

FACTORS THAT INFLUENCE CONSUMERS' INTENTION TO PURCHASE ENVIRONMENTALLY FRIENDLY PRODUCTS

Eric Han¹, Louis Utama^{2*}

^{1,2}Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara Jakarta
Email: eric.115200196@stu.untar.ac.id, louisu@fe.untar.ac.id

*Corresponding Author

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ABSTRACT

This research aims to test Environmental Knowledge, Environmental Sensitivity, Subjective Norms, Attitude, and Perceived Behavior Control on West Jakarta Consumers' Green Purchase Intention. Then test Attitude as a mediator of Environmental Knowledge and Environmental Sensitivity towards Green Purchase Intention. The sample used in this research was around 160 respondents domiciled in West Jakarta who had the intention to buy environmentally friendly products and services. Data was obtained through an online questionnaire distributed via social media using non-probability sampling techniques and convenience sampling methods. Then the data collected will be processed using PLS-SEM assisted by SmartPLS version 3 software. The results obtained in this research indicate that a) Subjective Norms do not have a significant influence on Green Purchase Intention. b) Attitude has a significant influence on Green Purchase Intention. c) Perceived Behavior Control has a significant influence on Green Purchase Intention. d) Environmental Knowledge has a significant influence on Attitude. e) Environmental Sensitivity has a significant influence on Attitude. f) Environmental Knowledge has a significant influence on Green Purchase Intention through Attitude. g) Environmental Sensitivity has a significant influence on Green Purchase Intention through Attitude. This study contributes to the understanding of factors influencing green purchase intention among consumers in West Jakarta. Such as paying attention consumer subjective norms, consumer attitude in buying the green product, consumers behaviors on buying green product, and provide consumer with an understanding of environmental damage to maintain consumer green purchase intention.

Keywords: *Subjective Norms, Attitude, Perceived Behavior Control, Environmental Knowledge, Environmental Sensitivity, Green Purchase Intention.*

1. INTRODUCTION

Environmental problems have now become the main focus on the global stage, presenting complexity and urgency that require serious attention from various parties. Climate change, biodiversity loss, pollution and ecosystem damage are ecological challenges that require immediate solutions. In line with this, environmental problems related to consumer behavior dominate more than two-thirds of overall environmental problems, providing a significant dimension related to societal sustainability (Anuar, et al., 2020).

The challenges faced by the environment are not only local, but are also global issues. Indonesia, as one of the countries that is classified as bad at environmental conservation, faces significant pressure from the international and domestic community to carry out a transformation towards more environmentally friendly practices (Post, 2023). Increasing environmental pollution, climate change, and ecosystem degradation illustrate the serious impacts of unsustainable consumer behavior and production practices (Putra, et al., 2022)

The relationship between technological advances, mass production and unsustainable consumption behavior has created an increasingly complicated dilemma. Excessive consumption, resource exploitation, and overproduction are the main causes of environmental damage, contributing approximately 30% to 40% of overall environmental pollution (Tan, et al., 2010). In

this context, discussions about environmentally friendly consumerism emerge as a solution that is widely recognized among consumers and the business world (Armutcu, 2023).

However, the difficulty in overcoming environmental problems lies mainly in the lack of consumer motivation to change their consumption patterns. Short-term profits from current consumption behavior are often inconsistent with long-term collective interests (Yanyan, 2023). Therefore, understanding the factors that influence consumers' purchasing intentions for environmentally friendly products is crucial.

In the midst of increasing global awareness of environmental issues, environmental knowledge is the key to stimulating positive attitudes towards products produced with environmentally friendly raw materials and technology (Huang, et al., 2009). Consumers who are more knowledgeable about environmental issues have a higher probability of being sensitive and responsive to environmentally friendly products (Chen, et al., 2015).

With the increasingly widespread emergence of environmentally friendly products on the market, it is important to understand the factors that influence consumers' purchase intentions towards these products. Positive attitudes towards products, subjective norms, and perceived behavioral control play an important role in forming green purchase intentions (Chanda, et al., 2022).

This study adopts the Theory of Planned Behavior (TPB) to explore environmentally friendly purchasing intentions. TPB posits that behavior is determined by attitudes, subjective norms, and perceived behavioral control. It integrates Environmental Knowledge and Environmental Sensitivity into TPB to examine their impact on green purchase intentions. The study aims to understand how these factors influence environmentally friendly purchasing intentions (Shukla, 2019).

The Relationship of Subjective Norms to Green Purchase Intention

Subjective norms encompass the influence of one's social circle, including family, friends, and broader social norms, on purchasing decisions, particularly in the realm of green products. These norms significantly shape attitudes towards environmentally friendly purchases, serving as a key predictor of consumer intentions (Albayrak, 2013). Close relationships, such as those with family, friends, and colleagues, play a normative role in shaping attitudes towards environmentally friendly purchases, fostering intentions to support eco-conscious products (Lavuri, et al., 2023), (Khotimah, et al., 2019). The more people who are important to the individual think that the individual should use environmentally friendly products, it can influence their intention to purchase environmentally friendly products (Armutcu, 2023).

H1: Subjective Norms have an influence on Green Purchase Intention in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

The Relationship between Attitude and Green Purchase Intention

Attitude is a person's assessment of an object, topic, or behavior, reflecting beliefs about possible outcomes. Attitude is a very accurate measure of interest or intention to buy environmentally friendly products (Sreen, 2018). In the context of environmentally friendly purchasing intentions, attitude is a key indicator in evaluating products with environmental considerations. Positive beliefs about a behavior tend to create supportive attitudes, while negative beliefs can produce the opposite attitude (Liu, 2020). In green purchasing research, it is important to consider attitudes and intentions, because they influence each other and can predict future actions (Chanda, et al.,

2022). The higher the positive attitude for the individual, the more it can influence the intention to purchase environmentally friendly products (Yanyan, 2023).

H2: Attitude has an influence on Green Purchase Intention in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

The Relationship between Perceived Behavior Control and Green Purchase Intention

Perceived behavioral control reflects an individual's confidence in their ability to engage in a behavior, such as green purchasing, considering resources available. It's a key predictor of eco-friendly purchase intentions (Jaiswal, 2018). Motivation and intentions, influenced by beliefs in ability and self-confidence, drive behavior performance (Joshi, 2020). Despite factors like price and product knowledge, perceived control remains influential, as consumers are more likely to purchase when they perceive low barriers or feel they can control their actions (Yanyan, 2023). The higher the individual's desire to purchase environmentally friendly products, it can influence their positive intentions to purchase environmentally friendly products (Lavuri, et al., 2023).

H3: Perceived Behavior Control has an influence on Green Purchase Intention in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

The Relationship between Environmental Knowledge and Attitude

Environmental knowledge reflects an individual's understanding of environmental issues, human impacts, and environmentally friendly solutions. Higher levels of knowledge can result in more positive attitudes towards environmentally friendly behavior and products. Consumers who have deeper knowledge tend to develop a positive view of the product, especially after accumulating personal experience with environmentally friendly products (Vazifehdoust, et al., 2013). Deep knowledge helps individuals understand the consequences of human actions on the environment and encourages them to take attitudes that support environmental protection and sustainability (Dewi, et al., 2022). The significant relationship between environmental knowledge and attitudes towards the environment shows that the more knowledge a person has, the more likely they are to take environmentally friendly actions (Lavuri, 2020). The higher an individual's knowledge of the environment, the more concerned they are about environmental damage, and this can influence their positive intentions in purchasing environmentally friendly products (Phan, 2023).

H4: Environmental Knowledge has an influence on Attitude in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

The Relationship between Environmental Sensitivity and Attitude

Environmental sensitivity reflects an individual's concern and sensitivity to environmental issues and their impact on human life. This involvement can strengthen an individual's commitment to sustainable behavior and products. When making purchasing decisions, individuals are aware of the impact of products on environmental pollution, forming positive attitudes towards products that support pollution reduction (Chanda, et al., 2022). Awareness of environmental issues can change individual attitudes and beliefs, influencing purchasing behavior of environmentally friendly products (Yayla, et al., 2022). Deep knowledge of environmental issues can increase individuals' level of empathy for environmental problems, allowing them to feel and understand environmental impacts better (Putri, et al., 2022). The higher the sense of concern and anxiety regarding environmental damage, the higher the individual thinks about how to improve environmental quality, and this can influence their positive intentions in purchasing environmentally friendly products (Wang, et al., 2019).

H5: Environmental Sensitivity has an influence on Attitude in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

The Relationship between Environmental Knowledge and Green Purchase Intention through Attitude

The relationship between Environmental Knowledge and Green Purchase Intentions mediated by Attitude shows that individual environmental knowledge influences the formation of attitudes towards environmentally friendly products. This attitude then mediates the relationship between environmental knowledge and green purchasing intentions (Indriani, et al., 2019). Better knowledge of environmental issues allows individuals to understand the impact of products on the environment, which influences the formation of their attitudes towards those products. Positive attitudes then play a role in influencing green purchasing intentions (Simanjuntak, et al., 2023). Therefore, environmental knowledge is a key factor in forming consumers' attitudes towards the environment, while attitude plays an important role in influencing green purchasing intentions (Mostafa, 2007), (Chen, 2016). Consumers' better knowledge and information about environmental issues and their good attitudes will influence their attitudes in supporting environmental friendliness (Irfany, 2023).

H6: Environmental Knowledge has an influence on Green Purchase Intention through Attitude in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

The Relationship between Environmental Sensitivity and Green Purchase Intention through Attitude

Individuals' awareness of environmental issues, which reflects how concerned and sensitive they are to environmental factors, can influence how they evaluate environmentally friendly products. Therefore, individuals who are more sensitive to environmental issues tend to form more positive attitudes towards products that pay attention to environmental aspects (Erdil, 2018). Attitude, in turn, acts as a link between environmental sensitivity and green purchase intentions. If someone has a positive attitude towards environmentally friendly products, this can increase the likelihood of purchasing intentions (Wang, et al., 2020). The more sensitive a people feel about their environment will strengthen their attitude to do good things to make their environment better and the will buy the green product for the better environment (Chanda, et al., 2022).

H7: Environmental Sensitivity has an influence on Green Purchase Intention through Attitude in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

Based on the description and relationships provided above, the research model developed in this study can be summarized as follows:

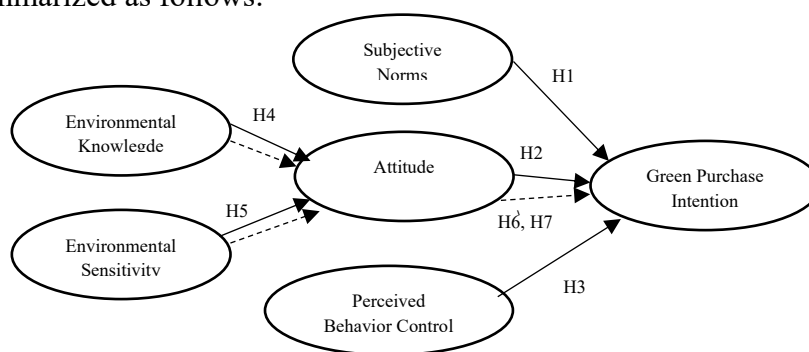


Figure 1. Research Model

2. RESEARCH METHOD

The research design in this research is quantitative research. Data collected used the convenience sampling method. The population in this study are people who have the intention to buy

environmentally friendly products in West Jakarta. The sample size is around 160 respondents used in this research. To collect this data, the author distributed questionnaires via social media. Data measurement was carried out using an ordinal scale with Likert scale measuring instruments on Environmental Knowledge, Environmental Sensitivity, Subjective Norms, Attitude, Perceived Behavior Control and Green Purchase Intention. This research will use SmartPLS software version 3 for professionals as a tool for processing data. The following are the indicators for this research variable.

Table 1. Variable Operationalizations

Variable	Indicator	Code	Reference
Environmental Knowledge	• Extensive knowledge of environmental issues	EK1	Chanda, Isa, & Ahmed (2022)
	• Extensive knowledge of recycling	EK2	
	• Products that reduce landfill waste	EK3	
	• Product safety for environmental friendliness	EK4	
Environmental Sensitivity	• Worried about worsening environmental quality	EK1	Chanda, Isa, & Ahmed (2022)
	• The environment is a primary concern	EK2	
	• Empathize with environmental problems	EK3	
	• Improve environmental quality	EK4	
Subjective Norms	• Use of environmentally friendly products	SN1	Chanda, Isa, & Ahmed (2022)
	• Purchase environmentally friendly products	SN2	
	• Social pressure	SN3	
Attitude	• Buy green products	ATT1	Chanda, Isa, & Ahmed (2022)
	• Good attitude towards purchasing green products	ATT2	
	• Support green retail stores	ATT3	
Perceived Behavior Control	• Buy environmentally friendly products	PCB1	Chanda, Isa, & Ahmed (2022)
	• Payment for environmentally friendly products	PCB2	
	• Ease of purchasing green products	PCB3	
Green Purchase Intention	• Consider purchasing environmentally friendly products	GPI1	Chanda, Isa, & Ahmed (2022)
	• Choose environmentally friendly brands	GPI2	
	• Green attribute redirection	GPI3	

3. RESULTS AND DISCUSSIONS

Before conducting hypothesis testing, it is important to assess its validity and reliability. The validity test is considered sufficient if the average variance extracted value is greater than 0.5 and the loading factor value is greater than 0.7 (Hair, et al., 2019).

Table 2. Average Variance Extracted Results

Source: Data Processing Results Using SmartPLS Software version 3

	Average Variance Extracted (AVE)
Attitude	0.659
Environmental Knowledge	0.544
Environmental Sensitivity	0.579

Green Purchase Intention	0.672
Perceived Behavior Control	0.690
Subjective Norms	0.662

AVE > 0.5 indicates that the construct in the research model has adequate validity, with fairly high variability compared to measurement error, and loading factor > 0.7 indicates a strong relationship between the variable and the construct being measured, indicating good validity.

Tabel 3. Loading Factor Results
 Source: Data Processing Results Using SmartPLS Software version 3

	Attitude	Environmental Knowledge	Environmental Sensitivity	Green Purchase Intention	Perceived Behavior Control	Subjective Norms
ATT1	0.844					
ATT2	0.774					
ATT3	0.817					
EK1		0.744				
EK2		0.746				
EK3		0.725				
EK4		0.736				
ES1			0.746			
ES2			0.795			
ES3			0.770			
ES4			0.731			
GPI1				0.803		
GPI2				0.847		
GPI3				0.809		
PCB1					0.857	
PCB2					0.791	
PCB3					0.843	
SN1						0.807
SN2						0.884
SN3						0.743

A variable in research is considered reliable if the Cronbach's Alpha and Composite Reliability values exceed 0.70 (Hair, et al., 2019). These two metrics indicate the level of consistency or reliability of measurement of variables in the research model, and values above 0.70 are considered a sign of adequate reliability.

Table 4. Cronbach's Alpha and Composite Reliability Results
 Source: Data Processing Results Using SmartPLS Software version 3

	Cronbach's Alpha	Composite Reliability
Attitude	0.741	0.853
Environmental Knowledge	0.730	0.827
Environmental Sensitivity	0.760	0.846
Green Purchase Intention	0.756	0.860
Perceived Behavior Control	0.776	0.870
Subjective Norms	0.741	0.854

In this research, Environmental Knowledge and Environmental Sensitivity contributed 32.4% to Attitude, while other variables influenced 67.6%. Subjective Norms, Attitude, and Perceived Behavior Control have a 40.8% influence on Green Purchase Intention, with 59.2% influenced by other factors.

Table 5. R-Square Results
 Source: Data Processing Results Using SmartPLS Software version 3

	R Square	R Square Adjusted
Attitude	0.324	0.315
Green Purchase Intention	0.408	0.397

In this research, the variables have significant relevance and are able to predict the model that has been formed. Because the Q2 value matches the criteria, namely more than 0.

Tabel 6. Q-Square Results
 Source: Data Processing Results Using SmartPLS Software version 3

	Q ² (=1-SSE/SSO)
Attitude	0.195
Green Purchase Intention	0.255

Hypothesis test results provide direction about whether the observed data is consistent with the proposed hypothesis, and can assist in decision making in various fields, from science, business, to public policy.

Tabel 7. Hypothesis Test Results
 Source: Data Processing Results Using SmartPLS Software version 3

	β	P Values
Subjective Norms -> Green Purchase Intention	0.146	0.094
Attitude -> Green Purchase Intention	0.354	0.000
Perceived Behavior Control -> Green Purchase Intention	0.272	0.016
Environmental Knowledge -> Attitude	0.207	0.004
Environmental Sensitivity -> Attitude	0.436	0.000
Environmental Knowledge -> Attitude -> Green Purchase Intention	0.073	0.030
Environmental Sensitivity -> Attitude -> Green Purchase Intention	0.154	0.002

H1: Subjective Norms have an influence on Green Purchase Intention in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

Based on the data analysis of hypothesis testing, the first hypothesis of this research is not supported. Subjective Norms has a positive influence but not significant on Green Purchase Intention, this can be seen from the path coefficient value of 0,146 and p-values of 0,094 ($\geq 0,05$). This research aligns with previous studies conducted by (Lavuri, et al., 2023). Companies need to consider prevailing social norms regarding the use and purchase of eco-friendly products in West Jakarta.

H2: Attitude has an influence on Green Purchase Intention in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

Based on the data analysis of hypothesis testing, the first hypothesis of this research is supported. Attitude has a positive and significant influence on Green Purchase Intention, as indicated from the path coefficient value of 0,354 and p-values of 0,000 ($\leq 0,05$). This research aligns with previous studies conducted by (Yanyan, 2023). Customer attitudes towards purchasing green products and supporting eco-friendly retailers influence their buying decisions.

H3: Perceived Behavior Control has an influence on Green Purchase Intention in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

Based on the data analysis of hypothesis testing, the first hypothesis of this research is supported. Perceived Behavior Control has a positive and significant influence on Green Purchase Intention, as indicated from the path coefficient value of 0,272 and p-values of 0,016 ($\leq 0,05$). This research aligns with previous studies conducted by (Armutcu, 2023). Affordable pricing and ease of purchase drive consumers to buy environmentally friendly products in West Jakarta.

H4: Environmental Knowledge has an influence on Attitude in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

Based on the data analysis of hypothesis testing, the first hypothesis of this research is supported. Environmental Knowledge has a positive and significant influence on Attitude, as indicated from the path coefficient value of 0,207 and p-values of 0,004 ($\leq 0,05$). This research aligns with previous studies conducted by (Irfany, 2023). Providing consumers about environmental issues increases their support for eco-friendly practices and products.

H5: Environmental Sensitivity has an influence on Attitude in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

Based on the data analysis of hypothesis testing, the first hypothesis of this research is supported. Environmental Sensitivity has a positive and significant influence on Attitude, as indicated from the path coefficient value of 0,436 and p-values of 0,000 ($\leq 0,05$). This research aligns with previous studies conducted by (Wang, et al., 2019). Awareness of environmental degradation in West Jakarta heightens consumer concern and prompts action towards sustainable choices.

H6: Environmental Knowledge has an influence on Green Purchase Intention through Attitude in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

Based on the data analysis of hypothesis testing, the first hypothesis of this research is supported. Attitude is able to mediate the Environmental Knowledge towards Green Purchase Intention, as indicated from the path coefficient value of 0,070 and p-values of 0,030 ($\leq 0,05$). This research aligns with previous studies conducted by (Irfany, 2023). Better understanding of environmental issues and positive attitudes towards eco-friendly products drive consumer intention to purchase.

H7: Environmental Sensitivity has an influence on Green Purchase Intention through Attitude in encouraging West Jakarta consumers' intention to buy environmentally friendly products.

Based on the data analysis of hypothesis testing, the first hypothesis of this research is supported. Attitude is able to mediate the Environmental Sensitivity towards Green Purchase Intention, as indicated from the path coefficient value of 0,154 and p-values of 0,002 ($\leq 0,05$). This research aligns with previous studies conducted by (Chanda, et al., 2022). Highlighting environmental concerns in West Jakarta reinforces consumer attitudes and intentions to support eco-friendly products.

4. CONCLUSIONS AND SUGGESTIONS

The conclusion of this research is that Subjective Norms have no influence on Green Purchase Intention in West Jakarta. Attitude has an influence on Green Purchase Intention in West Jakarta. Perceived Behavior Control has an influence on Green Purchase Intention in West Jakarta. Environmental Knowledge has an influence on Attitude in West Jakarta. Environmental Sensitivity has an influence on Attitude in West Jakarta. Environmental Knowledge has an influence on Green Purchase Intention through the mediation of Attitude in West Jakarta. Environmental Sensitivity has an influence on Green Purchase Intention through the mediation of Attitude in West Jakarta. For environmentally friendly companies, the author suggests maintaining consumers' environmentally friendly purchasing intentions by paying attention to the determining aspects of environmentally friendly purchasing intentions. For example, aspects such as Subjective Norms, Attitude, Perceived Behavior Control, Environmental Knowledge, and Environmental Sensitivity. If consumers feel social pressure, good attitudes, behavior that wants to purchase environmentally friendly products, high knowledge about the environment and a sense of care and worry about the environment then consumers will be bound to buy environmentally friendly products and services, making them feel the intention to buy environmentally friendly products.

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