

How Green should Trust, Norm and Attitude be Colored? An Empirical Research in Asian Market Consumers

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Abstract

The current research is to fill the phenomenon of insignificant growth in green concept in some Asian consumer markets. This study is to investigate the determinant factors that triggering some Asian customers conduct green purchase intention. Using Structural Equation Modeling with AMOS software, the study develops a model involving functional value, emotional benefit and green subjective norm as exogenous variables and green consumer trust and green attitude as intervening variables, green purchase intention become endogenous variable. The findings showed that, functional value, emotional benefit as well as green subjective norms are truly the antecedents of green consumers trust. Green subjective norm has positive impact on green consumer trust as well as on green purchase intention. The impact to use green attitude to use is significant on green purchase intention.

Keywords: green consumers trust; green subjective norm; green attitude to use; green purchase intention.

1. Introduction

The importance of green concept has been highlighted since the late 1990s. The researchers elaborated by examining the greening of services matrix, greening of services, intangibility, perishability, heterogeneity, and simultaneity of product and consumption (Grove, 1996); the portrays of an important aspect of green concept, green consumers going green (Grove *et al.* 1996); cleaner manufacturing processes and green promotion (Menon & Menon, 1997); Consumer's intention to buy environment friendly products (Kalafatis, 1999); Green marketing and Ajzen's theory of planned behavior (Kalafatis *et al.* 1999).

The concept of green customer behavior is becoming more popular world-wide as the years went by. Mention among, attitude towards green advertising (Souza, 2003); Customer's corporate perception, reducing pollution and regulatory protection, perception toward green products, labels, packaging, and ingredients (Souza, 2003); investing green shares, environmental awareness (Getzner & Grabner-kra, 2004); consumer preferences and green shares (Getzner and Grabner-Krauter 2004); Green brand positioning, brand attitude, functional and emotional dimensions, green positioning strategy, functional attributes and emotional benefits (Hartmann, 2005); Green products and corporate strategy (D'Souza 2005); Green advertising (D'Souza 2005). (Jones *et al.* 2008); Green branding on attitude (Hartmann *et al.* 2005); green marketing tools (Lee 2008); Green consumers and sustainability (Pedro 2008); sustainable consumption (Jones, 2008).

Moreover, more studies concerned on green concept, to mention perceived environmental responsibility (Lee, 2008); exploring green consumers' product demands and consumption

processes (Luzio and Lemke 2010); drivers for green purchasing (Khidir ElTayeb *et al.* 2010); Eco-label, eco-brand, awareness of green products attributes and characteristics, attitude, subjective norms, perceived behavioral control, (Wan, 2010); moral norms and convenience (Rahbar, 2011); Green organizational identity (Chen 2011); green competitive advantage (Chen, 2011b); green perceived value, green trust, green purchase intentions (Chen, 2011a); Enhance customer green purchase intentions (Chen and Chang 2012); Origins of green innovations (Chen *et al.* 2012); Perception of green brand (Mourad *et al.* 2012); Recycling attitude and behavior (Wan *et al.* 2012); Re-examining green purchase behavior and the green consumer profile (Akehurst *et al.* 2012); green product competitiveness (Wong 2012); Green innovations: proactive and reactive green innovations, environmental leadership, environmental culture, and environmental capability (Chen, 2012); Environmental slogans and labels green awareness and green brand preference (Mourad, 2012). Towards green trust (Chen and Chang 2013).

Furthermore, the green concept is strongly related with customer behavior towards green. Among them are Psychographic perceived consumer effectiveness (PCE) and altruism, socio-demographics, green purchase intention (Akehurst, 2012). Green Purchase, Customer Pressure, Expected Business Benefit, Social Responsibility, (Eltayeb, 2009); Green product process innovations and green new product success (Wong, 2012) green perceived quality, green satisfaction, green trust, green perceived risk (Chen, 2013).

The higher demand in the green products has led to shift consumers buying behavior. Industries has contributed to shifting within the firms structure in order to fulfill and meet

consumer's green product needs by becoming more environmentally concern and responsible. Procurement of green brands and products in the market is to fulfill consumer demands and needs allowing green marketing to emerge and appear into a multidimensional strategic and behavior, since consumers intend to consume environment friendly green products (Peattie 2001), there will be sharp increased in environmental adds aligning with the increased of consumer interest in the environment (Kangun *et al.*, 1991).

Donaton and Fitzgerald, (1992) stated that many consumers are more concern about environment and even started labeling green orientation. In fact, Gutfield, (1991) conducted a survey, where the result showed that as many as eight out of ten American consumers currently claim that they are environmentalists, to our surprise, then, that many companies have attempted to capture and capitalize on the public's interest in green issues by positioning themselves as environmentally responsible organizations (Jay, 1990). However, in contradiction with the reality, business' commitment to the environment has often been more evident in their communications or even it is only a jargon than in their actual practices (Gutfield 1991). Yet, to familiarize the concept of green rather than buzz-phrase is a compulsory which can be seen that in recent years as many firms have aimed at environment conscious consumer (Davis 1991) and/or have started to respond to the increasing likelihood of stricter environmental regulations (Polonsky, 1991; Alonge, Codd, & Delaney, 2017; Aqmal, 2017).

Nowadays, green consumer has been the central character in the development of green marketing, as businesses attempt to understand and respond the external pressures to improve their environmental performance (Peattie 2001). One way to look at these efforts is that the companies have attempted to respond to the growing environmental concern of consumers by introducing a variety of environmentally friendly products or mostly categorized as green products or ecological products (Kangun *et al.*, 1991).

In fact that green products are now available to consumers ranging from wood, pesticides, foods, cosmetics, Electronics utensil, textiles, advertisements, packaging, and ingredients to laundry detergents and household cleaning products. Even though the existence and the variety of these environmentally friendly products have been well-known all over the world, but seemingly there is no a significant consumption growth especially in some Asian markets. To mention one of reasons is the weak environment consciousness of consumers. Chan & Lau (2000) suggested that to have a better comprehensive understanding, investigating the perception of consumer on environmental issues and the implementation in consumer behavior. Thus, the present study attempts to fill up this gap by examining Asia consumers' attitudes towards green products and in turn, its impact on green purchase intention.

In attempting to Enbridge this issue, the present study will be restricted to some Asian Consumers. The sequences of this study firstly, investigating the impact of functional value, emotional benefit as well as green subjective norm on green customers trust. Secondly, the impact of green consumer trusts on green attitude to use. Lastly, how do green subjective norm and green attitude to use influence green purchase intention.

2. Literature review and hypothesis development

2.1. Functional value

Firms should notice that the consumers are not seemingly compromise on product functionality, though the consumers have to care about whether consumers perceive the greenness of products offered. Green products must possess and own the origin product functionality compared with non green products to

enhance and trigger green purchase intentions.

In addition, implementing green marketing can raise customer purchase intentions. The expectation of green products sometimes lead to misperception that such products are low quality or do not really deliver in to real practices on their environmental promises. The marketers ought to care about whether consumers perceive greenness of their products, and must remember that consumers are unlikely to compromise on traditional product attributes, such as value, quality, price, and performance.

In enhancing consumer purchase intentions the companies need to develop products which possess both of greenness and high-value attributes since credibility is one of the key elements for green marketing strategy. To ease customer Skepticism and to raise customer trust marketers should decrease customer perceived risk about greenness of products. Hamner (2006) summarized some basics green product activities such as Product content requirements, Product content restrictions and Product content labeling or disclosure. This study proposed hypothesis mentioned below:

H1. The higher the rate of functional attributes, the higher the degree of green consumer trust.

2.2. Emotional benefits

Kotler, (2000) stated that brand positioning is considered as a key tool for brand implementation in competitive markets. This study suggested that a set of strategic choices for green brand positioning, available to marketing planners and brand managers, in accordance with functional brand attributes or emotional benefits. Literature reviews on green marketing reveals and exposes different opinions and statements regarding the adequacy of cognitive as well as emotionally oriented persuasion strategies.

Blankson and Kalafatis, (2000) conducted an experiment designed to allow the selection and control the exposure of participants on the ads stimuli aimed to implement distinguishes brand positioning strategies. Even, there is a general agreement on the strategic relevance positioning of green brand positioning in modern marketing management, the concept of positioning still considered lacks of a coherent meaning. Brand positioning has been analyzed both from a strategic standpoint (Hooley *et al.*, 1998) and an analytical perspective (Caroll and Green, 1997; Hair *et al.*, 1998). Kalafatis *et al.*, (2000) demonstrated that imagine or conceive of positioning as a cautionary process, consisting of deliberate or accurate and proactive actions intended at the definition of distinct consumer perceptions.

Aaker and Joachimsthaler (2000) also defined brand positioning as the process to identify brand and proposed value proposition which should be communicated intensively to the targeted audiences. As a result, the bases of brand positioning is all the interaction of marketing tools, with an accentuated or emphasized role for marketing communications due to its relevance in the process of forming distinct consumer perceptions.

Further, positioning a brand as a green brand entails or requires an intense communication and distinguished brand from its competitors though it's environ-mentally sound attributes. Green brand attributes could only be successful through effective communication and as well as ecologically sustainable products (Pickett *et al.*, 1995). Coddington (1993), Meffert and Kirchgeorg (1993) claimed that green positioning as an inherent and essential factor in the success of green branding strategies. The dative classification of generic positioning strategies (Tomczak *et al.*, 1997), a brand can be placed by functional attributes and/or by emotional benefits.

Delivering and offering information on environmentally sound product attributes is one of the green positioning strategies which are based on functional brand attributes aims to build brand associations. This positioning strategy should be aligned with relevant environmental advantages of the product against

conventional products, and also may refer to procedure of production processes, product consumption and/or disposing product (Peattie, 1995). (Roozen and De Pelsmacker, 1998) addressed the value perception of selected and executed environmental product attributes

The evidence that by reducing the impact of environmental care will not bring individual benefits to consumer as the success of a brand strategy relies on functional attributes. Further, the perceived customer benefit perhaps is scarce as a motivating factor to purchase brand (Belz and Dyllik, 1996). Every consumer would eagerly experience functional benefits such as improvement concern of environmental quality if only generalized or equalized environmentally sound consumer behavior. Yet, functional positioning strategies can trigger some general disadvantages such as imitable, assuming of rational buyer decisions and the flexibility of brand differentiation reduction (Aaker, 1996).

As an optional or complementary strategy, green positioning should be derived from the conceptual different types of emotional brand benefits such as, Contribution and sharing the greenness as well as conscious care on environmental, eagerness to exhibit environmental consciousness, Emotional affinity towards nature and Evoking and eliciting vicarious nature experiences as emotional brand benefits. Based on aforementioned previous finding, current study proposed the following hypothesis:

H2. The higher the rate of emotional benefits, the higher the rate of green consumer trust.

2.3. Green consumer trust

Perceived value is definitely claimed as a consumer's holistic evaluation on the net benefits of a product or service based on a consumer's appraisal and as assessment (Patterson and Spreng, 1997). It has been explored and studied at the prior research that perceived value had a positive effect on marketing performance (Sweeney *et al.*, 1999).

It is becoming more crucial nowadays; firms could enhance and improve consumer purchase intentions by delivering added product value (Steenkamp and Geyskens, 2006). Deliver and offer value to customers by providing benefits and by distinguish product from their competitors' (Zeithaml, 1988; Aaker, 1996). Firm's excellent product value could lead to product differentiation against competitors' (Kim *et al.*, 2008; Czibere & Rácz, 2015).

Perceived value was not only be a crucial determinant factor in maintaining and sustaining long-term customer relationships, but also play a key role in affecting and triggering purchase intentions (Zhuang *et al.*, 2010). In addition, perceived value is also necessary to influence customer trust (Kim *et al.*, 2008; Mulatsih *et al.*, 2017)

Due to its prevalent and commonness, consciousness in environmental dragged more attention nowadays. Patterson and Spreng proposed a novel construct, green perceived value which refers to describe a consumer's overall appraisal and assessment of the net benefit gained from product and service between received and given in accordance with consumer's environmental desires, sustainable expectations, and green needs.

Trust is obviously could be defined as a level of the willingness to depend and sustain on one object through the expectation of its ability, reliability, and benevolence or philanthropy (Hart and Saunders, 1997). Meanwhile Lin *et al.*, (2003) claimed that trust is the desire to receive vulnerability and perishable based on positive expectations of the integrity and capability of another one. Chen (2010) also defined green trust as a willingness and loyalties to depend on one particular object in accordance with belief or expectation coming out from the credibility, benevolence, and ability about environmental performance.

Eid (2011) posited that there was a significant positive relationship between perceived value and customer trust, due to the ability of high level of perceived value could increase post-purchase confidence of the product. This case lead the many firms overstate and exaggerate the environmental value offered in their products made their customers no longer distrust (Kalafatis and Pollard, 1999). Based on the previous study, this research hypothesizes that green customer trust is associated with green purchase intention which mediated by green subjective norms and proposes the following hypothesis:

H3. The higher the degree of green customer trust, the higher the degree of green purchase intention.

H4. The higher the degree of green customer trust, the higher the degree of green attitude toward use.

2.4. Green subjective norm

Recent years, researchers have begun to empirical investigate the norm in regards of green environment behavior, and resulted was known as a new one. (Nilsson *et al.*, 2004) claimed that the norm construct refers to the trust which is trustworthy referents (individual or groups) though that one should accomplish out the behavior and the motivation to comply or agree with these referents). Aligning with (Rhodes and Courneya, 2003) suggested that subjective norms assess the social pressures on the individual to conduct or not to conduct some certainly behavior.

The green subjective norm is usually rooted from superior or salient beliefs, called normative beliefs, concerning on whether certainly referents might ask the respondent should or should not implement the action in query. Seemingly, expected values of this influencing referent can be noticed by two measures: firstly likelihood that the referent holds or grasps the normative belief and secondly the motivation to comply with the views of the referent.

Subjective norm hedges behavior that instigated or negatively invited by the desire to act as others forces us to act as we should. Commonly, socially worthy acts, such as papers and bottles recycling, triggering internally generated feelings of self-respect or pride, meanwhile when failure is occurred to do the way it should, perhaps invoke feelings of shame or self-reproach. Subjective norm is therefore can be claimed as internally controlled, which is not force to external reinforcement operational such as adjusting others mistakenly.

Others involving and influencing in the Subjective Norms could be close friends, folks, doctors, midwives, nurses, political parties, religious organizations or respected local leader . Take for example; in buying toiletries products, consumers might be influenced and awarded by the messages of environmental pressure groups who claim that packaging and product formulations and process could bring seriously damage or devastate affect the environment. The Subjective Norm is called subjective due to what the leader's opinion and norm refers to leader's understanding of what others people though should be done or not (East 1997). In accordance with previous findings, the current study proposed the following hypothesis:

H5. The higher the degree of green subjective norm, the higher the rates of green consumer trust.

H6. The higher the degree of green subjective norm, the higher the rates of green purchase intention.

2.5. Green attitude to use

Attitude is one of the most persistent concepts in all of marketing. It plays a crucial role in the major models describing consumer behavior, and is included, in one form or another, in most marketing researches. Attitude plays this vital role mainly because it is believed to strongly influence behavior (Churchill & Labocci, 2005). A number of past studies have made accomplishments to identify the relationship between consumers'

environmental attitudes and behavior (Fraj & Martinez, 2007; Stern, 2000) and comparing consumers' environmental attitude-behavior in the different setting of cultures (Laroche *et al.*, 2002; Oreg & Katz-Gerro, 2006). Similarly, Cook *et al.*, (2002) have conducted attitude-behavior research regarding the purchase of genetically modified food products, which was developed based on the Theory of Planned Behavior. The results revealed that purchase intention of genetically modified food products were positively influenced by attitude, subjective norms, perceived behavioral control, and self-identity. Among the four antecedents, it was indicated that attitude had the greatest impact on purchase intention.

The finest distinction has been produced by researches in categorizing the type of greenness (Banerjee, 1994), meanwhile Shrum *et al.*, (1995) claimed that green consumer is any party whose buying behavior is influenced by environmental concerns.

Mostafa (2006) has conducted research on consumers' green purchase intention. He investigated the influence of a variety of attitudinal and psychographic factors on consumers' green purchase behavior by applying the hierarchical multiple regression method. He argues that the use of this approach allows researchers to focus on the variables forming the hypotheses, and meanwhile, also separately treat the influence of the control variables that might have moderating effect on consumers' green purchase decision.

Lobb *et al.*, (2007) conducted research concerned on subjective norms, perceived behavioral control, attitudes, risk perception, trust, and alia or other variables such as socio-demographic factors. The proposed model presented the interaction between these components towards intention to purchase. The study results demonstrated that purchase intention is mainly driven by attitudes. Hence, the finding implies the fairly positive support to attitudes as the most important determinant of purchase intention.

Several findings have also been fairly support the proposition that when the consumers' attitude to environmentally friendly or green products is positive, the consumer's purchase intention will be more likely to be positive (Mostafa, 2006; and Mostafa, 2007b) and in the most cases, attitude is found to be the most influence factor in predicting intention (Bagozzi *et al.*, 2000; and Cook *et al.*, 2002). Based on aforementioned findings, thus, the following hypothesis is to be addressed

H7. The higher the degree of green attitude to use, the higher the rate of green purchase intention.

2.6. Green purchase intention

Many researchers agreed that demographics are not playing important role to describe green ecological consumer behavior compared with psychographic variables such as attitudes and knowledge, values, and the behavioral variables (Getzner and Grabner-Kruter, 2004). Meanwhile (Schwartz and Bilky, 1990) stated that values are relatively stable criterion that usually use to assess their own and others' behavior in different situations.

Schwartz (1992) breaks down the values domain into self-enhancement self-transcendence, conservation, openness to alter the value. Follows and Jobber (2000) changed the openness to change value, and included remaining three values. However including conservation, self-transcendence, and openness to change value except self-enhancement are based upon the results of factor analysis on the market values from Schwartz's (1992) typology. Furthermore, postulating openness to change value is an important factor that explains consumer's green environmental behavior.

The current study proposes a novelty related with green purchase intentions which is refers to Netemeyer *et al.*, (2005) that defined it as the likelihood or probability that a consumer willing to pay and buy some certainly product which is derived from environmental requirements and needs (Ramón, 2013).

Trust derived from three beliefs firstly integrity, secondly benevolence, and last ability. Trust is also an expectation waited by an individual in regards of word, promise, or statement of another party can be leaned on and relied on (Schurr and Ozanne, 1985). In additional, trust is a confident extension of another party promise to behave as expected (Hart and Saunders, 1997).

Customer trust is also essential determinant of long-term consumer behavior (Lee *et al.*, 2011). Therefore, consumer purchase intentions are affected by consumer trust (Harris and Goode, 2010). Previous literature claimed that customer trust is a determinant factor on consumer purchase intentions (Schlosser *et al.*, 2006). Van der Heijden *et al.*, (2003) described that once consumers have had a trust experience with the seller, higher level of purchase intentions would be possess. Therefore, green consumer trust becomes the antecedent of customer purchase intentions.

Previous research showed that green customer trust would positively influence customer purchase intentions (Schlosser *et al.*, 2006). Sometime consumer judgment is often derived from incomplete information; perceived value of products would positively influence their green purchase intentions (Kardes *et al.* 2004).

Green consumer trust is a set of attributes which relates with consumer perception on a product's value, which is finally expected to build up a positive word-of-mouth effect and raise green purchase intentions (Sweeney *et al.*, 2001; Ashton *et al.*, 2010). Unexpectedly any companies conduct a promotion by means of deceptive claims concern in the environmental value of products, this will lead customers are reluctant or averse to repurchase or repetitive buying (Kalafatis and Pollard, 1999). Hence, green consumer trust currently plays a crucial role in the environmental era. Green consumer trust is one of the most significant factors affecting purchase intentions (Zeithaml 1988).

Furthermore, previous literature claims that green consumer trust is positively related to consumer purchase intentions (Gounaris *et al.*, 2007) Poor trust can result in loss of consumer purchase intentions (Sweeney and Soutar, 2001). Once consumers put trust on high value of a product, they are more likely to purchase the product (Chang and Chen, 2008). Others studies which demonstrates that green consumer trust positively impact their purchase intentions (Cronin *et al.*, 1997; Patterson and Spreng, 1997; Brady and Robertson, 1999; Eggert and Ulaga, 2002; Tam, 2004). In the rise of the nowadays, green consumer trust is very crucial to green purchase intentions since the rise of environmental consciousness.

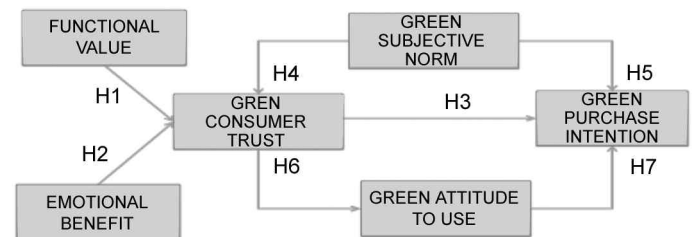


Figure 1. Empirical Research Model
Source: developed for this research

3. Method

Measurement

A self-administered questionnaire was developed in this current research based on existed scale in robust theory. Current research sampling covers female and male consumers as in some Asian Countries. Female and male consumes are considered to have awareness on environmental and pro-environmental behavior.

3.1. Research method

Sampling and data collecting procedures

Sampling frame consists of experienced female dan male consumers who conducted repetitive buying and understand green product concept or green marketing. To increase the rate of respondent participation, call back is conducted for both mail survey and field visiting. 1000 questionnaires were sent and 800 return, 578 used for further analysis.

Table 1.
Descriptive statistics
and correlation matrix

Variables	1	2	3	4	5	6
Functional Value	-					
Emotional Benefit	.466**	-				
Green Consumer Trust	.455**	.290**	-			
Green Subjective Norm	.283**	.274**	.496**	-		
Green Attitude Toward Use	.619**	.425**	.548**	.455**	-	
Green Purchase Attention	.546**	.432**	.472**	.367**	.549**	-
Standard Deviation	1.86	1.78	1.17	1.78	174	1.82

Note:

**Correlations is significant at the pb.01. level (2-tailed)

3.2. Analysis and findings

Validation of measurement

To asses internal consistency scales, the combination of exploratory factor analysis and item-to-total correlations deployed Gerbing dan Anderson (1988), the finding demonstrated that total correlation or loaded on high multiple factors. The following table showed the descriptive statistic and correlation matrix used for current study.

Estimated model Confirmatory Factor Analysis [CFA]. Fit statistics indicated a close fit to the data ($\chi^2 = .89.504$, pb.10; $\chi^2/d.f. = .176$; Good Fitness of Index [GFI] = .92; [AGFI] = .904; [TLI] = .953, and root mean square error of approximation [RMSEA] = .035). For all measurement items, standardized loadings output from CFA analysis is considered huge and significant, and providing the convergent validity evidences. Extracted was conducted to assess construct reliability with the estimation of

Cronbach's alpha coefficient, composite reliability score, and average variance extracted. Table 2 showed that all the constructs that alpha and composite score reliability are same and more than 0.7. Besides, extracted variance average for all constructs are the same or bigger than 0.5, as suggested by Bagozzi (1988). Therefore, all measurement scale has a good reliability.

Constructs and measurement items	Standardized loadings	AVE	α	CR
Functional Value		.65	.90	.87
• When buying green product ,I need 3R to be clearly seen.	.66			
• When buying green product, I always firstly read ingredients.	.69			
• I always concern on green product's packaging	.76			
• I will buy green products when it is recyclable	.71			
• It is always concern to see expired date clearly	.75			
Emotional Benefits		.72	.78	.75
• It is prestigious to buy green products	.85			
• It is very respectful to buy green products	.84			
• I obtained honorable experiences when consuming green products	.68			
• I am more convinced on green products than others	.67			
Green Consumers Trust				
• Green products generally credible	.75	.76	.88	.84
• I feel secure when consuming green products	.66			
• I will honestly concern on green products	.62			
• Green product is an honest items without any harmful chemical				
• I sincerely claim that green products meet my expectation				
Green Subjective Norm		.84	.82	.92
• Historical reputation, strong traditional.	.80			
• Global competition	.87			
• After sales service	.80			
• Regular charity implementation	.81			
Green Attitude Toward Use		.84	.79	.88
• Green Manner	.56			
• Positive Feeling	.62			
• Environmental Concern	.76			
• Willingly to Sacrifice	.82			
• Green Life Style				
Green Purchase Intention		.84	.79	.88
• Green Customer trust	.52			
• Willingly to pay higher	.60			
• Benevolence	.61			
• Benefit perceived	.55			

(Ten-point scale, anchored by "Strongly Disagree" and "Strongly Agree")

Table 2. Measurement Scales, Confirmatory Factory Analysis Results and Reliabilities

3.3. Structural model estimation

The statistical output demonstrated that functional value and emotional benefits successfully as the key drivers for green consumer trust. This could be meant that consumer gained trust from the functional value and perceived emotional benefits.

Furthermore, green subjective norm also contributed significant role on building green subjective trust. Green consumer trust build consumers green attitude significantly as well as a positive impact on green purchase intention. Green subjective norms and green attitude also showed significant impact on building green purchase intention. As shown at the following figure.

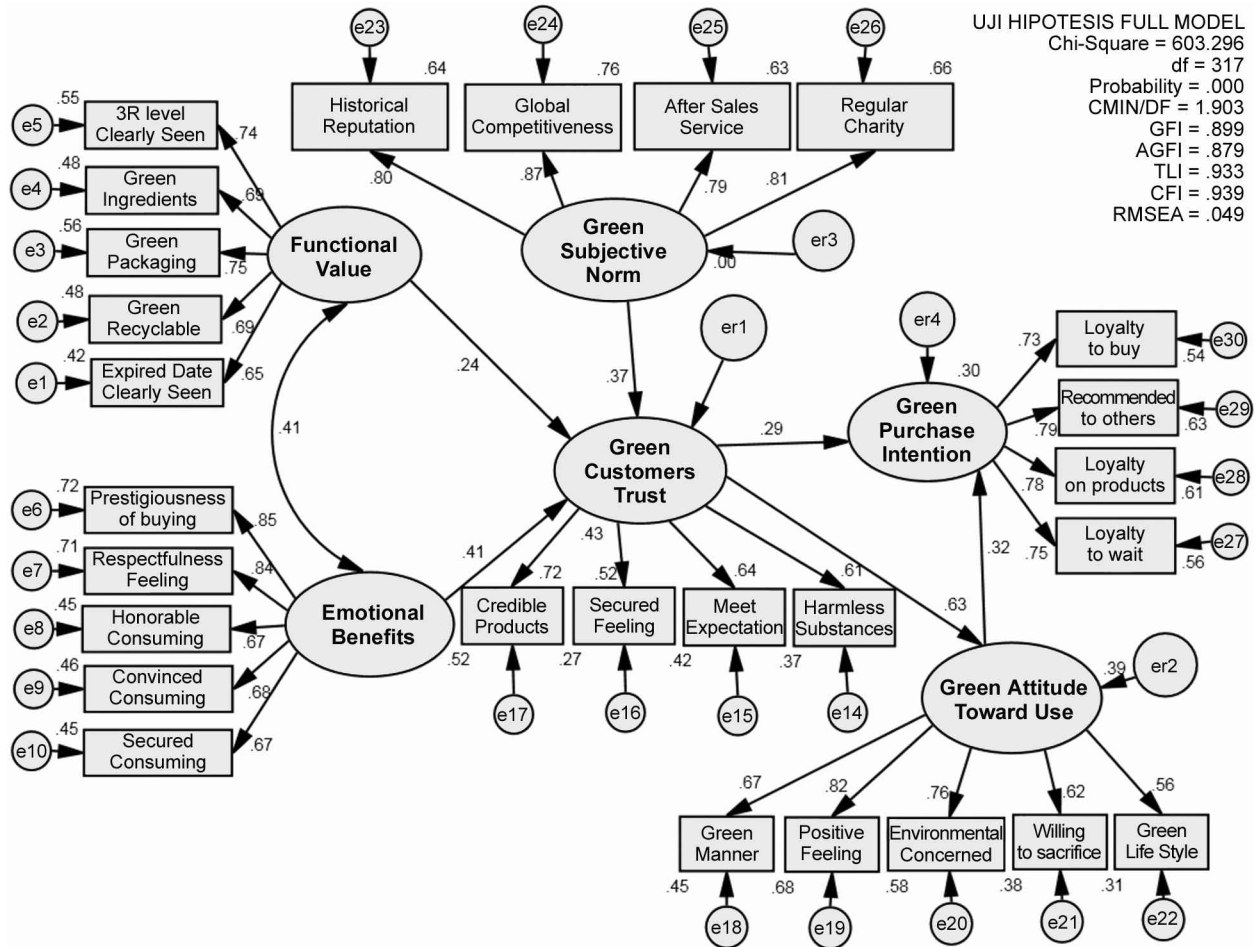


Figure 2. Full Structural Model

			Estimate	S.E.	C.R.	P
Green_Consumer_Trust	<---	Functional_Value	.176	.050	3.527	***
Green_Consumer_Trust	<---	Emotional_Benefit	.265	.047	5.668	***
Green_Consumer_Trust	<---	Green_Subjective_Norm	.220	.038	5.734	***
Green_Attitude	<---	Green_Consumer_Trust	.851	.108	7.897	***
Green_Purchase_Intention	<---	Green_Attitude	.388	.067	5.789	***
Green_Purchase_Intention	<---	Green_Subjective_Norm	.421	.058	7.209	***

Note: Fit statistics for structural model

Table 3. Standardized path coefficients for the structural model

4. Conclusion remarks

The current findings are strongly support that customer green trust will lead to green purchase attention. Look at green consumer behavior in the new millennium (Straughan and Roberts 1999); Compulsive buying behavior (Shoham and Brencic 2003); Green consumer behavior (Tadajewski and Wagner-Tsukamoto 2006); Associations of unethical; consumer behavior and social attitudes (Callen-Marchione and Ownbey 2008); Consumer behavior in food consumption (Miljkovic and Effertz 2010); Multiple-channel and cross-channel shopping behavior Role of consumer shopping orientations (Chatterjee 2010); The consumers' perception, demographic characteristics and consumers' behavior towards in visiting restaurant (Rahman 2012); Consumer behavior and purchase intention for organic

food (Paul and Rana 2012); The impact of ethical fashion on consumer purchase behavior (Bin Shen *et al.* 2012).

Functional Value and Emotional Benefit showed a significant impact to convince green consumer trust. The higher the functional value and emotional benefit perceived by consumer in Asia market will lead to the higher rate of trust as hypotheses one and two are accepted. The role person and the norms legalized in some places also play a crucial impact. Social norms have a very significant impact to increase green consumer trust, as hypothesis three is also accepted.

Once the consumers pay a high trust on consuming goods, they are turning in to have green attitude as hypothesis four cannot be rejected. Green attitude and green subjective norm are noticed to be the determinant factors for green purchase intention as hypotheses five and six are accepted.

All current findings is aligned with previous works of Bagozzi *et al.*, (2000) which demonstrated that Subjective Norms were found to be considerably support respondents' decisions. By proposing green subjective norms for present study brings no insignificant finding to the previous ones with only subjective norms. Furthermore, in accordance with Chen (2007) indicated the positive of subjective norms with customer's attitudes on organic foods and control on perceived behavioral, these were claimed to have significant impact on purchase intention.

The second strongest antecedent depicted in the model is green attitude to use, this could be meant that customer green attitude do support to increase green purchase attention. A well-considered attitudes does influence customer behavior due to the level of their experiences, knowledge, high involvement, product preferences, awareness and trustworthiness on eco-labelling. Meanwhile, green customer trust is also shown as the predictor of green purchase intention.

Having customers in some Asian Market (Indonesia, Singapore, Malaysia, Japan, China, India, Philippine, Vietnam, Thailand) as the respondents, current study revealed that the awareness of Asian customers on the implementation green concept leads to the green purchase intention with the green subjective norm as the strongest driver of green purchase intention.

4.1. Managerial implication

In accordance of the acceptance of all hypotheses proposed to increase the rate of green purchase intention as depicted in the full model, current study highlighted some important impli-

cations for managers to notice what consumers want and deploy green concept. Firstly, managers should be able to offer functional value and emotional benefit that perceived by consumer to increase green consumers trust. Secondly, this study consider the significant impact of implementation green concept, mainly green trust, green norm, green toward use to increase the rate of green purchase intention.

4.2. Limitations and future research

Different data analysis conducted for current study demonstrated that there are no differences perceptions of some Asian customers on green concept. Some issues then lead to the limitations: first the unavailable of the robust constructs to measure the customer's knowledge on concern on environmental. It leads to the difficulties to cope with consumer perception. Secondly the different cultural background should be considered for further study. Even located in the same continental, Asian consumers' culture and behavior is varying. Thirdly, present study focus on 3R products, various kind of products are becoming the research objects as long as the product considered with 3R. Fourth, having the adult male and female respondents is somehow triggering the bias, as the perception perhaps could be different. The last, the results perhaps could be generalized since the respondents are represented from most populated country such as china, Indonesia and India, but since Asia is the biggest contingent, for some reasons, the listed country are not yet considered to present the wholes Asian countries and should considered the huge sample and multi-group analysis is a must to do.

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