

## Decision-Making Factors for Customers Choosing to Buy Green Products

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### Abstract

Asian markets have been the focus of the current study on green consumer behaviour. Despite the literature's observations of Indonesian consumers' environmental concern, little is known about how they behave while buying environmentally responsible products. Thus, the goal of this research is to investigate the variables that affect Indonesian consumers' choices to buy eco-friendly products. This study tests a number of theoretically supported assumptions using a survey-based technique. 410 Indonesian workers in Surabaya were surveyed using a 38-item questionnaire and the snowball sampling approach. Both exploratory and confirmatory factor analysis were used to analyze the data. The suggested idea was tested using structural equation modelling. The results showed that respondents were enthusiastic about supporting environmental protection, aware of their responsibility towards the environment, and tended to seek and learn about environmentally friendly products. The study found that the following customers' decisions to buy eco-friendly items are influenced by the following factors: support for environmental conservation, desire to be environmentally responsible, experience using green products, green business friendliness, and social appeal. Marketers of green products might use these data to develop advertisements that emphasize the advantages of their products for the environment. These strategies will increase consumer satisfaction and have an impact on their purchase decisions. This study provides in-depth information on eco-friendly consumer behaviour in Indonesia by looking at the elements that affect customers' choices to buy environmentally friendly products.

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## Faktor-faktor Pengambilan Keputusan Bagi Pelanggan yang Memilih untuk Membeli Produk Ramah Lingkungan

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### **Abstrak**

*Pasar Asia telah menjadi fokus dari penelitian terkini mengenai perilaku konsumen ramah lingkungan. Terlepas dari pengamatan literatur mengenai kepedulian konsumen Indonesia terhadap lingkungan, hanya sedikit yang diketahui tentang bagaimana mereka berperilaku ketika melakukan pembelian barang ramah lingkungan. Oleh karena itu, tujuan dari penelitian ini adalah untuk menyelidiki variabel-variabel yang mempengaruhi keputusan konsumen Indonesia untuk membeli produk ramah lingkungan. Untuk menguji serangkaian hipotesis yang didukung secara teoritis, penelitian ini menggunakan metodologi berbasis survei. Kuesioner berisi 38 pertanyaan dan teknik snowball sampling digunakan untuk mengumpulkan informasi dari 410 pekerja Indonesia di Surabaya. Analisis faktor, baik eksploratori maupun konfirmatori, digunakan untuk memeriksa data. Teori-teori yang diajukan diuji dengan menggunakan pemodelan persamaan struktural. Temuan menunjukkan bahwa responden sangat ingin mendukung perlindungan lingkungan, sadar akan kewajiban mereka terhadap lingkungan, dan cenderung mencari informasi tentang produk ramah lingkungan dan mempelajarinya. Dukungan terhadap pelestarian lingkungan, keinginan untuk bertanggung jawab terhadap lingkungan, pengalaman menggunakan produk hijau, keramahan bisnis terhadap lingkungan, dan daya tarik sosial, semuanya terbukti memiliki pengaruh yang signifikan terhadap keputusan konsumen untuk membeli produk hijau. Temuan studi ini dapat membantu pemasar produk hijau untuk menciptakan kampanye pemasaran hijau persuasif yang menyoroti manfaat lingkungan, sosial, dan pribadi dari membeli, menggunakan, dan membuang produk hijau. Strategi ini akan meningkatkan kepuasan konsumen dan berdampak pada keputusan pembelian mereka. Dengan menyelidiki variabel-variabel yang mempengaruhi preferensi konsumen Indonesia untuk membeli barang ramah lingkungan, penelitian ini menawarkan informasi mendalam tentang perilaku konsumen hijau di negara tersebut.*

JEL Classification: Research Paper

## INTRODUCTION

Environmental protection and consumer behaviour have become more pressing issues as a result of the realisation that human activity is destroying natural resources. As a result, there is now a greater demand globally for green products. According to Gaurau and Ranchhod (2005), products that are considered green are goods that are produced in an eco-friendly manner and use non-toxic materials, and it has been certified as such by a recognised organisation. Green products are considered throughout their life cycle, including design, procurement of raw materials, manufacturing, storage, transportation, consumption, and post-use operations. Numerous academics have looked at how green goods are consumed over the course of their life cycles, such as D'Souza et al. (2006).

The characteristics of green customers have been the subject of research in various markets. It was found that knowledge about the market and the elements that drive green purchasing behavior have a significant impact (Medeiros and Ribeiro, 2013). Based on consumer behavior theories and models, the literature discusses how consumption habits affect the environment, why customers want green products, and how businesses should remain competitive (Hansen, 2009). Consumer environmental awareness has increased, according to research on green consumer behaviour that use samples from various cities, nations, and international borders. Research has examined how customers

make knowledgeable decisions regarding environmentally friendly items and has made an effort to comprehend the factors that influence their behaviour and purchasing patterns. These behavioral studies concentrate on things like willingness to pay, buying intentions, decisions, and actual conduct that contribute to environmentally responsible purchasing. Although the majority of studies on environmentally conscious consumer behaviour have been carried out in American and European settings, attempts are being made to broaden this concept internationally in order to comprehend the possibilities and cultural variations in an environmentally conscious world.

Green products have the potential to find a market in Indonesia as green consumerism makes its way into the Asian area (Yam-Tang and Chan, 1998; Gurau and Ranchhod, 2005; Lee, 2008, 2009). To date, studies carried out in Indonesia have focused on consumer attitudes regarding eco-friendly hospitality practices and the factors influencing consumers' food preferences and purchasing decisions for goods like organic and genetically modified foods. In order to raise awareness of health issues in the future, Indonesian consumers are currently favouring goods and services from environmentally conscious businesses and are picky about what they buy, favouring green products over others, and demanding competitive pricing and product quality as well as accountability in retail establishments. Given the increasing level of environmental consciousness in the Indonesian market,

it is important to comprehend the elements that impact consumers' decisions to make environmentally conscious purchases. Therefore, the purpose of this study is to investigate the many facets of Indonesian consumers' environmental consciousness and the ways in which those dimensions influence their choices to purchase eco-friendly goods.

### **PURCHASING CONSIDERATIONS FOR GREEN PRODUCTS**

For the purposes of this study, "green customers" are those who consider how their consumption patterns affect the environment and make plans to modify their consumption and buying patterns to mitigate the damage. The primary focus of current research on green consumer behaviour is found to be the purchasing decisions made by environmentally conscious customers. The choice to purchase environmentally friendly goods, following sustainable consumption patterns, and one example of a purchase decision is the willingness to pay more for eco-friendly items (Albayrak et al., 2013; Schlegelmilch et al., 1996). Two main aspects impact the purchasing decisions of environmentally conscious customers. Numerous factors, such as self-interest, a desire to learn more, an awareness of their environmental responsibilities, and a willingness to take action to reduce their negative environmental consequences and save resources, contribute to consumers' intrinsic motivation. The remaining factors are external to the customer and include things like the product's features (including pricing, promotion,

performance, safety, quality, and effect on human health) and the consumer's social image. Customers' usual behaviours, product knowledge, and contextual elements like advertising campaigns all influence their actual behaviour (Verbeke and Vermeir, 2004). Variables from the literature are identified in this study (Figure 1) and described as follows.

### *Endorsing The Preservation Of The Environment*

One of the main motivations for customers to act sustainably while making purchases is their support for preservation of the ecosystem (Gadenne et al., 2011). They search for design elements that are environmentally friendly and use of products to reduce their negative influence the environment and significantly contribute to environmental preservation (Lee, 1990). They look for goods with recyclable materials, don't harm animals or the environment, and produce less pollution when in use. Therefore, people show their support for environmental protection and recognise the contribution that green products make to enhancing the environment through their purchase and use (Escalas and Bettman, 2005). They can also make the connection between the advantages that green products offer the environment and the justification for their higher cost. Thus, eco-friendly products instill positive beliefs in consumers and provide significant meaning to an environmentally conscious lifestyle Ozaki and Picket-Baker (2008). Customers prefer eco-friendly items over non-green ones,

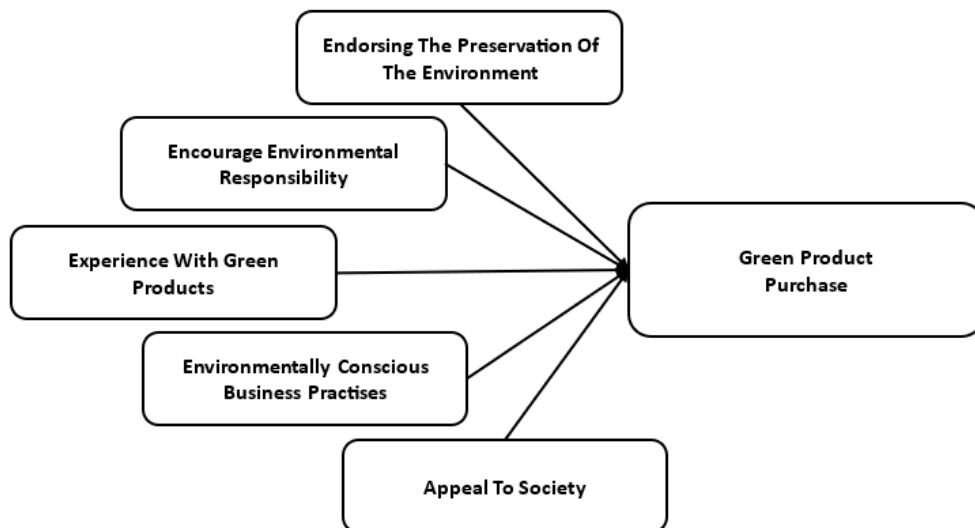
according to Han et al. (2010) and they act on this positive attitude by buying eco-friendly goods. Thus, the following theory is put forth:

***H1: Customers' decisions to purchase eco-friendly products are greatly impacted by their support for environmental conservation.***

***Encourage Environmental Responsibility***  
The desire for environmental responsibility is correlated with consumers' own actions aimed at improving the quality of the environment and their own dedication to environmental protection issues. Because of the negative impacts that the environment has on people and other living things, consumers are conscious of their own personal duty for environmental protection (Gadenne et al., 2011). According to Lee (2008) and 2009, They believe that everyone can

change the environment by adopting environmentally beneficial behaviours on a personal level and have an emotional connection to environmental protection issues. According to Griskevicius et al. (2010), they are largely involved in environmental protection and are driven by an inborn concern for the planet's and its inhabitants' well-being. People behave sustainably and alter their buying patterns to incorporate more eco-friendly products because of their empathy, concern for the environment, and belief that they have personal environmental difficulties (Kilbourne and Pickett, 2008; Zuraidah et al., 2012). Consequently, the following hypothesis is proposed:

***H2: Purchase decisions of customers for green products are greatly impacted by their drive for environmental responsibility.***



**PICTURE 1.1**  
**Conceptual Framework**

### *Experience With Green Products*

Additionally, customers' past experiences with green products have an impact on their decision to buy them. It has to do with consumers' interest in finding out more on how green products affect the environment. They attempt to educate themselves on eco-friendly items in order to achieve this studying about topics such as ingredient lists, environmental impact, and product functioning (Laroche et al., 2001). They also learn from one other and teach their peers about green products (Cheah and Phau, 2011; Khare, 2014). Product assessment, a byproduct of the learning process, aids people in understanding the advantages of green products for the environment and effectively encourages the growth of a preference for them (Cegarra-Navarro and Martinez, 2010). This also strengthens their resolve to buy, encourages them to make thoughtful purchases, and increases their readiness to spend extra for products that benefit the environment (Barber et al., 2009; Zhao et al., 2014). Consequently, the following hypothesis is proposed:

***H3: Customers' decisions to purchase green products are greatly impacted by their experiences with them.***

### *Environmentally Conscious Business Practises*

Over the past few decades, customers who care about the environment have been putting pressure on companies to address environmental issues and develop goods and procedures that have a lower environmental effect (Gadenne et al., 2011). Businesses adopt eco-friendly manufacturing

methods, produce fewer environmentally harmful products, and comply with local, state, federal, and global laws, as stated by Papadopoulos et al. (2010). To develop a product that is ecologically friendly, for instance, less toxic substances are used without compromising the product's overall functionality, or substitution of hazardous materials with alternative materials that are ecologically friendly or safe for the environment. Consumers who care about the environment choose to buy from companies that recognize, thank, and encourage them. When making purchasing selections, environmentally conscious shoppers examine product component labels to determine the product's environmental effect. They also look at whether a green product utilises less energy and resources throughout the course of its use. It is more likely that they will decline. Purchasing goods from businesses that are said to be polluting, as well as to boycott the Businesses that disregard environmental laws or who act absurdly benefit from the green trend in order to boost revenue (Laroche et al., 2001). Therefore, The following theory is put forth:

***H4: The purchasing preferences of customers for green products are greatly impacted by the environmental friendliness of corporations.***

### *Appeal To Society*

The opinions of others have a significant impact on the selections and usage of products made by consumers (Bearden and Rose, 1990). Customers learn to comprehend and value goods when they engage with other people and get

pertinent details (Lee and Oliver, 2010). Customers receive and share information, are aware of other people's opinions about a certain product (Dholakia et al., 2004), and assess products by considering the thoughts and remarks of others (Escalas and Bettman, 2005), since they belong to a social group or community. They develop, characterise, and expound upon their own inclinations and inclinations in this manner (Dholakia et al., 2004). Additionally, customers are drawn to products that reinforce their identity and the way they want to be perceived by others (Kleine et al., 1993). As a result, Lee (2008) showed that social attractiveness had an impact on how they developed their product preferences. As a result, people plan to create their social identities and purchase goods that align with societal beliefs (Ozaki and Sevastyanova, 2011; Sen et al., 2001).

Most consumers think that living sustainably is a question of reputation and a modern way of life in a society that loves the environment (Grier and Deshpande, 2001). Furthermore, they risk being viewed as outdated by society if they don't act in this manner. It represents morality, selflessness, a love of the natural world, and environmental goals. Important functional outcomes result for customers, including a pro-social reputation as a reliable friend and useful companion as well as (Griskevicius et al., 2010) reputation (status). Therefore, selecting eco-friendly products shows consumers care about the environment and conveys their eco-friendliness (self-image) to meet social pressure (social image)

(Oliver and Lee, 2010; Park and Ha, 2012). Because of this, consumers are aware of the advantages of being "green" (Nyborg et al., 2006), they are more likely to purchase expensive green items (Griskevicius et al., 2010) more tempting to them (van Dam and Fischer, 2013). Thus, the following theory is put forth:

***H5: Customers' decisions to purchase green products are greatly impacted by social attractiveness.***

Thus, a sample of Indonesian consumers is used to evaluate the hypotheses that were created based on the literature. The testing methods and the following sections provide an explanation of the results.

## METHODOLOGY

The majority of research on environmentally conscious consumer behaviour has assessed such conduct using self-reported statements made in response to survey questions (Steg and Vlek, 2009). Even though numerous studies have shown a disconnect between the intentions and actions of environmentally conscious consumers, Dijksterhuis et al. (2005) argued for a close relationship between perception and behaviour, conceptualising the impact of perception on behaviour and conduct. Therefore, it appears that using self-reported claims from questionnaire responses is a useful method for these kinds of investigations. Furthermore, the questionnaire approach is favoured since it can quickly gather a large number of replies, making it appropriate

for market research (Ozaki and Sevastyanova, 2011). Thus, a survey technique based on questions was used to evaluate and quantify the associations that were hypothesised. There were two portions to the 38-item survey. The first part of the study looked at how the environment affects consumer behaviour, and items were selected from the literature using the New Environmental Paradigm (NEP) scale. The NEP scale, which was created by Dunlap and Van Liere in 1978, is a popular tool for assessing environmental conditions. The purpose of this scale's development was to determine whether the general population held a more universal opinion regarding society and the environment. It gauges a range of opinions about three primary aspects: the place of humans in nature, the ecosystem's finite carrying capacity, and the use of technology to address environmental issues. The primary problem with the NEP scale is its multidimensionality (Roberts and Bacon, 1997). The scales are used to establish relationships with other factors related to environmentally aware consumer behaviour. It is therefore challenging to find a precise way to assess a particular variable that reflects consumer activity that is ecologically concerned. NEP scales have consistently been proven to be valid and trustworthy in a variety of empirical investigations involving various samples. A five-point Likert scale, where 1 represents strongly disagree and 5 represents strongly agree was used for each participant's subjective assessment of the study. In the second portion, the respondents' demographic

data was collected. Included were demographic metrics including age, gender, educational background, work status, and industry of employment.

The study's sample was mostly chosen through the use of the snowball sampling approach, which recruited eligible participants through chain referrals. Over the phone or in person, the candidates were asked if they would be interested in taking part in the study. The research was carried out in Indonesia's Surabaya. The respondents were chosen without regard to their level of education, occupation, nationality, or other demographic traits. The period of data collecting was August 2023–June 2024. Customers were contacted at various locations across the city.

There were two phases involved in the selection of responders. In order to access personal, familial, and professional networks, seed informants have to first be identified. One may argue that this step makes use of handy sampling. To find the remaining responders, a snowball sampling approach was employed in the second step. It was requested of the seed informants to supply the names of possible research participants after their data was collected. They were convinced to take part in the study either phone conversations or in-person interactions. For those who consented, a convenient time and location for gathering data was determined, along with an appointment if necessary. Each measurement was subjectively evaluated by the participants on a

Likert-type scale with five points (Wrenn, 1997).

A total of 410 valid replies were gathered from the 1,200 customers who were contacted. Table I lists the demographic characteristics. Exploratory factor analysis was used to assess the data in order to determine and validate the components that made up each component. Confirmatory factor analysis was also used to estimate the model fit. Additional possibilities were tested using structural equation modelling and investigate the relationships between the parameters identified and consumers' choices to buy environmentally friendly items. The outcomes of these tests were then

examined in the context of the supporting literature.

There were 410 valid replies in all. Among them, 198 (48.3%) were female and 212 (51.7%) were male. Exploratory factor analysis was used to assess the data in order to determine and validate the components that made up each component. Confirmatory factor analysis was also used to estimate the model fit. To learn more about the link between the factors found and customers' decisions to purchase green products, more hypothesis testing was done. The results of these tests were then analysed in light of the literature's support.

Gender	Male	50.1
	Female	49.9
Age	20-25	19.6
	26-30	24.3
	31-35	22.3
	36-40	21.6
	41-45	12.2
Academic Qualification	High School or Less	22
	Bachelor	46.2
	Post-graduate or <u>Above</u>	51.6
Professional Status	Student	3.0
	Self-Employed	34.7
Sector of Employment	Employed	62.3
	Public	25.3
	Private	74.7

**TABLE 1. Demographic characteristics of the sample**

## ANALYSIS AND FINDINGS

The initial stage in the study was to tabulate the collected data in an MS Excel sheet. After determining the questionnaire's reliability, factor analysis and hypothesis testing were conducted. The results are then further explained in the following.

### *Analyses Of Factors And Reliability*

An MS Excel document was used to tabulate the data that was gathered from 410 respondents. According to reliability study, the questionnaire's Cronbach's  $\alpha$  value was 0.804, this is similar to the reliabilities reported by

Laroche and colleagues (2001). Principal component analysis and varimax rotation were used to investigate the scale factorisation. Given that the KMO value was 0.783 and the results of the Bartlett's test of sphericity were 0.000, the factorability condition was met. Items having a factor loading greater than 0.4 were kept in the exploratory factor analysis. According to previous research in the field (Gregory and Leo, 2003); Kucukusta et al., 2013), this is consistent. Six factors were created by grouping the variables, and these factors collectively explained 64.059% of the variation.

To evaluate the stability of the scale, confirmatory factor analysis was performed on the sample using structural equation modelling. It is well-liked as a flexible statistical method for testing correlations and interaction effects when analysing non-experimental data. The correlations between latent and observable elements, as well as the strength of those interactions, may be efficiently accessed by structural equation modelling. By comparing fit index data, researchers may assess competing conceptual models and rule out other theories. AMOS was used to construct a measuring model and confirmatory factor analysis was conducted using the maximum likelihood technique. Item i25 was removed in order to enhance the model fit during analysis of confirming factors. A number of metrics were used to assess the model's fit. According to Browne and Cudeck (1993), the analysis showed generally good levels of fit, Having an RMSEA of 0.078 and a CFI of 0.918. With a  $\chi^2$  value of 688.626, a

goodness of fit index (GFI) of 0.890, and an adjusted goodness of fit index (AGFI) of 0.834, the six-factor model demonstrated the best overall fit to the data. Therefore, it may be concluded that six characteristics are the most useful for identifying green consumer behaviour.

The range of composite reliabilities was 0.609 to 0.988, surpassing the suggested threshold of 0.6. With the lowest item test statistic being  $> 1.96$  ( $\alpha = 0.001$ ), convergent validity was further examined by verifying that all verage variance extracted values were  $> 0.5$  (Anderson and Gerbing, 1988; Fornell and Larcker, 1981).

The empirical study provides support for the factors that were found in the literature review. The first aspect, "Supporting environmental protection," illustrates how consumers feel about eco-friendly items and how they help the environment. It goes into detail on how customers choose green products based on factors such product quality, features, affordability, and fit with their lives. The second component, "Drive for environmental responsibility," has to do with how much consumers realise their obligation to safeguard the environment and how important it is that human activity has an influence on it. The third aspect, "Green product experience," expounds on how customers have used green products through personal experience-sharing and self-learning. Consumers' concern about how business actions affect the environment and their decision to purchase items based on a company's environmental performance are

connected to the fourth factor, "Environmentally friendliness of companies." The fifth aspect, "Green product purchase decision," has to do with how customers decide which green items to buy. The social attitudes around environmentally friendly purchasing behaviour are described by the sixth component, "Social appeal," as a person's desire to fit in and be acknowledged by society

#### *Testing Hypothesis*

To assess the proposed assumptions, a structural model was substituted for the measurement model in AMOS. Regression weight are used to analyse and explain the results. First, it is found that decisions to support environmental conservation and buy green items are statistically significantly correlated ( $p < 0.05$ ). This supports H1, which claims that people are more likely to purchase green products if they have a positive disposition towards them. They also recognise that paying a premium for environmentally friendly items that enhance the quality of the environment is worthwhile. This result is in line with that of Follows and Jobber (2000), who found that customers with environmentally conscious purchasing intents are those who recognise the environmental effects of their consumption habits.

A statistically significant association ( $p < 0.05$ ) is revealed by the statistical study between customers' decisions to purchase green products and their motivation for environmental responsibility. This supports H2, which contends that consumers are more likely to purchase eco-friendly products

when they are aware of their own environmental responsibilities. This outcome is consistent with Lee's (2009) findings, who found that consumers intend to make environmentally friendly purchases when they recognise the important role that individual activities play in affecting environmental quality.

The study also supports ( $p < 0.001$ ) the correlation between consumers' decisions to buy green products and their experiences with them. This outcome is consistent with research by Kim and Chung (2011) and D'Souza et al. (2006), who discovered that customers' experiences with green items had a favourable impact on their propensity to make environmentally responsible purchases. Oliver and Lee (2010) also discovered a significant correlation between environmentally friendly purchasing behaviour and the inclination to learn about green items.

Furthermore, the study supports the notion that there is a favourable correlation between consumers' decisions to purchase green items with enterprises' environmental friendliness (H4) ( $p < 0.001$ ), which is in accordance with Laroche et al. (2002)'s findings. It proves that consumers support businesses that practise environmental responsibility and penalise those that don't.

Additionally, a statistically significant link has been observed (H5) ( $p < 0.05$ ) between decisions to buy eco-friendly items and social attractiveness. This suggests that people are more inclined to buy green items if they want to create and maintain environmentally friendly

living standards and contribute to a society that is environmentally conscious. This outcome agrees with the findings of Ozaki and Sevastyanova (2011), Oliver and Lee (2010), and Lee (2009).

Therefore, with an  $R^2 = 0.69$ , the choice to purchase a green product (F5) was strongly influenced by the following factors: the company's environmental friendliness (F4), social attractiveness (F6), urge to be environmentally conscious (F2), experience with green products (F3), and explicit support for environmental protection (F1). In other words, the factors listed above accounted for 69% of the variation in the way people bought green items.

## DISCUSSION AND IMPLICATIONS

Marketing managers of eco-friendly products are searching for data on consumers' eco-friendly purchasing habits due to rising environmental concerns among consumers. Consequently, as the field of green consumer research has advanced gradually, to investigate customers' environmentally conscious purchasing habits, current research has focused on consumption-based studies. This study has endeavoured to get insight into the perceptions of customers. They care about environmental issues, understand their personal responsibility for protecting the environment, think that there are environmental issues and that each person can contribute to finding solutions, thoroughly research environmental information about products, and choose environmentally friendly products. When making

purchases, they scrutinise and assess eco-friendly items in comparison to their expectations. Therefore, it can be concluded that customer demands for environmental features in products determine whether or not they are accepted as green.

The study examined the relationships between a number of variables and how such connections influenced consumers' choices to purchase eco-friendly goods, which has important theoretical and managerial ramifications. As demonstrated by the strong correlation between environmental protection advocacy, the desire for environmental responsibility, and decisions about buying green products, deciding to buy a green product necessitates a careful, deliberate assessment of the social, personal, and environmental effects of green products. It also shows that customers' functional, emotional, and sensory demands must be met in order for them to make decisions about what to buy. This demonstrates their purchasing patterns and how important eco-friendly items are to them, as well as their environmentally conscious lifestyle. Therefore, marketers of environmentally friendly products should convey how consumers' concerns about environmental preservation and each person's personal obligations to the environment are taken care of by using, buying, and discarding eco-friendly items. They ought to investigate the environmental qualities of eco-friendly products and understand how they may be promoted to the particular needs of the intended markets. These customer-

focused strategies appear to be effective in changing customers' encouragement of environmental preservation and the push for environmental accountability into purchasing decisions for green products.

Additionally, there is a unique interpretation of the noteworthy correlation between consumers' purchasing decisions and their encounters with eco-friendly items. How a customer perceives a green product is determined by physical actions as well as perceptual and cognitive processes (such as perceiving, exploring, utilising, remembering, comparing, and comprehending) (Desmet and Hekkert, 2007). The study found that it might include anything from learning in-depth information about a product's characteristics and features to participating in remembrance events associated to the product. It can take the shape of product consumption and/or ownership, as well as information exchange and search. Products' distinct environmental traits and qualities are explained by their experience with information search and exchange. Furthermore, the usage and/or ownership of the goods contributes to customers' general comprehension of the product and its features. The study notes that consumer views of green products are developed via the experience, which is either aided by the customers' own experiences or by learning from others' experiences. The functional, an important aspect of the green product experience process is the emotional and sensory benefits of green

products in decision-making linked to green product purchases, as indicated by the considerable association observed between green product experience and green product purchase choices. Thus, marketing experts should promote eco-friendly products in a way that encourages exchange of knowledge and provides opportunities for learning about them.

The study also finds a substantial correlation between environmentally conscious customer choices and the environmental friendliness of businesses. The literature on how consumers' assessments and perceptions of businesses' environmental behaviour and the environmental performance of their products are impacted by information about those businesses' environmental behaviour offers insight into how consumers' purchase behaviour for green products is impacted by those businesses' environmental friendliness. Social psychology literature claims that, similar to people, organisations are seen to possess dispositional traits or traits that define them as either good or bad (Hamilton and Sherman, 1996). Customers who care about the environment therefore expect businesses to act responsibly. Customers choose to purchase goods from businesses that act sustainably, and they decline to do business with those who are suspected of causing pollution. Marketing experts should take note of this and recognise that the environmental effect of their business operations has a greater influence on green consumers' purchasing decisions. This has further ramifications for

businesses, since they must adhere to environmental laws in order for customers to accept their goods on the market.

It has also been investigated how social appeal and decisions to purchase eco-friendly items are related. The strong correlation indicates that customers' purchasing decisions for environmentally friendly items are significantly influenced by other people's opinions of an individual's actions. Customers purchase environmentally friendly items when they are acknowledged as symbols of environmental preservation, when they represent their own self-concept, and when they transmit positive social connotations. Those who aspire to the social position of an ethical, morally-driven, and ecologically conscious individual should adopt an eco-friendly lifestyle and buy and use green products. So, this information may help marketers create promotions and advertising campaigns when they introduce a green product to the Indonesia market. When selling green products, marketing managers should concentrate on associating enhanced self-importance with eco-friendly items in the Indonesia market.

As a result, this study may improve our knowledge of the variables affecting Indonesian consumers' choices to buy eco-friendly products. The report clearly explains how customers in Indonesia make selections about which green products to buy based on their experience with green products and how environmentally friendly a company is. In contrast to previous

research, this study gives greater attention to the two variables and how they relate to judgements about buying green products. In other words, Indonesian customers give more weight to environmental issues and green product experiences than they do to the items' actual greenness or the companies' environmental awareness. The survey also emphasises how important it is to promote influence consumers' decisions to buy green products by promoting environmental responsibility and environmental conservation. This aligns with results from the literature that looks at how perceived environmental responsibility, environmental activism, and environmental concern influence green consumer practices. The significance of social attraction in the decision-making process, rather than social identity the purchase of green items is another way that this study varies from other studies on green consumer behaviour.

## CONCLUSION

The study's conclusions may be summed up as follows. First, Indonesian customers care about protecting the environment and are environmentally conscientious. By acquiring and using items that are recognised to be ecologically friendly, they actively help the environment. Additionally, they are eager to embrace an ecologically responsible lifestyle and find personal and social fulfilment in their environmentally friendly actions.

Additionally, a variety of elements, such as social attractiveness, corporate environmental friendliness, green

product experiences, and activism for environmental preservation and responsibility, impact Indonesian consumers' decisions to purchase environmentally friendly items. Indonesian customers actively want to understand, acquire, and engage with environmentally friendly items. They ask friends for advice and conduct independent research on green items in order to do this. Additionally, they favour purchasing goods from businesses that behave responsibly towards the environment; conversely, they decline to do business with firms that are discovered to pollute. As a result, they talk about their experiences using eco-friendly items and acknowledge the social appeal of raising awareness of environmental preservation issues.

Third, marketing experts who are creating plans to advertise eco-friendly goods in the Indonesian market should take note of this study. The study's conclusions make it clear that customers' sheer awareness of their. The environment has little bearing on decisions to buy eco-friendly products. The study concludes that marketers need to link consumers' functional, emotional, and experiential demands with green products. Additionally, customers should be provided with information on the environmental performance of the firms involved in the marketing of green products, as well as details about how these items align with their desired social image and fit into their lives. They should thus carefully consider the needs of the different clientele groups and properly promote their eco-friendly goods.

As a result, this study provides insights on Indonesian consumer demand for green products and improves understanding of green buyers in that country. Managers of green products who wish to understand the underlying behaviour of potential green customers of their products may find the data helpful. As a result, marketers may use them to effectively engage with consumers in order to maintain or increase their market shares. The results may also be used by international businesses planning to introduce environmentally friendly products to Indonesia to develop their marketing plans.

#### *Limitations*

There are some drawbacks to this study. The sample data may not be an exact representative because it was drawn from the Surabaya metropolitan area of Indonesia's overall population. Because of snowball sampling, the study has limitations with regard to sample bias. Instead than using a longitudinal strategy to evaluate changes in behaviour, this study is cross-sectional. Moreover, it is predicated on customers' self-reports of their previous behaviour or forecasts of their future actions, which may be prone to over- or underreporting. Despite these shortcomings, the project has aimed at analytical rather than statistical generalisation.

#### *Future Research*

Future studies on green consumerism should concentrate on documenting real-world behaviour and the reasons why consumers make green purchases,

such as those related to social, health, environmental, and personal advantages. In a nation as varied as Indonesia, it would be fascinating to look at the views of customers from different areas and cultures. Examining green consumer behaviour across national borders might be a fascinating subject to research. Both academics and practitioners would profit from more targeted studies in this field.

Future studies have to concentrate on the circumstances and circumstances that lead to a shift in consumers' conduct towards the environment. Analysing cross-cultural parallels and discrepancies among environmentally conscious customers in a diverse nation such as Indonesia is a challenging task. Methodologically speaking, in-depth consumer interviews can result in a better knowledge of the behaviour of green customers. Kreidler and Joseph Mathews (2009) state that the proportion of customers who are considering using sustainable products is no longer restricted, purchasing green items, and practicing social responsibility. As a result, the researchers may concentrate on evaluating modern marketing from an environmental standpoint.

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