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The Roles of Brand Attributes towards Green Purchase Intention

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Abstract--- *The quantitative research is aimed to investigate the relationship between non-product related attributes of green marketing on green purchase intention in one of the well-known coffee shop in the world. Green marketing has become a trend in every country. The trend of shifting consumer's consumption patterns from consuming conventional products to organic products has become an interesting phenomenon today. The concern of consumer to green marketing has increased since the rising level of consumer awareness towards green products. In this research, there are three independent variables and one dependent variable involved. The independent variables come from non-product related attributes, which are green price, green packaging, and user imagery, while the dependent variable green purchase intention. By spreading online questionnaires, the data is collected from 155 respondents aged above 18 years old in Yogyakarta who have known or visited the company. The analysis is performed through Structural Equation Model (SEM) method with IBM AMOS 22 and SPSS software. The findings confirmed that green price and green packaging significantly influence the green purchase intention. The result shows that green price has the highest influence towards green purchase intention followed by green packaging.*

Keywords--- *Green Price, Green Packaging, User Imagery, Green Purchase Intention.*

I. INTRODUCTION

In the current era, consumers have turned out to be more open minded on environmental issues. Change of temperature coming from global warming has achieved severe levels, needed aprompt consideration(Grant, 2008), since it influences the existent of individuals more genuinely. Organizations need to begin give more considerationto ecological issues and modifying the marketing technique with the goal environmentally-friendly strategies can be applied. The expression "green marketing" is common in the marketingfield. The utilization of environmental marketing is addressed at two general goals, in particular, increase the circumstances of the environment and surpass satisfaction of consumer (Ottman, Stafford, & Hartman, 2006).

Green marketing is developing quickly and consumers are will pay a considerable measure for green product. Likewise, organizations are gradually bringing green marketing into their business operation by lessening the impact of production, manufacture, and energy usage on nature (Grant, 2008).

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Lately more organizations are enthusiast to assemble strong brands with the goal to obtain competitive advantages, and it works in a social responsible way. Therefore, it is more familiarfor organizations to position their brands depends on ecologicalcapacities, characteristics, elements, and other similarbenefits. A green brand is characterized as a brand that propose a critical eco-advantage above the occupants and which attracts to individuals who will accept greenness as an important preferences(Grant, 2008).The green concept already applied by one of thecoffee chains based in US (Jang, Kim, & Lee, 2015).

In developed countries, buyers frequently demand that an organizationenhance a green company: that run a green organization that increase the awareness of its corporate social responsibility (Samarasinghe, 2012). Dissimilar what has occurred in China and Indonesia, the developed nations are not knowledgeable of the commitment for containinggreen businesses. Indonesian still have low consideration about theknowledge of green consumerism, people tend to think that there is no benefits in green consumption. Bali Climate Change Conference survey data collected in 2007 was supported this perception, referred the information related to corporate social responsibility to 86% of adults in Indonesia living in huge urban areas for example as Jakarta, Surabaya, and Bandung never heard the information of green marketing (Solihin, 2009).As a pioneering green organization, this outstanding brand of coffee shop has long been instructing buyers to increase natural impression through its "Tumbler on the Go" program. Customers are welcomed to bring their own tumbler to reduce packaging waste. For the award to customers who bring a tumbler, the organization will reduce the price of the product. With this campaign, the coffee shop is going to share its commitment to the earth in Indonesia. It is enabled to give priority toIndonesian organization who uphold the green brand program associate in terms still small amount of Indonesian consumers aware of ecological problems in this nation. This outstanding coffee shop is one the founders of green consumerism and has thought the duty for establish green consumers.

Therefore, this study contributes insights regarding the effect of non-product related attributes influence the green purchase intention in the context of the common coffee shop in US. By means of a quantitative study, 155 questionnaires were distributed among respondents who have known or visited the coffee shop. Additionally, the influence of three variables on brand attributes were explored, namely green price, green packaging, and user imagery. Build a conceptual model to empirically describe and confirm the green purchase intention through a green brand attributes approach is the aims of this study. The analysis was carried out by employing Structural Equation Modeling (SEM) and the data was processed with AMOS 22 Software.

II. LITERATURE REVIEW

In line with the people's intention to use green products increased, more people want to find which factors will influence people's intention to purchase a certain green products. Based on (M & Rajan, 2016), purchase decision is influenced by non-product related attributes.

According to (M & Rajan, 2016), price, user imagery, and packaging is positively related to purchase decision. Hence, the researcher will explain each variable that used in this research in this section.

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Green Price

One of the attributes reflected when consumers making a green-purchasing decision is price. (D'Souza et al, 2006) describes consumers does not really like to purchase green products if the price is higher. In the reality, it does not always mean the products charge more, there in addition of the correlation cost (Polonsky & Rosenberger III, 2011). Referred to (D'Souza et al, 2006) all products offered should be concern to nature without need to reducequality and/or pay premium prices for them. Pricing is necessary to support ecological friendliness in environmental marketing and consider the fact that the value of product will be added for changing its look, objective, and through customization (Shrama & Goyal, 2012).

Green Packaging

According to(Draskovic, Temperley, & Pavicic, 2009)**,** packaging is one of connection tool between organization and consumers, it is needed to attract consumer's attention. Thus, the theoretical definition of green packaging was taken from (Van Dam & Van Trijp, 1994)explanation, as the consumers grow to recognize and consider natural aspects about knowledge and information of wrapping tool of the product.

User Imagery

User imagery can be differentiate directly and indirectly.The consumer's own experiences associate with brand users is direct user imagery. It also be formed indirectly through brand advertising and promotion or by some other information source, for example the consumers actively influenced or encouraged by organizations (Keller, 1993).User imagery is the associations of brand imagery that describe the user's self-image of the brand. The primary assumption of brand's users can be seen from demographic factors (such as, gender, age, and income per month), or psychographic factors (such as, manners toward career, the state of controlling something and social issues) (Keller, 1993).

Green Purchase Intention

One of the adequate measurement item of consumer's response behavior towards a specific product is purchase intention(Li, Daughterty, & Biocca, 2002). According to (Chen & Chang, 2012) green purchase intention is one of the buyer's trend to purchase a specific product that concerned to the environment.

2.1 Conceptual Model (framework)

By examining the literature review, this research has come up with a model, which is conceptual model of non-product related attributes that affect green purchase intention. This research will examine few variables of non-product related attributes to determine the effect on green purchase intention.

Brand associations take diverse structures. One approach to distinguish among brand associations is by their level of abstraction, by how much information is summarized. There are three major categories of brand associations, which are: attributes, benefits, and attitudes. Extra distinctions can be made within these classifications according to the association of qualitative nature. Attributes are those that enlighten products that portray a product or service – the consumer's opinion of the product or service that includedwithin the purchase. Various ways attributes can be classified (James H & Shocker, 1981).

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Here, attributes are distinguished based on to the direct relationship of product or service efficiency. The definition ofproduct-related attributes is the necessary elements of consumer needsto achieve the function ofa product or service. Thus, the physical componentof product or requirements of servicerelate to product-related attributes varies by product or service category.

Non-product-related attributes aredescribed as external aspects of the product or service relates to purchase or usage. Three main categories of non-product-related attributes are (1) price, (2) packaging or product personality, and (3) user imagery (such as product user characteristics).

The price of the product or service is considered a non-product related attributes because represent an important step in the process of purchase but typically does not relate directly to the product performance or service function. Price is an especially critical attribute association since consumers often have strong assumptions about the price and value of a brand and may organize their product awareness in terms of the price level of other brands (Blattberg & Wisniewski, 1989). Based on the explanation above, the hypothesis can be presented as:

(H_1): Green price is positively related to green purchase intention.

Additionally, packaging is considered as a purchasing feature and utilization business process.However, most cases, does not relate to the necessary ingredients for product performance directly. As the mentioned above, come up with hypothesis as follows:

(H_2): Green packaging is positively related to green purchase intention.

Attributes of user imagery can be knowndirectly from experience of consumer and connect with consumers or the indirect step through the segmented market illustration as communicated in promotion of the brand or by some other sources of data (e.g., personal engagement). With prior research by (Plummer, 1985), one element of brand image is the identity or aspect of the brand definition. The research demonstrated that brands can be characterized by personality descriptors such as "active," "smart," and "cheerful." Theseassociations’types appear to merge regularly as a result of inferences about the underlying the buyer or circumstances used.These conditions suggest a hypothesis where:

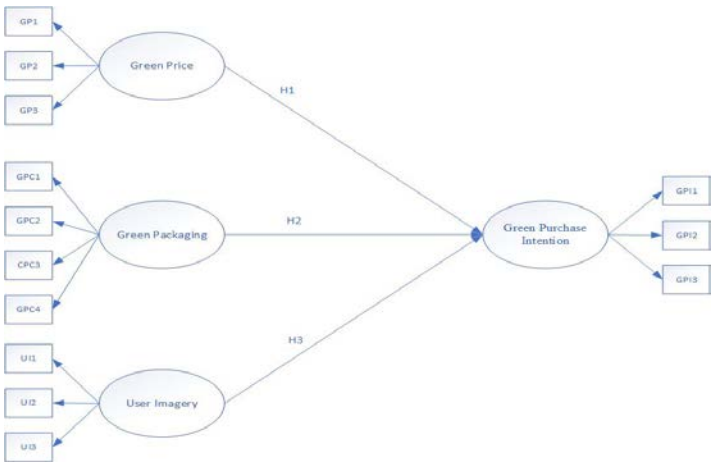

Figure 1: Conceptual Model

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(H_3): User imagery is positively related to green purchase intention.

To know whether the proposed hypothesis is accepted or not, the researcher make the model of how the endogenous variables influenced by the exogenous variable. The core model consider about non-product related attributes as independent variables that influence the green purchase intention as dependent variable. The conceptual model are displayed.

III. METHODOLOGY / MATERIALS

3.1 Research Object

(Sekaran & Bougie, 2016),suggests the research model that the causal relationship among variables instead describing variables has affected independent variable and the direction of dependent variable may either be positive or negative in nature. In line with the present study, the research model has been developed by reviewing the current literatures in the area. This research conducted among one of the most popular coffee shop. The location determine by find out theorganization that supports ecological activities. The data will obtained among respondents who have known or visited this coffee shop.

The focus in this study related to green brand association identified by non-product related attributes used by the company. In this study utilize several variables and will be reviewed toward green purchase intention.

3.2 Data Collection Model

In doing this study, research data collection is being done using a questionnaire survey and numeric is employed to gather responder's responses with the aim of testing hypotheses. The questionnaire survey serves as the primary data collection method which will be objectified and standardized. The questionnaire items have tested to determine the suitability of the indicator with the questions that will be used in data retrieval. The questionnaire used consist of 13 questions of measurement items.

The questionnaire in this study has identified some list of statements. The survey comprises of few response decisions using a Likert scale. Likert scale is technique that can be utilized for assessment of consumer opinion, assumption, and attitudes based on the occurrence of social tendency. Below is the information of Likert scale.

Table 1: Likert Scale

No	Information	Likert Scale
1.	Strongly Disagree	1
2.	Disagree	2
3.	Not Sure	3
4.	Agree	4
5.	Strongly Agree	5

3.3 Data Processing

Measurement model defines latent variables that observed several variable, and a structural model is the connection of latent variables based on the research model. The two levels analysis referred to structural equation modeling (SEM).

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Social sciences is generally utilize SEM due because it is capable to isolate observational error of latent variables estimated. SEM is intended to check and analyze the relationships and assumption among constructs of the research concerning to describe latent variables in the conceptual model, and find out the direction and significance of these influences(Byrne, 2001). The researcher uses questionnaire survey to analyze the four constructs of latent variable, which are green price, green packaging, user imagery, and green purchase intention. This study used the AMOS 22 software to analyze structural equation modeling (SEM) to assessparameters, test the model fit, and confirm the hypotheses. The results are shown in the following.

IV. Results And Findings

This chapter would be briefly explaining, the research data that collected and processed. In this research there are several steps performed. The first step taken is the questionnaire item validity, reliability, and hypothesis testing.

4.1 Data Collection

The researcher successfully collects 180 responses, however 25 out of 180 respondents has to be taken out since the respondent did not meet the criteria, thus 155 responses are analyzed.

Table 2: Respondent Characteristics

Variable	Total	Percentage
Gender		
Male	64	41.29%
Female	91	58.71%
Age		
> 18 years old	15	9.68%
21 - 30 years old	137	88.39%
31 - 40 years old	3	1.94%
Occupation		
Student	120	77.42%
Employee	7	4.52%
Professional	8	5.16%
Entrepreneur	14	9.03%
Others	6	3.87%
Income		
IDR 1.500.000	66	42.58%
IDR 1.500.001 – IDR 3.000.000	56	36.13%
IDR 3.000.001 - IDR 5.000.000	21	13.55%
IDR 5.000.001	12	7.74%

4.2 Validity and Reliability Testing

Validity testing is needed to assess the accuracy and find out the validity of questionnaire item. In this research, a content validity is used for this step.

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Table 3: KMO and Bartlett Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.816
Bartlett's Test of Sphericity	Approx. Chi-Square	959.776
	df	78
	Sig.	.000

Table 3 above indicates the result of Kaiser-Meyer-Olkin (KMO) in Measure of Sampling Adequacy is 0.816 and surpass the standard criteria. The acceptable value of validity test, the KMO has to more than 0.5. The Chi-Square Bartlett's test value is 959.776 and the significance of Bartlett's test is 0.000. In this case, there is no significance between each latent variable are associated with one another. The next step is validity test using rotated matrix factor of analysis.

Table 3: Rotated Matrix of Factor Analysis

Variable			Component			
			1	2	3	4
Green Price	Choose environmentally friendly products	GP1				.722
	Willingness to pay more	GP2				.822
	Change the lifestyle	GP3				.702
Green Packaging	Made from recyclable materials	GPC1	.731			
	Biodegradable packaging	GPC2	.852			
	Re-usable packaging	GPC3	.827			
	Has no excessive packaging	GPC4	.648			
User Imagery	Green characteristics	UI1			.749	
	Admired and respected by others	UI2			.875	
	Describe the status and style	UI3			.872	
Green Purchase Intention	Environmental concern	GPI1		.794		
	Environmental benefits	GPI2		.804		
	Environmental friendly	GPI3		.801		

Based on Table 4.7 above, all off the factor loading score from each measurement items is more than the lower limit which is 0.500. Each measurement items with a different variable is in a different column so it has accepted the discriminant test. All of the items measurementsaid to be valid and can be used for model development.

Table 4: Reliability Test

Variable	Cronbach's Alpha	Corrected Item-Total Correlation	Category
Green Price	0.751		**Reliable**
item1 Choose environmentally friendly products		0.598	
item2 Willingness to pay more		0.536	
item3 Change the lifestyle		0.622	
Green Packaging	0.825		**Reliable**
item1 Made from recyclable materials		0.641	
item2 Biodegradable packaging		0.73	
item3 Re-usable packaging		0.74	
item4 Has no excessive packaging		0.511	
User Imagery	0.787		**Reliable**
item1 Green characteristics		0.524	
item2 Admired and respected by others		0.687	
item3 Describe the status and style		0.681	
Green Purchase Intention	0.842		**Reliable**
item1 Environmental concern		0.525	
item 2 Environmental benefits		0.833	
item3 Environmental friendly		0.789	

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A variable of measurement is considered to be reliable if the cronbach's alpha value more than 0.700. All of the variables measured (green price, green packaging, user imagery, green purchase intention) have achieved satisfactory values for cronbach's alpha and is said to be accepted.

4.3 Normality Testing

Before testing the structural model, normality assumption was measured. Besides, the calculation of univariate normality was examined theskewness and kurtosis values. In this study, it is assumed that the univariate normality considered adequate, the value of the skewness must bebelow two and kurtosis is below ten respectively referring the previous research by(Haur, Khatibi, & FerdousAzam, 2017). The resultsof the skewneess values and kurtosis values of all the variables are below one andconsistent with the normality requirement. However, all the skewness of items vary from -0.862 to 0.281, is below ±2.0. Likewise, the value of kurtosis varyfrom -0.828 to 0.647 smaller than the cut-off value of ±10. Both the skewness and kurtosis valuesare appropriate with the recommendation value and it is adequate for a normal distribution (Suki, 2013).

Table 5: Normality Testing

Variable	skew	kurtosis
GPI3	-0.862	0.571
GPI2	-0.807	0.647
GPI1	-0.181	-0.34
UI1	0.206	0.036
UI2	0.162	-0.069
UI3	0.281	0.345
GPC1	-0.856	0.048
GPC2	-0.577	-0.659
GPC3	-0.461	-0.828
GPC4	-0.746	0.328
GP1	-0.65	-0.318
GP2	-0.428	-0.156
GP3	-0.686	-0.347

4.4 Development of Path Diagram

To test the hypothesis, Structural Equation Model is used for build a theory-based model. The study involves four variables; green price, green packaging, user imagery, and green purchase intention. The model below is based on the several variables of non-product related attributes and to find the relationship of each other.

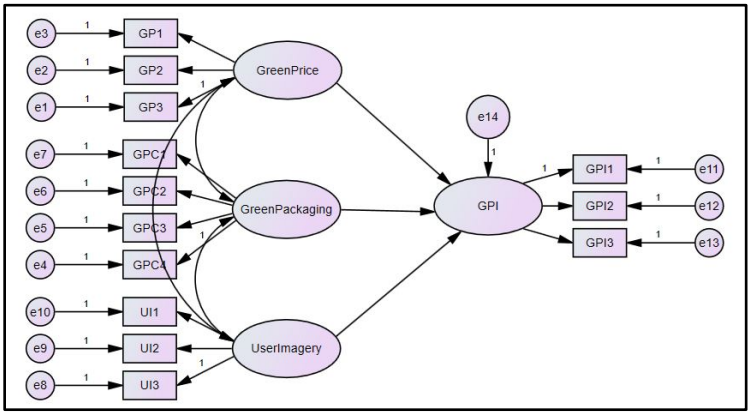

Figure 2: Path Diagram

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Confirmatory factor analysis (CFA) is involved in measurement model. The researcher has analyzed the convergent validity, average variance extracted, and construct reliability to ensure the validity and reliability of the variables towards the model.

According to Table 6 below, indicated that items as standardized regression weights for each construct defines convergent validity of all the variables is accepted sincecut-off value of is 0.5. The outcomes further shows the influence ofeach variable and which indicates the factors are statistically significant. Next, the researcher also calculate the average variance extracted (AVE) to determine discriminant and convergent validity as well as construct reliability (CR) computed the composite reliability estimates of the model.

Table 6: Validity and Reliability Testing

No	Variable	Indicator	Standard Loading	Standard Loading2	Measurement Error	CR	AVE
1	Green Price	GP1	0.739	0.546121	0.453879	0.75	0.51
		GP2	0.611	0.373321	0.626679		
		GP3	0.781	0.609961	0.390039		
		∑	2.131	1.529403	1.470597		
		∑2	4.541161				
2	Green Packaging	GPC1	0.753	0.567009	0.432991	0.80	0.56
		GPC2	0.808	0.652864	0.347136		
		GPC3	0.829	0.687241	0.312759		
		GPC4	0.581	0.337561	0.662439		
		∑	2.971	2.244675	1.755325		
		∑2	8.826841				
3	User Imagery	UI1	0.575	0.330625	0.669375	0.75	0.57
		UI2	0.858	0.736164	0.263836		
		UI3	0.814	0.662596	0.337404		
		∑	2.247	1.729385	1.270615		
		∑2	5.049009				
4	Green Purchase Intention	GPI1	0.575	0.330625	0.669375	0.74	0.70
		GPI2	0.993	0.986049	0.013951		
		GPI3	0.89	0.7921	0.2079		
		∑	2.458	2.108774	0.891226		
		∑2	6.041764				

Note: Standardized and significant at 5% for all factors loading

It can be seen, all of the construct reliability (CR) value is > 0.70 it means the instrument is reliable. All of the average variance extracted (AVE) is more than 0.5 to be deemed if the indicator used is the observed variable above, can relatively explain exogenous variables in the model.

4.5 Structural Model

To test the hypothesis, the results that raised from measurement issues andthe proposed structural model in Figure 2. is tested. In Figure 3. And Table 7 the hypothesis testing results are displayed.

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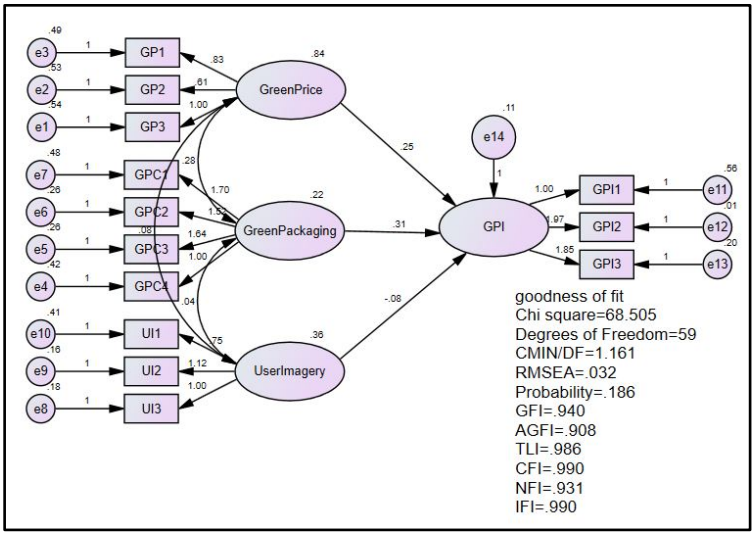

Figure 3: Structural Model

Each model needed have minimum 3 acceptable fit to be consider as model fit(Hair, Black, Babin, & Anderson, 2010). There are several measures of goodness-of-fit in SEM that can be used as a comparison of the compatibility of the model with the reality, the measurement for good fit modelare as follows:

Table 7: Model fit testing

No	Type of Goodness of Fit Indices	Goodness of Fit Indices	Cut of Value	Model Result	Category
1		Probability	≥ 0.05	0.186	Good Fit
2		CMIN/DF	≤ 2.0	1.161	Good Fit
3	Absolute Fit Indices	Chi-square	*Small	68.505	Poor
4		GFI	≥ 0.90	0.940	Good Fit
5		RMSEA	≤ 0.08	0.032	Good Fit
6	Incremental Fit Indices	AGFI	≥ 0.90	0.908	Good Fit
7		IFI	≥ 0.90	0.990	Good Fit
8		CFI	≥ 0.95	0.990	Good Fit
9		NFI	≥ 0.90	0.931	Good Fit
10		TLI	≥ 0.90	0.986	Good Fit

Normed chi-square (CMIN / DF) is a comparison between the chi-square value and the degree of freedom. CMIN demonstrated the relationship between the goodness-of-fit model and the number of estimated coefficients, which are expected to meet the level of conformity (Hair, Black, Babin, & Anderson, 2010). Goodness-of-fit Index (GFI) is a non-statistical measure that has ranging value from 0 (poor fit) to 1.00 (perfect fit). A high GFI value indicates better suitability. The good value of GFI is ≥ 0.90 (90%) for the good-fit (Hair, Black, Babin, & Anderson, 2010). The smaller root mean square error of approximation (RMSEA), shows more suitable between theory and reality. A good value of RMSEA is between 0.05 and 0.08 (Hair, Black, Babin, & Anderson, 2010). The value of Normed Fit Index (NFI) is between 0 and 1. The NFI value that close to 1 shows suitability of the model with the reality represented by the data. Tucker-Lewis Index (TLI) value is between 0 and 1, and the value close to 1 shows good conformity level represented by data (Hair, Black, Babin, & Anderson, 2010). The good Comparative Fit Index (CFI) value is ≥ 0.90 (90%), that shows the research model is suitable with the reality that represented by data

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(Hair, Black, Babin, & Anderson, 2010). Adjusted Goodness-of-Fit (AGFI) is the development from GFI which adjusted with ratio degree of freedom for tested model with degree of freedom to null model or the available total degree of freedom, the good AGFI value is ≥ 0.90 (Hair, Black, Babin, & Anderson, 2010). Incremental Fit Index (IFI) shows the comparison between tested model and null model, with range value 0 and 1, is conformed good if the value close to 0.9 (Hair, Black, Babin, & Anderson, 2010). Based on the Table 7 above, shows the results of structural model of this study, and the path coefficients indicate positively affected among the constructs. It can be concluded that overall the research data is in accordance with the analysis model, in other words the model has been good-fit. Moreover, according to Table 7, all the model fit measurements values still fulfil the cut off of absolute fit indices and incremental fit indices. Value of probability, CMIN/DF, GFI, RMSEA, AGFI, IFI, CFI, NFI, and TLI is conformed a good model fit. It can be concluded that overall the research data is in accordance with the analysis model, in other words the model has been good-fit.

4.6 Hypothesis Testing

In this research, the proposed model based structural equation model (SEM) is tested. The results of hypothesis shows in Table 6 as follows.

Table 8: Hypothesis Testing

Hypothesis	Stage	Estimate	S.E.	**C.R.**	**P**	Conclusion
H1 (+)	Green Price → GPI	0.246	0.068	**3.62**	*******	**Supported**
H2 (+)	Green Packaging → GPI	0.311	0.121	**2.568**	**0.01**	**Supported**
H3 (-)	User Imagery → GPI	-0.079	0.058	**-1.371**	**0.17**	**Not Supported**

Note: p-value *** means below 0.001 and it is statistically significant

Based on the analysis conducted in this research, the Table 4.12 shows about the stage of hypothesis testing. The first stage is the first hypothesis testing, there is positive influence of green price towards green purchase intention. In variable green price towards green purchase intention, the critical ratio value is 3.62 already surpassed the criterion of t-table value 5%, which is 1.96 and standard error is 0.068. Significance level under 0.001 that shown with symbol *** in P column means already met the significant hypothesis required criteria, if the significance level is below 5% or 0.05. Thus, can be concluded that the first hypothesis is **accepted.**

The second stage is second hypothesis testing, green packaging has positively related to green purchase intention. In variable green packaging towards green purchase intention, the critical ratio value is 2.568 already surpassed the criterion of t-table value 5%, which is 1.96 and standard error is 0.121. Significance level 0.01 that shown in P column means already met the significant hypothesis required criteria, if the significance level is below 5% or 0.05. This verifies that the second hypothesis is **accepted.**

In variable user imagery towards green purchase intention, the critical ratio value is -1.371 does not meet the criterion of t-table value 5%, which is 1.96 and standard error is 0.058. Significance level 0.17 that shown in P column means does not meet the significant hypothesis required criteria, if the significance level is above 5% or 0.05. The results confirms the third hypothesis was **rejected.**

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V. CONCLUSION

Based on the results of the tested model, there are several necessary findings indicates the influence between one variable to another.

H1: Green price is positively related to green purchase intention.

The results investigate confirms the positive influence and huge impact of green price towards green purchase intention. Also, the descriptive findings of this study revealed that consumers are affected to the green price. The price of green product has to be affordable for the customer to stimulate purchase. Price is features that reflected consumer opinions of the product or service is or involved with its purchase or usage(Keller, 1993). Price is the feature that reflected the situation of consumers purchase forgreen product. However, there were a group of consumers that aware to environment, such as, more than 80 percent of consumers in Thailand, Malaysia and Korea from the emerging markets in the region, that have willingness to pay premium price to purchase natural products (Lung, 2010).

H2: Green packaging is positively related to green purchase intention.

The results indicates confirms the positive influence and significant impact of green packaging towards green purchase intention. One of the concern in this study is green packaging, the statement ask the respondents about their consideration of the materials used to wrap the green product, such as packaging that able to be recycled, re-usable packaging, and biodegradable packaging means the breakdown of organic matter by microorganisms, such as bacteria, and product without excessive container ofcoffee product. The results of this study also in line with a studies by(Barnes, Chan-Halbrendt, Q.G., & N, 2011), found a lot of the respondents in Hawaii, USA (66.5 percent) favored a packaging made from environment-friendly substantial. Alike, (Rokka & Uusitalo, 2008)study shows buyer in Finland responded favorably to product packaging with information that able to recover (calculated to 34 percent of the total product choice); and then, followed by product packaging with a resalable feature (accounted to 16.9 percent of the total product preference). Contradicted with the finding by (Draskovic, Temperley, & Pavicic, 2009),in line with the research findings of in the context of soft drinks container in Zagreb, Croatia. Moreover,a large portion of answer demonstrated strong urges for natural aspects and safe bundling, in real buying behavior, the most critical criteria in the purchase decision isthe significance of personal convenience.

H3: User imagery is negatively related to green purchase intention.

The results of this research confirms the negative influence and significant impact of green packaging towards green purchase intention. Implying that the impact of user imagery on non-product attributes does not vary significantly across green purchase intention. This explanatory outcome contradicted with Keller's conceptual framework. User imagery are essential types of non-product related attributes that reflect what consumer thinks the product or service is or has and what is involved with its purchase or usage. User imagery may indicates buyer's profile or inner image of real users.Adapted from(Keller, 1993), consumers frequentlyprefer brand image that already steady similar to their own identities(Sirgy, 1982). The brand used by consumer referred to their self-image, attitudes toward other brands and the definition of brands.Their brand choices influenced by buyer's perception.

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The objectives of this study is to analyze the relationship between non-product related attributes towards green purchase intention. To assess and correlate the competitive products based on attributes of the product, attributes is necessary to be concerned for buyer's purchase decision. The organization uses non- product attributes to distinguish the green products. The non-product related attributes makes consumers in purchasing a specific product type. The conceptual design of the model consist of three non-product related attributes variables that influence the green purchase intention. This study involves more than one multiple indicator that correspond to green purchase intention. The study involves four variable; green price that have 3 measurement items, green packaging that have 4 measurement items, user imagery that have 3 measurement items, and green purchase intention that have 3 measurement items. Among the dependent variables, the results of this study revealed that green price has the highest influence towards green purchase intention followed by green price. In contrast, this study found that user imagery had insignificant impact in influencing green purchase intention.

A lot remains to be learned about the relationship between green price, green packaging and user imagery towards green purchase intention. More thorough analysis of causal relationship, the differentiation of constructs and their measurements, and the inclusion of demographic factors are called to advance our understanding the influence of green purchase intention.

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