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# An Analysis of Factors Affecting Consumer Intentions Toward Green Products

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ABSTRACT

This study examines the factors influencing consumers' intention to use green products. A quantitative approach was employed, involving 300 users of Philips MyCare LED Bulb products. Data were analyzed using descriptive statistics and Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results show that social approval positively affects both consumer attitudes and behavioral intention. Ease of use significantly influences consumer attitudes but has no significant effect on behavioral intention. Perceived risk positively affects both consumer attitudes and behavioral intention. In addition, consumer attitude has a significant positive effect on behavioral intention. These findings highlight the important roles of social influence, usability, and perceived risk in shaping consumer attitudes and intentions toward environmentally friendly products.

## INTRODUCTION

Environmental problems such as global warming have increased consumer awareness of the environmental impact of products, as production processes may contribute to environmental degradation. Public concern has also risen regarding the harmful effects of chemical substances, including synthetic fertilizers, pesticides, and growth hormones, on human health and ecosystems. In response, green innovations have emerged to meet the growing demand for green products (Roidah, 2013). This concern for sustainability has shifted consumer preferences toward eco-friendly products and responsible organizations (Kim & Chung, 2011). Green products are increasingly recognized in Indonesia, driven by green consumerism (Herri et al., 2006; Suki et al., 2016; Doni et al., 2020).

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Green innovation refers to environmentally friendly product and process innovations that integrate technological and managerial approaches to environmental management. It encompasses green product and green process innovation, aiming to improve resource efficiency, reduce material costs, and minimize environmental impact (Chen et al., 2006). These innovations focus on the use of non-toxic materials, energy efficiency, and waste reduction, while also enabling the development of recyclable and resource-efficient products. As a result, green innovation not only reduces emissions but also enhances firm competitiveness and creates cost advantages for both producers and consumers (Porter, 1995; Flores & Innes, 2010; Rao & Holt, 2015; Porter & Linde, 1995).

Environmentally friendly consumer behavior is reflected in attitudes and actions aimed at protecting the environment (Ali, 2013). Attitude, as an individual's evaluation of an object, plays a key role in predicting behavior (Suprapti, 2010; Sebayang, 2010). However, green innovation often creates uncertainty that influences adoption decisions. Social influence significantly affects behavioral intention, as interactions with others shape consumer choices (Ozaki, 2011; Claudy, 2011; Bandura, 1986). Moreover, perceived benefits, ease of use, and risk are key determinants (Jaiswal et al., 2021), while self-efficacy and environmental concern further encourage adoption (Muhammad et al., 2021).

Consumer perception also plays a significant role in shaping behavioral intention. Perceived risk, particularly social risk, can influence decision-making, as consumers may be concerned about product performance and potential social judgment (Claudy, 2011). This perception encourages consumers to seek more information before adopting new products (Manning, 1995). Furthermore, cost considerations and perceived risk are often identified as major barriers to adoption (Ozaki, 2011), highlighting their importance in understanding consumer behavior toward green products.

Although green innovation has been widely discussed in the literature, most prior studies focus on green products, green marketing, and their relationship with firm value, business strategy, and sustainability performance. In contrast, this study specifically examines the factors influencing consumers' behavioral intention to use green innovation products, incorporating a mediating perspective. This area remains relatively underexplored, particularly in Indonesia. Therefore, this study aims to fill this gap by investigating the case of Philips MyCare LED Bulb, a widely used and recognized green innovation product in Indonesia.

## LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Members of a social system tend to develop a sense of belonging by engaging in activities perceived as normative. Social interaction and information exchange play a vital role in promoting innovation adoption (Bandura, 1986). Green knowledge and social acceptance, both objective and subjective, are crucial in shaping positive attitudes toward green products (Han, 2016). Effective communication within social systems increases awareness of sustainability issues and fosters favorable attitudes (Arbuthnot, 2009). However, social acceptance may also hinder renewable energy adoption in certain contexts (Wüstenhagen et al., 2007). Overall, social factors significantly influence consumer attitudes and behavior (Ghoni, 2012).

**$H_1$:** *Social factors positively influence consumer attitudes toward green products.*

Sarafino (1994) defines social support as feelings of comfort, care, appreciation, or assistance received from others or groups. Handono and Bashori (2013) further describe it as responses from significant others involving respect, communication, and interdependence. Social influence has been shown to positively affect behavioral intention toward green innovation adoption (Ozaki, 2011). While social acceptance can encourage renewable energy adoption, it may also act as a barrier in certain contexts (Mallett, 2007; Wüstenhagen et al.,

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2007). Additionally, social benefits and influence enhance consumers' willingness to adopt new technologies (Fisher & Price, 1992; Claudy et al., 2011).

**$H_2$:** *Social approval positively influences behavioral intention toward green products.*

Ease of use refers to the degree to which an individual perceives a system or innovation as easy to learn, understand, and operate (Venkatesh & Davis, 2000). It reflects the belief that using a system requires minimal effort. In research, ease of use is often linked to perceived usefulness and user attitude. Prior studies show that ease of use has a positive and significant effect on both variables (Pinho & Soares, 2011). It also influences consumer attitudes in internet banking (Mansour, 2016) and directly affects attitudes toward adopting new technologies (Jaiswal et al., 2021).

**$H_3$:** *Ease of use positively influences attitude toward green products.*

Davis (1989) defines ease of use as the degree to which an individual believes that a technology is easy to understand and operate. In green innovation, ease of use is an important factor influencing adoption decisions (Ozaki, 2011). However, convenience was not found to significantly affect solar lantern adoption (Velayudhan, 2003). Perceived usefulness also plays a key role in shaping attitudes and behavioral intentions, particularly in internet banking (Mansour, 2016). Moreover, perceived ease of use positively influences behavioral intention toward adopting new technologies (Wang et al., 2018).

**$H_4$:** *Ease of use positively influences behavioral intention toward green products.*

Perceived risk refers to the negative feelings experienced by consumers when considering the adoption of new technologies or innovative products. The use of new technologies often involves uncertainty and anxiety, which may influence consumers' decision-making processes. Prior research indicates that higher perceived risk leads to lower consumer attitudes toward adopting new technologies (Laroche et al., 2010). Moreover, perceived risk is recognized as a major barrier in the adoption of online banking and e-commerce, influencing both consumer attitudes and adoption intentions.

**$H_5$:** *Perceived risk positively influences attitude toward green products.*

Claudy (2011) found that perceived social risk influences product usage, as consumers often worry about product benefits and potential social concerns. In the context of green energy, uncertainty about product quality can create anxiety and hinder adoption intentions (Ozaki, 2011). Perceived risk reflects consumers' beliefs regarding the potential negative consequences of using new technologies (Yildirim, 2019). As a result, consumers tend to consider safety and potential risks when deciding to adopt new products or services.

**$H_6$:** *Perceived risk positively influences behavioral intention toward green products.*

According to Suprapti (2010), attitude reflects an individual's favorable or unfavorable feelings toward an object and is inferred from behavior. Behavioral intention is influenced by attitude, subjective norms, and perceived behavioral control, while beliefs and risk perceptions shape both attitude and intention (Putri, 2014). Attitude is formed through beliefs and their importance in decision-making (Polatoglu & Ekin, 2001). Positive perceptions of a technology increase adoption intention and are more likely to translate into actual usage behavior (Liu et al., 2018; Wang et al., 2018).

**$H_7$:** *Attitude positively influences behavioral intention toward green products.*

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Prior studies highlight that green knowledge and social acceptance, as both objective and subjective forms of knowledge, play a vital role in shaping positive attitudes toward green product adoption (Han, 2016). Attitude also serves as a mediating variable linking innovation attributes to behavioral intention (Ashinze et al., 2021). Additionally, social interaction and information exchange facilitate innovation adoption (Bandura, 1986). Empirical findings consistently show that attitude is positively associated with green purchasing behavior and consumer intention (Phau et al., 2011; Ayoun et al., 2015; Laksmi, 2015).

**$H_{8a}$:** *Attitude mediates the relationship between social approval and behavioral intention toward green products.*

According to Davis (1989), perceived ease of use refers to the extent to which an individual believes that using a system requires minimal effort. This perception is a key factor in technology adoption decisions. Consumers are more likely to adopt technologies they perceive as simple and convenient (Cheng et al., 2019). Empirical studies also show that ease of use positively and significantly influences consumer attitudes (Ulumiyah, 2016). Furthermore, behavioral intention is shaped both directly and indirectly by attitude, perceived usefulness, and perceived ease of use (Jaiswal et al., 2021).

**$H_{8b}$:** *Attitude mediates the relationship between ease of use and behavioral intention toward green products.*

Rong et al. (2007) argue that perceived risk negatively affects consumer trust in using a product, which in turn influences usage decisions. Kim & Chung (2011) found that perceived benefits and perceived risk have both direct and indirect effects on consumer attitudes and intentions toward technology use. Furthermore, behavioral intention is influenced by key predictors such as attitude, perceived usefulness, ease of use, and risk (Jaiswal et al., 2021). These findings highlight the important role of risk perception in shaping consumer responses through attitudinal processes.

**$H_{8c}$:** *Attitude mediates the relationship between risk and behavioral intention toward green products.*

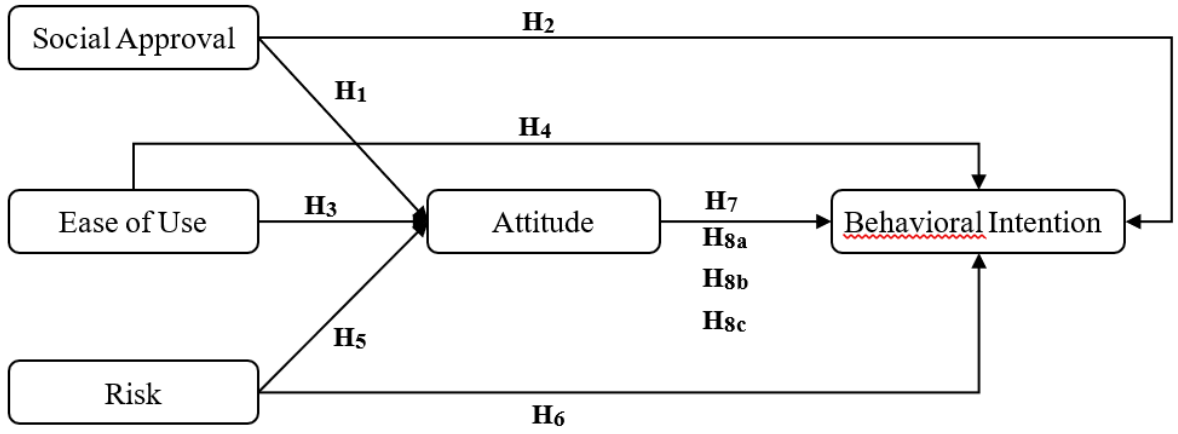


**Figure 1.** Research Framework

## RESEARCH METHODS

This study adopts a quantitative approach, with data collected through an online questionnaire using a five-point Likert scale. The target population comprises all users of Philips Mycare LED Bulb products in Indonesia, with purposive sampling employed to select respondents aligned with the research objectives. The sample size was determined based on the guidelines

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of Hair et al. (2013) and Ferdinand (2006), using a multiplier of 5–10 times the total number of indicators; with 15 indicators, the minimum sample size ranged from 75 to 150 respondents. However, this study includes 300 respondents, exceeding the recommended minimum and ensuring adequate representativeness. The study incorporates independent (social approval, ease of use, risk), dependent (behavioral intention), and intervening (attitude) variables. Data analysis was conducted using descriptive statistics and Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with SmartPLS 3.2.9 to examine relationships among variables and test the proposed hypotheses.

## DATA ANALYSIS RESULTS & DISCUSSION

### Respondent Profile

**Table 1**. Respondent Profile

| Characteristics | Frequency | % |
|---|---|---|
| **Gender** | | |
| Male | 201 | 67 |
| Female | 99 | 33 |
| **Age** | | |
| Under 20 years old | 58 | 19,3 |
| 21 – 25 years old | 193 | 64,3 |
| 21- 25 years old | 35 | 11,7 |
| 26 – 30 years old | 6 | 2 |
| 31 -35 years old | 3 | 1 |
| 36– 40 years old | 1 | 0,3 |
| 41 – 50 years old | 4 | 1.3 |
| Above 50 years old | | |
| **Occupation** | | |
| Student | 71 | 23,7 |
| Government Employee (Civil Servant) | 58 | 19,3 |
| Self-employed / Entrepreneur | 13 | 4,3 |
| Homemaker | 10 | 3,3 |
| Private Sector Employee | 60 | 20 |
| Military Personnel (TNI) | 23 | 7,7 |
| Others | 65 | 21 |
| **Monthly Income** | | |
| < 5.000.000 IDR | 192 | 64 |
| 5.000.000 - 10.000.000 IDR | 91 | 30,3 |
| 11.000.000 - 15.000.000 IDR | 7 | 2,3 |
| 16.000.000 - 20.000.000 IDR | 3 | 1 |
| > 20.000.000 IDR | 7 | 2,3 |

Source: Processed Primary Data (2022)

The descriptive analysis shows that the majority of respondents were male (67%), compared to females (33%). In terms of age, most respondents were between 21–25 years old (64.3%), indicating a dominance of young adults in the sample. Regarding occupation, students constituted the largest group (23.7%), followed by private sector employees (20%) and others (21%). In terms of monthly income, the majority of respondents earned less than IDR 5,000,000 (64%), highlighting a predominantly lower-income profile. Overall, the sample is largely characterized by young, male students with relatively low-income levels.

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## Validity & Reliability Test Results

The measurement model explains how manifest variables represent latent constructs. Convergent validity was assessed using outer loadings and Average Variance Extracted (AVE), indicating that indicators adequately reflect a single latent variable (Sarwono, 2015). The thresholds applied were outer loadings > 0.70 and AVE > 0.50, with indicators below 0.70 removed. Reliability was evaluated using Cronbach's alpha and composite reliability; however, composite reliability was prioritized as it better estimates internal consistency (Abdillah, 2018). A minimum value of 0.70 was required for reliability (Ghozali & Latan, 2015). Figure 2 presents the measurement model results.

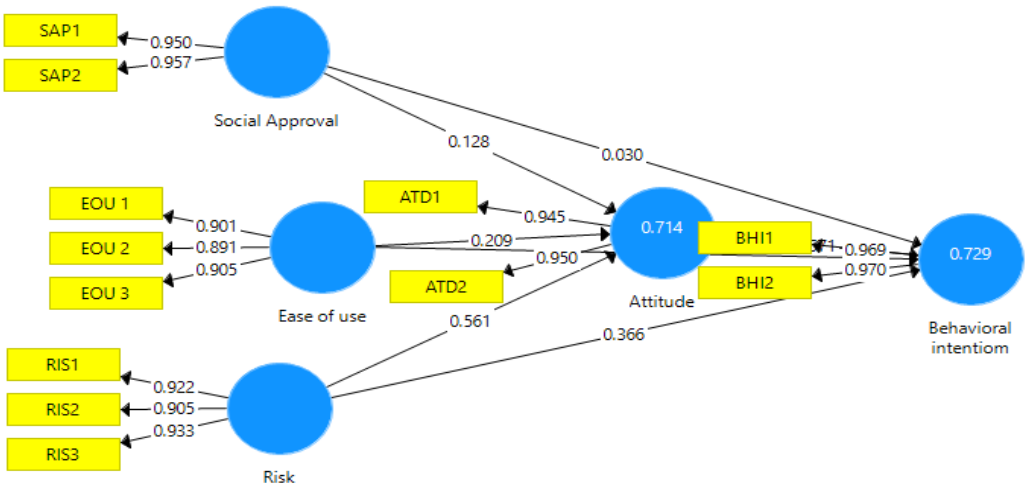


**Figure 2.** PLS Algorithm

**Table 2**. Validity and Reliability

| Item | Loading factor | Cronbach's Alpha | Composite Reliability | AVE |
|---|---|---|---|---|
| **Social Approval** | | 0.90 | 0.95 | 0.91 |
| [SAP1] Most people close to me use the Philips MyCare LED Bulb because it is environmentally friendly. | 0.950 | | | |
| [SAP2] Most people close to me recommend that I use the Philips MyCare LED Bulb. | 0,957 | | | |
| **Ease of Use** | | 0.88 | 0.93 | 0.81 |
| [EOU1] I do not need much effort to use the Philips MyCare LED Bulb. | 0.901 | | | |
| [EOU2] I am skilled at using the Philips MyCare LED Bulb. | 0,891 | | | |
| [EOU3] I find the Philips MyCare LED Bulb very easy to use | 0,905 | | | |
| **Risk** | | 0.91 | 0.94 | 0.85 |
| [RIS1] I do not feel concerned about the reliability of the Philips MyCare LED Bulb. | 0,922 | | | |
| [RIS2] I am not worried about the maintenance required when using the Philips MyCare LED Bulb. | 0,905 | | | |
| | 0,933 | | | |

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| | | | | |
|---|---|---|---|---|
| [RIS3] I am not concerned about the level of benefits I receive from using the Philips MyCare LED Bulb. | | | | |
| **Attitude** | | 0.89 | 0.95 | 0.90 |
| [ATD1] Using the Philips MyCare LED Bulb is a good idea. | 0,945 | | | |
| [ATD2] Using the Philips MyCare LED Bulb is enjoyable for me. | 0,950 | | | |
| **Behavioural Intention** | | 0.94 | 0.97 | 0.94 |
| [BHI1] I plan to use the Philips MyCare LED Bulb because it is an environmentally friendly product. | 0,969 | | | |
| [BHI2] I intend to use the Philips MyCare LED Bulb as a way to engage in environmentally beneficial behavior. | 0,970 | | | |

Source: Processed Primary Data (2022)

Table 2 indicates that all indicators have factor loadings above 0.70 and AVE values above 0.50, confirming convergent validity with no items removed. Reliability results show Cronbach's alpha and composite reliability values exceeding 0.70, indicating strong internal consistency. Thus, all constructs are valid and reliable, and the measurement model is adequate, allowing further analysis through structural model evaluation to test the proposed hypotheses.

**Table 3.** Crossloading

| Item | ATD | BHI | EOU | RIS | SAP |
|---|---|---|---|---|---|
| ATD1 | 0,94 | 0,78 | 0,71 | 0,76 | 0,61 |
| ATD2 | 0,95 | 0,80 | 0,77 | 0,80 | 0,67 |
| BHI1 | 0,80 | 0,97 | 0,67 | 0,76 | 0,59 |
| BHI2 | 0,82 | 0,97 | 0,69 | 0,78 | 0,59 |
| EOU1 | 0,68 | 0,67 | 0,90 | 0,80 | 0,63 |
| EOU2 | 0,68 | 0,58 | 0,89 | 0,74 | 0,71 |
| EOU3 | 0,74 | 0,65 | 0,90 | 0,75 | 0,69 |
| RIS1 | 0,75 | 0,72 | 0,79 | 0,92 | 0,62 |
| RIS2 | 0,71 | 0,69 | 0,79 | 0,91 | 0,63 |
| RIS3 | 0,82 | 0,78 | 0,78 | 0,93 | 0,66 |
| SAP1 | 0,61 | 0,57 | 0,70 | 0,65 | 0,95 |
| SAP2 | 0,67 | 0,59 | 0,73 | 0,67 | 0,96 |

Source: Processed Primary Data (2022)

Table 3 shows that each item's cross-loading value is higher on its associated construct than on other constructs. It indicates that all items appropriately represent their respective variables. Therefore, the results confirm that each indicator has strong discriminant validity, demonstrating that the constructs are well distinguished from one another and accurately measured.

### Structural Model

After validating the measurement model, the structural (inner) model was evaluated to examine relationships among variables and predict the influence of independent variables on dependent variables. The model was assessed using the coefficient of determination ($R^2$) to measure explained variance and AVE for predictive relevance. Bootstrapping was applied to ensure estimate stability. Higher $R^2$ values indicate better predictive accuracy and stronger explanatory power of the model.

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**Table 4.** R-Square

| Variables | R-Square | R-Square Adjusted |
|---|---|---|
| Behavioral Intention | 0,73 | 0,73 |

Source: Processed Primary Data (2022)

Table 4 shows that the $R^2$ value for behavioral intention is 0.73, indicating that social approval, ease of use, and risk collectively explain 73% of the variance in behavioral intention. The remaining 27% is influenced by other variables not included in this study.

## Hypotheses Testing

To examine the relationships among variables, bootstrapping was applied through path coefficients. This nonparametric approach assesses the precision of estimates in PLS analysis. Hypothesis testing was based on significance (p-values) and t-statistics. Using SmartPLS, significance is determined from parameter coefficients and t-statistic values, with a threshold of 1.96 at a 5% significance level. The bootstrapping results are presented in Figure 3.

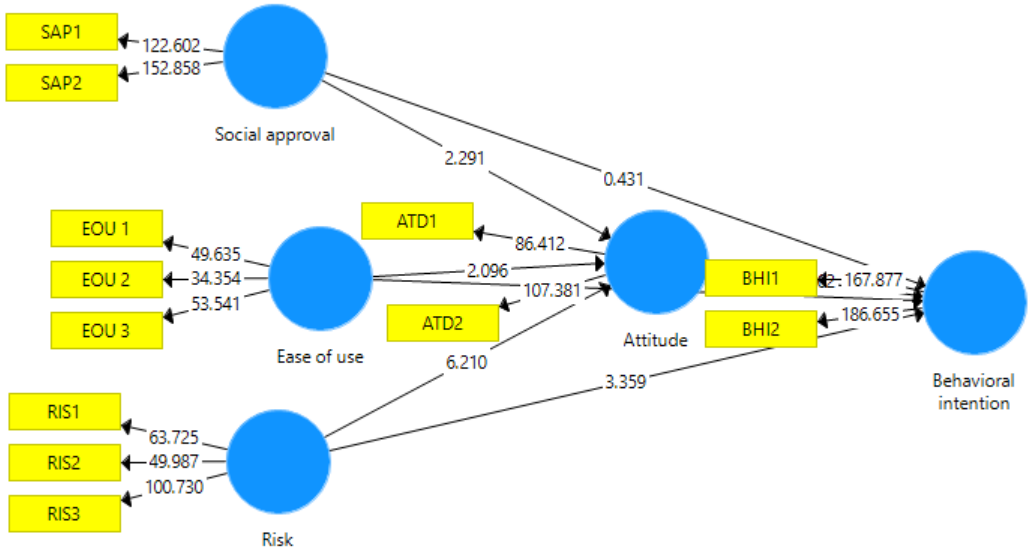


**Figure 3.** Bootstrapping

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**Table 5.** Path Coefficient

| Variables | Original Sample (O) | t-statistics | p-value | Description |
|---|---|---|---|---|
| SAP→ ATD | 0.13 | 2.14 | 0.03 | H1 Accepted |
| SAP → BHI | 0.03 | 0.43 | 0.67 | H2 Rejected |
| EOU → ATD | 0.21 | 2.00 | 0.05 | H3 Accepted |
| EOU → BHI | -0.08 | 0.82 | 0.42 | H4 Rejected |
| RISK → ATD | 0.56 | 6.11 | 0.00 | H5 Accepted |
| RISK → BHI | 0.37 | 3.52 | 0.00 | H6 Accepted |
| ATD → BHI | 0.57 | 5.96 | 0.00 | H7 Accepted |

Source: Processed Primary Data (2022)

Based on Table 5, social approval significantly and positively affects attitude ($t = 2.14$; $p < 0.05$) but not behavioral intention ($t = 0.42$; $p > 0.05$). Ease of use positively influences attitude ($t = 2.00$; $p \approx 0.05$) but has no significant effect on behavioral intention ($t = 0.82$; $p > 0.05$). Risk significantly affects both attitude ($t = 6.11$; $p < 0.05$) and behavioral intention ($t = 3.52$; $p < 0.05$), while attitude significantly influences behavioral intention ($t = 5.96$; $p < 0.05$). Thus, H1, H3, H5, H6, and H7 are accepted, while H2 and H4 are rejected.

Indirect effect testing was conducted to examine the influence of social approval, ease of use, and risk on behavioral intention through attitude as an intervening variable. The analysis employed the bootstrapping technique to assess the significance of these indirect relationships. The results of the indirect effects analysis are presented in Table 6.

**Table 6.** Total Effect

| Variables | Original Sample (O) | t-statistics | p-value | Description |
|---|---|---|---|---|
| SAP→ ATD → BHI | 0,07 | 1,93 | 0,05 | H8a Accepted |
| EOU → ATD → BHI | 0,12 | 1,98 | 0,04 | H8b Accepted |
| RIS → ATD → BHI | 0,32 | 4,12 | 0,00 | H8c Accepted |

Source: Processed Primary Data (2022)

This study further examines the relationships between independent variables (social approval, ease of use, and risk) and behavioral intention, with attitude as an intervening variable, to determine whether mediation is full, partial, or absent. According to Baron and Kenny (1986), full mediation occurs when independent variables do not significantly affect the dependent variable directly but do so indirectly through the mediator, where significant relationships exist between independent variables and the mediator, and between the mediator and the dependent variable.

Partial mediation occurs when independent variables significantly influence both the mediator and the dependent variable, while also maintaining a significant direct effect on the dependent variable. In contrast, no mediation occurs when the independent variables influence the dependent variable directly without involving the mediator, or when the relationships between the independent variables and the mediator, and between the mediator and the dependent variable, are not significant. Therefore, each independent variable is tested to examine the role of attitude as an intervening variable.

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**Table 6**. Mediation Effect

| Variable | Mediation Effect |
|---|---|
| Social approval | Full mediation |
| Ease of use | Full mediation |
| Risk | Partial mediation |

Source: Processed Primary Data (2025)

### Discussion

The results show that social approval has a significant effect on consumer attitude, suggesting that higher perceived social approval leads to a more favorable attitude toward using Philips MyCare LED Bulb. This finding is consistent with Han (2016), who highlighted the importance of social acceptance in shaping positive attitudes toward green products. However, social approval has a positive but insignificant effect on behavioral intention, indicating its limited direct influence on consumers' intention to use the product, in line with Badri (2014).

The findings also reveal that ease of use has a positive and significant effect on consumer attitude, indicating that greater perceived ease enhances favorable attitudes toward using Philips MyCare LED Bulb. This supports prior studies emphasizing the role of ease of use in shaping attitudes (Aydin & Burnaz, 2016; Ashinze et al., 2021). However, ease of use shows a positive but insignificant effect on behavioral intention, suggesting that it does not strongly influence consumers' intention to adopt the product, consistent with Velayudhan (2003).

Furthermore, perceived risk has a significant effect on both attitude and behavioral intention. This indicates that lower perceived risk leads to more favorable attitudes and stronger intentions to use Philips MyCare LED Bulb. These findings are consistent with previous studies identifying risk as a key factor influencing consumer attitudes and adoption decisions (Roy et al., 2017). In contrast, higher perceived risk or negative beliefs about product performance can reduce purchase intention, as noted by Chang and Chen (2008) and Gregg and Walczak (2008).

Finally, attitude has a positive and significant effect on behavioral intention, suggesting that more favorable consumer attitudes lead to stronger intentions to use Philips MyCare LED Bulb. This finding aligns with Aldhmour and Sarayrah (2016), emphasizing the crucial role of attitude in shaping behavioral intention. Overall, the results show that attitude fully mediates the relationship between social approval and behavioral intention, as well as between ease of use and behavioral intention. However, attitude does not fully mediate the relationship between perceived risk and behavioral intention, as perceived risk also has a direct effect on behavioral intention.

## CONCLUSION

This study examines the effects of social approval, ease of use, and perceived risk on consumer attitude and their impact on behavioral intention toward Philips Mycare LED Bulb. The findings reveal that social approval, ease of use, and risk significantly influence attitude, while risk and attitude significantly affect behavioral intention. However, social approval and ease of use do not significantly influence behavioral intention directly. Attitude plays a crucial role as a mediator, fully mediating the effects of social approval and ease of use, while partially mediating the effect of risk. Overall, the results highlight the importance of attitude in shaping consumer adoption of green products.

The study has several limitations that offer opportunities for future research. First, the sample was limited to 300 respondents in Indonesia, which may not fully represent the broader Indonesian consumer population. Future studies should include larger and more diverse

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samples. Second, this research examined only three factors influencing consumer behavioral intention toward green innovation, social approval, ease of use, and perceived risk, while other factors such as brand image, result demonstrability, and cost were not considered. Future research could expand the model to include additional variables for more comprehensive and comparative insights.

The study offers several practical recommendations for marketers and managers in the green innovation sector. Companies should focus on enhancing social approval, ease of use, and perceived risk to positively shape consumer attitudes, which in turn influence behavioral intentions, specifically regarding products like the Philips MyCare LED Bulb. From a managerial perspective, the findings provide empirical support for developing and improving eco-friendly products. Additionally, the results offer practical guidance for policy makers, producers, and marketers in promoting sustainable consumption and supporting environmentally responsible practices.

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