

CHAPTER II

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Consumer Environmental Awareness

2.1.1 Definition of Consumer Environmental Awareness

Consumer environmental awareness refers to the level of consciousness and knowledge that individuals have regarding environmental issues and their impact on the planet. It encompasses an understanding of various environmental concerns such as climate change, pollution, resource depletion, habitat destruction, and waste generation (Dolnicar & Grün, 2009). Consumer environmental awareness involves being informed about the environmental consequences of consumption patterns and recognizing the potential negative effects of certain products, practices, or behaviours on the environment. It goes beyond basic awareness and extends to an understanding of the interconnectedness between personal choices and their environmental implications (Kim & Choi, 2005).

Consumer environmental awareness plays a significant role in shaping consumer behaviour and purchase decisions. When consumers are environmentally aware, they are more likely to seek out and prefer environmentally friendly products and practices. They may actively seek information about the environmental impact of products, such as the use of sustainable materials, energy efficiency, recycling practices, or carbon emissions. It also involves recognizing the importance of sustainable lifestyles and making choices that minimize environmental harm. This can include reducing waste, conserving energy and water, opting for renewable resources, supporting eco-friendly brands, and engaging in responsible consumption (Newell & Goldstein, 2013).

While scholarly understanding of the notion of environmental awareness, it is reasonable to conclude that there is no widely recognized definition of the construct (Ham, Horvat and Mrčela, 2016). In certain situations, the distinction

between attitude and awareness is unclear (Samarasinghe, 2013), and the aforementioned criteria are equivalent to applications such as environmental responsibility and environmental behaviour (Laheri, Dangi and Vohra, 2014). Environmental awareness may be described generally as a positive attitude toward the environmental implications of human activities (Ham, Horvat and Mrčela, 2016). To begin with a broad definition, environmental awareness is the proclivity to respond in some way to environmental concerns (Samarasinghe, 2013). It is a component of one's own set of values and ideas, as well as societal awareness.

Kencanasari et al. (2019) suggest a two-dimensional approach to understand viral awareness which was developed based of the initial contract definition by Wesley Schultz & Zelezny (1999). According to them, there are two motives or reasons for people to be concerned about the natural environment. Some Eco-centered people value nature for their purposes and therefore believe that it should be protected because of its innate value. In stark contrast to them, human-centred people think that nature must be protected for its value to maintain and improve the quality of human life. These are the basic sources of Ecopsychological awareness as an attitude (Samarasinghe, 2013). Awareness of environmental issues may underline positive conduct on environmental protection. Even if individuals are environmentally conscious, they do not have to act in ecologically good ways (Ham, Horvat and Mrčela, 2016).

Moreover, an Eco-conscious buyer is not always a green consumer; to be a green developer, one needs to act in some ways. Being environmentally conscious is the first step to becoming a green customer. Environmental awareness can be defined as environmental motivation or pro-environmental conduct. In comprehension, an individual with environmental awareness always would not be a green consumer (Taufique, 2014). Community environmental awareness studies, as well as the termination and connection variables that influence it, do not usually provide consistent findings (Laheri, Dangi and Vohra, 2014). One of the most difficult issues that researchers have is determining if researchers and their

respondents interpret the notion of environmental awareness in the same manner as explained by Taufique (2014). Conflicting study findings have led to the idea that a vast number of important variables, as well as researchers, do not always share the same conscious concept (Ham, Horvat and Mrčela, 2016).

Consumer awareness refers to the level of knowledge, understanding, and consciousness that individuals have regarding products, services, and their rights as consumers. It involves being informed about various aspects of consumer behavior, such as product features, pricing, quality, safety, and ethical considerations (Vermeir & Verbeke, 2008). Consumer awareness includes being aware of one's rights as a consumer, including the right to information, the right to choose, the right to safety, the right to redress, and the right to be heard. It also encompasses understanding consumer laws, regulations, and protection mechanisms that exist to safeguard consumer interests (Stern, 2000).

Being consumer-aware involves actively seeking information, comparing options, reading product labels, researching reviews, and considering factors such as sustainability, social responsibility, and the environmental impact of products or services. It empowers individuals to make informed decisions and avoid deceptive practices or unfair treatment by businesses. Consumer awareness plays a crucial role in promoting fair competition, responsible consumption, and the overall well-being of consumers. It encourages transparency, accountability, and ethical practices in the marketplace. It also enables consumers to assert their rights, seek remedies for product or service-related issues, and contribute to shaping market dynamics through their purchasing choices. Organizations, government agencies, and consumer advocacy groups often play a role in raising consumer awareness through educational campaigns, disseminating information, and providing resources to help individuals make informed choices.

2.1.2 Measuring Consumer Environmental Awareness

Establishing a measuring model for consumer environmental awareness based on behaviour, academics have produced many models aiming at understanding what environmental awareness is, what the intrinsic variables are, and how those factors interact. The "Theory Of Planned Behavior (TPB)" is frequently used as a starting point for a popular hypothesis (Samarasinghe, 2013; Laheri, Dangi and Vohra, 2014; Ham, Horvat and Mrčela, 2016). The "Theory of Rational Action" (TRA) is the foundation of the TPB (Ahmed, 2021). The goal of TRA is to anticipate human behaviour by implying that an individual's conduct is affected by behavioural motivations, which are largely impacted by attitudes and subjective standards towards the actions (Ellen and Ajzen, 1992). Thus, TRA has two components: the function of beliefs about the significance of reality, the influence of positive effects, and the attitude towards action, which is the function of subjective norms and motivation to act in line with those standards (Samarasinghe, 2013). Nevertheless, the extension of TRA and TPB mainly suggested the three dimensions of one behaviour. Hence, the study attempt to use the same theoretical underpinning for the development of a measuring model for consumer environmental awareness. Similarly, even though there are several empirical pieces of evidence, for the occasions the studies have used the same theoretical underpinning for measuring the environmental awareness (Samarasinghe, 2013; Laheri, Dangi and Vohra, 2014; Ham, Horvat and Mrčela, 2016).

Consumer environmental awareness is characterized by several key attributes (Faisal&Han, 2018):

- 1) Knowledge: Environmentally aware consumers possess a solid understanding of environmental issues, including climate change, pollution, biodiversity loss, and resource depletion. They are knowledgeable about the potential environmental impacts of different products, practices, and behaviours.
- 2) Consciousness: Environmentally aware consumers are conscious of their own environmental footprint and the implications of their choices. They recognize

that their actions can have both positive and negative effects on the environment and strive to make informed decisions that minimize harm.

- 3) **Values and Attitudes:** Environmentally aware consumers hold values and attitudes that prioritize environmental sustainability. They believe in the importance of preserving natural resources, protecting ecosystems, and mitigating environmental degradation. They may view environmental responsibility as a personal and collective duty.
- 4) **Proactive Behaviours:** Environmentally aware consumers actively engage in behaviors that align with their environmental values. They may adopt sustainable practices such as recycling, conserving energy and water, reducing waste, choosing eco-friendly products, and supporting businesses with strong environmental commitments.
- 5) **Seeking Information:** Environmentally aware consumers actively seek out information on environmental issues, sustainable products, and responsible consumption practices. They educate themselves about the environmental impact of various products and services, and they may rely on credible sources, labels, certifications, and eco-labels to make informed choices.
- 6) **Advocacy and Engagement:** Environmentally aware consumers may go beyond individual actions and engage in advocacy for environmental causes. They may participate in environmental campaigns, support organizations promoting sustainability, and use their consumer influence to encourage businesses and policymakers to adopt more environmentally responsible practices.
- 7) **Long-term Perspective:** Environmentally aware consumers recognize the importance of long-term sustainability and the intergenerational impact of environmental decisions. They consider the environmental consequences of their choices and prioritize options that contribute to a more sustainable future.

2.1.3 Green Marketing Behaviour

Green marketing behaviour refers to the actions and strategies undertaken by businesses to promote environmentally friendly products, practices, and values. It involves incorporating sustainability principles into various aspects of marketing, including product development, packaging, promotion, distribution, and communication with consumers (Petties & Charter, 2003). Marketing behaviour refers to the actions, strategies, and decisions made by businesses or marketers to promote and sell their products or services. It encompasses a wide range of activities, including market research, product development, pricing, distribution, promotion, and customer relationship management (Singh & Dwivedi, 2018).

Marketing behaviour involves understanding consumer needs and preferences, identifying target markets, developing effective marketing strategies, and implementing tactics to reach and engage potential customers. It includes activities such as advertising, sales promotions, public relations, digital marketing, social media marketing, and direct marketing. The primary goal of marketing behaviour is to create awareness, generate interest, stimulate demand, and ultimately persuade consumers to purchase the products or services being offered. It involves positioning the brand or product in a favourable light, communicating its unique value proposition, and building strong relationships with customers to drive repeat business and loyalty (Kilbourne & Picket, 2008).

Marketing behaviour is influenced by various factors, including market conditions, competitive landscape, consumer behaviour, technological advancements, and cultural trends. It requires a deep understanding of target markets, effective communication skills, creativity, analytical thinking, and the ability to adapt to changing market dynamics. Here are some key aspects of green marketing behaviour (Peattie & Crane, 2005):

- 1) **Product Development:** Businesses engage in green marketing behaviour by developing and offering products that are environmentally friendly. This may involve using sustainable materials, reducing energy consumption during

production, minimizing waste generation, or creating products with a lower carbon footprint.

- 2) **Packaging and Design:** Green marketing behaviour includes using eco-friendly packaging materials, reducing packaging waste, and designing packaging that is recyclable, reusable, or biodegradable. It aims to minimize the environmental impact associated with product packaging and encourage responsible disposal.
- 3) **Promotion and Communication:** Green marketing behaviour involves effectively communicating the environmental benefits of products to consumers. This may include highlighting the use of renewable materials, energy efficiency, carbon offset initiatives, or other eco-friendly features. Clear and transparent communication is essential to build trust and credibility among environmentally conscious consumers.
- 4) **Supply Chain Management:** Green marketing behaviour extends to the management of the entire supply chain. Businesses may collaborate with suppliers and partners who adhere to sustainable practices, such as ethical sourcing, fair trade, or renewable energy usage. Ensuring the environmental responsibility of the entire value chain is important for maintaining a credible green marketing strategy.
- 5) **Consumer Education and Engagement:** Green marketing behaviour includes educating and engaging consumers in environmentally friendly practices. Businesses may provide information on proper product use, recycling guidelines, or tips for reducing environmental impact. Engaging consumers through campaigns, events, or social media platforms can also promote sustainable behaviours and build a community of environmentally conscious consumers.
- 6) **Third-Party Certifications:** Green marketing behaviour often involves seeking and obtaining certifications or labels that validate the environmental claims of products. Certifications such as organic, fair trade, energy star, or eco-labels

demonstrate a commitment to meeting specific environmental standards and help consumers make informed choices.

The purpose of green marketing behaviour is to meet the growing demand for sustainable products, address environmental concerns, and differentiate businesses in the marketplace. It aims to align business goals with environmental objectives, foster consumer trust, and contribute to a more sustainable future. Green marketing behaviour enables businesses to tap into the increasing consumer demand for environmentally friendly products. It allows them to cater to the preferences and values of eco-conscious consumers and gain a competitive edge in the market (Kilbourne&Picket, 2008).

Adopting green marketing behaviour can enhance a company's reputation and brand image by positioning it as environmentally responsible and socially conscious. This can attract environmentally conscious consumers, build brand loyalty, and generate positive word-of-mouth. Green marketing behaviour often involves adopting more efficient production processes, reducing waste, and optimizing resource usage. This can lead to cost savings through improved energy efficiency, waste reduction, and streamlined operations (Peattie, 2001).

Green marketing behaviour helps businesses comply with environmental regulations and standards. By adhering to sustainable practices and meeting environmental requirements, businesses can avoid legal issues and potential penalties. Perhaps the most significant benefit of green marketing behaviour is the positive impact it has on the environment. By promoting and offering sustainable products, businesses contribute to the conservation of natural resources, reduction of pollution, and mitigation of climate change.

It is important for businesses engaging in green marketing behaviour to ensure that their claims and practices align with established environmental standards and are backed by credible evidence. Transparent and authentic green marketing efforts are crucial for maintaining consumer trust and effectively promoting sustainability. Social marketing theory is a framework that applies marketing

principles and techniques to address social issues and promote behaviour change for the social good. In the context of Green Marketing Behaviour, social marketing theory emphasizes the use of marketing strategies to encourage consumers to adopt environmentally friendly behaviours and support sustainable products.

The core idea behind social marketing theory is to influence and shape consumer behaviours in a way that benefits both individuals and society as a whole. It recognizes that consumers' decisions and behaviours are influenced by a range of factors, including social norms, attitudes, perceived benefits, barriers, and environmental cues. By understanding these factors, marketers can design and implement effective strategies to promote green consumption. Consumer education plays a crucial role in social marketing theory. It involves providing information and raising awareness about the environmental impact of consumer choices and the benefits of adopting sustainable behaviours. This education can take the form of campaigns, workshops, online resources, or educational materials aimed at informing consumers about the importance of environmentally friendly practices (Kilbourne, 2008).

Awareness campaigns are another key component of social marketing theory in the context of green marketing behaviour. These campaigns aim to create a sense of urgency and relevance among consumers by highlighting environmental issues, the consequences of unsustainable practices, and the positive impact of adopting green behaviours. They often employ various communication channels, such as advertising, social media, public relations, and grassroots efforts, to reach a wide audience and inspire action. Incentives can also be used as part of social marketing strategies to encourage and motivate consumers to engage in green behaviours. These incentives can take the form of rewards, discounts, or other tangible benefits that provide an additional incentive for consumers to choose environmentally friendly options. By offering incentives, marketers can help overcome barriers and create a perceived value for adopting green behaviours (Fuller, 1999).

2.1.4 Types of Green Marketing Activities

Green marketing encompasses various strategies and approaches aimed at promoting environmentally friendly products, services, and practices. Here are some types of green marketing:

Green Product Marketing: This involves promoting products that are environmentally friendly, sustainable, energy-efficient, or made from recycled materials. Companies emphasize the positive environmental attributes of their products to appeal to eco-conscious consumers. **Green Packaging Marketing:** This focuses on using eco-friendly packaging materials and minimizing packaging waste. Companies highlight their efforts to reduce packaging materials, use recyclable or biodegradable packaging, or encourage reuse and recycling.

Cause-related Marketing: This involves associating a product or brand with a specific environmental cause. Companies donate a portion of their profits to environmental organizations or support initiatives aimed at environmental conservation, raising awareness, and promoting positive change. **Eco-labeling:** Companies use eco-labels or certifications to indicate that their products meet specific environmental standards. Examples include Energy Star for energy-efficient appliances or the Forest Stewardship Council (FSC) label for sustainably sourced wood products.

Green Advertising and Communication: This entails incorporating environmental themes, messages, and imagery in advertising campaigns to promote a company's commitment to sustainability. Advertisements may emphasize reduced carbon emissions, conservation efforts, or the environmental benefits of a product. **Green Supply Chain Management:** This focuses on integrating environmentally friendly practices throughout the supply chain. Companies consider the environmental impact of sourcing, production, transportation, and distribution processes, aiming to reduce waste, energy consumption, and emissions.

Green Corporate Social Responsibility (CSR): This refers to a company's commitment to environmental sustainability and social responsibility. It involves

implementing green practices, reducing the company's carbon footprint, supporting environmental initiatives, and reporting on sustainability efforts. Green marketing refers to the practice of promoting products, services, and brands based on their environmental benefits or sustainability features. It involves communicating the positive environmental attributes of a product or company to consumers, emphasizing its eco-friendly aspects, and appealing to the growing demand for environmentally conscious options.

2.1.5 Presence of Others

The presence of others refers to the social context in which individuals are observed, evaluated, or influenced by other people. It can have a significant impact on people's behaviour, thoughts, and emotions. Here are a few aspects related to the presence of others:

- a) **Social Facilitation:** The presence of others can enhance performance on simple or well-learned tasks. This is known as social facilitation. People tend to perform better when they are in the presence of others who are observing or evaluating them.
- b) **Social Inhibition:** On the other hand, the presence of others can sometimes hinder performance on complex or unfamiliar tasks. This is referred to as social inhibition. People may experience anxiety or self-consciousness when they feel they are being watched, leading to a decrease in performance.
- c) **Social Norms:** The presence of others can influence behaviour by shaping social norms. People may conform to the behaviour or expectations of others in order to be accepted or avoid social disapproval. This conformity to social norms can affect a wide range of behaviours, including consumer choices, ethical decisions, and group dynamics.
- d) **Evaluation Apprehension:** The presence of others can also create evaluation apprehension, where individuals are concerned about being judged or

evaluated by others. This can impact performance, self-presentation, and decision-making.

- e) **Social Influence:** The presence of others can exert influence through various processes such as conformity, obedience, or social comparison. People may adjust their opinions, attitudes, or behaviours to align with those of others or to gain social approval.
- f) **Deindividuation:** In certain situations, the presence of others can lead to a loss of self-awareness and a reduced sense of individual identity. This phenomenon, known as deindividuation, can result in a decreased sense of personal responsibility and an increased tendency to engage in impulsive or norm-violating behaviours.
- g) **Social Support:** The presence of supportive others can provide emotional, informational, or instrumental support. Social support can positively influence well-being, coping with stress, and motivation.

2.1.6 Consumer Perceived Effectiveness

Consumer perceived effectiveness refers to consumers' subjective evaluation of how well a product, service, or marketing message meets their expectations and achieves the desired outcomes. It is a measure of how consumers perceive the effectiveness or efficacy of a particular offering in fulfilling its intended purpose or delivering the promised benefits.

Consumers' perception of effectiveness can be influenced by various factors, including their prior experiences, beliefs, knowledge, expectations, and the information available to them. Here are some key factors that can shape consumer perceived effectiveness:

1. **Personal Relevance:** Consumers assess the effectiveness of a product or service based on its relevance to their needs, goals, and preferences. If a product aligns

well with their specific requirements or desires, they are more likely to perceive it as effective.

2. **Performance and Functionality:** Consumers evaluate the performance and functionality of a product or service to determine its effectiveness. They assess whether it delivers the desired outcomes, solves a problem, meets their expectations, or performs better than alternative options.
3. **Quality and Reliability:** Consumers consider the quality and reliability of a product or service when evaluating its effectiveness. They assess factors such as durability, dependability, consistency, and the absence of defects or malfunctions.
4. **Perceived Value:** Consumers compare the benefits they receive from a product or service with the cost or effort required to obtain it. If they perceive the value proposition as favourable, they are more likely to consider the offering as effective.
5. **Social Proof and Reviews:** Consumers often rely on social proof, such as recommendations, testimonials, or online reviews, to assess the effectiveness of a product or service. Positive feedback from others can enhance their perception of effectiveness.
6. **Communication and Marketing Messages:** The way a product or service is communicated and marketed can influence consumer perceived effectiveness. Clear and persuasive messaging that highlights the benefits and addresses consumer needs can positively impact perceptions of effectiveness.
7. **Personal Experience and Trial:** Consumer perceptions of effectiveness can be influenced by personal experience and trial. Trying a product or service firsthand allows consumers to assess its effectiveness based on their own usage and outcomes.
8. **Brand Reputation:** Consumers may consider the reputation and credibility of a brand or company when evaluating the effectiveness of its offerings. Positive

brand associations and a track record of delivering effective solutions can enhance consumer perceptions.

2.1.7 Consumer Green Consumption Intention

Consumer green consumption intention refers to consumers' expressed willingness or inclination to engage in environmentally friendly or sustainable consumption behaviours. It reflects their intention to prioritize and support products, services, and brands that demonstrate a commitment to environmental sustainability or have positive ecological impacts. Understanding consumer green consumption intention is important for businesses aiming to attract and cater to environmentally conscious consumers. Several factors influence consumer green consumption intention (Smith,2020):

- A. **Environmental Awareness and Concern:** Consumers who are environmentally aware and concerned about the state of the planet are more likely to express a strong intention to engage in green consumption. Their knowledge of environmental issues and understanding of the impact of their consumption choices can drive their motivation to make sustainable choices.
- B. **Personal Values and Beliefs:** Consumer values and beliefs play a significant role in shaping green consumption intentions. Individuals who hold strong environmental values or have a sense of responsibility towards the environment are more likely to prioritize sustainable products and make eco-friendly choices.
- C. **Perceived Consumer Effectiveness:** Consumers' belief in their own ability to contribute to environmental sustainability influences their green consumption intention. When consumers perceive that their individual actions can make a positive difference, they are more likely to express an intention to engage in green consumption.

- D. Environmental Attitudes and Norms: Consumers' attitudes towards the environment and their perception of social norms regarding green behaviors can impact their green consumption intention. Positive attitudes towards the environment and the perception that engaging in green consumption is socially desirable can motivate consumers to express an intention to engage in such behaviors.
- E. Product Attributes and Information: The attributes of green products, such as energy efficiency, recyclability, use of sustainable materials, or eco-certifications, can influence consumer green consumption intention. Providing clear and credible information about the environmental benefits of products can positively impact consumers' intention to engage in green consumption.
- F. Trust and Credibility: Consumers' trust in companies and brands regarding their environmental claims and sustainability efforts affects green consumption intention. Brands that have a track record of environmental responsibility, transparent communication, and authentic commitment to sustainability are more likely to inspire consumer trust and, consequently, green consumption intention.
- G. Price and Availability: The price and availability of green products can influence consumer green consumption intention. If environmentally friendly options are affordable, easily accessible, and provide comparable value to non-green alternatives, consumers are more likely to express an intention to choose them (Johnson,2018)

By understanding these factors and addressing them in their marketing strategies, businesses can effectively target and engage environmentally conscious consumers. Providing clear information about the environmental benefits of products, emphasizing their value proposition, and establishing trust and credibility can enhance consumer green consumption intention and drive sustainable purchasing behaviours.

2.2 Previous Study

Table 2.1
Previous Study

Research Title	Variable Research	Analytical Tools	Research Result
<i>Yang & Chai (2022) "The Influence of Enterprises' Green Marketing Behavior on Consumers' Green Consumption Intention – Mediating Role and Moderating Role"</i>	<ol style="list-style-type: none"> 1. Green Marketing 2. Brand Purchase Intention 3. Green Consumerism 	<p>Descriptive Statistics: Descriptive statistics can be used to summarize and describe the key variables in the study, such as green marketing practices, brand purchase intention, and green consumerism. Measures such as mean, median, and standard deviation can provide insights into the central tendencies and variations within the data.</p>	<p>The results show that green marketing affects purchase intention and consumer consumption patterns that lead to green consumerism. Consumers have a positive assessment of products that offer concern for the environment. Green marketing, which has a value of environmental concern, also influences the tendency of consumers to choose goods/services that are environmentally friendly, perform energy efficiency, and</p>

			recycle certain materials.
<i>Faisal & Han (2018) "The role of green marketing and perceived customer satisfaction in promoting environmental sustainability in the hotel industry"</i>	<ol style="list-style-type: none"> 1. Green Marketing 2. Perceived Customer Satisfaction 3. Environmental Sustainability 	Regression Analysis: Questionnaire and Structural Equation Modelling (SEM)	This research provides theoretical and managerial implications to help executives adopt green marketing strategies. It is concluded that green marketing actions have a greater effect on their indirect relationship with word of mouth than on their direct relationship and that loyalty is the aspect with the highest influence regarding trust.
<i>Pratiwi (2020) entitled "Factors Affecting Green Purchase Behavior of Cosmetic Products Among Millennial Consumers in Indonesia"</i>	<ol style="list-style-type: none"> 1. Green Purchase 2. Cosmetics Products 3. Millennial Consumers Behavior 	Online Surveys: Validity and reliability tests	The factor of environmental concern had a significant positive effect on green purchase intention, while the factor of personal norms had no positive effect on green purchase intention. Green purchase intention also

			had a positive effect on green purchase behavior.
<i>Yang & Chai (2022) entitled "The Influence of Enterprises' Green Marketing Behavior on Consumers' Green Consumption Intention—Mediating Role and Moderating Role"</i>	<ol style="list-style-type: none"> 1. Green Marketing Behavior 2. Green Consumption Intention 3. Mediating and Moderating Role 	Survey Design; with regression analysis modeling	<p>Results from the analysis indicate that first, enterprises' green marketing behavior has a positive impact on consumers' green consumption intention. Consumer perceived effectiveness plays a partial mediating role in the influence of enterprises' green marketing behavior on consumers' green consumption intention. Secondly, consumers' environmental awareness weakens the mediating role of consumers' perceived effectiveness.</p>
<i>Arianis Chan.,Dkk (2019) Green Marketing: A Study of Consumers'</i>	<ol style="list-style-type: none"> 1. Green Marketing 2. Green Purchasing Behavior 	Questionnaire:descriptive analysis	The results of this study indicate that there is a very small effect of

<p><i>Buying Behavior in Relation to Green Products in Indonesia</i></p>	<p>3. Green Product</p>		<p>green marketing on green purchasing behavior simultaneously. Re-Kånken's green marketing activities are superior to the Eco-Brand dimension. This study recommends Re-Kånken to use fashion influencers who have enthusiasm for environmental conservation and work with retailers selling environmentally friendly products to improve environmental advertisement. Re-Kånken can create a campaign about the importance of environmental conservation to grow green purchasing behavior in the community.</p>
<p>Zhongfu Tan., et.al., (2022)</p>	<p>1. Green Marketing</p>	<p>Empirical Survey and Structural</p>	<p>The findings show a</p>

<p><i>Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust</i></p>	<p>2. Purchase Intention 3. Brand Image 4. Brand Trust</p>	<p>Equation Modeling (SPSS-AMOS)</p>	<p>significant positive association between practical green marketing approaches (green knowledge, attitude, environmental knowledge, and purchase intention for green products); additionally, green products with high ecological qualities create a positive intention towards consumer choice.</p>
<p><i>Lestari & Roostika (2022) Green Cosmetic Purchase Intention: The Impact of Green Brands Positioning, Attitude, and Knowledge</i></p>	<p>1. Green Cosmetics 2. Purchase Intention 3. Green Brands Positioning, Attitude, and Knowledge</p>	<p>Online questionnaires using Google Form using Structural Equation Modeling method with AMOS</p>	<p>The results show significant influence of Green Brand Positioning, Attitude and Knowledge to Green Cosmetic Purchase Intention. Green Brand Attitude is also a significant mediating variables between</p>

			green brand knowledge and green cosmetic purchase intention.
<i>Jacky Chin., et al (2018) The Investigation of Consumers' Behavior Intention in Using Green Skincare Products: A Pro-Environmental Behavior Model Approach</i>	<ol style="list-style-type: none"> 1. Consumer Behavior 2. Green Skincare Products 3. Environmental Behavior 	Online questionnaires using Google Form using Structural Equation Modeling method with AMOS	The PERA model was able to describe 62.6% of the BI to purchase green skincare products. Green skincare companies are recommended to produce more green skincare products and market the products by involving public figures and emphasizing the green attributes. Furthermore, we recommend that green skincare companies produce quality and sustainable products using quality processes, and be involved in pro-environmental activity to increase consumer attention to the green skincare products.

2.3 Hypothesis Testing and Hypothesis Development

2.3.1 Enterprise Green Marketing Behaviour on Consumer Green Consumption Intention.

Businesses' green marketing behavior refers to the various strategies, practices, and initiatives adopted by businesses to promote their environmental responsibility and sustainability efforts. This can include actions such as promoting eco-friendly products, communicating environmentally-friendly practices, using sustainable packaging, implementing recycling programs, and supporting social and environmental causes. Consumers' green consumption intention refers to their willingness and motivation to engage in environmentally-friendly consumption behaviors. It involves consumers' preferences for eco-friendly products, their inclination to support environmentally responsible businesses, and their willingness to adopt sustainable practices in their purchasing decisions. By effectively communicating green initiatives and the associated environmental benefits, businesses can shape consumers' perceptions and intentions towards green consumption. This hypothesis suggests that when businesses engage in persuasive and credible green marketing communication, it positively influences consumers' intention to prioritize and choose eco-friendly options.

According to Chin., et.,al (2018) Businesses' green marketing communication serves as a source of information for consumers, providing them with knowledge about the environmental benefits and sustainable aspects of products or services. Clear and persuasive messaging can increase consumers' awareness and understanding of the positive impact of green consumption, leading to a higher intention to engage in environmentally-friendly behaviors. In addition, Mustikasari (2023) mentioned that green marketing communication can enhance consumers' environmental consciousness and responsibility. By highlighting the

eco-friendly attributes of products or services, businesses can shape consumers' perceptions and attitudes towards the importance of sustainable consumption, thereby positively influencing their intention to prioritize green options. Also, Lestari and Roostika (2022) explained that Green marketing communication that effectively emphasizes the environmental benefits and value proposition of eco-friendly products or services can influence consumers' perception of their worth. When businesses communicate the advantages, such as energy efficiency, reduced waste, or non-toxic ingredients, consumers are more likely to attribute higher value to green options, leading to an increased intention to choose them.

H1: There is a positive and significant effect between enterprise green marketing behavior toward consumer green consumption intention.

2.3.2 Enterprise Green Marketing Behavior on Consumer Perceived Effectiveness.

This hypothesis proposes that consumers are more likely to have a higher intention to engage in green consumption when businesses offer products with eco-friendly features, such as organic or recyclable materials. According to Kim and Choi (2005) mentioned that when businesses offer products with green attributes, consumers perceive them as having environmental benefits such as reduced resource consumption, lower carbon footprint, or reduced waste generation. This perception of environmental benefits creates a positive association with the product, increasing consumers' intention to engage in green consumption. In addition, Suki (2016) Consumers who prioritize sustainability and environmentally-friendly practices are more likely to value products with green attributes. Businesses that offer such products align with consumers' values, leading to a higher intention to engage in green consumption as a means of supporting their personal environmental beliefs. Also that, Arianis (2019) explained Green products often carry a positive social image, reflecting consumers' environmental consciousness and commitment to sustainability. When consumers choose products with green attributes, they may

receive social recognition and approval from their peers, leading to an increased intention to engage in green consumption.

H2: There is positive and significant effect between enterprise green marketing behavior toward consumer perceived effectiveness.

2.3.3 Customer Perceived Effectiveness on Consumer Green Consumption Intention.

Customers perceive a particular green product or behavior as effective in reducing environmental harm, it will have a positive impact on their intention to engage in green consumption. In other words, customers who believe that their actions can make a significant difference in protecting the environment are more likely to engage in eco-friendly behaviors or purchase green products (Chan,2001). Supporting also by (de Pelsmacker, P., Driesen, L., & Rayp, G., 2005) When customers believe that their individual actions can bring about positive change, they are more likely to develop a sense of personal efficacy. This belief empowers them to take responsibility for their environmental impact and actively seek out green alternatives, leading to increased green consumption intention.

According to (Ottman,2006) Perceived effectiveness can also be influenced by social factors. When customers observe others engaging in green consumption and witness the positive impact of those actions, they are more likely to perceive such behaviors as effective. Social norms and peer influence play a significant role in shaping customer perceptions of effectiveness. The effectiveness of green products or behaviors can be reinforced through their specific attributes. For example, if a product is labeled as energy-efficient and provides clear information about the environmental benefits it offers, customers are more likely to perceive it as effective. These attributes contribute to customers' perception of the product's ability to fulfill their green consumption goals.

H3: There is a positive and significant effect between customer perceived effectiveness toward consumer green consumption intention.

2.3.4 Moderation of Consumer Environmental Awareness between enterprise green Marketing Behavior on Consumer Perceived Effectiveness.

The impact of enterprise green marketing behavior on consumer perceived effectiveness is influenced by the level of consumer environmental awareness. It proposes that consumers who are more environmentally aware will have a stronger perception of effectiveness when exposed to green marketing efforts by enterprises, compared to consumers with lower environmental awareness. According to Kollmuss (2002) Consumers with higher environmental awareness are likely to have a stronger understanding of the environmental issues and challenges. When enterprises engage in green marketing behavior, such as promoting eco-friendly products or highlighting sustainable practices, environmentally aware consumers are more likely to perceive these efforts as congruent with their values. This cognitive congruence enhances their perception of the effectiveness of the enterprise's green initiatives.

Bamberg & Möser (2007) Consumer environmental awareness plays a role in evaluating the credibility and trustworthiness of enterprise green marketing behaviour. Consumers who are more environmentally aware tend to be more knowledgeable about green practices and may scrutinize the authenticity of green marketing claims. If they perceive the enterprise's green marketing behaviour as genuine and aligned with their own environmental values, their perception of effectiveness will be higher. In addition, Fang & Wong (2016) Consumer environmental awareness plays a role in evaluating the credibility and trustworthiness of enterprise green marketing behaviour. Consumers who are more environmentally aware tend to be more knowledgeable about green practices and may scrutinize the authenticity of green marketing claims. If they perceive the enterprise's green marketing behaviour as genuine and aligned with their own environmental values, their perception of effectiveness will be higher.

H4: The consumer environmental awareness moderate the effect between enterprise green marketing behaviour on consumer perceived effectiveness.

2.3.5 Moderation of types of green marketing activities between Enterprise Green Marketing Behaviour and Consumer Green Consumption Intention.

The different types of green marketing activities employed by enterprises play a moderating role in influencing the relationship between their green marketing behaviour and consumers' intentions to engage in green consumption. According to Smith, Johnson & Green (2022) the different types of green marketing activities employed by enterprises play a moderating role in influencing the relationship between their green marketing behaviour and consumers' intentions to engage in green consumption. Green marketing behaviour refers to the actions and strategies adopted by enterprises to promote environmentally friendly products, services, or initiatives. Consumer green consumption intention, on the other hand, represents consumers' willingness and inclination to purchase or engage in environmentally sustainable or eco-friendly products or services.

According to Chen & Chang (2013) the effectiveness of enterprise green marketing behavior in influencing consumer green consumption intention is contingent upon the specific types of green marketing activities employed by the enterprise. Different types of green marketing activities can include eco-labeling, eco-certifications, environmental advertising, green product design, sustainable packaging, or other environmentally friendly promotional initiatives. In addition, Pickett-Baker & Ozaki (2008) The moderating effect implies that the relationship between enterprise green marketing behavior and consumer green consumption intention will be stronger or weaker depending on the specific types of green marketing activities utilized. For example, if an enterprise employs effective eco-labeling and green product design, it may enhance the relationship and encourage higher consumer green consumption intention. Conversely, if an enterprise lacks credible eco-certifications or engages in deceptive environmental advertising, it may weaken the relationship and decrease consumer green consumption intention.

H5: The types of green marketing activities moderates the effect between enterprise green marketing behavior and consumer green consumption intention.

2.3.6 Moderation presence of others between enterprise green marketing behavior and consumer green consumption intention.

The influence of enterprise green marketing behavior on consumer green consumption intention is contingent upon the presence of others. In other words, the effect of an enterprise's environmentally-friendly marketing efforts on consumers' intentions to engage in green consumption may vary depending on whether consumers are alone or in the presence of other individuals. According to Prakash, G. (2002) Enterprise Green Marketing Behavior: This refers to the environmentally-friendly practices and initiatives undertaken by an enterprise to promote its products or services as environmentally responsible or sustainable. These marketing efforts may include communicating the use of eco-friendly materials, energy-efficient manufacturing processes, or carbon footprint reduction strategies. Consumer Green Consumption Intention: This represents consumers' expressed willingness or inclination to engage in environmentally friendly consumption behaviors. It encompasses the intention to purchase green products, adopt sustainable practices, or support environmentally responsible companies.

In addition, Sharma & Iyer (2012) Presence of Others: This refers to the social context in which consumers find themselves while making consumption decisions. The presence of others may influence consumers' behaviors and choices, as social interactions and conformity to group norms can play a significant role in shaping individual decisions. Vermeir & Verbeke (2008) the relationship between enterprise green marketing behavior and consumer green consumption intention is moderated by the presence of others. In other words, the effect of enterprise green marketing on consumers' green consumption intention may differ depending on whether consumers are alone or in the presence of others. The presence of others

may amplify or diminish the impact of enterprise green marketing behavior on consumer intentions.

H6: Presence of others moderates the effect between enterprise green marketing behavior and consumer green consumption intention.

2.3.7 Consumer Perceived Effectiveness as mediation variable between enterprise green marketing behavior to consumer green consumption intention.

Consumer perceived effectiveness refers to the belief held by individuals that their actions, such as purchasing environmentally friendly products, will contribute to the resolution of environmental problems, such as the reduction of pollution (Kim & Choi, 2005). It is a feedback behavior that requires prior actions to stimulate and generate feedback. This behavior is directly and effectively promoted by the green marketing practices of businesses. The more pronounced the effect perceived by consumers, the stronger the stimulus generated by green marketing. In other words, green marketing initiatives have a positive effect on consumers' perceptions of effectiveness. Moreover, according to Ellen (1991), consumer perceived effectiveness has a positive effect on the intention to make environmentally conscious purchases. In addition, Consumer perceived effectiveness is the most influential factor on the intention to make green purchases. When consumers perceive that their environmentally conscious consumption contributes to environmental protection, they are more likely to engage in environmentally conscious consumption. Therefore, the stronger the perception of effectiveness, the stronger the intention to make eco-friendly purchases, and the higher the likelihood of actual purchase behavior. According to the theory of consumer behavior, the intention to consume is a precursor to actual consumption behavior, and this intention explains consumption behavior effectively. The green marketing efforts of businesses have a positive effect on consumers' perceptions of efficacy, which in turn positively influences the intention to make green purchases. Consequently, the following hypothesis is advanced in this paper:

H7 : Consumer perceived effectiveness plays a mediating effect in the positive impact of enterprises' green marketing behavior on consumers' green consumption intention.

2.4 Theoretical Framework

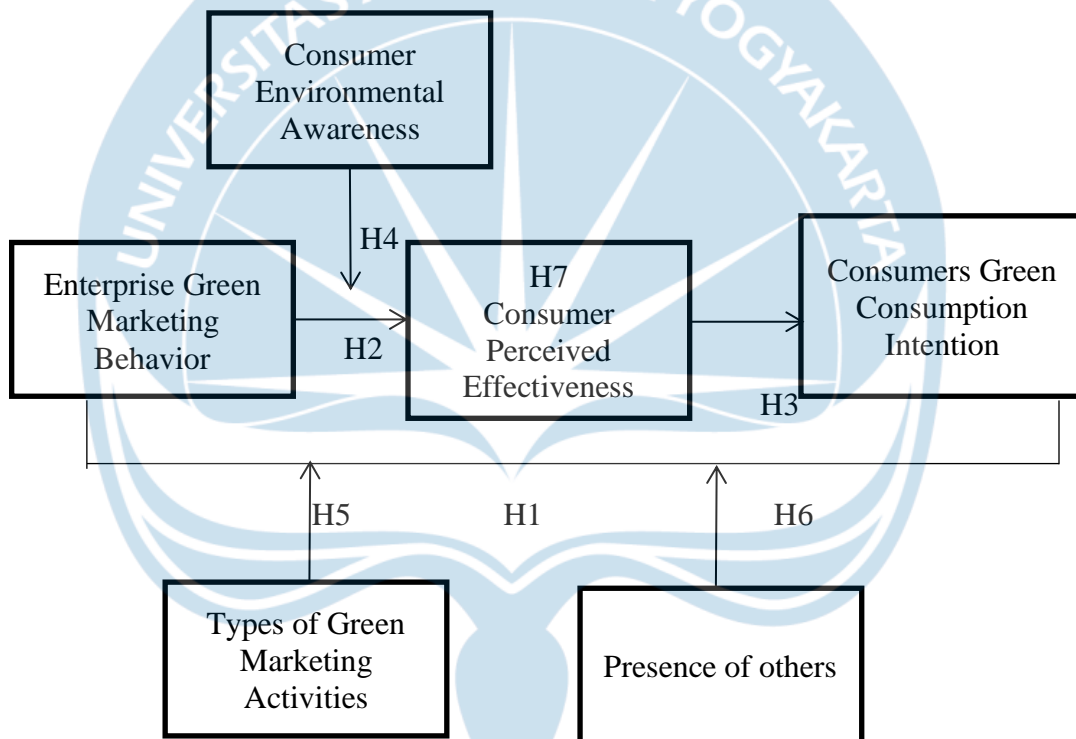


Figure 2.1 Theoretical Framework

Source : Yang & Chai (2022)