products to products with a strong environmentally friendly identity, and when these consumers have consumed environmentally friendly products, they will stay and have no intention of moving back (Kumar & Ghodeswar, 2015).

## 2. Literature Review

Environmentally friendly products are types of products that are marketed by prioritizing aspects of environmental sustainability at the consumption and postconsumption stages (Russo et al., 2019). Experience is one part that is considered by consumers in determining purchasing decisions for a product (Kolb et al., 2014). The decision is based on several things related to consumer preferences for a product (McCarthy, 2016). The experience of using green products is a condition where a consumer feels more positive feelings towards products that are oriented towards environmental sustainability (Ladhari et al., 2017). Consumers with good experiences with the use of environmentally friendly products will have positive feelings and also a high concern for environmental sustainability (Das et al., 2019). Positive feelings toward environmental sustainability will encourage a consumer to feel emotionally satisfied with a product (Mishra et al., 2016).

This research focuses on studies related to the aspects of Green Marketing (EcoFriendly Product Experience and Green Identity) on Intention to Switch. This is based on the current environmental conditions, which are adversely affected by the sustainability of uncontrolled economic activities (Kirakozian, 2016). The focus of this research will be to study the intention to switch consumers of packaged beverage products that are influenced by Eco-Friendly Product Experience and Eco-Friendly Identity. In addition, this research will also fill in the gaps of previous research, where the variables of EcoFriendly Product Experience and Eco-Friendly Identity are studied more in the context of high-involvement products.

The use of environmentally friendly products will encourage consumers to feel other experiences in the form of practical feelings and ease of use that can be felt directly (Gentile et al., 2007). Practical facilities provided by an environmentally friendly product will provide a more tangible experience for consumers to feel positive things related to their contribution to preserving the environment (Trevinal & Stenger, 2014). A consumer will be reluctant to switch from conventional products (non-environmentally friendly) when they feel a pleasant and valuable experience from using environmentally friendly products (Heitmann et al., 2007).

The experience of using environmentally friendly products encourages consumers to look for the important value of the product (Van Loo et al., 2015). The value offered by environmentally friendly products is an important value that becomes an indicator in an effort to preserve the environment (Behe et al., 2015). Consumers with a high level of use of environmentally friendly products have environmental awareness that has an impact on their intention to switch to using products with environmentally friendly labels (Van Loo et al., 2014). So, the experience of using eco-friendly products can increase the likelihood of consumers to switch to products with strong eco-labels (Weinrich & Spiller, 2016).

The effect of pollution is also the main thing in the use of environmentally friendly products (Wu et al., 2017). Polluted environmental conditions require consumers to look for alternative products that can maintain and restore environmental sustainability (Defruyt, 2019). This awareness then encourages consumers to show their green identity through the use of environmentally friendly products (Russo et al., 2019). This awareness then encourages consumers to show their green identity through the use of environmentally friendly products (Akbulut-Yuksel & Boulatoff, 2021). Consumers with an environmentally friendly identity will encourage them to move from products that do not have an environmentally friendly label to products with an environmentally friendly label (Asioli et al., 2020).

In the Theory of Planned Behavior (TPB), it is argued that the actual behavior of a person is influenced primarily by the intention to perform or not to perform a behavior (Ajzen, 1988). In this theory, a person's intention arises when he believes that a behavior will be beneficial and also that a person has sufficient control to perform the act (Conner et al., 1999). In its development, the three determinants in the TPB were sharpened by another determinant, namely self-identity (Sparks & Shepherd, 1992), which is a 'label' that is attached to describe a person and is influenced by a person's motivation and social interactions (Sparks & Shepherd, 1992). Whitmarsh & O'Neill, (2010). Self-identity has multiple roles at different frequencies (Christensen et al., 2004). Whitmarsh & O'Neill, (2010) suggest that the importance of embedding this identity label is to be able to understand the attitudes and behavior of a person or social group consistently and continuously. In turn, green identity is believed to have a key role for consumers in the consideration of preferences and the process of value formation for an individual (Dermody et al., 2018).

In the context of green marketing or what is also known as environmentally friendly behavior, green identity refers to how consumers describe themselves in terms of personal motivation, social interaction, and expectations about the use of environmentally friendly products (Confente et al., 2020). Green identity is often practiced by consumers when they differentiate themselves from others and also when they conform to the values of the social group to which they belong (van Gils & Horton, 2019). As a consequence, consumers who identify themselves as individuals who support environmental sustainability will have resistance to switch back to products that do not match their identity (Laroche et al., 2001).

### 3. Method

The research method in this study uses quantitative techniques using primary data. The survey method was carried out for the measurement and data collection process with locations throughout Indonesia. The data collection technique used in this study was a questionnaire. The questionnaire is a data collection technique by gives a set of questions or written questions to respondents to answer (Sugiyono, 2018). Data collection was obtained by distributing online questionnaires using Google Form media.

According to Sugiyono (2018), the sample is part of the number and characteristics possessed by the population. The samples taken for this study were consumers who already knew about green products and had consumed green drink products. Therefore, the size of the population in this study is unknown, so the sampling technique used is included in the category of non-probability sampling with judgmental techniques (purposive sampling). Purposive sampling is a type of sampling technique by selects samples through several criteria (Cooper & Schindler, 2014). The number of samples used in this study was 100 samples.

The author uses the analysis model Partial Least Square (PLS) WarpPLS (Partial Least Square) 7.0 for the validity and reliability of the research instrument. Furthermore, the data analysis technique in this study again used Partial Least Square (PLS) analysis. According to Wiyono (2011), PLS is a Structural Equation Modeling (SEM) technique that can analyze latent variables, indicator variables, and measurement errors directly. In addition, PLS can also be applied to all data scales, does not require many assumptions, and the sample size used is not too large. An approach that aims to predict a variable is more appropriate to use PLS. With the latent variable in the form of a linear combination and its indicators, it is easy to predict the value of the affected latent variable.

The measurement indicators for each variable were adapted and adjusted from previous studies. Indicators for measuring Eco-Friendly Product Experience were adapted from Brakus et al. (2009). Furthermore, the indicators for measuring Green Identity and Intention to Switch were adapted from Confente et al. (2020). The research instrument adapted from various previous articles was then adapted to the context of the research conducted, namely on consumers with experiences related to the use of packaged beverage products with environmentally friendly labels.

#### 4. Result and Discussion

To evaluate the model, the use of environmentally friendly products will encourage consumers to feel other experiences in the form of practical feelings and ease of use that can be felt directly (Gentile et al., 2007). Practical facilities provided by an environmentally friendly product will provide a more tangible experience for consumers to feel positive things related to their contribution in preserving the environment (Trevinal & Stenger, 2014). A consumer will be reluctant to switch from conventional products (non-environmentally friendly) when they feel a pleasant and valuable experience from using environmentally friendly products (Heitmann et al., 2007). The first stage of the study involved the measurement model shows in Table 1.

Table 1. Research Instrument



Variable	Indicators
Eco-Friendly Product Experience (Brakus et al., 2009)	a. This green product made a strong impression on me b. I find this green product interesting c. I have strong feelings for this green product d. This green product makes me think
Green Identity (Confente et al., 2020)	a. I feel that I am someone who cares about environmental issues b. I feel that I am a consumer of green products c. Buying this product will make me feel like a consumer of green products d. I will be very satisfied when I buy this product
Intention to Switch (Confente et al., 2020)	a. I am thinking of switching from green products to non-green products b. My tendency to switch to non-green products is increasing c. I am sure to switch to non-green products

Source: (Brakus et al., 2009; Confente et al., 2020)

In the context of green products or what is also known as pro-environment, green identity refers to how consumers describe themselves in terms of personal motivation, social interaction, and expectations about the use of environmentally friendly products (Confente et al., 2020). Green Identity is often practiced by consumers when they differentiate themselves among others and when they conform to the values of the social group to which they belong (van Gils & Horton, 2018). Therefore, consumers who identify themselves as pro-green or pro-environment individuals will have resistance to switching back to products that do not match their self-identity (Laroche et al., 2001). This study uses a survey method to obtain data related to consumer interest in moving after using environmentally friendly products. Table 2 is the result of distributing questionnaires to 200 respondents.

**Table 2.** Result of Research Questionnaire

Notes	Amount	Percentage
Number of incoming questionnaires	200	100%
Online questionnaire	200	100%
Number of questionnaires that can be processed	200	100%

Source: Author Data (2021)

Then, test the validity and reliability of the questionnaire data obtained using the WarpPLS 7.0 data processing tool. The validity test in this study was carried out with construct validity. Construct validity was measured using two stages, namely testing convergent validity and testing discriminant validity. An indicator can be said to be convergently valid if it is grouped in one construct and has a factor load value of more than 0.5 and has a p-value below 0.05 (Black et al., 2010). Black et al. (2010) also stated that the value of factor loading in the range of 0.41 to 0.69 still needs to be considered. Meanwhile, indicators with factor loadings below 0.4 must be removed. The construct validity and discriminant tests in this study were carried out using the WarpPLS 7.0 analysis tool. Table 3 shows the respective factor load values of the indicators.

**Table 3.** Combine Loading dan Cross Loading

	GPE	GSI	ITS	Type (as defined)	SE	P value
<b>GPE1</b>	(0.784)	0.064	-0.035	Reflective	0.061	<0.001
<b>GPE2</b>	(0.836)	0.330	-0.167	Reflective	0.060	<0.001
<b>GPE3</b>	(0.871)	-0.273	0.161	Reflective	0.060	<0.001
<b>GPE4</b>	(0.871)	-0.099	0.030	Reflective	0.060	<0.001
<b>GSI1</b>	0.104	(0.797)	-0.393	Reflective	0.061	<0.001
<b>GSI2</b>	0.210	(0.802)	-0.365	Reflective	0.061	<0.001
<b>GSI3</b>	-0.363	(0.571)	0.339	Reflective	0.063	<0.001
<b>GSI4</b>	-0.091	(0.480)	0.857	Reflective	0.064	<0.001
<b>ITS1</b>	0.021	-0.068	(0.919)	Reflective	0.059	<0.001
<b>ITS2</b>	-0.008	0.01	(0.941)	Reflective	0.059	<0.001
<b>ITS3</b>	-0.014	0.063	(0.844)	Reflective	0.060	<0.001

Source: Author Data (2021)

Furthermore, an analysis of the structural model was carried out using SEM-PLS to test the suitability of the model (model fit). The model indicator can be said to be fit if the Average Path Coefficient (APC), Average R-squared (ARS), and Average Adjusted R-squared (AARS) have a significant P-value (Kock, 2018). In addition, it is also necessary to know whether there is multicollinearity by looking at the Average Block VIF (AVIF) and Average Full Collinearity VIF (AFVIF) values. The strength of the model can also be known by the size of the Tenenhaus GoF (GoF) value obtained. The detailed data on these indicators is shown in Table 4.

**Table 4. Result Analysis**

Indicator	Value	Requirement (Kock, 2018)	Conclusion
APC	0.517***	P sig	Accepted
ARS	0.342***	P sig	Accepted
AARS	0.336***	P sig	Accepted
AVIF	1.942	Accepted if $\leq 5$ , Ideal $\leq 3,3$	Ideal
AFVIF	2.093	Accepted if $\leq 5$ , Ideal $\leq 3,3$	Ideal
GoF	0.474	Small $\geq 0,1$ , Medium $\geq 0,25$ , Strong $\geq 0,36$	Strong Model

Notes: P <,001\*\*\*, n= 200

Source: Author Data (2021)

After analyzing the suitability of the model, the next step is testing the structural model to be able to test the proposed hypothesis. Hypothesis testing with the structural model can be done by analyzing the path coefficient value ( $\beta$ ), the coefficient of determination (adjusted R-squared), the significance level (P-value), along with the effect size for the path coefficient. The results of testing the structural model for hypothesis testing are shown in Figure 1 and Table 5.

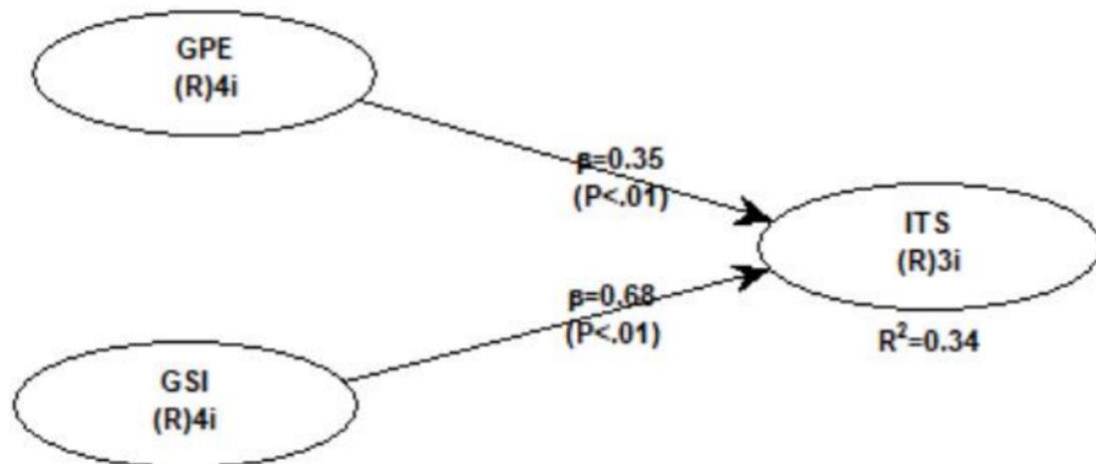


Figure 1. Result of Structural Test Model: Eco-Friendly Product Experience (GPE); Green Identity (GSI); Intentions to Switch (ITS).

Source: Author Data (2021)

Table 5. Result of Structural Test Model

Path Coefficients			
	GPE	GSI	ITS
GPE			
GSI			
ITS	0.352	0.683	
P values			
GPE			
GSI			
ITS	<0.001	<0.001	

Source: Author Data (2021)

The results of the structural model test that were carried out showed significant results related to the relationship between the variables of Eco-Friendly Product Experience and Green Identity on Intention to Switch. This is indicated by a significant p-value ( $<0.01$ ). This value means that from the structural model test results obtained, there is a significant effect between the variables of Environmentally Friendly Product Experience and Environmentally Friendly Identity on Intention to Switch. This is contrary to the assumptions developed at the beginning of this study (Russo et al., 2019). This finding confirm that the use of eco-friendly product gives positive impact for intention to switch. Consumer with strong green identity tend to have a relationship with the ability to analyze and assess the benefits of environmentally friendly products (Eby et al., 2019).

The assumptions developed in this study indicate that an Eco-Friendly Product Experience and Eco-Friendly Identity have a positive influence on the Intention to Switch to packaged beverage consumers. The literature review was developed using the context of research in western countries so that the assumptions developed argue that consumers who have used and have experience with eco-friendly products will not have the intention to switch to conventional or non-environmentally friendly products (Papadas et al., 2017). The



findings of this study also indicate that consumers in the context of using low involvement products tend to easily change their consumption patterns because of their awareness of environmental conditions. This is in line with the findings obtained through research (Van Loo et al., 2015) which says that consumers have more attention to environmentally friendly labels on a product.

Research conducted by Gulzari et al. (2022) found that the Eco-Friendly Product Experience carried out by consumers influences the intention to switch consumer purchases from non-environmentally friendly products to environmentally friendly products. However, the research was conducted on respondents who had experience buying high-involvement products, namely cars. This study also confirmed that Eco-Friendly Product Experience positively affects the Intention to Switch to purchasing products with low involvement, namely packaged drinks. The research conducted by Burhanudin & Ferguson (2018) found that the Eco-Friendly Identity relationship positively affected the Intention to Switch in the case of CFT products. CFT refers to CFT refers to thinking as opposed to factual experience and occurs because consumers can think not only about what happened but also what almost happened. Therefore, the relationship between Eco-Friendly Product Experience and Eco-Friendly Identity positively affects the Intention to Switch, which can be applied to products with high involvement and products with low involvement.

Low-involvement products have a susceptibility to switching intentions from consumers. In the context of environmentally friendly products, it becomes even stronger and easier to do. This result is a strong indication that consumer preferences for packaged drinks in Indonesia do not focus more on green or environmentally friendly aspects. Many factors can cause this to happen. The strengthening factor of the environmentally friendly aspects of packaged beverage products is one thing that is not highlighted by packaged drink manufacturers. The Study from Even though there are labels and instructions regarding environmentally friendly products, they still cannot be fully elaborated as an attractive preference for consumers. The urgency of environmentally friendly aspects of packaged drinks is still something that needs to be questioned by consumers.

## 5. Conclusion

Environmental conditions that are increasingly polluted make studies on aspects of environmental marketing even more important to do. This is one of the urgencies that want to be raised by developing this research. Consumers of packaged drinks in Indonesia have different preferences from consumers of packaged drinks in western countries. Consumers in Indonesia are more focused on the functionality aspect of a product. This is a fairly strong indication that consumers of packaged drinks in the Indonesian context may not care about things related to environmentally friendly labels. These indications are then appointed to be the subject of a comprehensive study.

The results of the model test then show that consumers of packaged beverage products in Indonesia are not too focused on the characteristics of these beverage products. Consumers only focus on how the product can meet their needs and wants when they buy it. This is an interesting finding where the research context plays an important role in

consumer preferences for a product. Consumers of packaged drinks do not care about environmentally friendly identities and experiences related to the use of environmentally friendly products. As long as the value of a product can be met, consumers will always look for the product to be used as a means of fulfilling their needs and desires.

These results confirm the inconsistency of the findings of previous studies which say that consumers with environmentally friendly product experiences and environmentally friendly identities have a stronger preference to remain loyal to the products used. However, in this study, consumers who use environmentally friendly products with low involvement characteristics tend to ignore this and assume that when consumers consume environmentally friendly products, their preference for these products is not strong because the risk of switching will be below.

The findings of this study are expected to be able to become a comprehensive study of environmentally friendly marketing approaches. Future research is expected to provide a broader picture of consumer preferences for environmentally friendly products, especially those with low involvement characteristics. The addition of moderating variables in the form of characteristics of environmentally friendly products can also be a relevant consideration regarding future environmentally friendly-oriented marketing research.

This research also provides a clear practical contribution to the marketing strategy of packaged beverage products in the future. Marketing strategies in the context of packaged beverage products must prioritize environmentally friendly aspects and labels. This needs to be strengthened to implement consumer preferences for environmentally friendly products. Environmentally friendly aspects of products, specially packaged drinks, need to be further strengthened to provide a clear picture of the eco-friendly value of these products.

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## **Authors' Declaration**

### **Authors' contributions and responsibilities**

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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### **Availability of data and materials**

All data are available from the authors.

### **Competing interests**

The authors declare no competing interest.

### **Additional information**

No additional information from the authors.

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