

INFLUENCE ANALYSIS OF VALUE, KNOWLEDGE, &
CONSUMER ATTITUDE OF CONSUMER WILLINGNESS
TO PAY MORE FOR GREEN CONSUMERISM
PRODUCT (STUDY CASE OF THE BODY SHOP, BALI)

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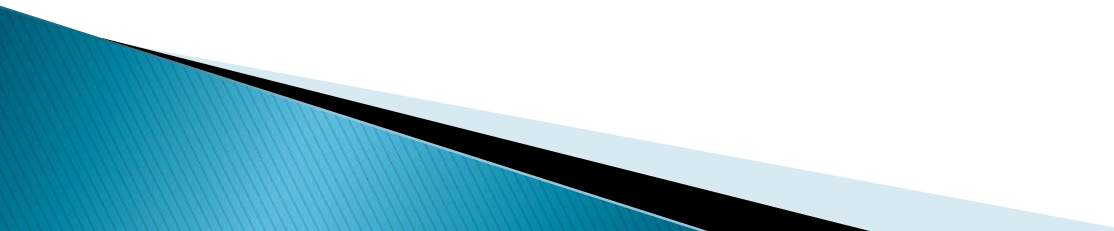
INTRODUCTION

- ▶ The level of awareness and knowledge of the environmental ecosystem is increasing.
- ▶ The emergence of green consumerism their behavior to get the consumer awareness of environmental products that decent, safe, and environmentally friendly
- ▶ The standardization of ISO (International Standardization Organization) 14000 requiring companies must use products that have environmentally friendly
- ▶ The Body Shop is well-known as a major pioneer in advancing the go – green

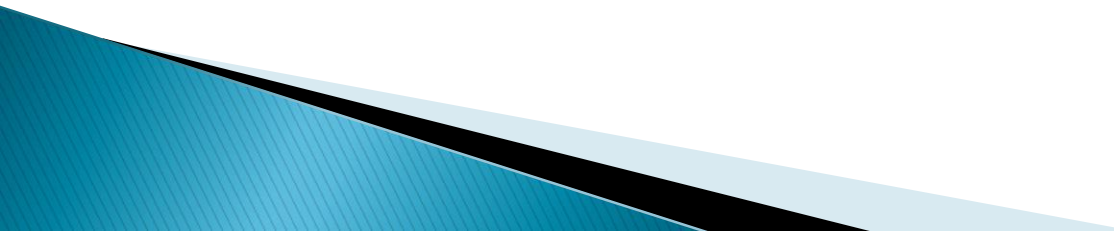
RESEARCH PURPOSES

- ▶ To determine whether there is influence between the values, knowledge, and attitudes of consumers towards consumers' willingness to pay more for products of The Body Shop in Bali

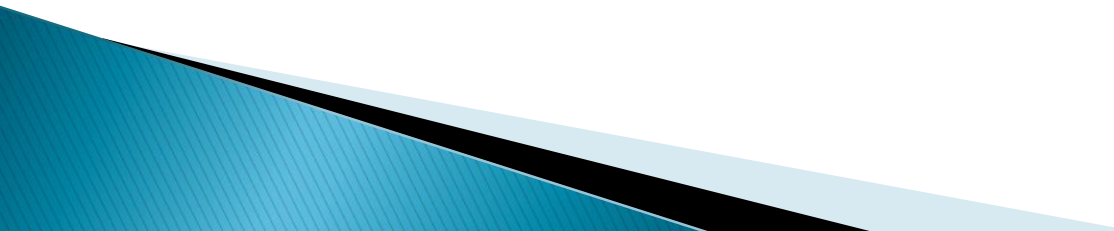
GREEN MARKETING

- ▶ Is one marketing strategy that is oriented to the surrounding environment and minimize environmental damage
 - ▶ Eco-friendly marketing strategy is not only to attract the attention of consumers to buy their products, but also there is the awareness of their company environmental ecosystems for human well-being
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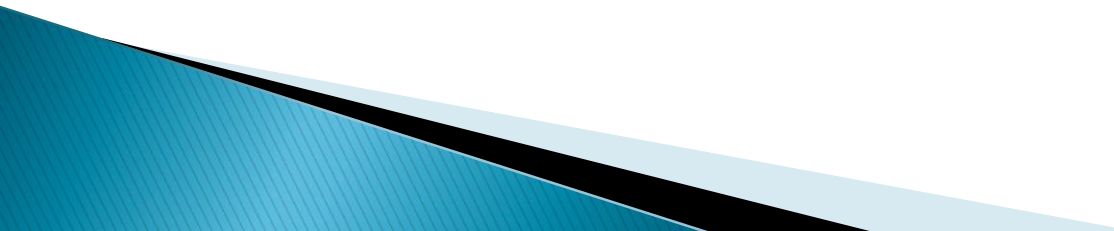
VALUE

- ▶ In consumer behavior will be a product-oriented approach and there are two main values, namely the individualistic orientation and collective orientation
 - ▶ An individualistic orientation is how the company focuses on itself and is shown by its lack of environmental friendliness
 - ▶ Collective orientation is one of the programs in which the company has a vision and mission to support environmental protection
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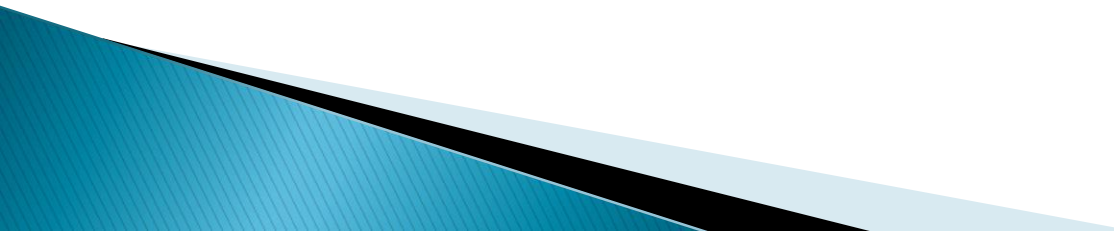
KNOWLEDGE

- ▶ Companies that have environmentally friendly aspects must always pay attention to the existence of ecoliteracy
 - ▶ Ecoliteracy is a symbol of environmentally friendly with the advanced elements of the 4Rs (reduce, refuse, Recycle and Recover)
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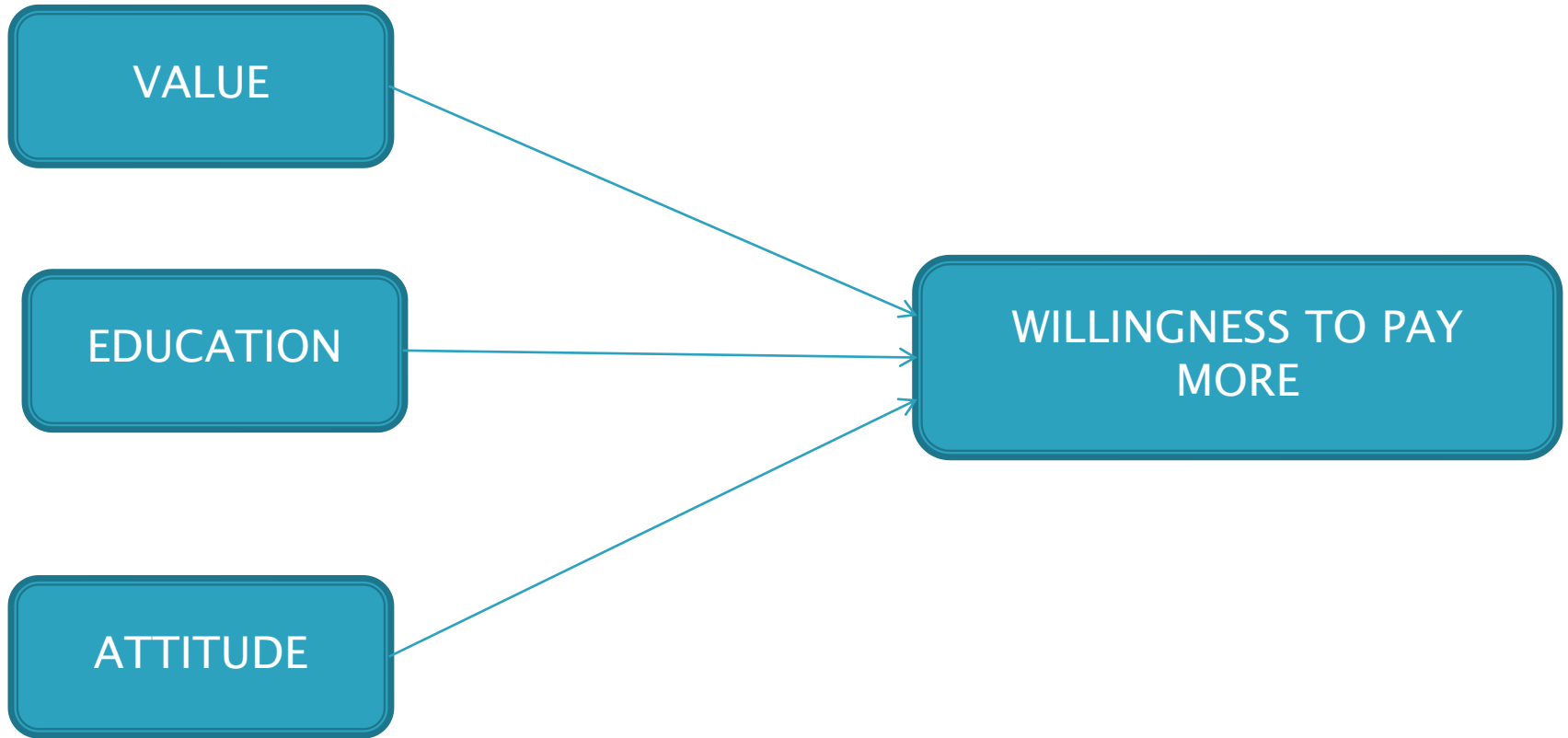
ATTITUDE

- ▶ There are two kinds of attitudes that affect one's intention in preserving the environment, among others:
 - a) Importance will keep the surrounding environment
 - b) Their mutual respect and preserve the environmental ecosystem
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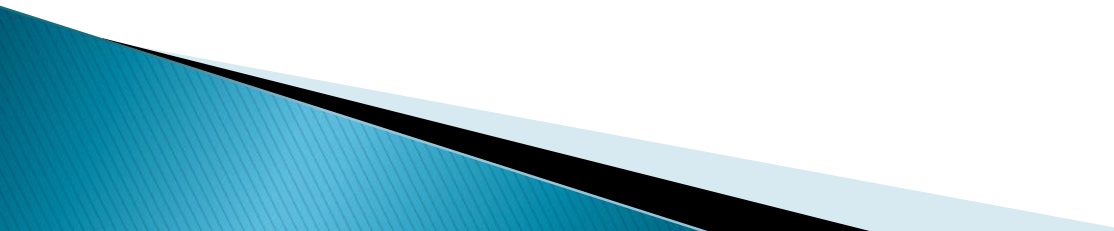
DESIRE TO PAY MORE

- ▶ In the consumer behavior, the buyer would be willing to pay more if the product has added value.
 - ▶ The buyer will pay the premium price which they have the best qualities.
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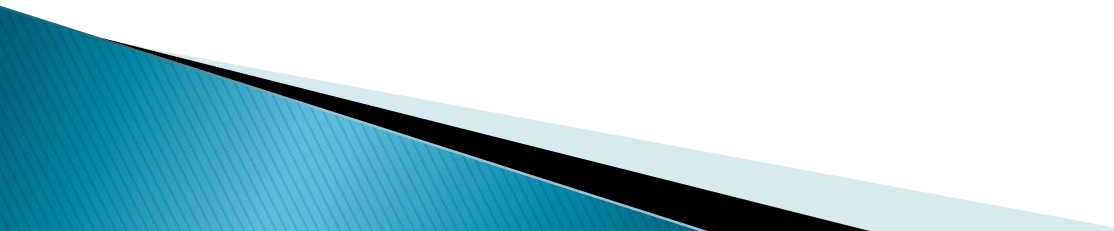
CONCEPTUAL FRAMEWORK



POPULATION AND SAMPLING

- ▶ The population in this study were all respondents who purchased the Body Shop products In Bali
 - ▶ The sample in this study were 50 respondents who purchased the Body Shop product in Bali
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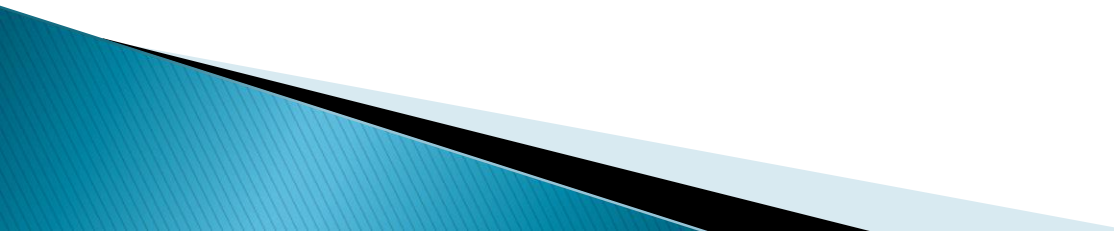
F SIMULTAN TEST

- ▶ Simultaneous F Test results in this study indicate that the calculated F value is at 32.245 which means that the variables of value, knowledge and attitude have a significant influence on the desire to pay more
 - ▶ Significance value F test is at the number 0,000 which means value, knowledge, and attitude have a significant influence on the desire to pay more because it is less than the alpha standard of 0.05
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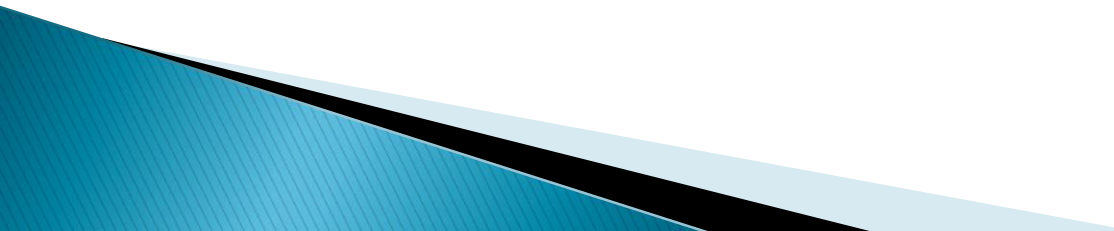
T PARSIAL TEST

- ▶ The value variable gives a significance value of 0.038, which means that the value has a significant effect on the desire to pay more because it is less than the alpha standard of 0.05
- ▶ The knowledge variable gives a significance value of 0.010, which means that knowledge has a significant influence on the desire to pay more because it is less than the alpha standard of 0.05
- ▶ The attitude variable gives a significance value of 0.022, which means that the attitude has a significant influence on the desire to pay more because it is less than the alpha standard of 0.05

COEFFICIENT OF DETERMINATION

- ▶ In the determination coefficient, it can be seen that values, knowledge, and attitudes have a significant influence on the desire to pay more giving an effect of 65.70%
 - ▶ The remaining amount of 34.30% influenced by other factors outside of this research
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DISCUSSION

- ▶ From the research above can be seen that the values, knowledge, and attitudes simultaneously influence the willingness of consumers to pay more attention to eco-friendly products
 - ▶ If values, knowledge, and attitudes have been embedded in the minds of the public on the importance of environmental sustainability and welfare, then consumers will be willing to buy goods with more value
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CONCLUSION AND SUGGESTION

- ▶ Values, knowledge, and attitudes have a significant influence on the willingness to pay more
 - ▶ From this research it can be suggested that each marketer in green products to continue to innovate and educate the public about the importance of environmental sustainability so that people will be moved and interested in buying environmentally friendly or go green products
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