

Measuring Consumer's Purchase Intention toward Green Product and Its Antecedents: A Pre-Test

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Abstract

Consumer's green purchase intention, become one of the popular topics in green marketing. The linkage between green purchase intention and its antecedents is still open to be extended. One of it by ensuring the measurement is following the robust technique. This study aims to validate the measurement of consumer green purchase intention and its antecedents. Green purchase intention is determined by how strong the consumer's perception regarding greenwashing implementation is. When the consumers perceive that a product strongly applies greenwashing, then it will cause decreasing the intention to provide the green word of mouth. This condition will affect consumers' having less intention to purchase a product. A quantitative method is then utilized to validate all the measurements items required. Five-point Likert scales were utilized in each item to represent a consumer's level of agreement for each statement. The respondents were selected through non-probability sampling, particularly in the purposive sampling method. The sample size is 100 respondents that participated in this study by the response the online questionnaire provided. The questionnaire distribution was conducted through the google form platform. A confirmatory factor analysis was conducted to ensure all the items had met the threshold as required. The results of this study revealed the importance of discriminant validity along with construct reliability. All the measurement items are satisfactorily reflecting the latent variables optimally. Therefore, as a pre-test, this study can be continued convincingly into a field study.

Keywords: Green purchase intention, green marketing, greenwashing, green word of mouth

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