Green Purchase Intention Analysis For Menstrual Cup Products

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Abstract: This research discusses factors which influence green purchase intention, product knowledge and consumer doubt. The study used special for women products, menstrual cup. Menstrual cup is promoted as a replacement product for disposable sanitary napkins, since the new product offer better benefits compared to the existing menstrual products to the consumer and environment. However, as the new product is considered unusual, it has a negative stigma. This study used explanatory research using quantitative approach. Data was collected online using a web link from Qualtrics Survey. The questionnaire was designed using a semantic differential scale. The questionnaire link was distributed through social media. The total number of respondents taken was 128 Gen Z female, who have experienced menstruation and never used a menstrual cup. The data was analyzed using multiple linear regression. The research findings revealed that there is a positive influence of the green product knowledge variable on green purchase intention. However, consumer doubt does not have a significant effect on green purchase intention. The results of this study provide insights into companies and future research, especially in communication strategies.

Keywords: *green product knowledge, consumer doubt, green purchase intention, menstrual cup, sustainability*

Abstrak: Penelitian ini membahas faktor-faktor yang mempengaruhi green purchase intention, product knowledge dan consumer doubt. Penelitian ini digunakan khusus untuk produk wanita, menstrual cup. Menstrual cup dipromosikan sebagai produk pengganti pembalut wanita sekali pakai, karena produk baru ini menawarkan manfaat yang lebih baik dibandingkan dengan produk menstruasi yang ada kepada konsumen dan lingkungan. Namun, karena produk baru dianggap tidak biasa, ia memiliki stigma negatif. Penelitian ini menggunakan penelitian eksplanasi dengan menggunakan pendekatan kuantitatif. Data dikumpulkan secara online menggunakan tautan web dari Qualtrics Survey. Kuesioner dirancang menggunakan skala diferensial semantik. Tautan kuesioner dibagikan melalui media sosial. Jumlah total responden yang diambil adalah 128 Gen Z perempuan, yang pernah mengalami menstruasi dan tidak pernah menggunakan menstrual cup. Data dianalisis menggunakan regresi linier berganda. Temuan penelitian mengungkapkan bahwa ada pengaruh positif dari variabel pengetahuan produk hijau terhadap niat beli hijau. Namun, keraguan konsumen tidak berpengaruh signifikan terhadap niat beli hijau. Hasil penelitian ini memberikan wawasan tentang perusahaan dan penelitian masa depan, terutama dalam strategi komunikasi.

Kata kunci: *pengetahuan produk hijau, keraguan konsumen, niat beli hijau, menstrual cup, keberlanjutan*

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INTRODUCTION

Indonesia ranks fifth as the country that produces plastic waste by 2021 (Mutia, 2022). The total weight of this plastic garbage is 56.333 metric tons per year. This problem becomes a public concern and catches a lot of attention, because plastic waste is hard to decompose for years. For example, plastic bags need 10-20 years to decompose, while plastic drinks cup needs 400 years to decompose (Nurhanisah, 2023).

Although people know the disadvantages of plastics to the environment and society, these products are still used for many purposes until now. We use some of plastic materials for packaging and wrapping various product. Zero Waste Indonesia Alliance (AZWI) stated that the disposable wrappers are made of plastic and cellulose gel, and these contain dangerous chemicals for the environment and human health (Anonymous, 2021). According to the same source, a study conducted in 2014 by Women's Voice for the Earth found that disposable wraps contain acetone as well as other harmful substances such as styrene. The World Health Organization (WHO) categorizes these contents as a carcinogenic chemical that can cause cancer.

In line with the development of public awareness of the dangers of plastic products, companies emerge to offer more environmentally friendly products, safe to use and recyclable by implementing green marketing or environmentally conscious marketing strategies. Green marketing refers to all related marketing activities which include product development, promotion, distribution and decision on price of goods and or services offered by the companies in order to support social responsibility and environmental sustainability (Fernando, 2023). Consumers increasingly expect companies to demonstrate their commitment to comply with environmental, social, and governance (ESG) standards. Green marketing focuses on various environmentally friendly policies and activities that highlight the firm's products and services that are more beneficial to the environment compared to its competitors' products and services. Chen & Liu (2018) stated that green marketing has impacted on the company's plan for long-term commercial sustainability through green innovation.

The increase of consumer awareness of environmental sustainability encourages business players to provide products and or services, which are more environmentally friendly, including hygienic products such as menstrual cups. Menstrual Cup is made of silicone and latex rubber and this product is used as a replacement for a disposable sanitary napkins (Pane & Cristy, 2022). Furthermore, it is believed to be more hygienic and resistant to irritation in the spleen area and buttocks. The shape of this menstrual cup is like a cup that is useful to hold the blood that comes out of the vagina during menstruation. Menstrual cups are more durable as it can stay perform from 6 months to 10 years compared to one-time disposable sanitary napkins that are very difficult to decompose in the environment. The more difficult to decompose, the longer time disposable garbage to create methane (Veronica, 2019). Methane is one of the greenhouse gases that can create an increase in temperature on earth. According to Global Atmosphere Watch (https://gawpalu.id/), methane is known to have 25 times more power for global warming than CO_2 in 100 years. Andrea Gunawan, a content creator and co-founder of the women's health brand, Filmore, said that the application of menstrual cups makes consumers uninterrupted during menstruation on the Ladies Talk program KumparanWOMAN (Harness; 2022). However, menstrual cups in Indonesia are very new products and believed to damage women's blood vessels, and many believes that this could be a sign of loss of virginity.

Stigma may cause huge losses to every aspect of someone's life that is stigmatized. At the same time, there is a remarkable variation between individuals and groups in the experience of stigma. This stigma can vary and can interfere with social interaction because it is considered disgusting or dangerous to others (O'brien et al., 2023). The circulating stigma is so trusted by women that making the demand of menstrual cups is very low. The stigma makes many women have doubts about using the product because it needs to be inserted into the femininity section. Lack of buying intention on this menstrual cup can be triggered by a lack of green product knowledge and also consumer doubt about the product. Before buying something, the consumer will find information about the product. Lack of consumer knowledge about the product will lead to consumer doubts about the product which causes a lack of intention in purchasing the product. Consumer doubts play as important factors which influences purchasing intention and customer response to new products and innovations (Hareka & Wahyudi; 2020). Hence, consumer doubt has a significant negative impact on purchase intention.

In addition to price, consumer intention to buy is also influenced by their familiarity of the product (Ayub & Kusumadewi, 2021). Product knowledge is a set of information on a product. Consumers will be searching for as much information as possible about the products that are being sold. Consumers who normally realize the value of a product, their intention to buy will increase. With increasing knowledge of environmentally friendly products, consumers will be more confident that these products can reduce environmental problems (Wang et al., 2019). Therefore, environmental problems can be reduced through green purchasing behaviors, in which it gives negative impact on purchase intention (Hareka & Wahyudi; 2020).

Based on the explanation in the previous paragraph, consumer awareness of green products, stigma in consumer mind, customer knowledge on new and innovative products, influence the customer intention to buy the products. The aim of the study is to investigate if green product knowledge and consumer doubt will influence consumer purchasing intentions on the menstrual cup product.

LITERATURE REVIEW

Green Product Knowledge

According Sangtani & Murshed (2017), product knowledge covers a variety of information about a product, including product categories, brands, product terminology, product attributes or features. Novijanti et al. (2023) said that knowledge of a product is knowledge of various things related to the characteristics of the product, the benefits of a products, information about the risks of using a product and knowledge about consumer satisfaction with a product. Barrutia & Gilsanz (2012) also said that consumer product knowledge can directly affect their cognition through product attribution and evaluation criteria, which will further affect consumer ability to collect and use information. A customer who has more information about a product has a better sensitivity to think than having low product information (Lin & Lin, 2007; Augusta & Mardhiyah, 2019). In addition, the more customer know the product, the greater the consumer's interest in buying the product.

Green product knowledge is the subjective knowledge of the environment and the environmental impact of environmentally friendly products (Wang et al., (2019). If consumers lack green product knowledge, there may be a gap between consumer attitudes and behaviors. Consumers expect certainty of accurate and reliable information so that they can be confident enough to buy a product that is green (Suki & Mohd, (2016). Green products are products that can last long enough and are not harmful to health and environment, because of the product and packaging are made from materials that can be processed or recycled (Ottman, 2011). These products are usually called environmentally friendly or ecological and are often found to use more recyclable materials and packaging that is used less harmful than traditional products. There are three dimensions of green product knowledge which include 1) knowledge about product or product knowledge, consumer has product knowledge when they know and understand the effect of the product on the environment; 2) knowledge about usage, refers to consumer knowing and understanding how to use the product they buy; 3) knowledge about purchase, implies that consumer understands about where to purchase, for example the address or the location of the store and e-commerce (Harahap et al., 2018).

Sayal & Pant (2022) explained that consumers who have green product knowledge are more responsible to the environment. This will affect their degree of green product purchase intention. The perception of the consumer about the product influences his/her desire and attitude in initiating the purchase of a product (Netemeyer et al., 1993). When an individual wants to buy a green product, this means that he/she has high awareness of environment sustainability (Suki & Mohd, 2016).

Consumer Doubt

Consumer doubt is the uncertainty most often felt by consumers when evaluating a product (Saaksjarvi & Morel, 2010). Consumer doubt refers to a lack of confidence that the product works as promised. Consumer doubt leads to consumer behavior that takes longer to evaluate a particular product before deciding to buy it. According to (Afzali & Ahmed, 2016), consumer doubts affect consumer purchasing intentions and influence the response to product innovation. Consumer doubts are doubts that arise when faced with a product that can affect customer purchase intention. Customers have a lack

of confidence in high-quality products and high innovation, because customers think whether the product is something they want or not. So it raises doubts about whether a product is new or a product has a high quality (Afzali & Ahmed, 2016).

Previous studies found that there are two dimensions of consumer doubt, function doubt and quality doubt (Saaksjarvi & Morel, 2010; Hareka & Wahyudi, 2020). Function doubt is the functionality of the product, which refers to consumers doubtful about the product they buy, whether it is easy to use and works well. Quality doubt relates to the quality of the product, which refers to consumers perceptions about the product, whether the product is of high quality and can last long enough. Consumer doubt will negatively affect the intention to buy, but a product that is perceived to have value for money will have a positive influence on the purchase intention of a product (Hareka & Wahyudi, 2020). Previous research on menstrual cup in Indonesia found that skepticism has no significant influence on purchase intention, while consumer doubt, familiarity, information seeking and value for money influence purchasing intention (Kamira & Rizkalla, 2023). However, another research found that consumer doubt has no connection with purchase intention, when the customers have well-known information about the products, and includes innovative products (Afzali & Ahmed, 2016). Furthermore, they said that information seeking has a significant positive connection with purchase intentions, because customers like additional and well information about the product, and they are very open with knowledge about what they pay for a product.

Green Purchase Intention

The best representation of behavior in eco-friendly purchasing begins with the presence of the green purchase intention (Bakir & Mkedder, 2023). A better understanding of this phenomenon is essential for formulating marketing strategies. Furthermore, purchasing intentions are consumer preferences to change the behavior of their future plans, including emotional, perceptual, or consumer behaviors before and after purchasing. Consumer product knowledge can influence their cognition directly through product attribution and evaluation criteria, which will further affect consumer ability to collect and handle information (Barrutia & Gilsanz, 2012). A customer who has more information about a product has a better sensitivity to think rather than consumer who have less information about the product (Lin & Lin, 2007). The more customer know the product, the greater the consumer's interest in buying the product (Augusta & Mardhiyah, 2019). Intention to buy green products refers to an individual's urge to buy green products, mainly reflecting considerations of reducing pollution (Chen & Deng, 2016). Consumer interests in buying green products make the intention in buying these green products increase. Green purchase intention is measured by three indicators, 1) purchase because of customer environmental concern, 2) product has environmental performance and 3) product is friendly to the environment (Chen & Chang, 2012).

Research Hypothesis

According to Wang et al. (2019), green product knowledge is often considered a direct predictor of green purchase intention, which implies the assumption that consumers with green product knowledge will buy green or environmentally friendly products. Consumers who have knowledge of green or environmentally friendly products will make cognitive judgments and evaluate these green products by integrating product information and obtaining evaluation results, such as green trust and perceived consumer effectiveness, which can translate green product knowledge into green purchase intentions. Therefore, it was hypothesized that

H1:   Green product knowledge has a positive effect on green purchase intention of menstrual cup products.

Consumer doubt has a negative effect on purchase intention to buy a menstrual cup, and if consumer doubts are reduced, consumer intention to buy a menstrual cup will increase (Kamira & Rizkalla, 2023), In addition, consumers who tend to doubt will show low intention to purchase the product (Saaksjarvi & Morel, 2010). Therefore, it was hypothesized that

H2: Consumer doubt has a negative effect on green purchase intention of menstrual cup products.

Based on theoretical foundation and the research hypotheses, the research model of the present study is proposed, as shown in Figure 1.
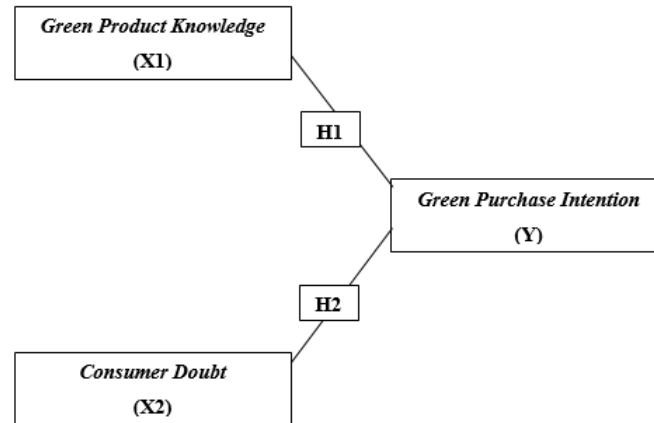

Figure 1. Proposed theoretical framework

RESEARCH METHODOLOGY

This research applies a quantitative approach which uses specific samples with certain criteria for data collection. The research instruments include green product knowledge, consumer doubt and green purchase intention, and these were developed from previous studies. The data analysis used statistical analysis to prove the hypothesis. This method of research applies philosophy of positivism (Saragih et al., 2021).

The location of the research is DKI Jakarta. The sample was taken from Generation Z women who have experienced menstruation and have never used menstrual cups. The researchers used Qualtrics Survey Software and provided links of the survey which distributed widely through social media such as Instagram, WhatsApp, Telegram, etc. The research was taken place in July 2023.

In this study, probability samplings, especially the simple convenience sampling technique was used. The data was analyzed using a software, SPSS v27. Data analysis was performed starting with research instrument tests (validity tests and reliability tests), followed by descriptive statistical tests, classical assumption tests (normality, heteroscedasticity, and multicollinearity tests), and regression tests (t tests, f tests and determination coefficients).

FINDINGS AND DISCUSSION

Data Analysis

Based on the validity test calculations for all variables used in the study, r statistics is greater than r table, which is 0.361 (r count > r-table). Then, it can be concluded that the measures' indicators used for research instruments are valid.

Analysis of Respondent Characteristic

The respondent's profiles include some characteristics which are used to identify respondents from a diverse group of people based on domicile, age, work, monthly spending for sanitary napkins, tampons, or other applications used during menstruation. From the data that have been obtained, there are characteristics of respondents in terms of gender, age, domicile, employment, and the amount of money spending for sanitary napkins, tampons, or other products used when menstruating. The total number of respondents is 128 respondents. Respondents are predominantly women aged 21 – 25 years,

who reside in East Jakarta. Many of the respondents are students with their money spending of Rp 50,000/month for sanitary napkins, tampons, or other products used during menstruation.

Classical Assumption Tests

Before conducting the multiple linear regression, a normality test was done by looking at the histogram which show the distribution of residual data. When the line depicting the residual data follows the diagonal line, then it can be said that the data are normally distributed. Results of the heteroscedasticity test can be found by looking at scatterplot graph or the predicted value of the dependent variable, namely SRESID, with the residual error, namely ZPRED. The graph shows no clear pattern, in which the points spread above and below 0 (zero) on the Y-axis. Thus, it can be stated that there is no heteroscedasticity in this study. For the multicollinearity test, the green product knowledge variable has a tolerance value of $0.518 > 0.01$ and a VIF value of $1.929 < 10$. Based on the results obtained from the data analysis, it can be concluded that there is no symptoms of multicollinearity.

Hypothesis Test
Partial Test (T Test)

This T test is used to find out to what extent an independent variable can fully or partially explain the variation of the dependent variable. In this study, the T-Test will show the strength of the respective variables green product knowledge (X1), consumer doubt (X2) and green purchase intention (Y). Table 1 shows the results of a partial test or t-test.

Table 1. Multiple Linear Regression Analysis

Coefficients^a					
	Unstandardized Coefficients		Standardized Coefficients		
Model	Beta	Std. Error	Beta	t	Sig.
(Constant)	5.576	1.596		3.494	.001
Green Product Knowledge	.371	.036	.752	10.269	.000
Consumer Doubt	-.038	.036	-.078	-1.066	.289

a. Dependent Variable: Green Purchase Intention

The basis of decision-making on this T test is:

1. H0 is accepted and H1 is rejected when the test's significant value T is >0.05. Therefore, it can be determined that the independent factor has no significant influence on the dependent variable.
2. H0 is rejected and H2 is accepted when the T-significant value is <0.05.

Calculation Formula for T_{Tabel}:

$$T\ tabel = T\ \frac{a}{2}\ ; n - k - 1$$
$$T\ tabel = T\ \frac{0.05}{2}\ ; 128 - 2 - 1$$
$$T\ tabel = T\ (0.025\ ; 125)$$
$$T\ tabel = 1.97912$$

Description: a : Significance value (0.05)
 n : Sample sum
 k : Independent variable sum

With the interpretation as follows:

The results for H1 is shown in Table 1. The analysis reveals that a $t_{statistic}$ of 10,269 is obtained with a t_{table} of 1,97912, which means $t_{statistic} > t_{table}$ (10.269 > 1.97912). Then the significance value is $0,000 < 0.05$. Thus, it can be concluded that green product knowledge positively influences the green purchase intention on menstrual cup product, H1 is accepted. The results for Hypothesis2 show that the $t_{statistic}$ is -1.066, which means $t_{statistic} < t$ tables (-1066 < 1.97922). This is also shown by p-value, which is 0.289 and it is greater than 0.05. Thus, it can be concluded, consumer doubt does not influence green purchase intention of menstrual cup product. This means that H2 is rejected.

Simultaneous test (F test)

The F test is used to determine the combined impact of independent variables on dependent variables.

Table 2. Simultaneous test (F test)

ANOVAª

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1213.395	2	606.697	117.462	.000b
Residual	645.633	125	5.165		
Total	1859.028	127			

a. Dependent Variable: Green Purchase Intention
b. Predictors: (Constant), Consumer Doubt, Green Product Knowledge

The results (Table 2) show that the F value counts 117.461 > 3.07 is significant, so it can be concluded that the variables green product knowledge and consumer doubt influence the green purchase intention simultaneously.

Determination coefficient (R^2)

The R^2 test is used to determine how well an independent variable can influence a dependent variable.

Table 3.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808a	.653	.647	2.2727

a. Predictors: (Constant), Consumer Doubt, Green Product Knowledge

Determination coefficient (R2)

The results of the determination test (Table 3) show that the R^2 is 0.653 or 65.3%. It can be said that green product knowledge and consumer doubt variables affect green purchase intention as much as 65.3%, and the remaining 34.7% was influenced by other variables which are not included in this study.

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine the direction and magnitude of the relationship of independent variables to dependent variables. The results of linear regression analysis are illustrated in Table 1. Based on the results on Table 1, the green product knowledge variable has the highest coefficient β of 0.371, which indicates that green products knowledge has the most positive influence on the green purchase intention. Furthermore, based on the information on Table 1, the regression equation of the research is

$$Y=5.576 + 0.372 X1 - 0.038 X2$$

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Discussion

The results of t-test reveals that green product knowledge has a positive influence on green purchase intention. This result is in line with previous study (Wang et al., 2019), where green product knowledge affects green purchase intention because consumers who have more knowledge will have more interest in buying a product.

The respondents were predominantly women aged 21 to 25 living in East Jakarta. Most of them are students, with monthly spending of Rp 50,000 for sanitary napkins, tampons, or other products used during their menstruation. Respondents are aware of the products because they have been exposed to product introductions or promotions carried out by the company through social media, although not all of them. Influencers who communicate through social media have critical role in introducing menstrual cup products to their followers, because through them the consumers gain awareness and develop trust. Hence, it can be concluded that green product knowledge has a positive influence on the green purchase intention. Consumer knowledge about the products will drive the behavior that they do, especially purchase intention.

Another variable, which is consumer doubt, has no significant influence on green purchase intention. This results is different from previous research (Saaksjarvi & Morel, 2010), in which consumers who are prone to doubts will cause a decrease in interest in purchasing the products, or when the consumer doubt is negative then the interest in buying menstrual cup products will increase (Kamira & Rizkalla, 2023). This consumer doubts might be caused by the way to apply menstrual cup, which is different from the existing menstrual products. There are many women who feel hesitant to use menstrual cups because they have the perception that the application of menstrual cup can cause damage to the blood vessels or loss of virginity. This reluctancy is related to the respondents' status as unmarried or single women, who must maintain their dignity and virginity, which is highly valued in Indonesian culture. Therefore, the cause of consumer doubts is due to the lack of product knowledge, which results in low intention to purchase the product.

Furthermore, previous research (Kamira & Rizkalla, 2023) explained that other factors such as generation, domicile, and marital status, might show different results. In relation to this research findings, the study found that the price of menstrual cup is much more expensive compared to the existing products. It was found that respondents' monthly spendings are around Rp 50,000. This might become another factor which cause low intention to purchase the menstrual cup. Unfortunately, the company's communication efforts in collaboration with doctors and influencers to provide information about product features, quality, and application in relation to women's intimate anatomy have either not been completed or have not been effectively communicated to consumers.

CONCLUSION

The objective of this study is to examine the relationship between green product knowledge, consumer doubt and green purchase intention. Data were collected from respondents who represents Gen Z women who domicile in East Jakarta, who are mostly students aged 21-25 years. The results of this research show that green product knowledge influence consumers green purchase intention. However, consumer doubt is not significantly related to green purchase intention. This research findings provides insights to the companies that produce menstrual cups. Through the insights the companies can develop the best marketing approach, tactics and remove doubts that arise in consumers about menstrual cups.

There are several recommendations that companies need to pay attention to market their products more effectively. These recommendations are related to product knowledge, which is the most important factor that influences green purchase intention. The companies need to provide education related to product features and benefit, such as product size, quality, usage associated with women intimate anatomy. This information should be conveyed through the right social media and company's website. They need to involve health professionals like doctors to develop their communication contents to gain consumer awareness and trust. Clinical trials and certification should be undertaken to the product to convince consumers related to the safety of the products. In relation to the communication efforts, the company needs to share positive reviews from consumers who have already used menstrual cup products. In addition to the environmental issue, the company should enhance consumer

understanding of the products and environmental sustainability, as using the products means saving the environment.

The research was conducted within a very short time and to a limited number of respondents who reside in DKI Jakarta only. Further study should include more area and number of respondents with various occupancies. Other variables that should be considered to research are factors related to price, promotion, and distribution strategies.

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