

THE INFLUENCE OF PERCEIVED VALUE, IDENTITY, AND SELF-CONGRUITY ON AQUA LIFE PURCHASE INTENTION

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ABSTRACT

Environmental friendly efforts are major things that are important and should be applied in our life. AQUA LIFE is one of the product innovations made by PT. Tirta Investama to support environmental friendly actions. This research was conducted to examine the purchase intentions regarding identity and self-congruity to the Green Marketing with the Perceived Value that has been offered. The study was conducted for three months by collecting data using questionnaire, then it was analyzed using SmartPLS v. 3.3.2. The result showed that all of the hypotheses are supported that consumers are interested in buying AQUA LIFE with the product concept and packaging that are offered with environmental friendly concept, and they have experienced a Green Perceived Value. There is a positive influence on Self Identity to Perceived Value that is moderated by Self-Congruity, the moderation test is also statistically significant. The Perceived Value is associated with image, identity, and Self-Congruity. Positive identity and congruity will increase emotional experiences obtained from the Perceived Value of the AQUA LIFE. Consumers are aware of and want AQUA LIFE to fulfill their needs in accordance with their identity and self-congruity.

Keywords : *Perceived Value, Green Marketing, Self-Identity, Self-Congruity, Purchase Intention, Aqua Life*

1. INTRODUCTION

Every human being lives to fulfill their needs. As time goes by, technological advances and evolve, continuous innovations have been made, such as in necessities (food and drink) which require plastic containers or shopping bags. Single-use containers, such as plastics has accumulated the waste disposal. In addition, the worst impacts on the environment are also caused by humans who create various kinds of innovations to fulfill their needs. Referring to this fact, it can be seen that the awareness of the people on this earth regarding the environment is still relatively low, especially with regard to the number of Indonesian consumers who participate in recycling or waste separation programs (CNN Indonesia, 2018).

Plastic is one of the materials that is often used as basic material for products or shopping bags in everyday life. However, plastic material is difficult to decompose, and it takes hundreds of years to be gone completely. Particularly, Indonesia has made a lot of efforts, but has not produced significant results. Moreover, Indonesia is the second largest country in the world that produces high amount of plastic waste (Purwaningrum, 2016). This fact is the gap phenomenon

which became the excessive use of plastic waste that makes the volume of the waste produced reaches 68 million tons, with 14 or 9.52 percent (CNBC Indonesia, 2019).

Green Marketing is an effort by marketers to develop strategies by selling products based on their environmental benefits. The product has an environmentally friendly concept in it with production or packaging techniques in an environmentally friendly manner (Bukhari, 2011). Green Marketing is an important component in modern business sustainability at this time, although its main attention is focused on budget and profits (Akenji, 2014; Maniatis, 2015; Yang et al., 2015). So, companies today presume that green marketing is an important strategy that must be implemented. Green marketing not only creates competitive advantage, but also focuses on corporate social commitment.

Companies implement sustainable green marketing actions in accordance with a written Government Regulation, namely a bioplastic strategy that focuses on considering needs and evaluating the marketing of products made from bioplastics (Xie et al., 2019). One of the Indonesian companies that applies bioplastic materials is PT. Tirta Investama by launching environmentally friendly marketing, namely mineral water products in innovative packaging called "AQUA LIFE" which is made from recycled plastic and can be recycled again, with its commitment to always strive actively to overcome the problem of plastic waste (AQUA, 2017).

Realizing environmentally friendly efforts is still in the stage of improvement. This is due to the lifestyle of consumers and the current environment which has not improved. Seeing this, marketers must also be able to support and realize these efforts by using a green marketing strategy. This research was conducted to determine if self-identity has a positive impact on green marketing which leads to high purchase intentions. This research is expected to be the basis as a form of identity and self-congruity of consumers to purchase AQUA LIFE products for the sake of awareness in the environment friendly environment. This study aims to identify and explain the perceived value as well as the causal relationship between the effect of perceived value, environmentally friendly self-identity, and self-congruity as potential drivers of AQUA LIFE purchase intention, to switch and buy bioplastic products offered by PT Tirta Investama.

The weakness of previous research results that are relevant to Confente et al., (2020) research is mainly focused on one product made from bioplastics, that is furniture, where they carry out their research face-to-face with respondents and focus groups to collect data, as well as a wider geographic location. The difference with the current study, the researcher only took a sample in urban and suburban area in Indonesia, Jakarta, Tangerang, Depok, Medan and Pontianak. Then the process of obtaining data is not face to face directly, but by using Google Forms. In addition, this study uses additional variables, namely Green Perceived Value and Purchase Intention to assess testing the context of consumer purchasing behavior with the

addition of the AQUA LIFE object. This study uses moderating variables such as Self-Adjustment which has been found to moderate the relationship between Self-Identity and Perceived Value to consumers and were not tested in previous studies.

Based on the background problem explanation above, this study will discuss the Effect of Perceived Value, Identity and Self-Congruity on Purchase Intention of AQUA LIFE with a focus on consumers that is familiar with AQUA brand. This paper examines four major research questions:

RQ1: Does Self-Congruity affect the Perceived Value of AQUA LIFE consumers?

RQ2: Does Perceived Value affect AQUA LIFE's Purchase Intention?

RQ3: Is there an influence of Self-Identity on Perceived Value that is moderated by AQUA LIFE consumer's Self-Congruity?

RQ4: Do Identity and Purchase Intention affect the AQUA LIFE consumers?

2. THEORETICAL REVIEW

Self-Congruity and Perceived Value

Personality and self-congruity concepts are directly measured based on self-reports of personality values related to marketing (Puntoni, 2001). The theory of self-congruity by (Bond & Falk, 2013) explains that consumers value consumer goods according to their actual concepts (self-consistency motives) and desires (social consistency). Motivation is related to basic perceived value related to adjustment to green marketing. One can consider self-congruity when forming attitudes (self-identity) and value can affect the adjustment of the results of green marketing (Bond & Falk, 2013). Each of the attitudes of self-identity values can affect the adjustment of green marketing. Consumers form symbolic perceptions based on their assumption that a product or service is the result of green marketing will be adjusted to their real self (Gazley & Watling, 2015). In addition, consumers can develop attitudes towards a product for aspirational reasons and preferences that are in accordance with their identity values (Neira & Barber, 2014). Folkes (2017) explains that the true value of identity and self-congruity will lead to relevant and ideal goals. Thus, this paper poses a following hypothesis:

H1: *There is a positive relationship between Self-Congruity and Perceived Value.*

Perceived Value and Purchase Intention

Research conducted by Kuo et al., (2009) and Mankiw (2000) suggests that purchase intention is related to the perceived ideal or social ideal (ideal social congruity or self-congruity).

The ideal value concept is a person's way of explaining consumption preferences rather than actual self-concepts. A person can satisfy himself by imagining the consumption of the products of his choice without being limited by the reality perception. This behavior can increase the value of self-concept by satisfying or approaching the self-image ideal. This is referred to in the psychological literature as self-congruity motivation (Caspi et al., 2005). Every consumer strives to achieve a greater adjustment value between the real self and self-ideal. This is achieved by approaching the ideal image comes from the self-values which increases one's self-esteem. Self-value increase occurs due to ideal adjustment factors. However, when making an actual purchase, consumer's purchase intention is arranged by motivation and value of self-consistency (Sirgy, 2015).

Perceived value has become a supporting theory of consideration of consumer behaviour to decide purchase intentions. (Khalid et al., 2018) suggest a relationship between purchase intention and self-congruity. The consumer's self-concept is the result of the value of self-congruity that they will buy products according to their self-image as well as proven research that self-congruity affects purchase intentions (Sirgy, 2015). One important aspect of purchase intention influence is a self-congruity assessment (Jamal & Goode, 2001; Sirgy et al., 2016). This can provide strong evidence that there is a relationship between self-image, self-congruity value with product image, and purchase intention (Kuo et al., 2009). Thus, this paper poses a following hypothesis:

H2: There is a positive relationship between Perceived Value and Purchase Intention.

Identity and Perceived Value Moderated by Self-Congruity

Self-identity is an aspect that is owned by oneself (Cook et al., 2002) including personal motivation, social interactions, and other people's expectations (Ellemers et al., 2002). Consumer felt a value refers to perceptions of identity and self-congruity in an activity. This can be a driving factor for identity and self-congruity resulting when determining purchase intention behavior in the market (Hwang & Kandampully, 2012).

Perceived Value can be seen as a subjective evaluation of a product that is influenced by the quality and individual attributes that come from self-identity (He & Mukherjee, 2007). Positive self-image and social will influence affective and cognitive assessments. The bias effect of self-congruity on consumer perceptions will provide a value for the benefits when purchasing a product (Lu & Xu, 2015; M. J. Sirgy et al., 1991). Therefore, the perceived value offered by marketers will be evaluated properly by consumers if a product or a purchase is in accordance with their identity.

The role of perception that focuses on perceived value is related to self-congruity. In

subjective assessment, perceived value will be related to image, identity, and self-congruity (He & Mukherjee, 2007). Positive identity and self-congruity will increase the evaluation of the perceived value of a product (Shamah et al., 2018). Self-congruity is related to psychological experiences which can be assumed that positive identity and self-congruity will increase emotional experiences obtained in a product and provide value according to their needs (Warde, 2005). If the needs are fulfilled, there will be continuous motivation and the provision of perceived value that is in accordance with the identity and conformity of consumers. In addition, perceived value is also a moderator in understanding and predicting the perception of consumer behavior in a product (Aw et al., 2019). Therefore, if consumers feel a high perceived value from their identity and self-congruity experiences, there will be an interest in buying a product. Thus, this paper poses a following hypothesis:

H3: *Self-Congruity moderates the positive relationship between Identity and Perceived Value.*

Identity and Purchase Intention

(Whitmarsh & O'Neill, 2010) identified a "specific level of behavior" of an environmental-friendly identity associated with purchase intentions. Green self-identity as something that is self-centered from the purchase intention to buy environmentally friendly products (Barbarossa & De Pelsmacker, 2016). The mechanism of influencing self-identity to purchase intention that is stated by (Saito, 2009), the level of purchase intention for certain products can increase or decrease according to the number of perceived identifications of the product image because this leads to the satisfaction of the need for self-consistency. Openness is one component of personality traits (Costa & McCrae, 2012), which is a dimension of personal identity that describes a person in a rational, curious, and trying a way to find new experiences, also to explore innovative ideas. A person who is more open will be action-oriented, realistic, imaginative, and a risk taker. (Lin, 2010) suggested a positive relationship between self-identity and purchase intention.

Researchers (Loebnitz et al., 2015) found that a pro-environmental self-identity drives purchase intention. Self-identity that is pro-environmental is relevant in explaining the purchase intention of a product. An eco-friendly self-identity makes their sense of concern stronger and gives an expression of a higher intention to buy environmentally friendly products (Fielding et al., 2008; Loebnitz et al., 2015; Whitmarsh & O'Neill, 2010). Thus, this paper poses a following hypothesis:

H4: *There is a positive relationship between Identity and Purchase Intention.*

The Theoretical Model

Based on the hypotheses described above, this section will explain the conceptual model. The conceptual model is the result of the development and modification of (Confente et al., 2020) by adding a purchase intention variable. The reason the researcher modified the research model was to examine more deeply and fill the research gaps in (Confente et al., 2020), by adding the Perceived Value, Purchase Intention and AQUA LIFE as an object of the research. This conceptual model describes the relationship between perceived value, identity and self-congruity and purchase intention.

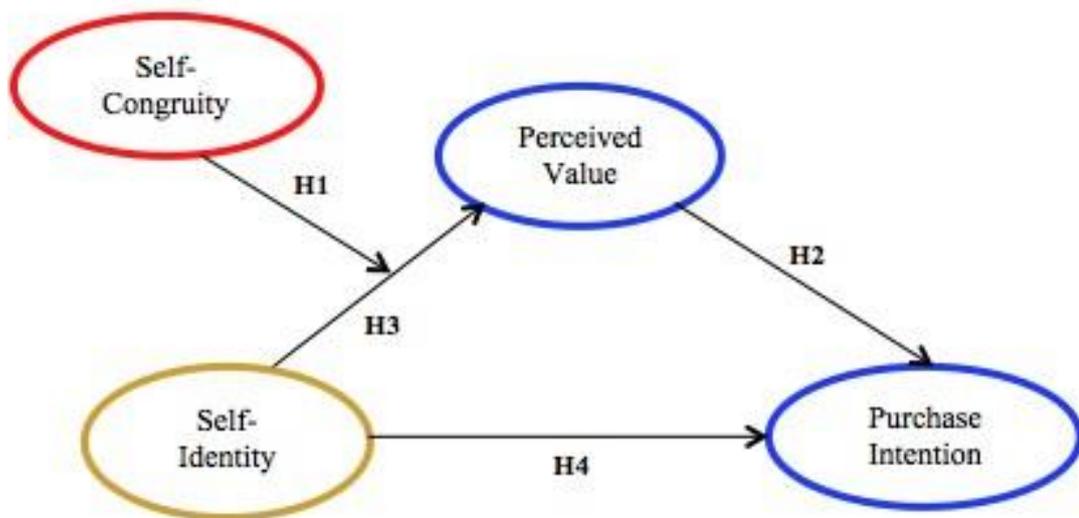


Figure 1 Conceptual Model
Source: Modification of (Confente et al., 2020)

3. METHODOLOGY

Research Settings

This study seeks to fill in empirical studies related to consumer behavior in purchase intention of AQUA LIFE. The characteristics of consumers in this study are familiar with the AQUA brand in their lives with an age range between 18 to more than 36 years. The reason for making consumers who are familiar with the AQUA brand as the research sample is because of the ease of getting access to the research object and mineral water as a basic need in our lives. This provides a large opportunity for researchers to find samples that match the characteristics of the

object. The problem regarding the amount of plastic bag waste continued to increase over the last 10 years with a high volume of waste (Kementrian Lingkungan Hidup dan Kehutanan, 2016) where billions of plastic bag sheets are used every year and, in the end, it only becomes garbage. This problem has received attention among companies and the younger generation so that they have started to support green marketing actions applied to products or services by buying AQUA LIFE products wisely with plastic (AQUA, 2020). So, this is the reason for researchers to conduct research on consumer purchase intention of AQUA LIFE.

Sample and Measurements

This study uses nonprobability sampling with purposive sampling technique. Nonprobability sampling can achieve sampling objectives well, as well as time and low-cost considerations because the results received will be controlled by the researcher (Cooper & Schindler, 2014). Purposive sampling in determining the selected sample, namely consumers who are familiar with the AQUA LIFE brand in the urban and suburban area in Indonesia, Jakarta, Tangerang, Depok, Medan and Pontianak and ranging in age from 18 to more than 38 years. All constructs used a Likert scale measurement of 1 (strongly disagree) to 5 (strongly agree). This study has 26 indicators consisting of 3 Perceived Value indicators, 7 indicators of Self-Identity, 7 indicators of Self- Congruity, 9 indicators of Purchase Intention. However, after the actual test (I) was carried out four indicators, namely ID1, ID5, NB1, and NB6 were eliminated because they were invalid in fulfilling the factor loading criteria. According to (Raykov & Marcoulides, 2014) the specified sample size is calculated based on the number of indicators multiplied by 10, so the sample required is 260 because there are 26 total indicators multiplied by 10. This study uses a data collection method in the form of a questionnaire with electronic and online distribution, namely google forms. Data collection was carried out from end of September to early November 2020 with the number of questionnaires distributed to 260 valid questionnaires.

4. RESULTS

Analytical Technique

Discriminant validity assessment is one of the requirements in analysing the relationship between latent variables. The approach used is Partial Least Squares (PLS), Fornell-Larcker criteria, and cross loadings. According to research conducted by (Henseler et al., 2014) they found that the approach cannot be relied on to detect a lack of discriminant validity in research.

However, they provide an alternative based on the Heterotrait-Monotrait ratio of correlations (HTMT) model to assess the discriminant validity. They conducted a Monte Carlo simulation study, in which they compared the new approach with Fornell-Larcker criteria and assessed partial cross loadings, also provided guidance on handling discriminant validity problems in variant-based structural equation modelling. This study uses SEM-PLS software through SmartPLS v. 3.3.2 to help researchers find valid and invalid indicators, assess model measurements through Exploratory Factor Analysis (EFA), test the validity and reliability of latent constructs. Then the researcher will evaluate the structural model and test its significance to see the effect of the construct or variable.

Profile Respondents

Table I shows the profile of respondents which is dominated by women with a percentage of 55% with an age range of 18 to 23 years 77.3%. Based on the domicile of the population, Jakarta dominated by 75.76%, Tangerang 20.76%, Depok 11.11%, Medan 33.3%, and Pontianak 55.55%.

Table I. Profile Respondents

Demographic factors	Frequency	Percentage
<i>Gender</i>		
Female	143	45%
Male	117	55%
<i>Age</i>		
18-23	201	77.3%
24-29	18	6.92%
30-35	1	0.38%
>36	40	15.38%
<i>Domicile</i>		
Jakarta	197	75.76%
Tangerang	54	20.76%
Depok	1	11.11%
Medan	3	33.3%
Pontianak	5	55.55%

Table II. Validity and Reliability

Construct	Items	Statements	FL	CR	AVE	α				
ID	ID2	I buy and consume environmentally products.	0.781	0.898	0.638	0.858				
	ID3	I consider my lifestyle as an environmental-friendly consumer.	0,790							
	ID4	The marketing of AQUA LIFE's product motivates me to become an environmental-friendly person.	0,848							
	ID6	I assess the marketing of AQUA LIFE's product based on sustainable expectations and environmental-friendly needs.	0,743							
	ID7	I will be satisfied if I buy AQUA LIFE's product.	0,827							
	NB	NB2	AQUA LIFE's marketing strategy makes me ecognize the environmental-friendly concept and interested to buy it.				0,743	0.931	0.660	0.914
		NB3	I bought AQUA LIFE's product based on my experience, use, and consumption of environmental-friendly products.				0,784			
NB4		AQUA LIFE's product motivates me to buy.	0,829							
NB5		I am aware and want AQUA LIFE as part of my needs.	0,834							
NB7		I choose and fond of AQUA LIFE.	0,872							
NB8		I believe in the marketing strategy of AQUA LIFE.	0,834							
NB9		I purchased AQUA LIFE.	0,782							
PD		PD1	AQUA LIFE is suitable for me.	0.782	0.929	0.653	0.911			
		PD2	I give a high perception of congruity with AQUA LIFE's green marketing.	0,780						
	PD3	I feel a strong environmental value in AQUA LIFE.	0,721							
	PD4	I choose AQUA LIFE because it suits my personality.	0,861							

Continued

Construct	Items	Statements	FL	CR	AVE	α
	PD5	I feel convenient with AQUA LIFE because the image of the environmental-friendly product suits me.	0,859			
	PD6	I feel real and idealized according the expectations given by AQUA LIFE	0,807			
	PD7	I feel attached and give perceptions according to the expectations given by the marketing of AQUA LIFE.	0,802			
PV	PV1	I feel that AQUA LIFE offer a value-added to my needs.	0,834	0.870	0.690	0.776
	PV2	I assess AQUA LIFE that it offers functional and practical value.	0,814			
	PV3	I assess AQUA LIFE that it offers efficiency and superior value.	0,844			

Note(s): ID= Self-Identity, NB= Purchase Intention, PD= Self-Congruity, PV=Perceived Value. α = Cronbach Alpha, FL= Factor Loading, CR= Composite Reliability, AVE= Average Variance Extracted

Source of Indicator Variables: (Kumar & Reinartz, 2016); (Chen & Chang, 2012); (Confente et al., 2020); (Aguirre-Rodriguez et al., 2012); (Kotler & Armstrong, 2014; Schiffman & Wisenblit, 2015).

Discriminant Validity Test

This study considers Outer Loading on indicators and Average Variance Extracted (AVE). Hair *et al.* (2017) determined the standard value for Factor Loading >0.70, AVE > 0.50, and the composite reliability >0.70. Furthermore, discriminant validity uses Cross Loading >0.70, HTMT with a value <1 based on Hair *et al.* (2017). This study obtained the value of SRMR = 0.059, RMS theta = 0.145, and NFI = 0.835 indicating a good model fit. There are four pairs of constructs that have a value of > 0.90 which is included in the HTMT inference, where these criteria indicate pairs of constructs that are very but not perfectly correlated with values close to 1.0, so these criteria do not show a lack of validity, especially when loading is homogeneous and high, and the sample size is large. All indicators for the discriminant validity test on HTMT <1 this result means that if all constructs are not related or different with a value between 0.789-0.937. the following table III is the discriminant validity test for Heterotrait-Monotrait (HTMT).

Tabel III Heterotrait Monotrait Ratio (HTMT) <1

	BE	CVPA	EBBT	HSM	PP
ID					
NB	0,926				
PD	0,937	0,910			
PV	0,899	0,837	0,789		

Outer Model

The results of the Cronbach Alpha and Composite Reliability tests presented in table IV support all variables and meet the requirements > 0.70. There are two variables that are declared excellent reliability because the value is > 0.90, namely Self-Adjustment and Purchase Intention. The results of the convergent validity of AVE with all variables are valid because the value has met the rule of thumb > 0.50.

Tabel IV Reliability and Validity

	Cronbach Alpha	Composite Reliability	AVE
ID	0.858	0.898	0.638
NB	0.914	0.931	0.660
PD	0,911	0,929	0.653
PV	0,776	0,870	0,690

Common Method Bias

This study uses the Common Method Bias (CMB) which is a method of measurement in SEM research that is caused by phenomena that do not occur due to cause and effect in (Kock, 2015) research model. Another possible factor that occurs is the implicit social desires that affect the answers to the questions on the questionnaire and the indicators become biased. Collinearity Statistic (VIF) is a method to assess the bias that occurs, through SmartPLS. VIF is a multivariate function in the variance described in a variable by a group of variables in the same model below the value of 3.3. The provision value <3,3 means that it indicates collinearity. The inner VIF value to determine the level of bias in the relationship between variables. Table V shows the results between variable relationships with a value of <3.3 so that the researcher concludes that all variable relationships in the inner value VIF (I) are free from bias.

Table V Inner VIF Values < 3.3

	ID	NB	PD	PV
ID		2.228		3.258
NB				
PD				3.229
PV		2.228		

Inner Model

This study evaluates R^2 and Q^2 to determine which variables can be explained by the interconnected variance. R^2 is the percentage of the variance in the dependent variable which is explained by the variance in the independent variable (Sekaran & Bougie, 2016). In general, the rules of thumb for R-squared are 0.75 (substantial), 0.50 (moderate), and 0.25 (low) (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2013). Q^2 value is used as an assessment of exogenous constructs that have predictive relevance to endogenous constructs with a number > 0. The value of the rule of thumb for Q is 0.02 (small), 0.15 (moderate), and 0.35 (high) for endogenous constructs (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2013).

The result of R^2 value is 0.704 on Purchase Intention (NB) that the variable Perceived Value (PV) and Self-Identity (ID) can substantially explain NB with a level of 70.4%, the value of 0.551 in Perceived Value shows that if the variable Self-Adjustment (PD) and ID can moderately explain PV at a rate of 55.1%. Then, evaluate the Q^2 value with the results on Purchase Intention and Perceived Value which have a value of 0.460 and 0.369 respectively which are classified as high levels because they are above the value of 0.35. Table VI presents the actual test results for R^2 and Q^2 values.

Table VI R^2 and Q^2 Value

Variabel	R^2	Q^2
Purchase Intention	0,704	0,460
Perceived Value	0,551	0,369

The hypothesis testing stage in the study is to measure the level of significance. This can be done by looking at the value of T-statistics and P-Value, where each has a limit value of >1.96 and <0.05 to meet the level of statistical significance. Table VII shows the test results of the four hypotheses built in this study. It can be concluded that all hypotheses are supported by a P-value <0.05 and a confidence level of 95%.

Table VII Hypotheses testing

Hypothesis	Original Samples	T-Statistics	P-Value	Hypothesis Analysis
H1: There is a positive relationship between Self-Congruity and Perceived Value.	0.177	2.217	0.027	Supported
H2: There is a positive relationship between Perceived Value and Purchase Intention.	0.211	2.948	0.003	Supported

Continued

Hypothesis	Original Samples	T-Statistics	P-Value	Hypothesis Analysis
H3: Self-Congruity moderates the positive relationship between Identity and Perceived Value.	0.603	7.105	0.000	Supported
H4: There is a positive relationship between Identity and Purchase Intention.	0.672	10.396	0.000	Supported

5. DISCUSSION

Findings

The result of the research obtained in the first hypothesis states “There is a positive relationship between Self-Congruity and Perceived Value” because the value of T-statistics fulfills >1.96 with a result of 2.2.17. The result of this hypothesis is supported by previous theory in chapter II, namely the self-identity of consumers who are environmentally friendly as a self-centering tool, the driving force of behavior that is the value of green marketing (Green Perceived Value). The original sample value is 0.177 which is positive on the impact of Self-Adjustment on Perceived Value. The P-Value of 0.027 indicates that the impact of Self-Adjustment on Perceived Value is statistically significant because it fulfills the rule <0.05 . This refers to previous research by (Bond & Falk, 2013) namely Self-Congruity to Green Marketing will create consumer motivation related to Perceived Value. A person will consider his Self-Congruity when forming attitudes and values because these components will create a consumer identity that affects the results of adjustment from Green Marketing. So, the researchers concluded that there was a direct effect of Self-Congruity on Perceived Value in AQUA LIFE products with supported hypotheses.

The second hypothesis states “There is a positive relationship between Perceived Value and Purchase Intention” because the value of T-statistics fulfill >1.96 with a result of 2.948. The result of this hypothesis is supported by previous theory in chapter II, namely the concept of ideal value is the way consumers explain consumption preferences. Consumers can satisfy themselves by imagining about the consumption of the products according to their choices without being limited by perceptions. The P-Value of 0.003 indicates that the impact of perceived value on purchase intentions is statistically significant because it fulfills the rule <0.05 . This refers to previous research by (M. J. Sirgy, 2015), namely that consumer purchase intentions occur based on motivation to increase and the value of self-consistency. The self-

concept of consumers is the result of the value of self-congruity that they will buy products in accordance with their image. So, the researchers concluded that there is a direct effect of Perceived Value on Purchase Intention in AQUA LIFE products with supported hypotheses. The third hypothesis states “Self-Congruity moderates the positive relationship between Identity and Perceived Value” because the value of T- statistics fulfill >1.96 with a result of 7.105. The result of this hypothesis is supported by previous theory in chapter II, namely the value perceived by consumers refers to perceptions of identity and self-congruity in an activity. The P-Value of 0.000 indicates that the impact of Self-Identity on Perceived Value which is moderated by Self-Adjustment is statistically significant because it fulfills the rule <0.05 . This refers to previous research by (Aguirre- Rodriguez et al., 2012) namely the perceived value associated with image, identity, and self-congruity. Positive identity and congruity will increase feelings and emotional experiences obtained from the Perceived Value of a product (Shamah et al., 2018). If the needs are met, then there will be continuous motivation and the provision of Perceived Value that is in accordance with the identity and conformity of consumers. So, the researchers concluded that there is a direct effect of Self-Identity on Perceived Value which is moderated by Self-Congruity in AQUA LIFE products with supported hypotheses.

The fourth hypothesis states “There is a positive relationship between Identity and Purchase Intention” because the value of T-statistics fulfill >1.96 with a result of 10.396. The result of this hypothesis is supported by previous theory in chapter II, namely green marketing highlights a green self-identity that leads to environmentally friendly behavior. The P-Value of 0.000 indicates that the impact of Self-Identity on Purchase Intention is statistically significant because it fulfills the rule <0.05 . This refers to previous research by (Loebnitz et al., 2015) namely that a pro-environmental self-identity encourages consumer purchase intentions from the results of green marketing of a certain product. An environmentally friendly self-identity makes a stronger sense of consumer concern and motivates high purchase intentions for environmentally friendly products. So, the researchers concluded that there is a direct effect of Self-Identity on Purchase Intention in AQUA LIFE products with supported hypotheses.

Implications

The result of this study is supported by previous theories that have been discovered and build by previous research, namely self-congruity affects perceived value, perceived value affects purchase intention, self-identity affects perceived value, moderated by self-congruity. Lastly, self-identity affects purchase intention. The theoretical implication of this research is to contribute to the theory of green marketing which is currently booming in the marketing scope. This study is a conceptual modification from previous research by Confente et al., (2020). The

perceived high value of bioplastic products leads to higher purchase intentions due to the consumer's green identity, especially when they feel a high self-congruity between themselves and the product. As a modification of the previous research, this study added green perceived value variable and purchase intention, as well as AQUA LIFE as the object. This study found that the green marketing strategy offered by AQUA LIFE makes consumers interested in to buy and experience the Green Perceived Value. Consumers give a high perception of their self-congruity because it is in accordance with their identity. Therefore, this study provides a theoretical contribution to the development concept of purchase intention behavior in the academic field of marketing and green marketing of AQUA LIFE.

This research has managerial implications for the green marketing strategy of AQUA LIFE. The literature and previous research are still relatively minimal for this research into the discussion of marketing strategies using bioplastic as the basic materials, which has been applied by AQUA LIFE. Although the marketing strategy for AQUA LIFE uses recycled plastic materials, consumers need to know about this product and acknowledge its important potential for the environment by carrying out campaigns and socialization regarding the basic materials used by AQUA LIFE. In addition, this study also adds a variable of Self-Congruity as Moderation. The Self- Congruity variable strengthens two other variables, namely Self-Identity and Perceived Value. So, the researchers can conclude that consumers think they are adjusting their identity to the current environmental conditions so that they have the perception to buy AQUA LIFE products. Perceived Value as a subjective evaluation of an AQUA LIFE product is influenced by the quality and individual attributes that come from self-identity. If the Perceived Value offered by the marketing of AQUA LIFE products can be evaluated properly by consumers, then a purchase will occur in accordance with their identity.

Consumers will be interested in a product and provide value according to their needs. If the needs are met, then the motivation will arise and the provision of perceived value that is in accordance with the identity and conformity of consumers. This study found that AQUA LIFE products that suit consumers' self will be given a high perceptual value of self-congruity from the green marketing offered. Consumers also feel the strong environmental value of AQUA LIFE products and decide to choose as a fulfillment of their needs because it suits them personally.

Further Study

This study has several limitations; it only focuses on consumer perceptions of AQUA LIFE products. For further research, the researcher provides several recommendations for researchers who are interested in conducting research likely this research, namely using a sample

of consumer data with a wider geographical location, because with different locations, it will give different characteristic results. Further research can be applied to various kinds of local products that are environmentally friendly, and can add mediating variables such as price, image, and brand, and can develop more complex research models to strengthen and complement this research.

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