SOSMANIORA (Jurnal Ilmu Sosial dan Humaniora)
https://journal.literasisains.id/index.php/sosmaniora
DOI: 10.55123/sosmaniora.v4i3.5268
e-ISSN 2829-234| p-ISSN 2829-2359
Vol. 4 No. 3 (September 2025) 869-879
Submitted: May 14, 2025 | Accepted: August 16, 2025 | Published: September 10, 2025

Analysis of Consumer Perception and Preferences for Affordable Green Products in Traditional Markets (Study at Simpang Limun Market, Medan)

Elisabeth Marlina Sari Lintong
Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan, Medan, Indonesia
Email: lisbeth_juntak@yahoo.com

Abstract

The growing concern for environmental issues and public awareness of nature conservation have driven the emergence of eco-friendly products with minimal environmental impact. However, the perception that eco-friendly products are expensive remains a barrier, particularly for middle- to lower-income consumers. This study aims to examine consumer perceptions and preferences toward affordable eco-friendly products in traditional markets, focusing on Simpang Limun Market, Medan, using a quantitative survey approach. Data were collected in December 2024 from 97 respondents using a pre-developed questionnaire. The results indicate that although awareness of eco-friendly products is relatively high, price remains the primary factor influencing purchasing decisions. Consumers in traditional markets tend to prefer affordable eco-friendly products, supported by direct interaction with sellers and competitive pricing. Consumer perceptions and preferences regarding affordable eco-friendly products have a positive and significant influence on consumer attitudes and behavior. On the other hand, driving and inhibiting factors, while positive, do not show a significant influence. These findings offer valuable guidance for producers and marketers to improve the accessibility and acceptance of eco-friendly products through competitive pricing strategies and more intensive consumer education.

Keywords: *Consumer Perception, Consumer Preferences, Green Products, Affordable Green Products, Traditional Market.*

INTRODUCTION

Environmental issues have gained significant global attention in recent decades. To preserve nature and reduce harmful environmental impacts, public awareness about the importance of sustainability has increased. One manifestation of this awareness is the rise of green products—environmentally friendly goods designed and marketed to minimize ecological harm. These include organic foods, hygiene products, and other consumer goods produced in sustainable ways.

Green products are manufactured with consideration at every stage, from raw material selection and production processes to packaging and distribution, aiming to reduce carbon emissions, waste, and reliance on non-renewable resources. Examples include organic foods free from synthetic chemicals, biodegradable cleaning agents, energy-efficient appliances, and clothing made from natural or recycled materials.

Beyond environmental benefits, green products often incorporate social considerations, such as improving the welfare of workers and communities involved in their production. This holistic approach reflects a shift in consumer preferences and business strategies toward sustainability and social responsibility.

Despite their advantages, green products are often perceived as more expensive than conventional alternatives, which hinders adoption, especially among lower-middle-income consumers. Therefore, understanding consumer perceptions and preferences for affordable green products is crucial, particularly in traditional markets where price sensitivity is high.

Traditional markets differ from modern retail in their more personal buyer-seller interactions and competitive pricing, making them a strategic avenue for promoting affordable green products. Gaining insights into consumer behavior in these markets can help producers and marketers tailor strategies to increase green product accessibility and acceptance.

This study aims to analyze consumer perceptions and preferences for affordable green products in traditional markets, focusing on how these factors influence consumer attitudes and behaviors. Specifically, the research will: Examine the influence of consumer perceptions of green products on their attitudes and purchasing behavior. Investigate how preferences for affordable green products affect consumer attitudes and actions. Assess the role of motivating and inhibiting factors in shaping these attitudes and behaviors.Determine the combined impact of perceptions, preferences, and these factors on consumer responses in traditional market settings.

By addressing these objectives, the study seeks to support efforts to expand green product accessibility across all societal levels and contribute to advancing sustainable consumption.

RESEARCH METHODS

This study was conducted in December 2024 and investigated consumer preferences in traditional markets in Medan City, especially Simpang Limun Market, which is one of the most famous traditional markets in Medan City.

Both primary and secondary data were employed in this investigation. A previously developed questionnaire was used to gather primary data. The characteristics of the respondents, their opinions of green products, and their preferences for less expensive green products were all covered in this questionnaire. Data was gathered using respondent characteristics that were gathered from the respondents' backgrounds. Supporting literature, which can be used to offer more information, is where secondary data originated.

The data in this research was collected using a quantitative survey method with a questionnaire as the primary instrument. The sampling technique employed was probability sampling with the simple random sampling method, where every customer of Pasar Simpang Limun had an equal chance of being selected as a respondent. This was done to ensure that the sample taken could more accurately represent the population.

The sample size was calculated using the Lemeshow formula to determine the minimum number of samples required, which was 97 respondents. Questionnaires were distributed directly to customers at several strategic points in Pasar Simpang Limun with the help of trained enumerators to ensure proper completion and minimize errors.

Pasar Simpang Limun was chosen as the research location for several key reasons. First, this traditional market is one of the largest commercial activity centers in Medan, reflecting the general characteristics of traditional markets with intense personal interactions between sellers and buyers.Second, the market is known for having a diverse range of products, including eco-friendly products at competitive prices, making it a relevant place to examine consumer perceptions and preferences for affordable eco-friendly products. Third, the diverse demographic characteristics of Pasar Simpang Limun visitors from various socioeconomic classes provide a representative picture of middle-to-lower-class consumers, who are the focus of this research. For these reasons, Pasar Simpang Limun is considered an appropriate location to gather data and understand consumer behavior related to eco-friendly products in traditional markets.

The sample size required for this study is determined using Lemeshow's formula for unknown populations because the size of the unknown population cannot be determined with precision. According to the results of the sample calculation, 97 participants took part in the study.

This research uses a questionnaire method. This study analyzes data quantitatively using reliability and validity tests of research tools. Data will be tested using descriptive statistical methods, classical assumptions, and testing T and F using SPSS.

RESULTS & DISCUSSION

Analyzing customer attitudes and preferences for reasonably priced green products in conventional markets is the aim of this study. This study's primary goals are to quantify how consumer perceptions of green products affect attitudes and behavior in traditional markets, examine how consumer preferences for

green products affect attitudes and behavior, and evaluate the impact of factors that encourage and hinder the adoption of reasonably priced green products.

The results of the Validity and Reliability Test are as follows:

1. Validity Test

a. Attitudes and Actions towards Green Products

Table 1. Attitudes and Actions Towards Green Products

No.	R count	R table		Information
1	0.662	0.1975		Valid
2	0.643	0.1975		Valid
3	0.695	0.1975		Valid

Table 2. Attitudes and Actions Towards Green Products
Correlations

		Y1	Y2	Y3	Total
Y1	Pearson Correlation	1	.128	.144	.662**
	Sig. (2-tailed)		.210	.159	.000
	N	97	97	97	97
Y2	Pearson Correlation	.128	1	.231*	.643**
	Sig. (2-tailed)	.210		.023	.000
	N	97	97	97	97
Y3	Pearson Correlation	.144	.231*	1	.695**
	Sig. (2-tailed)	.159	.023		.000
	N	97	97	97	97
Total	Pearson Correlation	.662**	.643**	.695**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

The analysis of Table 1 shows that the calculated r values for Y1 (0.662), Y2 (0.643), and Y3 (0.695) are all greater than the r table value (0.1975), indicating that the questions for variable Y are valid.

b. Perception of Green Products (X1)

Table 3. Perception of Green Products

No.	R count	R table	Information
1	0.691	0.1975	Valid
2	0.750	0.1975	Valid
3	0.761	0.1975	Valid
4	0.610	0.1975	Valid

Table 4. Perceptions of Green Products

Correlations

		X1	X2	X3	X4	Total
X1	Pearson Correlation	1	.392**	.399**	.209*	.691**
	Sig. (2-tailed)		.000	.000	.039	.000
	N	97	97	97	97	97
X2	Pearson Correlation	.392**	1	.524**	.208*	.750**
	Sig. (2-tailed)	.000		.000	.041	.000
	N	97	97	97	97	97
X3	Pearson Correlation	.399**	.524**	1	.226*	.761**
	Sig. (2-tailed)	.000	.000		.026	.000
	N	97	97	97	97	97
X4	Pearson Correlation	.209*	.208*	.226*	1	.610**
	Sig. (2-tailed)	.039	.041	.026		.000
	N	97	97	97	97	97
Total	Pearson Correlation	.691**	.750**	.761**	.610**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Based on the analysis of Table 2, the calculated r values for X1 (0.691), X2 (0.750), X3 (0.761), and X4 (0.610) are all greater than the r table value (0.1975), concluding that the questions for variable X1 are valid.

c. Preference for Affordable Green Products (X2)

Table 5. Preferences for Green Products

No.	R count	R table	Information
1	0.746	0.1975	Valid
2	0.689	0.1975	Valid
3	0.760	0.1975	Valid
4	0.777	0.1975	Valid
5	0.669	0.1975	Valid

Table 6. Preferences for Green Products

Correlations

		X5	X6	X7	X8	X9	Total
X5	Pearson Correlation	1	.441**	.491**	.397**	.368**	.746**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	97	97	97	97	97	97
X6	Pearson Correlation	.441**	1	.352**	.420**	.314**	.689**
	Sig. (2-tailed)	.000		.000	.000	.002	.000
	N	97	97	97	97	97	97
X7	Pearson Correlation	.491**	.352**	1	.542**	.342**	.760**
	Sig. (2-tailed)	.000	.000		.000	.001	.000
	N	97	97	97	97	97	97
X8	Pearson Correlation	.397**	.420**	.542**	1	.471**	.777**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	97	97	97	97	97	97
X9	Pearson Correlation	.368**	.314**	.342**	.471**	1	.669**
	Sig. (2-tailed)	.000	.002	.001	.000		.000
	N	97	97	97	97	97	97
Total	Pearson Correlation	.746**	.689**	.760**	.777**	.669**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	97	97	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

The analysis of Table 3 indicates that the calculated r values for X5 (0.746), X6 (0.689), X7 (0.760), X8 (0.777), and X9 (0.669) are all greater than the r table value (0.1975), thus concluding that the questions for variable X2 are valid.

d. Driving and Inhibiting Factors (X3)

Table 7. Driving and Inhibiting Factors

No.	R count	R table	Information
1	0.773	0.1975	Valid
2	0.763	0.1975	Valid
3	0.651	0.1975	Valid

Table 8. Driving and Inhibiting Factors

Correlations

		X10	X11	X12	Total
X10	Pearson Correlation	1	.546**	.196	.773**
	Sig. (2-tailed)		.000	.055	.000
	N	97	97	97	97
X11	Pearson Correlation	.546**	1	.154	.763**
	Sig. (2-tailed)	.000		.131	.000
	N	97	97	97	97
X12	Pearson Correlation	.196	.154	1	.651**
	Sig. (2-tailed)	.055	.131		.000
	N	97	97	97	97
Total	Pearson Correlation	.773**	.763**	.651**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

From the analysis of Table 4, the calculated r values for X10 (0.773), X11 (0.763), and X12 (0.651) are all greater than the r table value (0.1975), leading to the conclusion that the questions for variable X3 are valid.

In summary, all question items for the variables Attitude and Action towards Green Products (Y), Perception towards Green Products (X1), Preference towards Affordable Green Products (X2), and Driving and Inhibiting Factors (X3) are declared valid, as their calculated r values are greater than the r table (0.1975).

2. Reliability Test

Table 9. Reliability Test of Attitudes and Actions Towards Green Products

Variables	R	Cronbach Alpha	Information
Attitudes and Actions towards Green Products (Y)	0.373	0.60	Reliable

Table 10. Cronbach's Alpha Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.373	3

Table 11. Cronbach's Alpha Reliability Test

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	7.80	2.013	.174	.373
Y2	7.80	2.159	.237	.252
Y3	7.20	1.909	.245	.225

Considering the findings of the above table's analysis, the Cronbach's Alpha value (0.373) < 0.60 was obtained. Based on the analysis of Table 5, the Cronbach's Alpha value for the variable "Attitudes and Actions towards Green Products (Y)" is 0.373 , which is below the generally accepted reliability threshold of 0.60. Therefore, the instrument for variable Y is declared unreliable. This finding indicates a need for careful consideration regarding the internal consistency of this particular instrument. Further investigation or refinement of the questionnaire items for variable Y might be necessary to improve its reliability in future research.

Table 12. Reliability Test of Perception of Green Products

Variables	R	Cronbach Alpha	Information
Perception of Green Products (X1)	0.653	0.60	Reliable

Table 13. Cronbach's Alpha Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.653	4

Table 14. Cronbach's Alpha Reliability Test

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	12.42	3.309	.448	.577
X2	12.65	3.001	.514	.528
X3	12.58	2.955	.528	.517
X4	13.10	3.427	.271	.702

Based on the analysis of Table 6, the Cronbach's Alpha value for the X1 instrument (Perception of Green Products) is 0.653, which is greater than 0.60, indicating that the instrument is reliable.

Table 15. Reliability Test of Preferences for Affordable Green Products

Variables	R	Cronbach Alpha	Information
Preference for Affordable Green Products (X2)	0.780	0.60	Reliable

Table 16. Cronbach's Alpha Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.780	5

Table 17. Cronbach's Alpha Reliability Test

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5	15.09	6.564	.571	.734
X6	15.26	7.027	.504	.756
X7	14.94	6.413	.585	.729
X8	14.91	6.460	.623	.716
X9	14.90	7.260	.491	.760

From the analysis of Table 7, the Cronbach's Alpha value for the X2 instrument (Preference for Affordable Green Products) is 0.780, which is greater than 0.60, leading to the conclusion that the instrument is reliable.

Table 18. Reliability Test of Preferences for Driving and Inhibiting Factors

Variables	R	Cronbach Alpha	Information
Driving and Inhibiting Factors (X3)	0.547	0.60	Reliable

Table 19. Cronbach's Alpha Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.547	3

Table 20. Cronbach's Alpha Reliability Test

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X10	7.02	2.145	.477	.266
X11	7.08	2.118	.433	.324
X12	7.69	2.466	.198	.706

Based on the analysis of Table 8, the Cronbach's Alpha value for the X3 instrument (Driving and Inhibiting Factors) is 0.547, which is less than the typical reliability threshold of 0.60. Therefore, the instrument for variable X3 is considered unreliable. Similar to variable Y, this suggests that the questions designed to measure driving and inhibiting factors may lack sufficient internal consistency, and further refinement could be beneficial for future studies.

3. Classical Assumption Test

a. Normality Test

Table 21. Normality Test

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Produk Hijau (Y)	.127	97	.001	.960	97	.005
Persepsi terhadap Produk Hijau (X1)	.154	97	.000	.914	97	.000
Preferensi terhadap Produk Hijau Terjangkau (X2)	.135	97	.000	.962	97	.006
Faktor Pendorong & Penghambat (X3)	.145	97	.000	.948	97	.001

a. Lilliefors Significance Correction

Based on the initial analysis of Table 9.1, the significance values for Y (0.005), X1 (0.000), X2 (0.006), and X3 (0.001) are all less than 0.05, indicating that the residual value is not normally distributed.

Therefore, a second step was performed to test for normality

Table 22. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.23519898
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.057
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

From the analysis of Table 9.2, the significance value (2-tailed) obtained is 0.200, which is greater than 0.05. Therefore, it is concluded that the data is normally distributed.

b. Heteroscedasticity Test

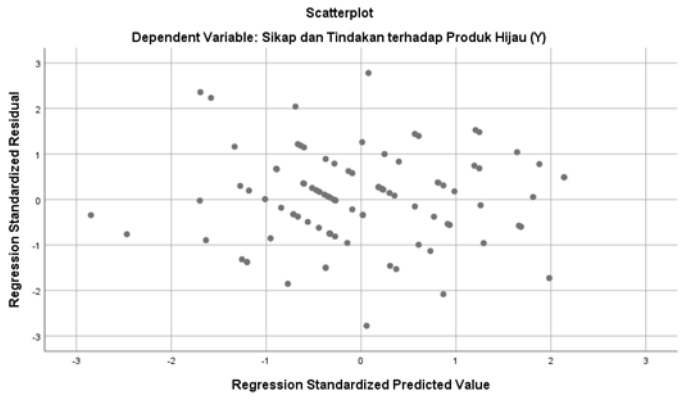

Figure 1. Pattern Graph

The scatterplot shows no discernible pattern, and the dots are dispersed above and below the 0 on the Y axis, indicating an absence of heteroscedasticity.

To further confirm, a second stage of testing was conducted:

Table 23. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.731	.679		2.549	.012
	Persepsi terhadap Produk Hijau (X1)	-.045	.042	-.129	-1.071	.287
	Preferensi terhadap Produk Hijau Terjangkau (X2)	.030	.030	.119	1.003	.318
	Faktor Pendorong dan Penghambat (X3)	-.053	.042	-.137	-1.259	.211

a. Dependent Variable: Abs_Res

Based on the analysis of Table 10, the significance values obtained for X1 (0.287), X2 (0.318), and X3 (0.211) are all greater than 0.05. This confirms that there is no heteroscedasticity problem.

c. Multicollinearity Test

Table 24. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.772	1.084		.712	.478		
	Persepsi terhadap Produk Hijau (X1)	.228	.067	.275	3.390	.001	.717	1.394
	Preferensi terhadap Produk Hijau Terjangkau (X2)	.318	.047	.540	6.729	.000	.733	1.364
	Faktor Pendorong dan Penghambat (X3)	.073	.067	.079	1.080	.283	.876	1.142

a. Dependent Variable: Sikap dan Tindakan terhadap Produk Hijau (Y)

Based on the analysis of Table 11, the VIF values for all independent variables are less than 10.00 (X1 = 1.394, X2 = 1.364, X3 = 1.142) and the tolerance values are greater than 0.1. This indicates that there is no multicollinearity problem in the model.

4. Hypothesis Testing

a. Test of Determination Coefficient

Table 25. Test of Determination Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749[a]	.561	.546	1.255

a. Predictors: (Constant), Faktor Pendorong dan Penghambat (X3), Preferensi terhadap Produk Hijau Terjangkau (X2), Persepsi terhadap Produk Hijau (X1)

Based on the analysis of Table 12, the R^2 value of 0.561 indicates that 56.1% of the variation in attitudes and actions towards green products (Y) can be explained by the independent variables: perception of green products (X1), preference for affordable green products (X2), and driving and inhibiting factors (X3). The remaining 43.9% of the variation is explained by other variables not included in the regression model.

b. Multiple Linear Regression Test

Table 26. Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.772	1.084		.712	.478
	Persepsi terhadap Produk Hijau (X1)	.228	.067	.275	3.390	.001
	Preferensi terhadap Produk Hijau Terjangkau (X2)	.318	.047	.540	6.729	.000
	Faktor Pendorong dan Penghambat (X3)	.073	.067	.079	1.080	.283

a. Dependent Variable: Sikap dan Tindakan terhadap Produk Hijau (Y)

Y = Attitudes and Actions towards Green Products
a = Constant (Fixed Value)
X1X2 =Regression Coefficient (Estimated Value)
X1 = Perception of Green Products
X2 = Preference for Affordable Green Products
X3 = Inhibiting and Driving Factors
Y = $0.772 + 0.228X_1 + 0.318X2 + 0.073X3$

The multiple linear regression equation is: Y=0.772+0.228X1+0.318X2+0.073X3

1) The constant 0.772 indicates that if the values of X1, X2, and X3 are zero, the value of Y (Attitudes and Actions towards Green Products) remains 0.772.
2) Variable X1 (Perception of Green Products) has a positive regression coefficient of 0.228. This means that for every one-unit increase in X1, Y will increase by 0.228.
3) Variable X2 (Preference for Affordable Green Products) has a positive regression coefficient of 0.318. This indicates that for every one-unit increase in X2, Y will increase by 0.318.
4) Variable X3 (Driving and Inhibiting Factors) has a positive regression coefficient of 0.073. This implies that for every one-unit increase in X3, Y will increase by 0.073.

c. F Test (Simultaneous)

Table 27. Multiple Linear Regression Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186.851	3	62.284	39.547	.000[b]
	Residual	146.469	93	1.575		
	Total	333.320	96			

a. Dependent Variable: Sikap dan Tindakan terhadap Produk Hijau (Y)

b. Predictors: (Constant), Faktor Pendorong dan Penghambat (X3), Preferensi terhadap Produk Hijau Terjangkau (X2), Persepsi terhadap Produk Hijau (X1)

a. Dependent Variable: Sikap dan Tindakan terhadap Produk Hijau (Y)
b. Predictors: (Constant), Faktor Pendorong dan Penghambat (X3), Preferensi terhadap Produk Hijau Terjangkau (X2), Persepsi terhadap Produk Hijau (X1)

Hypothesis H4 states that attitudes toward green products are positively and significantly influenced by perceptions of green products, preferences for reasonably priced green products, and driving and inhibiting variables.

Based on the analysis of Table 14, the calculated F value is 39.547, which is greater than the F table value (3.090), and the significance value is 0.000, which is less than 0.05. This indicates that variables X1, X2, and X3 collectively and simultaneously have a positive and significant influence on variable Y (Attitudes and Actions towards Green Products). Therefore, H3 (referring to H4 in the source document) is accepted and H0 is rejected.t-test (Partial)

Table 28. t-Test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.772	1.084		.712	.478
	Persepsi terhadap Produk Hijau (X1)	.228	.067	.275	3.390	.001
	Preferensi terhadap Produk Hijau Terjangkau (X2)	.318	.047	.540	6.729	.000
	Faktor Pendorong dan Penghambat (X3)	.073	.067	.079	1.080	.283

a. Dependent Variable: Sikap dan Tindakan terhadap Produk Hijau (Y)

1) **Hypothesis H1:** Attitudes and behaviors about green products are positively and significantly influenced by perceptions of green products. From Table 15, the t-value for X1 (Perception of Green Products) is 3.390, which is greater than the t-table value (1.985), and the significance value is 0.001, which is less than 0.05. This indicates that the perception of green products (X1) has a positive and significant impact on attitudes and behaviors towards green products (Y). Therefore, H1 is accepted and H0 is rejected. This implies that the more positive consumers' perceptions of green products, the better their attitudes and actions toward these products.
2) **Hypothesis H2:** Attitudes toward green products are positively and significantly impacted by consumer preferences for reasonably priced green products. The t-value for X2 (Preference for Affordable Green Products) is 6.729, which is greater than the t-table value (1.985), and the significance value is 0.000, which is less than 0.05. This demonstrates that the preference for affordable green products (X2) has a positive and significant impact on attitudes and behaviors towards green products (Y). Hence, H2 is accepted and H0 is rejected. This suggests that consumers are more likely to choose green products if they align with their financial capabilities, making affordability a crucial factor in purchasing decisions in traditional markets.
3) **Hypothesis H3:** Attitudes toward green products are positively and significantly influenced by the predicted driving and inhibiting factors. For X3 (Driving and Inhibiting Factors), the t-value is 1.080, which is less than the t-table value (1.985), and the significance value is 0.283, which is greater than 0.05. This indicates that the driving and inhibiting factors (X3) have a positive but *insignificant* impact on attitudes and actions regarding green products (Y). Consequently, H3 is rejected and H0 is accepted.

DISCUSSION

The finding that driving and inhibiting factors (X3) have a positive but insignificant influence on consumer attitudes and actions towards green products in Simpang Limun Market is a notable result. Driving factors could include environmental policies, green product promotions, or increasing consumer awareness, while inhibiting factors might involve a lack of knowledge, limited availability, or the perception of higher prices.

The insignificant effect suggests that while these factors can potentially improve consumers' attitudes and actions towards green products, their impact is not strong or consistent enough to be statistically significant in determining whether consumers will purchase green products. This implies that external influences, such as broad environmental campaigns or regulations, may not directly translate into significant behavioral changes in this particular traditional market context. It could be that other factors, such as personal perceptions and preferences, are more dominant in shaping consumer behavior here.

This result highlights a critical implication: to maximize the adoption of green products, efforts need to go beyond general awareness campaigns or policies. Instead, a more targeted approach is needed that directly addresses the tangible aspects of green products that influence purchasing decisions. For instance, focusing on practical benefits, competitive pricing, and readily available options might be more effective than relying solely on broader environmental messaging. The insignificance of X3 also suggests that consumers in traditional markets may be less influenced by these broader factors compared to, for example, the perceived direct benefits (X1) or affordability (X2).

Conversely, the significant positive influence of consumer perception of green products (X1) and consumer preferences for affordable green products (X2) on attitudes and actions towards green products at Simpang Limun Market indicates that these are the primary drivers of consumer behavior. Consumer perception encompasses their views on the health benefits, environmental impact, and added value of green products. A more positive perception directly leads to better attitudes and actions towards these products. This means that if consumers understand the benefits of green products, they are more likely to choose them. Similarly, preferences for affordable green products directly reflect consumers' tendency to choose green products that are within their financial reach. Given that price is often a determining factor in traditional markets, the affordability of green products significantly impacts consumer purchasing decisions. Therefore, making green products affordable can be a crucial strategy for expanding their market penetration in price-sensitive segments.

In conclusion, both consumer perceptions and preferences for affordable green products have a real and significant impact on consumer attitudes and actions in choosing green products at Simpang Limun Market. Positive perceptions of the benefits and affordable prices strongly influence purchasing decisions. While external driving factors like environmental promotion or policy may strengthen consumer attitudes, their influence is not as dominant. Effective marketing strategies should prioritize building positive perceptions and offering green products at competitive prices, while simultaneously working to reduce any inhibiting factors that might deter consumers.

CONCLUSION

Perceptions and preferences are key predictors of consumer attitudes and behaviors toward green products in traditional markets, while driving and inhibiting factors, though positively related, are not significant determinants in this study.

The Cronbach's Alpha value for the "Attitudes and Actions towards Green Products (Y)" variable was found to be 0.373. This value is below the generally accepted reliability threshold of 0.60, indicating that the instrument used to measure this variable may not be entirely consistent or reliable. This could potentially affect the accuracy and generalizability of the findings related to consumer attitudes and actions towards green products.The unreliability of the dependent variable (Y) might introduce measurement error, potentially weakening the observed relationships between the independent variables (Perception of Green Products, Preference for Affordable Green Products, and Driving and Inhibiting Factors) and consumer attitudes and actions.

Future studies should aim to refine the measurement instrument for consumer attitudes and actions towards green products to ensure higher reliability. This could involve revising existing questions, adding more comprehensive items, or conducting pilot tests to ensure consistency in responses.

BIBLIOGRAPHY

Andriani, M. N., & Ali, M. M. (2013). KAJIAN EKSISTENSI PASAR TRADISIONAL KOTA SURAKARTA. *Jurnal Teknik PWK*. https://doi.org/10.1016/0306-9877(89)90062-5

As, M. H., & Aji, J. M. M. (2020). F A K T O R Y A N G M E M P E N G A R U H I P R E F E R E N S I KONSUMEN KEDAI KOPI MODERN DI BONDOWOSO. *Jurnal Sosial Ekonomi Pertanian*. https://doi.org/10.35316/lisanalhal.v10i1.109

Endrayana, J. P. M., & Retnasari, D. (2021). Penerapan Sustainable Fashion dan Ethical Fashion dalam Menghadapi Dampak Negatif Fast Fashion. *Prosiding Pendidikan Teknik Boga Busana*, *16*(1), 1–6. https://journal.uny.ac.id/index.php/ptbb/article/view/44683

Fadila, D., & Ridho, S. L. Z. (2013). *Perilaku Konsumen*. Palembang: Penerbit Citrabooks Indonesia.

Kotler, P., & Amstrong, G. (2012). *Manajemen Pemasaran*. Jakarta: PT. Indeks Kelompok Gramedia.

Priyambodo, C. S., Sastryawanto, H., & Hermawati, D. T. (2019). Analisis Preferensi Konsumen Buah Jeruk di Pasar Keputran Utara, Surabaya. *Jurnal Ilmiah Sosio Agribis*, *19*(1), 85–103.

Robbins, S. P., & Judge, T. A. (2006). *Perilaku Organisasi* (Kesepuluh). Jakarta: PT Indeks Kelompok Gramedia.

Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behaviour*. New Jersey: Pearson Pretice.

Siti, K., & Suam Toro, M. J. (2014). Faktor-Faktor Yang Mempengaruhi Kesediaan Membeli Produk Hijau. *Jurnal Bisnis & Manajemen*, *14*(1), 63–76.

Sulistyowati, D. Y. (1999). *Kajian Persaingan Pasar Tradisional dan Pasar Swalayan Berdasarkan Pengamatan Perilaku Berbelanja di Kotamadya Bandung*.

Sutarni, S., Trisnanto, T. B., & Unteawati, B. (2018). Preferensi Konsumen Terhadap Atribut Produk Sayuran Organik di Kota Bandar Lampung. *Jurnal Penelitian Pertanian Terapan*, *17*(3), 203. https://doi.org/10.25181/jppt.v17i3.337