
THE ROLE OF PURCHASE INTENTION IN MEDIATING THE IMPACT OF ENVIRONMENTAL CONCERN ON THE PURCHASE OF ECO-FRIENDLY PRODUCTS

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Abstract

This study aims to analyze the role of purchase intention in mediating the influence of environmental concern on the purchase of environmentally friendly products. The method used in this study is quantitative. The population and sample in this study are the general public in Indonesia who have a minimum education in high school and understand environmentally friendly products. The sample size in this study was 200 respondents. The data source used in this study is primary data. The measurement scale used in this study is a 5-point Likert scale. Data analysis using SmartPLS version 3.0. The results of the analysis in this study indicate that environmental concern has a significant positive effect on purchase intention, environmental concern has a significant positive effect on purchasing behavior, purchase intention has a significant positive effect on purchasing behavior and purchase intention positively mediates environmental concern on purchasing behavior.

Keywords: Environmental Concern, Purchase Intention, Purchase Behavior, Green Product, Theory of Planned Behavior

INTRODUCTION

In many parts of the world, public attention to the natural environment is often inadequate, resulting in significant damage to nature (Tang et al., 2020). The environment is one of the important elements for the survival and growth of all living things (Acar & Temiz, 2020). Economic development and progress are often associated with negative impacts on the environment, such as global warming, natural resource depletion, and pollution. Therefore, to reduce the negative impacts on the environment, people around the world must continue to pay serious attention to the increasingly pressing environmental problems (Sharma et al., 2022). If society does not care about environmental conditions, it can result in environmental exploitation and will result in environmental pollution.

Widespread attention to environmental protection arose from the desire to reduce the impacts of climate change, such as global warming, marine and river pollution, and desertification. All of these can have negative impacts on human health, which is a serious and ongoing problem (Dwidienawati et al., 2021). The interests, values, and behavioral characteristics of a person participate in observing the need to have a population that is educated, motivated, and ready to protect the environment for future generations (Sharma et al., 2020).

One of the revolutionary movements with a new approach that can influence consumer lifestyle is environmental awareness. As an innovative idea or concept, this movement encourages consumers to adopt it into their lifestyle as a form of responsibility to maintain the sustainability of the Earth in the long term. The gap between the attitudes and behavior of consumers who care about the environment shows that this concept is still relatively new, making it a challenge for consumers to realize it in real action (Kuswati et al., 2021).

Pro-environmental behavior is individual behavior that shows awareness and concern for the environment (Kuswati et al., 2021). Efforts to care for nature or minimize the decline of natural resources. This pro-environmental attitude is a conscious action to make a positive contribution to others, with a desire to sacrifice oneself for environmental sustainability (Kuswati et al., 2021). Strong pro-environmental behavior occurs when a person has a good understanding of environmental issues and shares it with others, helping them act following

their personal goals. This includes consumption behaviors that support environmental sustainability as well as a commitment to sustainable consumption overall.

The theory of Planned Behavior (TPB) introduced by Ajzen in 1991 emphasizes that individuals tend to act rationally by considering various information and the level of involvement in their behavior, both consciously and unconsciously. The importance of the TPB model becomes clear because it provides a structured, data-driven approach to understanding the factors that influence a person's decisions and actions. Without a scientific approach like the TPB, understanding human behavior can be subjective and immeasurable (Al-Mamary & Al-Raja, 2022).

Research conducted by Sharma et al., (2022) and Saleki et al., (2019) shows that environmental concern has a significant positive effect on purchasing intentions and also shows that purchasing intentions have a significant positive effect on purchasing behavior.

This study aims to evaluate the role of purchase intention in mediating the influence of environmental concern on the purchase of environmentally friendly products. How environmental concern affects purchase intention, environmental concern affects purchase behavior, purchase intention affects purchase behavior and purchase intention mediates environmental concern on purchase behavior.

REVIEW OF LITERATURE

TPB Theory

The theory of Planned Behavior (TPB) introduced by Ajzen in 1991 emphasizes that individuals tend to act rationally by considering various information and the level of involvement in their behavior, both consciously and unconsciously (Çoker & van der Linden, 2022). This theory explains that intention is the closest factor that determines human behavior, depending on how strong a person's desire is and the extent to which a person has control over the behavior. According to the Theory of Planned Behavior (TPB), the intention to perform a behavior is influenced by 3 main factors: personal factors, social factors, and control factors. If the attitude and subjective norms towards the behavior are positive, and a person has strong control over the factors that influence their desires, then the intention to perform the behavior will be stronger (Wijayanti & Hartini, 2019).

Environmental Concern

Environmental concern is a reflection of a person's expression in showing their concern for environmental issues (Teng & Wang, 2015). Concern for the environment can trigger a person's desire to maintain the condition of the environment so that it remains good and avoids existing environmental problems (Ryantari & Giantari, 2020). According to the opinion that individuals tend to engage in environmental behavior to fulfill their desire to solve environmental problems, and feel that they are preserving the environment and being role models (Saleki et al., 2019). Based on the opinions of the experts above, we can conclude that caring for the environment is an action that shows concern for natural conditions, including efforts to prevent, maintain, manage, and restore ecosystems from possible negative impacts.

H1: Environmental concern has a significant positive effect on purchase intention.

H2: Environmental concern has a significant positive effect on purchasing behavior.

Purchase Intention

Intention is a person's desire or reluctance to do or not do something. Every individual has a variety of beliefs about certain behaviors, but only a small portion of these beliefs actually influence their actions when faced with a situation (Khaerani & Hasanah, 2018). Purchase intention is a form of consumer behavior where a consumer wants to buy or choose a product based on their experience, use, and desire for the product (Ryantari & Giantari, 2020). Based on the opinions of the experts above, it can be concluded that purchasing intention is a decision that is carefully considered by considering the time and information to buy the product you want to buy.

H3: Purchase intention has a significant positive effect on purchasing behavior.

Purchasing Behavior

Green purchasing behavior is understood as “purchasing in a responsible manner, upholding ethical principles, striving for sustainability, and paying attention to environmental sustainability including purchasing energy-efficient products, avoiding goods in excessive packaging, showing a preference for biodegradable and recyclable goods, purchasing fair trade and locally sourced products” (Paço et al., 2019). According to Kumar & Ghodeswar, (2015), these purchasing decisions also include support for environmentally friendly

companies, adoption of sustainable consumption practices, and the possibility of spending more money on sustainable products. Consumers' high environmental concerns can influence their interest in consuming environmentally sustainable products (Utami, 2020). Based on the opinions of the experts above, it can be concluded that environmentally friendly purchasing behavior is an effort to recognize and reduce negative impacts on the environment and maximize the use of resources by choosing environmentally friendly products.

H4: Purchase intention has a significant positive mediating effect on environmental concern toward purchasing behavior.

RESEARCH METHOD

The type of research used in this study is using a causal quantitative method. Causal research is a cause-and-effect study between two or more variables (Sekaran & Bougie, 2016). The population in this study is the general public in Indonesia.

A sample is a component of a population (Sekaran & Bougie, 2016). The sample in this study was 200 respondents. The sampling technique used in this study was non-probability sampling with the purposive sampling method. Where this technique is used to identify research samples by considering certain criteria to ensure that the data obtained is representative (Sugiyono, 2015). The criteria for this study are respondents who have a minimum of high school education, respondents who understand environmentally friendly products and each respondent has one opportunity to fill out the questionnaire.

The method of data collection in the study was through a survey by distributing questionnaires to respondents. The measurement scale used in this study was a 5-point Likert scale, namely 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree).

RESULTS AND DISCUSSION

Outer Model Evaluation

Convergent validity test

A research indicator is said to be feasible and valid in terms of convergent validity if the outer loading value is > 0.7 . However, according to Chin (1998) for the development stage, outer loading of 0.5 to 0.6 is said to be sufficient or meets the criteria.

Table 1
Outer Loading Results

Variables	Indicator	Outer Loading	Information
Environmental Concern	KL1	0.716	Valid
	KL2	0.794	Valid
	KL3	0.738	Valid
	KL4	0.785	Valid
	KL5	0.749	Valid
	KL6	0.684	Valid
Purchase Intention	NP1	0.787	Valid
	NP2	0.804	Valid
	NP3	0.820	Valid
Purchasing Behavior	PP1	0.778	Valid
	PP2	0.711	Valid
	PP3	0.816	Valid
	PP4	0.724	Valid
	PP5	0.768	Valid
	PP6	0.775	Valid
	PP7	0.766	Valid
	PP8	0.708	Valid

Source: Primary Analysis Data, 2024

The results in the table above show that the variables of environmental concern, purchase intention, and purchasing behavior have an outer loading value > 0.6 so that all indicators are declared feasible or valid for use in research and can be used for further analysis.

Discriminant Validity Test

Measuring discriminant validity using average variance extracted (AVE). The findings of this test with average variance extracted (AVE) show that if the AVE value produced by each variable used is > 0.5 then it can be said to meet the requirements and can be said to be good or valid.

Table 2
Average Variance Extruded (AVE) Analysis Results

Variables	Average Variance Extracted (AVE)	Information
Environmental Concern	0.555	Valid
Purchase Intention	0.646	Valid
Purchasing Behavior	0.572	Valid

Source: Primary Analysis Data, 2024

Based on the table above, it can be seen that the AVE value for each variable is > 0.5 . This shows that each variable has good discriminant validity.

Reliability Test

Reliability testing is done to test the reliability of data using research instruments. In this case, the benchmark in the reliability test can be seen from Cronbach’s Alpha above 0.7.

Table 3
Results of Cronbach's Alpha and Composite Reliability Analysis

Variables	Cronbach's Alpha	Composite Reliability	Information
Environmental Concern	0.841	0.882	Reliable
Purchase Intention	0.732	0.846	Reliable
Purchasing Behavior	0.894	0.914	Reliable

Source: Primary Analysis Data, 2024

Based on the table above, it can be seen that Cronbach's Alpha and Composite Reliability values for each variable are > 0.7 . This indicates that the variable is following the standards set for Cronbach's Alpha and Composite Reliability.

Multiconvergence Test

This test is to see whether each independent variable correlates with independent variables or not. The criteria that apply in the multicollinearity test is if the VIF value is < 5 .

Table 4
Multicollinearity Analysis Results (VIF)

Variables	Environmental Concern	Purchase Intention	Purchasing Behavior
Environmental Concern		1,000	1,319
Purchase Intention			1,319
Purchasing Behavior			

Source: Primary Analysis Data, 2024

Based on the table above, it can be seen that the results of the multicollinearity analysis show that all VIF values < 5 . This shows that the regression model of this study can be said to be free from multicollinearity.

Inner Model Evaluation

Goodness of Fit Analysis

This test is to determine whether the model formed is worthy of being studied or not by looking at the results of the research conducted by R-Square (R²) and Q-Square (Q²). The

R-Square test is conducted to measure how much the independent variable can explain the dependent variable. The R2 value ranges from 0 to 1.

Table 5
R-Square Results

Model	R Square	R Square Adjusted
Purchase Intention	0.242	0.238
Purchasing Behavior	0.489	0.484

Source: Primary Analysis Data, 2024

The R-Square table above is used to see the influence of environmental concern variables on purchasing intentions of 0.242 and purchasing intentions on purchasing behavior of 0.489.

Q2 is used to measure how good the conversion value produced by the model and its parameter estimates are. The Q2 value has a value with a range of $0 < Q2 < 1$, where the closer to 1 means the better the model. The Q2 value is equivalent to the total determination coefficient in path analysis. Then the goodness of fit assessment uses Q-square with the calculation:

$$\begin{aligned}
 \text{Q square} &= 1 - [(1-R21) \times (1-R22)] \\
 &= 1 - [(1-0.242) \times (1-0.489)] \\
 &= 1 - [(0.758) \times (0.511)] \\
 &= 1 - 0.387338 \\
 &= 0.612662
 \end{aligned}$$

This means that the results of this analysis show that the Q square value of 0.612662 means that the level of model diversity shown by the independent variable in explaining the dependent variable is 0.612662 or 61.2662% and the remaining 38.7338% is still influenced by other factors. Thus, from these results, this research model can be stated to have good goodness of fit.

Hypothesis Testing

To see the results of the hypothesis test in this study can be done by looking at the results of the t Statistic and P Values. This hypothesis can be said to be accepted if P Values < 0.05 . The results of processing the direct influence hypothesis can be seen in the path coefficient table in the SmartPLS bootstrapping. This path coefficient test will show how strong the influence of the independent variable is on the dependent variable.

Table 6
Hypothesis Test Results

Model	Original Sample	T Statistics	P Values	Information
Path Coefficient				
Environmental Concern → Purchase Intention	0.492	9,117	0,000	Accepted
Environmental Concern → Purchasing Behavior	0.194	2,505	0.013	Accepted
Purchase Intention → Purchasing Behavior	0.583	8,463	0,000	Accepted
Indirect Effects				
Environmental Concern → Purchase Intention → Purchase Behavior	0.287	5,773	0,000	Accepted

Based on Table 6, the results of the direct influence test can be seen by looking at the t statistics and P Value, as follows:

1. Partially, the resulting value of the environmental concern variable on purchasing intention with a t statistic of 9.117 with a p-value of 0.000 can be explained by the t statistic value of $9.117 > t \text{ table } 1.96$ or p-value of $0.000 < 0.05$, so statistically H_0 is rejected or H_a is accepted, meaning that the environmental concern variable has a positive and significant effect on purchasing intention.
2. Partially, the resulting value of the environmental concern variable on purchasing behavior with a t statistic of 2.505 with a p-value of 0.000 can be explained by the t statistic value of $2.505 > t \text{ table } 1.96$ or p-value of $0.013 < 0.05$, so statistically H_0 is rejected or H_a is accepted, meaning that the environmental concern variable has a positive and significant effect on purchasing behavior.
3. Partially, the resulting value of the purchase intention variable on purchasing behavior with a t statistic of 8.463 with a p-value of 0.000 can be explained by the t statistic value of $8.463 > t \text{ table } 1.96$ or p-value of $0.000 < 0.05$, so statistically H_0 is rejected or H_a is accepted, meaning that the purchase intention variable has a positive and significant effect on purchasing behavior.
4. The resulting value of environmental concern for purchasing behavior through purchase intention with a t statistic of 5.773 with a p-value of 0.000 can be explained by the t

statistic value of $5.773 > t$ table 1.96 or p-value of $0.000 < 0.05$, meaning that the purchase intention variable mediates positively and significantly between purchase concern and purchasing behavior.

The Influence of Environmental Concern on Purchase Intention.

Partially, the resulting value of the environmental concern variable on purchasing intention with a t statistic of 9.089 with a p-value of 0.000 can be explained by the t statistic value of $9.089 > t$ table 1.96 or p-value of $0.000 < 0.05$, so statistically H_0 is rejected or H_a is accepted, meaning that the environmental concern variable has a positive and significant effect on purchasing intention.

These results prove that with environmental awareness, consumers can play a role in preserving the environment because they feel that they have a broad concern for the environment with environmental awareness playing a role as a determining factor for environmental purchasing intentions. The results of this study are supported by research conducted by (Saleki et al., 2019; Hengboriboon et al., 2020; Ryantari & Giantari, 2020; Sharman et al., 2022; Moslehpour et al., 2023) stating that environmental awareness has a significant positive effect on purchasing intentions.

The Influence of Environmental Concern on Purchasing Behavior

Partially, the resulting value of the environmental concern variable on purchasing behavior with a t statistic of 2.505 with a p-value of 0.000 can be explained by the t statistic value of $2.505 > t$ table 1.96 or p-value of $0.013 < 0.05$, so statistically H_0 is rejected or H_a is accepted, meaning that the environmental concern variable has a positive and significant effect on purchasing behavior.

Environmental awareness indicates that a person understands the negative impacts of human activities on nature, such as climate change, pollution, or deforestation. Individuals who care about the environment tend to have a more responsible attitude in choosing products, such as avoiding products that damage the environment and preferring products that support sustainability. The higher a person's awareness of environmental issues, the more likely they are to change their purchasing behavior to support sustainability (Chan & Lau, 2000). The results of this study are supported by research conducted by Albayrak et al.,

(2013) and Chen et al., (2022) which shows that environmental concern has a significant positive influence on purchasing behavior.

The Influence of Purchase Intention on Purchase Behavior

Partially, the resulting value of the purchase intention variable on purchasing behavior with a t statistic of 17.048 with a p-value of 0.000 can be explained by the t statistic value of $17.048 > t \text{ table } 1.96$ or p-value of $0.000 < 0.05$, so statistically H_0 is rejected or H_a is accepted, meaning that the purchase intention variable has a positive and significant effect on purchasing behavior.

Purchase intention is a strong indicator to predict purchasing behavior. When a person's desire to buy a product increase, it is likely that the intention will be realized in the form of a purchase action. However, purchase intention does not always lead to purchasing behavior, because there may be obstacles that influence the final decision. The results of this study are supported by research conducted by (Sharman et al., 2022; Saleki et al., 2019) which shows that purchase intention has a significant positive effect on purchasing behavior. The results of this study are not in line with the research conducted by Mishal et al., (2017) shows that purchase intention has a significant negative effect on purchasing behavior.

The Influence of Environmental Concern on Purchasing Behavior Mediated by Purchase Intention

The resulting value of environmental concern for purchasing behavior through purchase intention with a t statistic of 5.773 with a p-value of 0.000 can be explained by the t statistic value of $5.773 > t \text{ table } 1.96$ or p-value of $0.000 < 0.05$, meaning that the purchase intention variable mediates positively and significantly between purchase concern and purchasing behavior.

According to Paul et al., (2016), in their study on green product purchasing in India, it was found that intention to purchase green products fully mediates the relationship between green attitude and green purchasing behavior. Kautish et al., (2019) also found similar results, where individuals who care about the environment are more likely to have the intention to purchase green products, which then increases the likelihood of purchasing behavior of those products.

CONCLUSION

This study uses the TPB (Theory of Planned Behavior) model. The theory of planned behavior is based on the assumption that humans are rational beings who systematically process available information. Individuals consider the consequences of their actions before deciding to do or not do a behavior. TPB is a theory that analyzes consumer attitudes, subjective norms, and perceived control over behavior. This theory explains that attitudes toward a behavior are important factors in predicting actions, but to fully understand the action, it is necessary to consider subjective norms and the individual's ability to control behavior based on their perceptions. Environmental concern encourages individuals to consider environmental impacts in their purchasing decisions. Purchase intention of green products plays an important role as a mediator that explains how environmental concern can affect the purchase of environmentally friendly products. This intention is formed from a positive attitude towards green products and the belief that this action will have a positive impact on the environment. This study states that environmental concern has a significant positive effect on purchase intention, environmental concern has a significant positive effect on purchasing behavior, purchase intention has a significant positive effect on purchasing behavior and positive purchase intention significantly mediates environmental concern on purchasing behavior.

In further research, the Company must be able to develop products that can save energy in its production process. It is important for companies to identify environmentally friendly products to become an investment for the company in the long term. Business actors need to think about the sustainability of environmentally friendly products. Companies must be able to communicate and promote environmentally friendly products to the public. Companies must also be able to make decisions when they need a vehicle, and how to save energy. Companies can add energy-saving equipment such as lights that can turn on and off automatically.

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