

Exploring the Influence of Perceived Behavioral Control and Attitudes on Green Product Adoption TPB-Based Study in Yogyakarta

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Abstrak

Penelitian ini dilakukan untuk mengetahui perilaku adopsi konsumen di Yogyakarta yang kaitannya dengan produk ramah lingkungan. Penelitian ini bertujuan untuk mengatasi kesenjangan penelitian sebelumnya sekaligus mengetahui bagaimana variabel *Consumer Attitude* dan *Perceived Behavioral Control* mempengaruhi *Adoption Behavior* amah lingkungan konsumen secara langsung maupun melalui variabel mediasi. Penelitian ini dilakukan melalui pendekatan kuantitatif, dengan memanfaatkan kuesioner *Google Forms* yang disebarakan melalui media sosial untuk pengumpulan data primer. Teknik analisis data yang digunakan adalah analisis jalur dengan alat analisis smart PLS 3.0 dan teknik pengambilan sampel dengan *purposive sampling* karena penelitian ini mempunyai kriteria tertentu. Data yang digunakan dalam penelitian ini adalah *Perceived Behavioral Control*, *Adoption Behavior*, dan *Consumer Attitude*. Hasil penelitian menunjukkan bahwa *Perceived Behavioral Control* memiliki pengaruh signifikan dan positif terhadap *Adoption Behavior* dan *Consumer Attitude*. Selain itu, *Consumer Attitude* juga berpengaruh signifikan terhadap *Adoption Behavior*, dan *Consumer Attitude* berperan sebagai mediator yang signifikan antara *Perceived Behavioral Control* dan *Adoption Behavior*.

Kata kunci: Produk Ramah Lingkungan; Sikap Konsumen; Perilaku Ramah Lingkungan; Teori Perilaku Terencana; Perilaku Adopsi

Abstract

This study was conducted to determine the adoption behavior of consumers in Yogyakarta in relation to environmentally friendly products. This study aims to address the gaps in previous research as well as to determine how the variables of Consumer Attitude and Perceived Behavioral Control affect consumers' environmentally friendly Adoption Behavior directly or through mediating variables. This research was conducted through a quantitative approach, utilizing Google Forms questionnaires distributed through social media for primary data collection. The data analysis technique used is path analysis with the smart PLS 3.0 analysis tool and purposive sampling technique because this research has certain criteria. The data used in this study are Perceived Behavioral Control, Adoption Behavior, and Consumer Attitude. The results showed that Perceived Behavioral Control has a significant and positive effect on Adoption Behavior and Consumer Attitude. In addition, Consumer Attitude also has a significant effect on Adoption Behavior, and Consumer Attitude acts as a significant mediator between Perceived Behavioral Control and Adoption Behavior.

Keywords: green product; consumer attitudes; environmentally friendly behavior; Theory of Planned Behavior; Adoption Behavior

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Introduction

Indonesia is the fourth most populous country in the world, following China, India, and the United States (Annur, 2022). The population of Indonesia contributes approximately 275.77 million people out of the 8 billion global population (Badan Pusat Statistik, 2023). Alongside the population growth, this phenomenon is closely linked to environmental issues commonly found in developing countries, particularly the increasing volume of daily waste generation most notably household waste (Heryanti et al., 2023; Khairunisa & Safitri, 2020; Prihatin et al., 2020; Rahmawati & Ilman, 2023).

According to (Prihatin et al., 2020), the continuity of development and the pace of economic growth, accompanied by population growth, often become the root causes of increasing waste production, as improved living standards tend to raise public consumption levels. This statement is supported by data from BPS, which reported that the average salary of Indonesian workers/employees in August 2023 reached approximately IDR 3.18 million per month, further driving household consumption (Badan Pusat Statistik, 2023; Soleh et al., 2023). Numerous studies have highlighted that improper waste management can lead to serious negative impacts, both for public health and the environment (Kartawinata et al., 2020; Ogiemwonyi et al., 2020). Moreover, Indonesia has faced several waste emergency events, such as the one in Yogyakarta, which occurred following the closure of a landfill site (TPA) that could no longer accommodate the growing volume of waste (Metri et al., 2023).

Therefore, through environmentally friendly approaches, many industries are increasingly motivated to adopt new business concepts aimed at raising awareness about sustainability issues and supplying green products to boost demand and usage of such goods (Astuti, 2019; Dilotsotlhe, 2021). By utilizing materials that do not harm the environment, green products are designed and processed in ways that minimize pollution, from the stages of production and distribution to final consumption (Astuti, 2019). Moreover, these industries have also developed environmentally conscious marketing strategies, commonly referred to as green marketing, which aim to advertise products while minimizing their negative environmental impacts (Kartawinata et al., 2020; Tan et al., 2022).

Studies over recent decades have reported an increase in global awareness and interest in eco-friendly products, driven by growing environmental concerns (Dilotsotlhe, 2021; Emekci, 2019). However, the level of green product awareness in Indonesia (63%) remains lower than in developed countries such as Canada (78%) and the United States (73%) (Luthfi & Hartono, 2022). Research on the adoption of green products in marketing often utilizes the Theory of Planned Behavior (TPB), though results across studies remain inconsistent. At its core, TPB posits that individual intention is the primary predictor of behavior, determined by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. Perceived behavioral control is directly related to behavior toward green products (Dilotsotlhe, 2021). Several studies have demonstrated that perceived behavioral control has a positive influence on adoption behavior across different contexts, such as eco-friendly appliances (Dilotsotlhe & Duh, 2021), organic food consumption (Sultan et al., 2020), and green transportation (Wong et al., 2020). These

findings suggest that behavioral control enhances consumer intention to purchase eco-friendly products, as it positively correlates with both behavioral intention and actual behavior (Ajzen, 1991). Based on this argument, the following hypothesis is proposed:

H1: Perceived Behavioral Control has a positive effect on Adoption Behavior

Perceived behavioral control significantly supports individuals with positive attitudes and subjective norms in performing a specific behavior (Pratama & Yuliati, 2021). This is supported by studies in green marketing which show that the relationship between behavioral control and attitude, within the TPB model, provides a significant contribution especially among non-consumer samples compared to students or other groups. A study by (Yasa et al., 2022) analyzing the effect of perceived behavioral control on consumer attitudes among website users concluded that the higher the level of perceived behavioral control—as indicated by good internet access, supporting facilities, and the ability to navigate websites—the more positive the user's attitude. This is further supported by findings from (Zaremohzzabieh et al., 2021). Based on this reasoning, the following hypothesis is proposed:

H2: Perceived Behavioral Control has a positive effect on Consumer Attitude

Attitude, as one of the key constructs in the Theory of Planned Behavior (TPB), has been extensively studied in prior research on the intention to purchase environmentally friendly products. Moreover, various empirical studies have verified that attitude has a positive influence on green purchase intention, as noted by (Pratama & Yuliati, 2021). The study by (Ekawati et al., 2020) also supports the notion that individual attitudes significantly affect purchasing behavior. These attitudes are shaped by one's mindset in addressing environmental degradation, which then leads to behavior that seeks to meet personal needs while simultaneously striving to protect the environment.

Adoption behavior refers to the process by which an individual decides to accept and use a new product, service, or idea. According to the study by (Sugandini et al., 2020), before someone adopts a new behavior, they go through a sequential process, and the level of adoption is determined by perceptions of a product's characteristics. Based on these findings and the understanding that engaging in environmentally friendly practices may be preceded by a positive attitude, the following hypothesis is proposed:

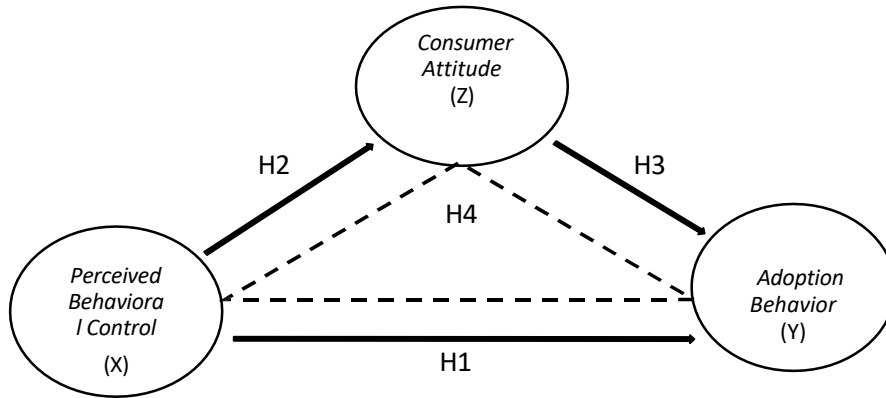
H3: Consumer Attitude has a positive effect on Adoption Behavior

There is still limited research regarding consumer attitude as a mediating variable for perceived behavioral control, likely due to the original formulation of Ajzen's Theory of Planned Behavior, in which attitude is considered one of the direct antecedents of behavioral intention (Ajzen, 1985). However, this does not rule out the possibility that attitude may act as a mediator in predicting individual behavioral intentions.

The study by (Ngah et al., 2019) found that consumer attitude positively mediated the relationship between perceived behavioral control and the willingness to pay for halal transportation in Malaysia. Based on these findings, the following hypothesis is proposed:

H4: Consumer Attitude positively mediates the relationship between Perceived Behavioral Control and Adoption Behavior.

Figure 1. Research Thinking Framework



Adapted from Ngah et al. (2019)

Methodology

This study employed a quantitative method that focuses on numerical data analyzed statistically to investigate problems, define variables, and measure or analyze data according to statistical procedures for the purpose of drawing conclusions or generating theoretical generalizations. The research design followed a quantitative approach using an associative method to examine relationships between two or more variables (Agustian & Wibisono, 2023). The target population of this study comprised individuals aged 15–64 years residing in the Special Region of Yogyakarta (DIY Province). A total of 150 respondents were selected through purposive sampling, a technique that selects participants based on specific characteristics aligned with the objectives of the study. Data were collected via an online survey using a five-point Likert scale questionnaire, designed to measure perceived behavioral control, consumer attitude, and adoption behavior related to environmentally friendly products.

The research subjects were consumers in Yogyakarta City, aged 15–64 years, who had experience using green products. The selection of participants was based on predetermined criteria relevant to the research objectives, following the purposive sampling technique (Ksanjaya & Rahayu, 2022). The population frame consisted of all residents or consumers aged 15–64 years in the DIY Province. According to data from Bappeda Jogjaprov (2020–2024), this group comprised 2,784,844 individuals. The sample size was calculated using the Slovin formula with a 10% margin of error, resulting in a minimum of 100 respondents, which was later increased to 150 to enhance data accuracy (Dewi & Febrina, 2023). Primary data were collected through an online questionnaire distributed to consumers of environmentally friendly products in Yogyakarta. The data collection instrument was a structured questionnaire utilizing a five-point Likert scale to assess perceived behavioral control, consumer attitude, and adoption behavior (Suasapha, 2020).

The research was conducted over a two-month period, from March to April 2024, with one month allocated for data collection and the following month for data analysis. The study location was the Special Region of Yogyakarta.

Data analysis

This study employed Path Analysis using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) version 3.0 software. Path analysis extends regression and bivariate analysis by incorporating exogenous, endogenous, and mediating variables. PLS is considered a robust alternative method because it does not require multivariate normality and can be used with relatively small sample sizes (Arfian et al., 2021; Wibisono, 2023).

a. Outer Model Analysis

The outer model was evaluated to test the validity and reliability of the constructs. According to (Hair et al., 2019), the outer model measures the relationships between latent variables and their indicators to assess convergent validity and measurement error.

Outer Loadings: All indicator loadings were above the minimum threshold of 0.5, fulfilling the requirement for convergent validity.

Average Variance Extracted (AVE): The AVE values for all constructs were above 0.5, confirming convergent validity:

Table 1. Average Variance Extracted

Variable	AVE
Perceived Behavioral Control	0.519
Consumer Attitude	0.545
Adoption Behavior	0.554

Source: Processed data, 2024

Discriminant Validity:

Fornell-Larcker Criterion showed that the square roots of the AVE for each variable exceeded the correlations with other constructs, confirming discriminant validity (Silaban et al., 2021).

Cross Loadings: All items loaded higher on their respective constructs than on others, further supporting discriminant validity (Hair et al., 2021).

Reliability:

The values of Cronbach's Alpha and Composite Reliability for all constructs exceeded 0.6, indicating satisfactory internal consistency (Khairunisa & Sabaria, 2023; Madjidu et al., 2022).

Table 2. Discriminant Validity:

Variable	Cronbach's Alpha	Composite Reliability
Perceived Behavioral Control	0.768	0.843
Consumer Attitude	0.719	0.827
Adoption Behavior	0.603	0.787

Source: Processed data, 2024

Inner Model Analysis

The inner model assessed the structural relationships between constructs, both direct and indirect.

Table 3. Inner Model Analysis

Variable	R Square
Adoption Behavior	0.425
Consumer Attitude	0.220

Source: Processed data, 2024

These values indicate a moderate explanatory power for Adoption Behavior and weak explanatory power for Consumer Attitude based on R² benchmarks (Ardiana et al., 2023).

Table 4. moderate effect

Predictor	AB (Adoption Behavior)	CA (Consumer Attitude)
Consumer Attitude	0.193	-
Perceived Behavioral Control	0.199	0.282

Source: Processed data, 2024

PBC had a moderate effect on AB (0.199) and a strong effect on CA (0.282), indicating meaningful contributions (Sujono et al., 2023).

Hypothesis Testing

Hypotheses were tested using bootstrapping to assess the significance of direct and indirect effects.

Table 5. Direct Effects

Relationship	Original Sample (O)	T-Statistic	P-Value
PBC → AB	0.383	5.750	0.000
PBC → CA	0.469	4.524	0.000
CA → AB	0.377	4.725	0.000

Source: Processed data, 2024

These results confirm that all three direct effects are positive and statistically significant ($T > 1.96$; $p < 0.05$), thus supporting H1, H2, and H3.

Table 6. Indirect Effect

Mediation Path	Original Sample (O)	T-Statistic
PBC → CA → AB	0.177	3.035

Source: Processed data, 2024

Indirect effect of PBC on AB through CA is also significant, supporting H4. This confirms that Consumer Attitude acts as a positive and significant mediator between Perceived Behavioral Control and Adoption Behavior.

Discussion

The findings of this study provide empirical support for the Theory of Planned Behavior (TPB) (Ajzen, 1985), particularly in the context of consumer adoption of environmentally friendly products. The results confirm that Perceived Behavioral Control (PBC) has a positive and significant effect on Adoption Behavior, as indicated by a t-statistic of 5.750 and a p-value of 0.000. This implies that individuals with greater control over resources, time, and access are more likely to adopt green products. These results are consistent with the studies by (Sousa et al., 2022; Xu et al., 2022; Ekawati et al., 2020), which emphasized that behavioral control facilitates actual behavior adoption, especially when individuals believe they have the ability and means to act.

Moreover, PBC also positively influences Consumer Attitude, with a t-statistic of 4.524 and a p-value of 0.000. This suggests that individuals who perceive themselves as capable of accessing and using environmentally friendly products tend to develop more favorable attitudes toward such products. This finding supports previous research by (Sugandini, Sukarno, et al., 2020; Yasa et al., 2022; Zaremohzzabieh et al., 2021), who found that access to digital platforms and eco-product exposure positively shapes consumer attitude. The study also reveals that Consumer Attitude has a positive and significant impact on Adoption Behavior (t-statistic = 4.725, p-value = 0.000), supporting the hypothesis that

a positive mindset toward environmental issues can encourage pro-environmental consumption behaviors. This is aligned with the findings of (Ekawati et al., 2020; Sugandini, Sukarno, et al., 2020), who argued that consumer attitudes influenced by environmental awareness can shape behaviors that are aligned with sustainability values.

Most notably, the mediation test demonstrates that Consumer Attitude significantly mediates the relationship between Perceived Behavioral Control and Adoption Behavior (t-statistic = 3.035, p-value = 0.003). This highlights that PBC not only influences behavior directly but also indirectly through the formation of a positive consumer attitude. This supports the findings of (Ngah et al., 2019), who emphasized the mediating role of attitude in enhancing the impact of PBC on behavioral intention, particularly in the context of willingness to pay for sustainable services. Overall, these findings provide strong support for the Theory of Planned Behavior, confirming that perceived behavioral control and attitude are essential components in predicting sustainable behavior adoption. The evidence demonstrates that environmentally responsible behavior among consumers in Yogyakarta is significantly shaped by their belief in their own capability, favorable attitudes, and their access to eco-friendly product alternatives.

This research also offers practical implications for marketers and policymakers. To increase adoption of green products, it is important to: Improve consumer access and control over eco-products (e.g., price, availability, information), Foster positive attitudes by promoting environmental education and raising awareness of the benefits of sustainable consumption, Design campaigns that strengthen both perceived control and positive emotional engagement to improve adoption rates.

Conclusion

This study concludes that Perceived Behavioral Control, Consumer Attitude, and Adoption Behavior are significantly interrelated, both directly and indirectly. Consumers in Yogyakarta exhibit a strong sense of perceived behavioral control that influences their adoption of environmentally friendly products. This control is supported by access to key resources such as financial capability, effort, and time. Furthermore, positive consumer attitudes toward green products enhance the likelihood of adoption, validating the predictive strength of these variables within the Theory of Planned Behavior (TPB) framework (Ajzen, 1985).

The findings enrich the existing TPB literature by demonstrating that consumers' belief in their behavioral control not only directly impacts their adoption behavior but also shapes their attitudes, which in turn significantly mediate that behavior (Ngah et al., 2019). This offers empirical evidence of the mediating role of consumer attitude in bridging control beliefs and pro-environmental behavior (Sugandini, Sukarno, et al., 2020; Ekawati et al., 2020; Sousa et al., 2022; Xu et al., 2022).

From a practical perspective, the results have several implications:

For society, there is a need to raise environmental awareness and promote more sustainable consumption habits by cultivating positive attitudes toward eco-friendly products.

For businesses, the study suggests the importance of developing environmentally-based marketing strategies and innovative green products aligned with consumer values and expectations.

For policymakers, the findings underscore the necessity of implementing supportive public policies, such as incentives for green businesses and investment in waste management infrastructure, to facilitate broader behavioral change.

However, this study is not without limitations. The data collection was limited to self-reported questionnaires, involved a relatively small sample size ($n=150$), and was conducted over a short data collection period. These factors may affect the generalizability of the findings. Future research is encouraged to adopt more diverse data collection methods (e.g., interviews, longitudinal studies), expand sample size, and incorporate additional TPB variables such as subjective norms or environmental concern to gain a more comprehensive understanding of sustainable consumer behavior.

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