

# The Effect of Environmental Concern and Attitude of Toward Green Brand on Green Purchase Intention: Evidences in Milenial Generations in Jakarta

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## ABSTRACT

The purpose of this research is to determine whether Attitude Toward Green Brand and Environmental Concern have an important role in the purchase intention of natural cosmetic ingredients in Jakarta. It is hoped that this research can provide clarity about the role of Attitude Toward Green Brand and Environmental Concern in the intention to buy cosmetics made from natural ingredients as well as fill in the gaps in research on consumer buying intentions for cosmetics made from natural ingredients which are relatively minimal among practitioners and academics, especially with the impact of the COVID pandemic. -19 by means of using different variables. This study used a survey method, with data collection through a questionnaire. Data for this study were collected from 200 respondents using a convenience sampling technique, then the data were analyzed using SMARTPLS. According to the findings of this study, Attitude Toward Green Brand and Environmental Concern have a positive and significant impact on purchase intention of Sensatia Botanicals skincare products in Jakarta. It is hoped that this research can fill the research gap regarding consumer purchase intentions for organic ingredients which are still relatively minimal among practitioners and academics, especially with the impact of the COVID-19 pandemic.

**Keywords:** Environmental Concern, Attitude Toward Green Brand, Green Purchase Intention, Sensatia Botanicals

## INTRODUCTION

In the current business environment, many companies have started to change their business concept or add their business lines to green business, a business model that seeks to reduce costs, waste, and create added product value, with greater concern for the impact on the environment [1]. To capture new opportunities and ensure a better standard of living with sustainable development, the concept of green marketing appears as a concern for environmental damage issues which is then used by companies as one of their marketing strategies [2].

The implementation of the application of green marketing within the company is to produce green products from the company itself [3]. Green products are products made from natural ingredients, and product packaging that is friendly to the environment [4]. There are several green products that have become known and used by the public, one of which is cosmetics [5]. Previous research conducted by [6] also explained that there had been changes in patterns and types of food consumption in Indonesian society during the COVID-19 pandemic. Healthy eating habits have been widely applied by the community. However, the pandemic has made people aware of prioritizing the consumption of balanced nutritious food to increase body immunity. Currently, the level of demand for healthy food consumption in Indonesia is increasing, businesses and marketers in the healthy food sector need to accelerate the goals and capabilities of the business being carried out in matching changing consumption patterns to the products and services provided and understanding the effective mechanism of buying healthy food by intentional consumers during the current and post-pandemic periods in more detail.

The theory of planned behavior, put forward by [7], is one of the most widely used theories to predict consumer purchase intentions. This theory was chosen to explain or describe the behavior of consumers buying healthy food during a pandemic and post-pandemic so that they can provide and understand what consumers want effectively so that consumers' buying intentions for healthy food products can increase. According to Kotler and [8] purchase intention is a form of consumer behavior that wishes to buy or choose a product based on experience, use and desire for a product. Purchase intention acts as a measure of attention by consumers in obtaining a product and the possibility to actually buy it based on their experience and desire to try the food.

Planned Behavior Theory explains that attitude towards behavior is an important factor that can predict an action, although it is necessary to consider a person's attitude in testing subjective norms and measuring the person's perceptual behavioral control. If there is a positive attitude, support from people around and there is a perception of ease because there are no barriers to behavior, then one's intention to behave will be higher [7]. The existence of a positive and underlying attitude for consumers to try and influence from other people, especially from family, relatives and close friends to make these purchases can increase consumer purchase intentions for food products sold.

According to [9] people who are more concerned about health, often have a positive attitude towards buying organic products since it is generally considered a healthier choice, compared to non-organic grown ones. According to [10], knowledge of the environment can affect consumer attitudes. If the higher the level of environmental knowledge and concern possessed by a consumer, the higher the ecological attitude possessed by the consumer compared to consumers who do not have knowledge and concern for the environment which in turn influences their ecological behavior. [10] found that concern or attention to environmental issues can affect consumer attitudes.

The Millennial Generation is a generation that is said to be the generation that cares the most about the environment. This generation is seen as the most environmentally friendly consumption-oriented generation compared to other generations [11]. This generation is also a more educated generation, this shows that consumers who are more educated will increase

their awareness of the long-term effects of the products they buy on health, communities, and also the environment [12]. However, more than 50% of millennials in a survey conducted by Adil, A. in 2015 to millennials regarding green brands, they cannot name any brand that actively supports environmentally friendly movements. They claim that they want to support green products but they find it difficult to find them [13].

It is hoped that this research can provide clarity about the role of consumer attitudes, health awareness, and environmental concern in the intention to buy natural product products and fill the gap in research on consumer buying intentions for organic food which is still relatively minimal among practitioners and academics, especially with the impact of the COVID pandemic. -19 by using different variables [14].

### LITERATURE REVIEW

Theory of Planned Behavior (TPB) proposed by [7] is used in this study. This theory explains that a person's behavior is formed because of an intention, where the intention consists of three influencing factors, namely Attitude toward the behavior, subjective norms and perceived behavioral control. This theory is used to complement the previous theory, namely Theory of Reasoned Action (TRA) put forward by [15]. According to [7], the behavior of a person depends on his intention, while the intention to behave depends on attitudes and subjective norms towards behavior. Consumer intentions and behavior are influenced by two factors, namely individual internal factors and external factors (social environment). Individual internal factors are formed from a person's attitude, while external factors are formed from the influence of other people (subjective norms) on behavior. The perceived behavioral control aspect is the answer to the problem in the previous model (TRA) because the theory of reasoned action (TRA) assumes that almost all behavior is under the control of a person's will to take certain actions. But in reality, there are still many behaviors that are not in the person's full control so that the perceived behavioral control is considered to have direct and indirect implications for predicting consumer behavior.

A consumer's purchase intention will be influenced by several factors, including trust, ease of use, product, price, and promotion [16]. For green purchase intention, the impact on the environment is something that consumers feel is important, it will increase purchasing power for green products (Junaedi, 2005)<sup>17</sup>. A green product that has been purchased by a consumer will be successful because of the values of the attributes contained in the product, this indicates that the attributes of the green product will contribute to the consumer buying the green product again [18]. Consumers who already have knowledge about the environment and also have positive experiences related to buying green products in the past will have a high tendency to show strong green purchase intentions [19].

Attitude is a person's way of thinking about something that is usually reflected in his behavior. Feelings can also affect one's attitude towards other people or things. A person's attitude varies from one to another and can be positive or negative and sometimes can simultaneously have positive and negative attitudes towards the object in question from a place, object, event or person. Attitudes towards a brand are united with consumer preferences and overall evaluation of a brand, which symbolizes their likes and dislikes [20]. Attitude towards Green Product by [21] is divided into two, namely cognitive elements and emotional (affective) elements. The

cognitive element assesses how an object (in this case a green product) provides a stimulus or stimulus in terms of the benefits offered that make consumers interested in buying, while the emotional element is consumer interest in a product that is influenced by the feelings or moods of consumers towards the product being offered. offered.

In previous research it was found that attitude toward green brands had a positive influence and also significant results on green purchase intention [19], this is not in line with the results of previous studies which showed that attitude toward green brands had no effect on green purchase intentions. (Chin et al., 2018). In addition, attitude toward green brands was also found to have no effect on green purchase intention [22].

Research by [23]; [24]; [25]; [26]; and [27] found a significant relationship between Attitude and Green Purchase Intention. Today, research on organic cosmetic and body care products is still very rare. Many studies only examine pollution-free vehicles and organic food and can then be generalized to other types of green products. [27] who conducted research on students at Australian University found that an increase in positive attitudes towards organic products can increase consumer intentions to buy organic food. [28] found that there are similarities in consumer buying behavior towards organic food as well as body care products and organic cosmetics. Consumer attitudes and past experiences with other organic products, such as organic food, have a positive impact on purchase intentions towards organic cosmetic and body care products.

In a previous study conducted by [29] on organic food products in Mexico using the structural equation modeling method and data analysis using SPSS version 20 concluded that there was a positive and significant relationship between consumer attitudes towards purchase intention of organic food. Another study on organic coffee conducted by [30] in South Korea using the structural equation modeling method concluded that there is a positive and significant influence between consumer attitudes towards purchase intentions, as well as a good perception of the benefits of organic coffee such as quality and use. influential in consumer decision making to try it, try to buy it, and recommend it to others. Research conducted by [31] in Taiwan on the consumption of organic food using the structural equation modeling method also concluded that attitudes positively influence the intention to buy organic food. The findings in this study also state that attitudes positively mediate between information on organic food labels and consumers' perceived knowledge of organic food purchase intentions.

Environmental concern refers to the extent to which people are aware of problems regarding the environment and support efforts to solve them or show a willingness to contribute personally to their solutions. On the other hand, research conducted by [32], states that: Environmental concern is a predictive tool that supports the buying behavior of environmentally friendly products and can be a major factor in the consumer decision-making process. Environmental concern is considered as a level of commitment and emotion to environmental issues. Previous research conducted by [33] on organic food in Germany using a questionnaire of 521 respondents concluded that environmental awareness has a positive and significant influence on purchase intentions for organic food. Another study conducted by [34] in the United States on organic food using the structural equation modeling method and data analysis using SPSS version 26 also explains that environmental concern has a positive

relationship to consumer purchase intentions for organic food. In addition, according to [35], research conducted on pregnant women in Istanbul, Turkey using the SEM method also concluded that environmental awareness has a positive influence on the intention to buy organic food and the willingness to buy more premium products.

### Thinking Framework

The first variable in this study is Attitude Towards Green Brand which is an evaluation of psychological feelings and emotions as well as positive or negative evaluations that arise when an individual engages in certain behaviors. Therefore, attitudes have a significant impact on a person's intentions. If the attitude that arises for a product is positive, then someone's desire or purchase intention for the product will increase.

The second and final variable is Environmental Concern which is a person's concern for the environment so that a person will make various efforts that are useful for preserving and protecting the environment. One of these efforts can be started by consuming organic food that is free from chemicals and harmful substances that damage the environment. This is the rationale for the third hypothesis, namely Environmental Concern has a positive and significant effect on purchase intention for Sensatia Botanicals products in Jakarta.

This frame of mind is used to temporarily explain the symptoms that are the object of the problem. Therefore, it can be concluded that the research model in this study uses the following variables:

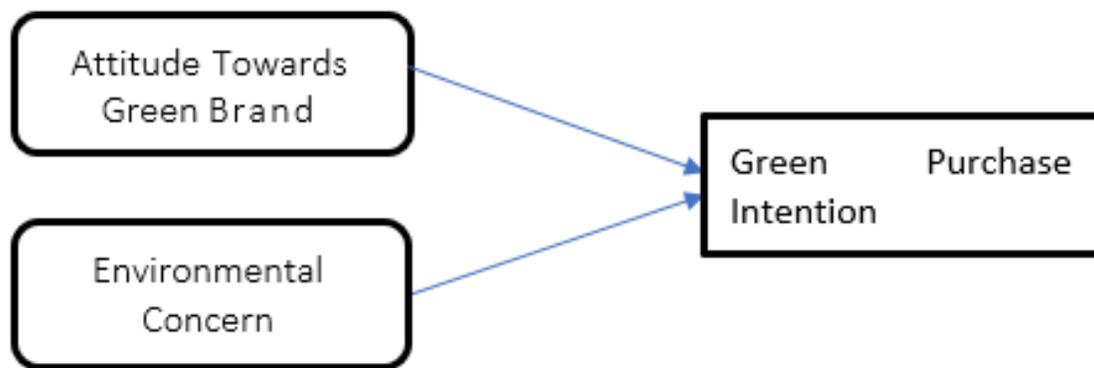


Figure1: Research model

### Hypothesis

Based on Figure 2.1 which has been presented above, the formulation of the hypothesis in this study is as follows:

- H1: There is a significant influence of Attitude Towards Green Products on Green Purchase Intention of the millennial generation in Jakarta
- H2: There is a significant influence of Environmental concern on Green Purchase Intention on the millennial generation in Jakarta.

## RESEARCH METHODS

Descriptive research designs are used to describe the characteristics of people, events, or situations that are the focus of research [36]. This study uses a descriptive research design to assess hypotheses that are not causal and there are no treatment variables, namely variables that are manipulated or given special treatment in this study. The data used is cross-sectional data which is data collected only once in a certain period to answer a research problem [36]. This research uses cross-sectional data because this research only collects questionnaire data in a certain period at a certain point in time.

The sampling technique used is non-probability sampling with the purposive sampling method, which is a sampling technique that is not random and uses a sample selection method based on certain criteria. Because in this study, the samples taken were specific, namely the millennial generation who use Sensatia Botanicals products in Jakarta.

The variables examined in this study consisted of dependent variables and independent variables. In this study, the independent variable is Attitude Towards Green Brand, and Environmental Concern, the dependent variable is Green Purchase Intention. All variables examined in this study are latent variables and are unidimensional. The following is the operationalization of each variable in this study.

**Table 1: Research Variable Indicators**

Variable	Definition	Indicator
Attitude Towards Green Product (28)	It is a concept developed from a process of consumer evaluation and rational assessment of green brands.	<ul style="list-style-type: none"> <li>• For me, buying I Sensatia Botanicals is a good decision.</li> <li>• For me buying Sensatia Botanicals is a desirable thing.</li> <li>• For me, buying Sensatia Botanicals is a wise thing.</li> <li>• For me, buying Sensatia Botanicals is a pleasure.</li> </ul>
Environmental Concern (37).	is a level where individuals care about problems that occur in the environment, support existing efforts in solving environmental problems, and are willing to make efforts to solve problems regarding the environment.	<ul style="list-style-type: none"> <li>• Organic food can reduce the use of agricultural herbicides and pesticides</li> <li>• Organic food can reduce the amount of chemicals flowing into rivers and lakes</li> <li>• Organic food can reduce pollution in the soil</li> <li>• Environmental impacts influence my food choices.</li> <li>• Organic food is environmentally friendly food</li> <li>• Everyone should care about our environment</li> <li>• Buying organic food is good for the environment</li> </ul>
Green Purchase Intention (38; 39; 40)	The desire of consumers to buy a product after knowing that the product is a green product or green brand.	<ul style="list-style-type: none"> <li>• If I had two choices between the same product, I would prefer the Sensatia Botanicals product</li> <li>• I will definitely buy Sensatia Botanicals products.</li> <li>• I would really consider buying Sensatia Botanicals.</li> <li>• I intend to buy Sensatia Botanicals for the long term health benefits of my skin.</li> </ul>

The data analysis technique used to answer the problem formulation found in the study used PLS-SEM with the help of Smart PLS software due to a limited sample. In the PLS-SEM analysis there are 3 stages, the first stage is the specification of the model, then the second stage is the evaluation of the outer model and the last stage is the evaluation of the inner model.

At the model specification stage, the inner and outer models will be determined to explain the relationship of each indicator with the most appropriate variable concept. In determining the inner and outer models, you must determine the inner model first, then in determining the outer model you need to pay attention to choosing a multi-item scale or single-item scale.

At the outer model evaluation stage, the reliability and validity of the model will be evaluated. At this stage it also defines and explains the specific relationship between indicators and theoretical concepts whether reflective or formulative.

### RESEARCH RESULTS

Inner model analysis is used in analyzing the data in this study. In the inner model analysis, it is divided into several test sections consisting of Determinant Coefficient ( $R^2$ ), Cross-Validated Redundancy ( $Q^2$ ), Effect Size ( $F^2$ ), Goodness of Fit (GoF), and Hypothesis Testing.

#### Determinant Coefficient ( $R^2$ )

The determinant coefficient is used to measure how much influence or contribution the independent variables consist of Environmental Concern and Attitude Toward Green Brand simultaneously (together) on the dependent variable, namely purchase intention.

**Table 2: Determinant Coefficient Analysis Results ( $R^2$ )**

Variable	R Square	R Square Adjusted
Purchase Intention (Y)	0,630	0,608

Based on table 4.3 above, it can be seen that the value of the determinant coefficient ( $R^2$ ) is 0.630 (63%). This means that 63% of the purchase intention variable can be explained by the independent variables in this study consisting of Environmental Concern and Attitude Toward Green Brand. Meanwhile, the remaining 37% can be explained by other variables outside of this study.

#### Goodness of Fit (GOF)

Goodness of Fit is used to describe the overall model suitability level which is calculated from the predicted model compared to the actual data.

**Table 3: Goodness of Fit (Gof) Analysis Results**

Variable	Average Variance Extracted (AVE)	RSquare	Goodness ofFit (GoF)
Environmental Concern	0,703		<b>0,585</b>
Attitude toward Green Brand	0,611		
Purchase Intention	0,628	0,525	
<b>Average</b>	<b>0,647</b>	<b>0,525</b>	

Based on the calculations above, it can be seen that the overall model suitability level in this study is fit or appropriate compared to the actual data because the results from GoF show the number 0.585.

### Hypothesis Test

Hypothesis testing in this study aims to determine whether the hypothesis proposed or that has been made can be accepted or rejected. Hypothesis testing can be seen from the original sample values and p-values contained in the path analysis through the bootstrapping method.

**Table 4: Path Coefficient Hypothesis Results**

Variable	Sample Asli (O)	t-Statistic ( O/STDEV )	P-Values
Environmental Concern → Purchase Intention	<b>0.210</b>	3.076	<b>0.002</b>
Attitude toward Green Brand → Purchase Intention	<b>0.444</b>	4.620	<b>0.000</b>

Based on the above research results, attitude toward Green Brand has a positive and significant influence on purchase intention for skin care products from Sensatia Botanicals. This study proves that attitude is a very influential factor for consumers in buying skin care products from Sensatia Botanicals. Likewise, environmental concern has a positive and significant influence on purchase intention for skin care products from Sensatia Botanicals.

### DISCUSSION

Environmental Concern has a significant effect on Purchase Intention for skin care products from Sensatia Botanicals. The results of this study are supported by previous research conducted by various experts such as that of [35], [34], and [41] which state that environmental awareness has a positive and significant influence on consumer purchase intentions. in organic food products. Consumers who care about the environment or better known as green consumers are consumers who are aware of environmental problems and support efforts to solve these problems. These results are also in line with research conducted by [42] and [43].

This shows that the attitude of environmental concern or environmental concern has a significant influence on the intention of the millennial generation to buy green products, the higher the attitude of environmental concern they have, it will encourage the millennial generation to change their behavior in dealing with environmental problems, by having the intention to buy green products [44]. Environmental concern is used to express individual concern about environmental changes today or in the future [45]. Caring for the environment means participating in preserving the environment. This is reflected in the way individuals maintain the environment, manage the environment, restore the environment, and protect the environment [46]. One step that can be realized is to have the intention to buy green products as an act of environmental concern in protecting the environment. This is because environmental concern is one of the steps to preserve the environment as well as possible [44].

Attitude towards Green Product has a significant effect on Green Purchase Intention. Attitude is defined as a tendency phenomenon about a certain object. Consumers feel happy and want

to buy green products while shopping to reduce the negative effects on the environment [28] found that consumer attitudes and past experience with other organic products, such as organic food, will have a positive impact on purchase intentions towards organic personal care products. The findings of this study confirm that Attitude towards green products is able to encourage potential consumers' Green Purchase Intention towards skin care products from Sensatia Botanicals. This finding is in line with the study of [23]; [24]; [25]; [26] that consumer attitudes can significantly influence consumer purchase intentions. Even though the context of a number of these studies is different, namely examining consumer purchase intentions for a product in general, consumer purchase intentions for green products also have the same effect. The results of this study are strengthened by the results of research [45] where consumer attitudes have an important role in shaping consumer behavioral intentions, with a high level of positive attitude towards green brands it will form a strong desire for green purchase intentions. The results of this hypothesis find that when the consumer's attitude towards Innisfre is positive, it will always encourage the desire to make a purchase.

### **CONCLUSION**

Based on the discussion described above, it can be concluded that Environmental Concern has a positive and significant influence on purchase intention for skin care products from Sensatia Botanicals and Attitude towards Green Products has a positive and significant influence on purchase intention for skin care products from Sensatia Botanicals.

### **SUGGESTION**

Skin care from Sensatia Botanicals can improve its marketing strategy to convince potential consumers that the efforts and pro-environmental attitudes pursued by the company are solutions to address current environmental issues. Packaging that can be recycled to reduce waste production (including plastic waste) so that buying and using skin care products from Sensatia Botanicals can contribute to the government's efforts to preserve the environment. In addition, the charity foundation owned by Sensatia Botanicals skin care can work together with the government and local environmental organizations to educate the public about the causes, impacts, and solutions for any environmental problems that occur.

Skin care from Sensatia Botanicals is expected to adjust the selling price to the purchasing power of potential consumers. This of course can be done one of them by reducing the company's operational costs. Future researchers need to consider a wider scope of research objects, both in the manufacturing industry and in the same research object, namely green products on a larger scale. Similar research can also be carried out in service or hybrid industries such as hotels and restaurants. The current consumption trend which is more pro-environmental will certainly affect companies from various industries, not only the manufacturing industry (more specifically the body care and cosmetic products industry). Considering other variables related to purchase intention such as Price, Green Value & Environment Conscious [46], Using & Recycling Behavior [47], Emotional Green Appeal Types [48] etc.

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