Antecedents Of Consumer Buying Behavior Towards On Environmentally Friendly Products

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ABSTRACT

This research aims to analyze the factors that influence the green purchase behavior. The sample used consisted of 163 respondents who were selected using purposive sampling. The Structural Equation Model method is used to analyze data using hypothesis testing. The results of the study show Attitude, Social Influence, Perceived Quality of Green Product have an effect on Green Purchase Behavior. Whereas environmental knowledge does not affect attitude and green purchase behavior. Management must be able to improve consumer shopping behavior by increasing Consumers Environmental Attitude, Social Influence and Perceived Quality of green products.

Keywords: Green Purchase Behavior; Environment Knowledge; Environmental Attitude Consumers; Social Influence; Perceived Quality of green product.
INTRODUCTION

Research Background
As a developing country, Indonesia currently faces major challenges in ensuring a balance between development and environmental sustainability. Awareness of people in various parts of the world about the importance of preserving the environment is increasing. The occurrence of global warming makes people more careful to use various products that are feared to increase the level of global warming at levels that endanger humanity (Situmorang, 2011).

In Tan's research (2011) said in a competitive business environment today, with increasing pressure from environmental damage, as well as increasing public awareness about the importance of preserving the environment, many companies began to carry out their social responsibilities and made many producers start using materials (Ramli, 2010; Ramli, 2012), which does not damage the environment or develop environmentally friendly products.

To meet the demands of environmentally conscious consumers, companies are interested in discovering the determinants of green buying behavior to develop effective communication messages and gain commitment to purchasing environmentally friendly products. Every effort to preserve natural resources requires not only radical rethinking and government and business actions (Ramli, 2016b), but also a drastic change in consumer attitudes and behavior to contribute to sustainable resource use and reduced natural resources (Ramli, 2016a).

Green purchasing behavior or the purchase of environmentally friendly products is a type of pro-environment behavior (Kim and Choi, 2005). The nature and motivation of this behavior is different from the general buying behavior that is related to consumer behavior (McCarty and Shrum, 2001; Puteri & Ramli, 2017). The inconsistent relationship between attitudes and behavior towards the environment, and the issue of effectiveness perceived by consumers in solving environmental problems has always been the center of discussion in discussing environmental issues (Mariam, 2016; Ramli, 2017; Mariam & Ramli, 2017). Consumers do not care about the environment and do not want to conduct pro-
environment behavior if they do not believe that their efforts or actions are effective in solving environmental problems (Kim, 2002; Kim and Choi, 2003, 2005).

Based on the research of Iravani et al. (2012) the buying behavior of environmentally friendly products is also influenced by social factors and product quality. According to Promotosh (2011) consumer purchasing decisions are very closely related to information received from various sources. Bearden and Etzel and Feick were quoted by Iravani et al. (2012) stating that reference groups and social associations have a large influence on the purchase of a product. In addition, it was also stated that the good quality of environmentally friendly products had an impact on the possibility of consumers to buy these products.

Based on several previous studies, this study aims to determine the factors that influence consumer buying behavior for environmentally friendly products, which in turn can be taken into consideration by the government in maintaining environmental sustainability.

**LITERATURE REVIEW**

Booi-Chen Tan, 2011 defines green consumerism or green buying behavior is one of pro-environment behaviors, which refers to the purchase or consumption of products that can minimize the impact of the environment (Mainieri, et al., 1997). There are several terms that are used and related to the behavior of buying environmentally friendly products (green buying behavior) that have almost the same understanding (Kim, 2002; Kim and Choi, 2003, 2005) such as the pro-environmental purchase behavior (Tilikidou, 2006; Soutar, et al., 1994), environmentally responsible purchase behavior (Follows and Jobber, 2000); and green purchase behavior (Mostafa, 2007; Shamdasani, et al., 1993).

Several studies have found that environmental attitudes directly influence green consumer behavior (Kilbourne & Pickett, 2008, Samarasinghe, 2012). Consumer attitudes towards the environment (Environmental attitudes) are assumed to have caused various environmental behaviors. It is logical to expect people to be more concerned about the environment so that they can be involved in environmental problems (Maloney and Ward 1973; Oskamp et al. 1991; Van Liere and Dunlap 1980; Weigel and Weigel 1978). Some research results suggest that there is a relationship between environmental attitudes and

Homer & Kahle (1988) conducted a study of the impact of the value-attitudes-behavior on private green consumption. It is stated that the Environmental attitudes are predisposing behavior that consciously seeks to minimize the negative action of individual actions on the natural world. Blackwell et al., 2006 concluded that attitude describes what consumers like and dislike. According to some researchers (Irland, 1993; Schwepker and Cornwell, 1991) consumer decisions to buy products are sometimes based on environmental attitudes (Chen and Chai (2010.). Furthermore, Lee (2008), Wahid, Rahbar and Shyan (2011) define attitudes towards the environment (environmental attitude) as: individuals value judgment of environmental protection of individuals’ cognitive assessment of the value of environmental protection. In addition Kilbourne & Pickett, (2008) and Samarasinghe (2012) state attitudes towards the environment means predisposing behavior that consciously seeks to minimize the negative effects of individual actions on natural resources. The researchers found that environmental attitudes directly influence consumer behavior towards green products or environmentally friendly products. According to Kim, 2011, the higher the level of environmental attitudes, the conscious buying behavior will also increase.

**H1:** The consumer environmental attitude affects the purchase of environmentally friendly products (green purchase behavior)

**Environmental Knowledge**

Tan, 2011 in his research mentioned that what is meant by environmental knowledge is one's ability to understand and evaluate the impact of ecosystem on society, and the amount of knowledge he or she has about environmental issues (Chan, 2001; Haron, Paim and Yahaya, 2005; Aini, Nurizan and Fakhrul'l-Razi, 2007 in Booi-Chen). Next Laroche et al. (2001) have provided a definition of environmental knowledge as one 's ability to identify or define a number of ecologically - related symbols, concepts and behavior. Fryxell and Lo, (2003); Ali and Ahmad (2012) define environmental knowledge as "a general knowledge of facts, concepts, and relationships concerning the natural environment and its major ecosystems". Knowledge about the environment involves
people's knowledge of the environment, relationships related to the impact on the environment, the admiration of all organisms, and mutual awareness for sustainable development.

In discussing environmental issues it is always assumed that the higher consumer knowledge of the environment also increases consumer concern for the environment which in turn has an impact on increasing green consumption (Oskamp, Harrington, Edwards, Sherwood, Okuda and Swanson, 1991, Tan 2011).

The level of one's knowledge has a significant impact on the decision making process. The importance of knowledge and the impact of a lack of knowledge in the decision-making process have been demonstrated in various studies (Laroche et al, 2001; Verdugo, 1996, and Oskamp et al, 1991; Rashid, 2009).

Cooperation between employers and the government is needed to educate and persuade people to buy environmentally friendly products. In addition there is a positive relationship between awareness of the environment with attitudes, decision making and consumer participation. So, if the level of consumer awareness increases, the sustainable consumption behavior will also increase (Fraj and Martinez, 2006; Haron et al. 2005; Yam-Tang and Chan, 1998).

Some studies on the environment assume that the higher consumer environmental knowledge will increase the level of concern for the environment and increase green consumption (Oskamp, Harrington, Edwards, Sherwood, Okuda and Swanson, 1991 in Tan, 2011). The research of Sharifah et al., (2005) in Malaysia concluded that environmental knowledge had a positive and significant effect on the environmental attitude. Knowledge of the issue of environmental issues significantly affects the environmental concern both in terms of personal and social (Bedrous, 2007). Furthermore, the results of the Arcury (1990) study show a significant relationship between the level of knowledge of the environment (environmental knowledge) towards attitudes towards the environment (environmental attitude).

**H2:** Product knowledge influences the purchase of environmentally friendly products (green purchase behavior)

**H3:** Knowledge of the product (product knowledge) influences consumer attitudes towards the environment (consumer environmental attitude)
Social Influence

In Wahid et al (2011) it is stated that social influence is an action taken by consumers that is influenced by the views of others as a reference. This reference can be from friends, neighbors, teachers, parents and so on. The Chen-Yu and Seock (2002) study found that recognition or conformity with peers (conformity by peers) was an important factor in purchasing clothing among teenagers. The same results were also obtained in Lee’s (2008) study that peer influence was the most important factor in green product purchasing behavior among adolescents in Hong Kong compared to other factors. Social influence on consumer purchasing decisions has an impact on consumer behavior. According to Promotosh, 2011, consumer purchasing decisions are strongly influenced by information gathered from various sources (Iravania et.al 2012).

**H4:** Social influence influences the purchase of environmentally friendly products (green purchase behavior).

Perceived Quality

Research conducted by Polonsky (1994), concluded that consumers place too much responsibility on companies and government agencies to create a safe environment, and consumers do not consider themselves part of the process and not many are serious about this. Therefore, green marketing is not too strong in influencing consumers as a whole (Lampe and Gazdat, 1995). Likewise, Wong et al., (1996) reported that contrary to the opinion of enthusiastic opinion polls about public attitudes towards environmentally friendly consumption, the rate of consumer adoption of green products was far less. Therefore, it is very important to know the barriers that stop consumers from developing positive attitudes towards green consumption and become green consumers (Astous and Legendre, 2009).

Fraj and Martinez (2006) argue that even though people have sufficient knowledge and are very concerned about environmental problems, they are still less involved in their shopping habits and daily habits. In addition, Gan et al. (2008) states that environmental problems are not the only reason for customers to buy products that are environmentally friendly, and also they do not agree to trade off other product attributes for a better environment. This shows that the characteristics of traditional products such as brand
names, prices and quality are still the most important that are considered by consumers when making purchasing decisions.

Undoubtedly, the company is now recognized that the future prospects for green goods remain bleak, and unless the company can balance environmental compatibility with the customer’s main desire for high-quality products that perform well. Because, it is illogical for customers to pay more for products that do not offer basic benefits, what are the environmental benefits (Wong et al. 1996). In this case, Schlegelmilch., Bohlen and Diamantopoulos (1996) recommend that organizations aiming to increase market penetration of existing green product offerings should launch ad campaigns aimed at raising concerns about the quality of the environment in the consumer base. Second, organizations must allow their products to appear competitive in other dimensions. If both of these are achieved, environmental considerations will no longer take back the seat in the purchasing decision.

Research by Ali et al. (2010) found that customers will be prepared to buy environmentally friendly products more often, if the product price and product quality appear competitive like traditional products. Green products not only correspond to environmental aspects, but also based on product characteristics that are important to consumers, for example, price, quality, comfort and durability (Diamantopoulos et al. 2003).

Schuhwerk and Lefkokk-Hagius (1995) suggest that the more consumers are involved with the environment, the more likely consumers are to buy environmentally friendly products. Based on this, it can be anticipated that green consumers will tend to buy environmentally friendly products if there is competition in price and quality.

**H5:** Perceived quality of green products affect the purchase of environmentally friendly products (green purchase behavior).
Conceptual framework

Based on the theory discussed above, the conceptual framework can be described as follows:

**Picture 1: Conceptual Framework**

![Conceptual Framework Diagram]

**RESEARCH METHODS**

**Research Design**

This research refers to previous research conducted by Iravani at all (2012) and several other studies related to environmentally friendly products. This research was conducted using a quantitative approach, namely research that focuses on testing hypotheses with statistical method tools and producing generalizable conclusions. The design or design of the research used is testing hypotheses to see the relationship and cause and effect between the variables observed in this study.

**Variables and Measurements**

There are several variables used in this study, namely: Independent variable which consists of Consumers Environmental Attitude, Environmental knowledge, Social Influence, Perceived Quality of environmentally friendly products and demographic factors consisting of gender, age and income dependent variable: Green Purchase Behavior.
To measure these variables, several items of statements are used which are taken from previous researchers, namely:

**Table 1: Variable and Measurement**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Sources</th>
<th>Number of statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental knowledge</td>
<td></td>
<td>9 (nine)</td>
</tr>
<tr>
<td>Social Influence</td>
<td>Lee, 2008</td>
<td>6 (six)</td>
</tr>
<tr>
<td>Perceived Quality of Green Products</td>
<td>Lee, 2008</td>
<td>3 (three)</td>
</tr>
<tr>
<td>Green Purchasing Behavior</td>
<td>Souza, Taghian, Kholsa, 2007; Picket-Baker, Ozaki, 2008</td>
<td>7 (six)</td>
</tr>
</tbody>
</table>

**Data Collection and Type Techniques**

The technique used to collect data is a research field, namely research conducted by collecting data directly by approaching the respondents.

The data used in this study are primary data obtained directly from respondents, by distributing questionnaires. Respondents were given a list of questions that must be answered.

**Amount and Sampling Techniques**

The method of delivering samples used in this study is Purposive sampling with the criteria of the people of Jakarta who have purchased environmentally friendly products. The technique for calculating the number of samples is based on the Walpole formula with 10% sampling error and 95% confidence level.

The Walpole formula is as follows:

\[ n = \left[ \frac{\alpha}{2} \right] 2 p (1-p) e \]
Information:

\( n \) = number of respondents to be sampled

\( \alpha \) = the expected level of confidence

\( p \) = proportion of consumer population

\( e \) = suspected error

\( Z \) = normal value

If \( \alpha = 5\% \), \( e = 10\% \), assuming \( p = 1/2 \) and the population is infinite then \( n \) (the number of population needed is:

\[
Z_{\alpha/2} = Z_{0.05/2} = Z_{0.025} = 1.96
\]

\[
n = (1.96)^2 \times 0.5 \times (1 - 0.5) \times 0.1 = 96
\]

so that a minimum sample size of 96 people was obtained another opinion regarding the sample size used in this study is according to Hair, et al. (1996) found that the appropriate sample size for SEM was 100-200. In this research the questionnaire will be distributed randomly to 200 people with a purposive sampling technique with the criteria of people aged \( \geq 20 \) years. Of the 200 distributed, questionnaires that met the requirements for processing only 169 questionnaires. The characteristics of respondents can be described as follows:

Of the 169 respondents studied consisted of 60% men and 40% women. The age of most respondents ranged from 20 - 25 years as many as 65 people (38.5%) followed by age 26 - 30 years as many as 48 people (28.4%) and only 7 people (4.1%) aged \( > 40 \) years old. The status of respondents as many as 127 people (75.1%) were unmarried and 40 people (23.7%) were married. The highest education is S1 as many as 95 people (56.2%) then SMA as many as 45 people (26.6%) and S2 as many as 27 people (16%). The work of respondents was 70 people (41.4%) were private employees and 64 people (37.9%) students / students For the income level, as many as 71 people (42%) respondents had income of less than 3,000,000 IDR and 48 people (28.4%) earn between 3,000,000 IDR and 6,000,000 IDR.
RESULTS AND DISCUSSION

Testing of Research Instruments

Validity test

This study uses the construct validity test, which shows how well the results obtained from the use of the size match the theories underlying the test design. The method of testing validity is done by correlational analysis, namely by correlating each question with the total value of each variable tested.

For this research to be more accurate, an item should have a correlation (r) with a total score of each variable ≥ 0.25 (Lodico et. Al. 2006). Items that have r count <0.25 will be removed.

The results obtained are as follows:

Table 2: Validity Testing

<table>
<thead>
<tr>
<th>Variable</th>
<th>Item</th>
<th>Corrected Item Total Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmetal</td>
<td>ea4</td>
<td>.748</td>
<td>.930</td>
<td>Valid</td>
</tr>
<tr>
<td>Attitude</td>
<td>ea5</td>
<td>.872</td>
<td>.890</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ea6</td>
<td>.892</td>
<td>.882</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ea7</td>
<td>.807</td>
<td>.912</td>
<td>Valid</td>
</tr>
<tr>
<td>Environmental</td>
<td>ek1</td>
<td>.478</td>
<td>.755</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ek3</td>
<td>.361</td>
<td>.771</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ek4</td>
<td>.425</td>
<td>.764</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ek5</td>
<td>.209</td>
<td>.801</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ek6</td>
<td>.553</td>
<td>.747</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ek7</td>
<td>.559</td>
<td>.743</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ek8</td>
<td>.605</td>
<td>.738</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>ek9</td>
<td>.525</td>
<td>.750</td>
<td>Valid</td>
</tr>
<tr>
<td>Social Influence</td>
<td>si1</td>
<td>.572</td>
<td>.819</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>si2</td>
<td>.478</td>
<td>.838</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>si3</td>
<td>.688</td>
<td>.795</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>si4</td>
<td>.722</td>
<td>.790</td>
<td>Valid</td>
</tr>
</tbody>
</table>
Based on the results of testing the validity for each variable obtained, the Environmental attitude test was initially tested with 8 (eight) items, but after testing there were 4 items that had a correlation value <2 so that it needed to be issued.

So that there are only 4 items used in this research. Whereas the other variables, namely Environmental Knowledge, Environmental Knowledge, Social Influence, Perceived Quality and Green Purchasing Behavior have all validation statement items.

**Reliability Test**

Reliability of a measurement shows the extent to which the measurement is without bias (free error errors) so that it can guarantee measurements that are consistent across time and across various items in the instrument. This research uses inter item consistency reliability, namely the reliability of consistency between items which is a test of the consistency of respondents' answers to all items measured (Sekaran, 2003). This test uses the cronbach alpha coefficient. The higher the coefficient, the better the measurement instrument (Sekaran, 2003). Hilton and Brownlow (2004) interpret it as follows:

- If alpha > 0.90 then the reliability is perfect
If alpha is between 0.70 - 0.90 then reliability is high
If alpha is between 0.50 - 0.70 then moderate reliability
If alpha <0.50 then reliability is low

**Table 3: Reliability Testing**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Number of Item</th>
<th>Cronbach Alpha</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Attitude</td>
<td>4</td>
<td>0.927</td>
<td>Reliable</td>
</tr>
<tr>
<td>Environmental Knowledge</td>
<td>9</td>
<td>0.779</td>
<td>Reliable</td>
</tr>
<tr>
<td>Social Influence</td>
<td>6</td>
<td>0.837</td>
<td>Reliable</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>3</td>
<td>0.605</td>
<td>Reliable</td>
</tr>
<tr>
<td>Purchasing Behavior</td>
<td>7</td>
<td>0.856</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Based on table 2, the Cronbach Alpha value for each variable is> 0.6, so all variables are reliable.

**Data Analysis Method**
After collecting data and testing the data, the data is then processed and analyzed using path analysis with the help of AMOS software.

**Research Analysis**

**Descriptive statistics**
Descriptive data analysis will first be presented and used to describe the condition of the respondent's answers for each variable. The results of the answers are then used to get the tendency of respondents' answers regarding the conditions of each research variable. Descriptive statistics describe the results of data processing that reflect the mean value and standard deviation for each measured variable. The results are illustrated in the table below:
Table 4: Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental attitude</td>
<td>169</td>
<td>1.00</td>
<td>5.00</td>
<td>3.5104</td>
<td>1.31593</td>
</tr>
<tr>
<td>Environmental Knowledge</td>
<td>169</td>
<td>2.89</td>
<td>5.00</td>
<td>4.0454</td>
<td>.49756</td>
</tr>
<tr>
<td>Social Influence</td>
<td>169</td>
<td>1.50</td>
<td>5.00</td>
<td>3.4970</td>
<td>.63007</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>169</td>
<td>2.33</td>
<td>5.00</td>
<td>4.1736</td>
<td>.58654</td>
</tr>
<tr>
<td>Green Purchase Behavior</td>
<td>169</td>
<td>1.14</td>
<td>5.00</td>
<td>3.9062</td>
<td>.63200</td>
</tr>
</tbody>
</table>

Valid N (listwise) 169

Source: results of data processing

Based on data from hypothesis testing

The data processing technique used to test the hypothesis in this study is Structural Equal Modeling (SEM) with the help of AMOS software. The results are as follows:

**Conformity Test of Models - Goodness of Fit Test**

The first stage of testing is intended to see the suitability of the model. The results of testing the suitability of the models developed in this study are presented in Table 4.2 below.

Table 5: Goodness of Fit Test

<table>
<thead>
<tr>
<th>Goodness of Fit Index</th>
<th>Value</th>
<th>Cut off Value</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>X2-Chi Square</td>
<td>4,640</td>
<td>Expected Small</td>
<td>Fit</td>
</tr>
<tr>
<td>Significance Probability</td>
<td>0,098</td>
<td>≥ 0,05</td>
<td>Fit</td>
</tr>
<tr>
<td>RMSEA</td>
<td>0,089</td>
<td>≤ 0,08</td>
<td>Fit</td>
</tr>
<tr>
<td>GFI</td>
<td>0,977</td>
<td>≥ 0,90</td>
<td>Fit</td>
</tr>
</tbody>
</table>
Based on the results presented in Table 4.2, it can be seen that the value of Chi Square = 6.640 with probability = 0.098 and index values including RMSEA (0.089), CMIN / DF (4.640), TLI (0.887), and CFI (0.977) included in the category so that it can be concluded that there is no difference between the sample covariance matrix and the estimated population covariance matrix or in other words the model is fit.

### Table 6: Hypothesis Testing

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Standardized Regression Weights</th>
<th>C.R</th>
<th>P</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Attitude → Green Purchase Behavior</td>
<td>,157</td>
<td>2,593</td>
<td>,010</td>
<td>Ha supported</td>
</tr>
<tr>
<td>Environmental Knowledge → Green Purchase Behavior</td>
<td>,088</td>
<td>1,367</td>
<td>,172</td>
<td>Ha not supported</td>
</tr>
<tr>
<td>Environmental Knowledge → Environmental attitude</td>
<td>,060</td>
<td>7,80</td>
<td>,435</td>
<td>Ha not supported</td>
</tr>
<tr>
<td>Social Influence → Green Purchase Behavior</td>
<td>,353</td>
<td>5,367</td>
<td>***</td>
<td>Ha supported</td>
</tr>
<tr>
<td>Perceived Quality → Green Purchase Behavior</td>
<td>,343</td>
<td>5,374</td>
<td>***</td>
<td>Ha supported</td>
</tr>
</tbody>
</table>
**First Hypothesis Testing**
The estimation parameter for testing the effect of environmental attitude on green purchase behavior shows a CR value of 2.593 with a probability of 0.010. Because the value of CR > 2.00 and the probability value < 0.05, it can be concluded that Ha is supported which means that the environmental attitude variable has a positive effect on green purchase behavior.

**Second Hypothesis Testing**
The estimation parameter for testing the effect of environmental knowledge on green purchase behavior shows a CR value of 1.367 with a probability of 0.172. Therefore, the value of CR < 2.00 and probability value > 0.05, it can be concluded that the variable environmental knowledge does not have a positive effect on green purchase behavior.

**Third Hypothesis Testing**
The estimation parameter for testing the effect of Environmental knowledge on Environmental attitude shows a CR value of 0.780 with a probability of 0.435. Because the value of CR < 2.00 and probability value > 0.05, it can be concluded that the variable environmental knowledge does not affect the environmental attitude.

**Fourth Hypothesis Testing**
The estimation parameter for testing the influence of social influences on green purchase behavior shows a CR value of 5.367 with a probability of 0.000. Because the value of CR > 2.00 and probability value < 0.05, it can be concluded that social influence influences the green purchase behavior.

**Fifth Hypothesis Testing**
The estimation parameter for testing the effect of perceived quality on Green purchase behavior shows a CR value of 5.374 with a probability of 0.000. Because the value of CR > 2.00 and the probability value < 0.05, it can be concluded that the perceived quality variable has a positive effect on green purchase behavior.
CONCLUSION

Based on the data obtained, it can be tested against the hypothesis that has been made. The results are as follows: of the 4 (four) variables tested for influence (green purchase intentions are only one variable that has no effect, namely knowledge of the environment (environmental knowledge), while the other three variables are consumer attitudes towards the environment (environmental attitude), influence social influence and the quality of green products (perceived quality of green product). Of the three variables that influence consumer attitudes toward environmentally friendly products, social inflation has the biggest influence and is followed by perceived quality of green product. In addition, this study also wants to see the effect of environmental knowledge on the environmental attitude that the two variables have no effect. It can be concluded that consumer knowledge of the environment does not have a significant influence on consumers' attitudes to the environment and to the decision to purchase environmentally friendly products.

Managerial Implications

In conclusion, the main findings of this study are to find out the factors that influence green consumers’ purchase intentions. It is very important for marketers to understand these determinants in order to develop effective strategies to target larger customer segments. The results of the research show that consumers do not have good knowledge about environmentally friendly products. Not yet seen a significant influence on caring attitude towards environmentally friendly products. This also has an effect on no significant influence on the desire to buy environmentally friendly products. For that, it can be suggested to companies to increase consumer knowledge about the impact of environmental damage on human life.

Social influence and product quality affect consumers’ desire to buy environmentally friendly products. It can be interpreted that consumers will buy environmentally friendly products if the quality they feel is good enough. So it is very necessary for companies to always maintain the quality of the products they offer. In addition to product quality, social influence can also increase consumers’ desire to buy environmentally friendly
products. Companies can promote by involving social interaction through both traditional and online media. Therefore, marketers will be able to explore different communication strategies that will be suitable in positioning environmentally friendly products and motivating green purchasing intentions.

Pro-environment decision making is important for marketers in designing effective communication.

By investigating what motivates consumers to change their behavior, this will help in developing marketing and communication strategies for effective green products.

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