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### CONSUMERS' GREEN PURCHASE INTENTIONS: ENVIRONMENTAL KNOWLEDGE AND GREEN ADVERTISING INTO GREEN ENVIRONMENTAL ATTITUDES

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#### ABSTRACT

**Objectives:** One of the causes of environmental damage or environmental pollution is the existence of conventional factory activities and waste that is not properly treated. Therefore, several green companies have started to emerge to provide green products, although not all companies can produce environmentally friendly goods. This study was conducted to determine the effect of Environmental Knowledge and Green Advertising through Environmental Attitude on Green Purchase Intentions in green product supply stores in Bandung.

**Methodology:** The method used is the quantitative method, with primary and secondary data. Data collection techniques through questionnaires to 100 respondents with probability sampling. The technique of data analysis used descriptive analysis and SEM (Amos).

**Finding:** Based on structure equation model, it shows shows that Environmental Knowledge (EK) has a strong impact on the creation of Environmental Attitudes (EA), but still increases interest in buying environmentally friendly products (GPI). Green Advertising (GA) conducted by the company has a strong impact on increasing the formation of consumer behavior regarding environmental awareness but is still low in encouraging the purchase of environmentally friendly products (GPI). The formation of better consumer behavior towards

the environment can increase the interest that is strong enough to buy environmentally friendly products.

**Conclusion:** The increasing knowledge of consumers about a friendly environment and the continuous promotion efforts carried out by the company in producing environmentally friendly goods have a good effect on consumer behavior, although the implications have not yet given a strong impact on consumers in choosing environmentally friendly products.

## INTRODUCTION

Awareness of environmental issues which simultaneously emphasizes the role that every citizen and society in general has in solving the environmental crisis that is happening and is taking place (Lee et al. 2019). This also raises the issue of sustainable development, which is currently developing as a top priority, one of which is global warming which has a very dire impact on life on earth both now and in the future, even global warming can threaten the lives of generations. On the one hand, economic activities such as irregular and reckless industrial practices have a responsibility for global warming and the degradation of natural resources. Global warming has also produced economic disparities in various sectors and groups of people. In addition, consumer indifference to the environmental, social, and cultural impacts of growing consumerism has magnified the problem (Joshi & Rahman, 2019). Kibert et al. (2011) indicate that a shortage of natural resources will soon have a significant impact on production capacity and jeopardize the economic sustainability of future generations. Therefore, major changes are required in current consumption and manufacturing practices to restore ecosystems (Lee et al. 2019).

Several studies findings in recent years verify that the greater the extent of data statistics that consumers have about environmental issues, the greater their interest to adopting seasoned-environmental behaviour (Misra and Panda, 2017). However, consumer interest in green marketing and other social issues differs from country to country (Paul et al., 2016). Polonsky et al. (2012) accentuated that despite the fact that buyers comprehend that ecological issues are significant, customers don't promptly comprehend the intricacies related with the principal issues that happen in the climate. these differences also are found in numerous shopping for contexts and conditions. as an example, Chowdhury et al. (2016) stated that modifications in gas efficiency and emission degrees are touchy to purchaser alternatives for green automobiles in Sweden. in keeping with Polonsky et al. (2011) and Misra and Panda (2017), consumer concern in western countries towards social and environmental questions is at the best degree; those purchasers additionally have the greatest contribution to environmental pollution.

Many clients are reconsidering their consumption patterns and selecting extra environmentally friendly conduct; thinking about information about the surroundings in latest years, although a few research advocate the other trend (e.g., McDonald et al., 2015). For consumers to undertake accountable intake measures, Polonsky et al. (2011) asserted that the purchase choice implicitly includes the idea that clients understand the consequences of every purchase alternative taken.

Polonsky et al. (2012) refers to how prejudices aimed at false ecology can cause consumers to be unable to change their behaviour because consumers do not believe in the information presented to consumers and especially when they are unable to verify its validity and correctness and thus make it more difficult to make efforts to change the behaviour. According to Cotton et al. (2015), literacy that means understanding and willingness of the questions involved in the utility and purposeful software of that expertise. Considering the supposed position in supporting pro-environment but being erroneously and inappropriately conveyed to the public since consumers do not have sufficient information on the subject, consumers will eventually adopt the behaviour even though it is not beneficial to the environment and even makes consumers reluctant to do more for the environment.

This finding raises important questions regarding behaviour towards the environment and the way and individual knowledge about attitudes towards a product in consuming environmentally friendly products. Therefore, it is important and necessary to deepen research on how environmental knowledge affects and how this environmental knowledge interacts with behavior that is not only in the scope of buying environmentally friendly products but also in advertising products.

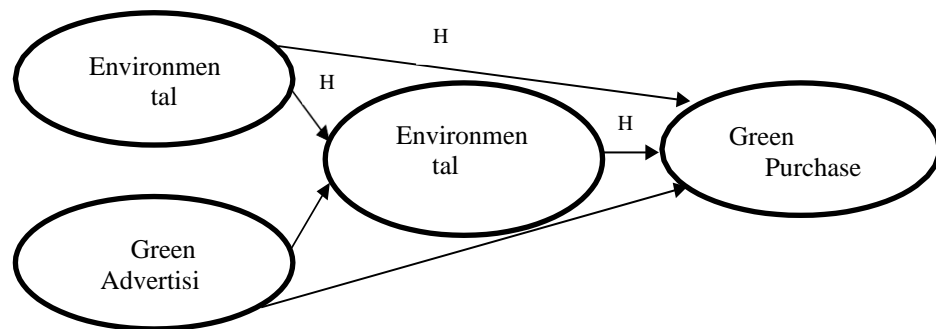
## **LITERATURE REVIEW**

Environmental attitudes are assumed when faced with an object such as the environment which is usually accepted as the respondent's mindset for a particular environmental problem. Attitude is an expression is a feeling of liking or disliking that can be pleasing to a particular object (Rini et al., 2017). According to Lee (2009), environmental attitude is a cognitive assessment of environmental protection price. in step with Dagher et al., (2015) Environmental attitudes are dispositions that occur in a person that may be fashioned or learned whilst responding consistently to environmental situations definitely (like) or negatively (disliked) based on three matters, which includes: perception and understanding of environmental issues (cognitive issue), emotions or emotions that stand up within the environment (affective factor), and the tendency to act or behave toward the surroundings (conative component).

Environmental information is a sequence of ecological know-how possessed with the aid of individuals regarding the surroundings (Dagher et al., 2015). The higher consumers have environmental know-how, the more they'll recognize the exceptional of environmentally pleasant products and increase their motivation to shop for environmentally pleasant merchandise (Hilyas, 2019). Environmental know-how is preferred understanding approximately principles, records, or relationships approximately ecosystems and their surrounding surroundings. Kibert et al. (2011) introduced that this kind of understanding involves an individual's information of the middle relationships that power impact on the surroundings. Herman & Farida (2017) also take into account environmental expertise in greater well known phrases, such as troubles related to recycling or focus of using green products.

According to (Ottman, 2017) green advertising is environmental concerns which might be integrated into all factors of advertising, new product improvement, and all key communications. Dagher et al., (2015) inexperienced advertising ambitions to acquire the goals of waste removal, reinvention of product ideas, and environmentalism profitability for companies. Chin et al (2018) define green advertising as an organizational attempt in designing, selling, pricing, and distributing merchandise that comply with environmentally pleasant practices.

Green Advertising (Tjiptono, 2005) is one form of company promotion that is widely used in the green advertising (Tjiptono, 2005) is one form of company merchandising this is broadly used inside the shape of oblique verbal exchange based on data about the benefits of a product this is arranged in such a manner that it creates a experience of satisfaction and could trade a person's mind to make a buy. advertising and marketing is supposed to steer client affection and cognition, reviews, feelings, understanding, meanings, ideals, attitudes, and pics associated with products and types (Peter & Olson, 2000). One strategy to introduce or explain the products being marketed is through marketing communications carried out with promotional activities. Environmental advertisements or green advertisements provide information about environmentally friendly products or services to attract consumers to buy or use environmentally friendly products (Prastiyo, 2016). Advertisers need to increase their expertise of the way consumers respond to environmental advertising that allows you to take advantage of the rising opportunities for clients to be willing to pay more for environmentally friendly products. information clients will offer advertisers with treasured insights to improve conversation effectiveness in environmental marketing (Chan, 2004).



**Figure 1.** Framework of the research

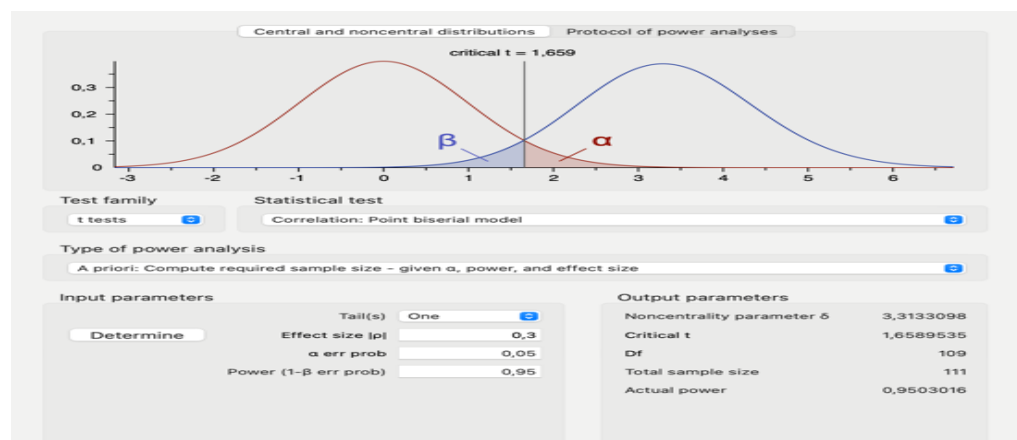
Based on this framework, the following hypotheses can be drawn:

- H1: Environmental Knowledge has an influence on Environmental Attitude
- H2: Green Advertising has an influence on Environmental Attitude
- H3: Environmental Attitude has an influence on Green Purchase Intention
- H4: Environmental Knowledge has an influence on Green Purchase Intention
- H5: Green Advertising has an influence on Green Purchase Intention
- H6: Environmental Knowledge partially has an influence on Green Purchase Intention through Environmental Attitude

H7: Partially Green Advertising has an influence on Green Purchase Intention through Environmental Attitude

**RESEARCH METHODOLOGY**

The design of this research is empirical and exploratory. This study adopts secondary and primary data from surveys distributed to consumers to identify factors that influence purchase intention behaviour on eco-friendly products. The population of this research is Bandung City consumers who are considered appropriate, carrying out their intentions, consuming and buying environmentally friendly products. The city of Bandung is well positioned according to the characteristics and culture to have a higher purchasing power than other cities. Surveys and Questionnaires are designed in a structured manner. Data Collection and Demographics Using the G\*power program for an adequate sample size (Faul et al, 2009).



**Figure 2.** Sample by G\*Power

**Source:** Author’s data processing results

**RESULTS AND DISCUSSION**

Based on the calculation results, the relationship between the variables in the study can be seen in Table 1. as follows, namely: Environmental Knowledge (EK), Green Advertising (GA), Environmental Attitude (EA) and Green Purchase Intention (GPI) are:

**Table 1.** Estimating the Relationship of Environmental Attitude (EA) and Green Advertising (GA) Variables to Environmental Attitude (EA) and Green Purchase Intention (GPI)

	Estimate	S.E.	C.R.	P
EA←EK	,505	,086	5,906	***
EA←GA	,709	,074	9,597	***
GPI←EK	,260	,061	4,269	***
GPI←GA	,212	,063	3,379	***
GPI←EA	,419	,062	6,803	***

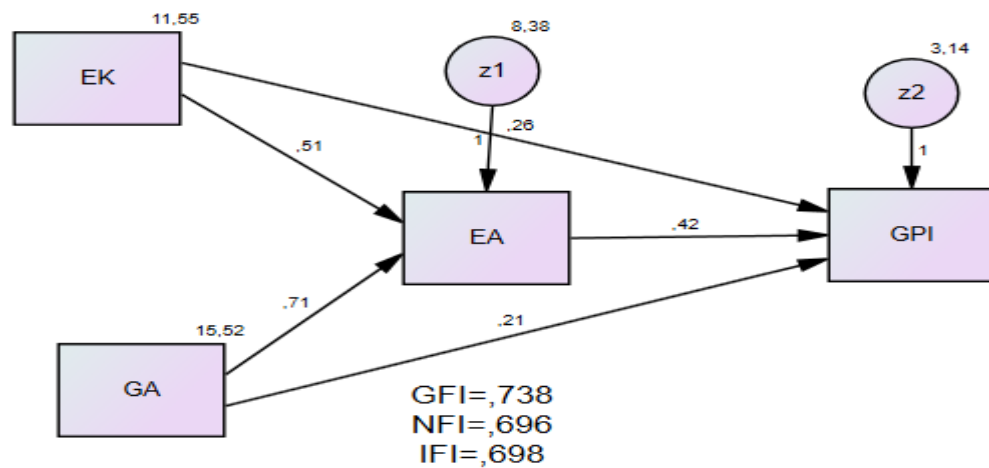
**Source:** Author’s data processing results

**Table 2.** Regression Estimation

	Estimate	S.E.	C.R.	P
EK	11,554	1,642	7,036	***
GA	15,522	2,206	7,036	***
Z1	8,378	1,191	7,036	***
Z2	3,143	,447	7,036	***

**Source:** Author’s data processing results

Based on the significance test on the estimated regression weight, that the probability value is less than = 0.05, which means there is a significant positive relationship between variables. Based on the coefficient on the standardized regression weights, it shows that there are different degrees of closeness in the relationship between variables. This equation is a path analysis model, where the structural equation can be illustrated in the image below:



**Figure 3.** Structural Equation Model

**Source:** Author’s data processing results

Figure 2. shows that the suitability of the model is still relatively acceptable, although not ideally, this model has a perfect fit in the modelling criteria. The Goodness of Fit Index (GFI) value is 0.738; The Normed Fit Index (NFI) of 0.696 and the Incremental Fit Indices (IFI) of 0.698 were lower than 0.90 respectively, but overall, they have described the relationship with the actual phenomenon.

Based on this model, it shows that Environmental Knowledge (EK) has a positive direct relationship and is quite strong directly on Environmental Attitude (EA) with a close coefficient value of 0.51. This shows that consumer understanding or knowledge has a strong positive relationship for the tendency of mindset or behavior for friendliness or concern for the environment.

Furthermore, Green Marketing (GA) also has a positive and strong direct relationship to Environmental Attitude (EA) with a closeness coefficient of

0.71. This shows that the company's efforts in designing or promoting products and processes in accordance with environmentally friendly practices have a strong relationship in creating consumer behavior for environmental friendliness.

Environmental Knowledge (EK) and Green Marketing (GA) have a positive direct relationship, but the relationship is not strong with Green Purchase Intention (GPI) with a closeness coefficient of 0.26 and 0.21, respectively. Furthermore, direct consumer knowledge and promotional designs carried out by companies related to environmental friendliness have a weak relationship in creating consumer tendencies to purchase environmentally friendly products if they are not supported by a consumer mindset or behavior towards environmental sustainability.

Meanwhile, Environmental Attitude (EA) has a positive and quite strong relationship with Green Purchase Intention (GPI) with a closeness coefficient of 0.42. This shows that environmentally friendly consumer behavior has a fairly strong positive relationship in response to the tendency to act in purchasing these environmentally friendly products.

Based on the above discussion, it can be concluded as follows:

1. Environmental Knowledge (EK) has a positive and quite strong direct relationship to Environmental Attitude (EA) with a correlation coefficient value of 0.51.
2. Green Marketing (GA) has a positive and strong direct relationship to Environmental Attitude (EA) with a correlation coefficient of 0.71
3. Environmental Knowledge (EK) has a positive and not strong direct relationship to Green Purchase Intention (GPI) with a correlation coefficient of 0.26.
4. Green Marketing (GA) has a positive but not strong direct relationship to Green Purchase Intention (GPI) with a correlation coefficient of 0.21.
5. Environmental Attitude (EA) has a positive and quite strong relationship with Green Purchase Intention (GPI) with a correlation coefficient value of 0.43.

## **IMPLICATIONS AND FUTURE RESEARCH**

The company strives to provide quality products by providing information related to the content of product ingredients that are environmentally friendly and materials on product packaging that do not cause negative impacts to potential consumers. Furthermore, the company advertises a product clearly related to the usefulness in the manufacturing process and publishes a company awareness campaign for sustainability or environmental friendliness, one of which is through the CSR program. The existence of advertisements and CSR programs regarding environmental sustainability is expected to increase the awareness and attitudes of prospective consumers towards environmental friendliness. Various information and promotional activities through an advertisement that is delivered periodically and continuously and carried out by the company, in addition to creating an attitude, this will increase the attention of potential consumers in buying the required product by always considering environmentally friendly products.

Therefore, companies must consistently be able to provide products that are completely environmentally friendly, apart from the quality of their products, so that potential consumers believe and care about these environmentally friendly products. Based on the results of this research and discussion, the importance of knowledge and advertising variables to create attitudes and attention to environmental friendliness, needs to be expanded with other variables such as: developing environmentally friendly product attributes, green perception and green marketing mix that can change consumer behavior related to the use of environmentally friendly products as well as consuming environmentally friendly products, or adding some specific dimensions that will increase the attitudes and attention of potential consumers towards environmentally friendly. It can even be extended to other cities and objects to a multinational company that cares about the current state of the earth by utilizing technology in industry 4.0. It can also distinguish attitudes and concerns from various generations apart from government intervention and concern for the use of environmentally friendly products. With government intervention, it is hoped that it will have a significant impact on the use and knowledge of consumers' attitudes towards a good environment.

## CONCLUSION

This study means to inspect the impact of Environmental Knowledge (EK), Green Advertising (GA) on Green Purchase Intention (GPI) through Environmental Attitude (EA). The ramifications of this examination are hypothetical ramifications and down to earth suggestions. The hypothetical ramifications of the exploration results for future scientists are connected with Environmental Knowledge (EK), Green Advertising (GA), Environmental Attitude (EA) and Green Purchase Intention (GPI). The common-sense ramifications of having the option to draw in purchasers to purchase harmless to the ecosystem items is to make administrative commitments to organizations connected with advertising techniques and marking systems.

The impediment of this exploration is the short perception time frame and restricted to Environmental Knowledge (EK), Green Advertising (GA), Environmental Attitude (EA) and Green Purchase Intention (GPI) on buyers in the city of Bandung, Indonesia. Because of this, the consequences of this study can't be summed up to different customers in different districts who have various perspectives towards the utilization of harmless to the ecosystem items. Future examination is supposed to have the option to survey and grow the extent of its exploration by considering different elements that can influence Green Purchase Intention. Research information is taken at a specific time (cross section), it is trusted that later on time series information can be utilized to deliver better examination.

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