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Influence of the Relationship between Purchase Intentions and Tourism Behavior of Environmentally Friendly Products in Indonesia Using the PLS SEM Method

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Abstract

This study intends to investigate the exogenous effects of experiential attitudes, instrumental attitudes, injunctive norms, descriptive norms, and self-perception control on environmentally conscious buying intentions. In addition, this study examines the elements that influence purchasing behavior by analyzing knowledge, behavioral meaning, environmental restrictions, and habits. The model adopted by the researcher measures environmentally conscious customer behavior. Using a partial least squares structural equation modeling (PLS-SEM) technique, random data from 517 respondents was obtained to test the hypothesis. According to PLS results, all independent variables influence green purchasing intentions and green consumer behavior. There are research results that imply generalizations, despite the fact that the survey was conducted in multiple cities in Indonesia that may not be representative of the entire country. The outcomes of research can assist marketers in comprehending environmentally conscious consumer behavior and developing appropriate plans and techniques to meet the demands of modern marketing strategies. This research assessed environmentally conscious purchasing practices in Indonesia. Based on empirical evidence, the study's validity in judging environmentally friendly behavior, particularly in Indonesia's major cities, is a fast-rising economy that is favorable for investment. Even though there has been a lot of research on green purchasing, the habits and importance of being green or friendly environmentally haven't been taken into account when measuring green purchasing.

Keywords
experience; descriptive norms; self-efficacy; environmental; consumer

I. Introduction

In recent decades, a substantial proportion of consumers have felt that their spending habits have a direct impact on the environment. As a result of a growing population, a deteriorating environmental situation, and persistent energy crises, consumers are acutely aware of the necessity of green consumption to meet their fundamental demands. Other environmental concerns, such as global warming, climate change, and biodiversity loss, also motivate consumers to consider green consumption. This urgency is mirrored in customers' decisions to choose or avoid items depending on their impact on the natural environment; as a result, they attempt to purchase environmentally friendly products to ensure the well-being of future generations (Kilbourne et al., 2009). Perceived self-esteem, low perceived risk of uncertainty, and spending control have also influenced customers to

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engage in environmentally friendly purchasing behavior, and consumers are eager to consume products and pay a premium for them. Due to increased environmental concerns, business organizations are also required to provide information regarding the environmental effects of their commercial activities (Alipour et al., 2019). Green or friendly environmentally consumerism is the subject of sustaining ecologically good behavior by consuming less energy, emitting less carbon dioxide, and assuring sustainable development. For ecologically responsible consumption to work, people need to be aware of and have a good attitude about social, economic, and environmental issues. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019).

Consumer decisions about the acquisition of eco-friendly products may be influenced by peer opinion and interpersonal considerations. However, the eco-friendly movement and green consumption have had a favorable influence on the development of plans and policies by a number of industries and state-owned businesses (Zhang et al., 2018). preserve environmental purity in the face of environmental problems such as shifting from conventional to ecologically responsible consumption patterns (Siddique and Hossain, 2018). Gradual changes in the environment compel consumers to consider environmentally friendly purchasing practices. To change how people act as consumers, they need to keep learning about how to do so in a way that is good for the environment. This study replicates the behavioral integration model in order to assess the eco-friendly purchasing habits of customers. Based on the research of the antecedents of environmentally friendly purchase intents, this article investigates the precursors of environmentally friendly purchasing behavior. Thus, this study provides marketers with the required information about the elements that influence consumers' green consumption behaviors, enabling them to develop marketing techniques and plans pertaining to consumers' eco-friendly purchasing intentions and behaviors. This study concludes with recommendations regarding the consequences of providing marketers with managerial abilities in order to promote environmentally responsible corporate practices.

II. Review of Literature

Green or friendly environmentally customers are environmentally conscientious individuals who desire and understand how to fulfill their demands with minimal environmental impact. In other words, environmentally responsible consumer behavior is the practice of considering social effects when making a purchase (Sharma and Joshi, 2017), which incorporates consumption and is socially conscious or responsible. Green marketing encompasses all efforts aimed at facilitating and initiating trades that satisfy human needs and desires while having the least possible environmental impact. Environmentally friendly marketing is also characterized as a holistic management strategy and a humanistic marketing idea that combines social and ecological elements (Akehurst et al., 2012). Therefore, consumers must possess the knowledge necessary to act. There shouldn't be any environmental obstacles that influence behavioral performance. This study classifies attitudes as experiential and instrumental attitudes, subjective norms as injunctive and descriptive norms, and perceived control as part of personal agency and self-efficacy. Additionally, cognitive constructs, behavioral salience, environmental constraints and habits, knowledge, attitudes, perceived behavioral control, perceived norms, self-efficacy, environmental limitations, and behavioral salience can affect customers' purchase intentions and, ultimately, their purchasing behavior.

This study reexamined the effects of experiential attitude, instrumental norms, subjective norms, injunctive and descriptive norms, perceived control, self-efficacy, knowledge, behavioral salience, environmental limitations, knowledge, and self-efficacy on environmentally conscious purchasing behavior. Attitudes are hypothetical sensations and positive or negative evaluations that occur when a person engages in particular behaviors, whereas environmental attitudes are cognitive evaluations of the importance of environmental conservation (Lee, 2011). Positive sentiments and the value of environmentally friendly items have a substantial impact on consumers' intent to purchase environmentally friendly products (Yadav and Pathak, 2016). Consumers who like packaged products that are good for the environment are willing to buy these products (Prakash and Pathak, 2017) .

In addition, the attitude of experience is described as a person's emotional response to engaging in particular behaviors (Fishbein et al., 2007). In contrast, instrumental attitude is a cognitive appraisal where attitudes are determined by assumptions regarding behavioral performance results (Montano and Kasprzyk, 2008). On the basis of the discussion, it is hypothesized that:

H1. The attitude of environmentally friendly experience has a favorable effect on the intention to acquire environmentally friendly products.

H2. The environmental instrumental mindset has a favorable effect on the environment's buying intentions.

Subjective standards represent the extent of a society's ability to compel or discourage individual behavior. In other words, subjective norms can be defined as the impact of relatives, coworkers, intimate friends, and business partners on an individual's conduct in making decisions. The research conducted by Fishbein et al (2007) characterized subjective norms primarily as injunctive norms (normative beliefs about what other people think that one should or should not do, and provides incentives to comply). However, injunctive norms may not convey the complete picture of normative impact; therefore, descriptive norms (beliefs about what other individuals in the individual's social and personal networks do) should be included. Injunctive norms are acts that are seen as morally correct or as what ought to be done.

H3. Environmentally friendly mandates have a favorable impact on environmentally friendly purchasing intentions.

H4. Environmentally friendly descriptive norms influence environmentally friendly buying intentions positively.

Perceived control is the degree of difficulty or ease with which an individual performs a particular activity under the influence of different contextual factors, such as time, money, opportunity, and past experiences. Thus, the greater the likelihood of controlling resources and possibilities for a specific conduct, the greater the likelihood of engaging in that conduct (Paul et al., 2016). Self-efficacy is associated with evaluating one's impact on environmental concerns. Self-efficacy is also a measure of how much you trust yourself to do things even when there are challenges or roadblocks.

H5. Environmentally friendly perception management has a positive impact on environmentally conscious purchasing intentions.

H6. Environmentally friendly self-efficacy influences environmentally friendly buying intentions positively.

Environmental knowledge refers to a broad understanding of the facts, ideas, and interrelationships of the natural environment. Consequently, environmental knowledge encompasses an understanding of the relationship between various environmental damages and an awareness of the need to preserve the environment. Because consumer perceptions

of environmental knowledge are positively correlated with recycling, consumer environmental knowledge serves as the primary driver for environmental education and environmentally conscious consumption (Kumar, 2012). Thanks to the green policies of the government and media campaigns about pollution and waste, the thawing of the ozone layer, acid rain, and global warming, consumers now have access to a lot of information about environmental issues (Leonido et al., 2011).

H7. Environmentally conscious knowledge positively affects environmentally conscious purchasing behavior.

The significance of ecologically responsible behavior For someone to carry out the actual work, the individual's behavior must stand out. A stimulus stands out when it is obvious or easy for the individual to notice. In general, the more a person's awareness of environmental issues, the more ecologically conscious their behavior, and vice versa. Depending on a person's sensory capacities, past experiences, and environmental context, some stimuli are more prominent than others. There is a correlation between price information prominence, advertising, and customer purchase decisions. (Burhanudin and Ferguson, 2018).

H8. The significance of eco-friendly has a favorable effect on eco-friendly purchasing behavior.

Based on study Wu and Cheng (2019), constraints in the environment are the various obstacles encountered when engaging in specific actions. Therefore, there should be no or few environmental restrictions to make the performance of one's conduct simple or straightforward. In addition, marketers should make environmentally friendly products available to consumers and provide information about green consumption due to the fact that limited availability of ecologically friendly products, a lack of information, a high perception of risk, and purchasing inconveniencies might create obstacles to environmentally responsible behavior.

H9: Environmental constraints have a favorable effect on ecologically responsible purchasing behavior.

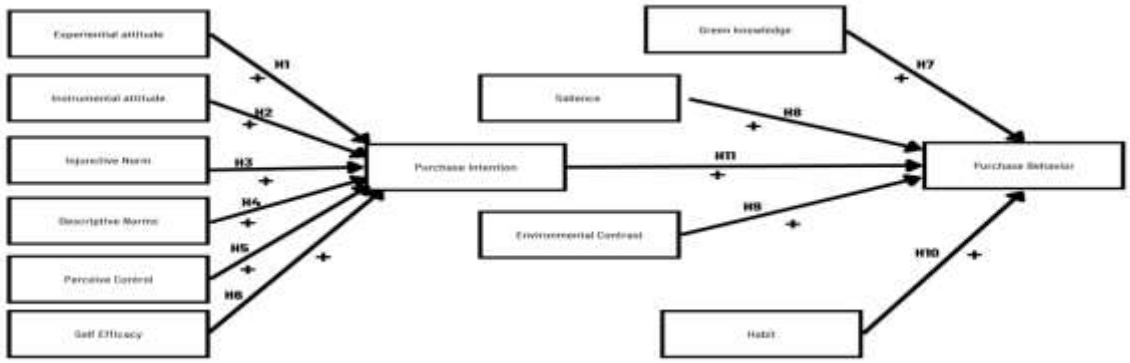
According to Vazifehdoust, et al. (2008), environmentally friendly habits are recurrent mental behaviors that tend to continue after a particular period of time, so that a person actively thinks, feels, or executes tasks as normal without awareness. carry out this action Habits play a significant impact in influencing customers' environmentally conscious purchase patterns.

H10: Environmentally friendly behaviors have a favorable influence on environmentally friendly purchasing behavior.

Intention refers to the consumer's readiness to engage in the behavior under discussion. Thus, environmentally friendly buying intention can be seen as the propensity of customers to acquire environmentally friendly products or support environmentally friendly alternatives. Meanwhile, environmentally friendly behavior is based on behavior that indicates that behavior can reduce damage by reducing energy use, conserving water, and eliminating trash. eschew products perceived to be damaging to the environment. Thus, environmentally friendly behavior is defined as purchasing things with a minimum environmental impact. Positive intentions toward ecologically friendly products enhance the possibility of acquiring such products or services, whilst negative intentions decrease the likelihood of such purchases (Sun and Wang, 2019).

H11: Environmentally conscious purchasing intentions have a favorable influence on environmentally conscious shopping behavior.

In addition, the research idea model demonstrates the hypothesis presented in Figure 1.



(Siddique, Saha, and Kasem, 2020)
Figure 1. *Conceptual Research Model*

III. Research Method

3.1 The survey and measuring devices

The structured questionnaire is intended to collect information through a survey. For the purpose of estimating eco-friendly purchasing behavior, questionnaire items reflecting the behavioral integration model were compiled from a variety of scholarly sources. The questionnaire consists of three sections: introduction, demographics, and measuring of behavior. The introduction includes a confidentiality statement, aims, and acknowledgements. After that, the respondent's profile was determined through multiple-choice questions (gender, age, education, occupation, and income level). For analyzing respondents' individual eco-friendly habits, a 5-point Likert scale (1-strongly disagree to 5-strongly agree) was applied, which provides greater flexibility, independence, and response reliability than a 5-point scale. Sampling and data collection are conducted via online surveys, with criteria for respondents including age over 17 and the purchase of environmentally friendly products. Volunteers were also asked to watch how people behaved at shopping centers, festivals, superstores, and other places in several Indonesian cities where data was being collected.

Initially, field workers picked several possible responders from the audience who exhibited environmentally conscious behavior (e.g., correctly dropping trash in the trash at a shopping mall; purchasing eco-technology electronics; purchasing eco-friendly products in stores, etc.) and contacted them. The volunteers then engaged potential responders in conversation regarding a variety of environmental topics in order to determine their relationship with environmentally conscious consumption. The 517 acquired data can be evaluated for data analysis, with the response rate and sample size showing that the data are sufficient for statistical analysis. A sample size of over 200 will suffice for structural analysis, and the sample size should be greater than 10 times the greatest number of structural routes pointing to latent constructs in the model (Hair et al, 2019). Attached Table 1 details the outcomes of the data collected from respondents.

Table 1. Demographics of Respondents

1	Gender	Man	31.76%
		Woman	68.24%
2	Age	> 45 year	27.47%

		17 > 25 year	3.43%
		> 25 - 30 year	6.87%
		> 30 - 35 year	13.3%
		> 35 - 40 year	25.32%
		> 40 -45 year	23.61%
3	Education	Elementary/equivalent	0.43%
		Junior High School/equivalent	31.76%
		Senior High School/equivalent	1.29%
		Diploma (D3/4)/equivalent	19.74%
		Bachelor (S1)	34.76%
		Master (S2)	11.59%
		Doctor (S3)	0.43%
4	Income	Rp 0 - Rp 2.500.000	48.5%
		Rp 2.500.001 - Rp 5.000.000	35.19%
		Rp 5.000.001 - Rp 7.500.000	9.87%
		> Rp 7.500.001	6.44%

Source: Data processed 2022

The demographic profile of respondents, including their gender, age, level of education, occupation, and income, About one-third of respondents (31.76 percent) are male, and the T-score reveals that gender differences have a substantial impact on environmentally conscious purchasing intentions and behavior. The largest proportion of participants (25.32%) in this study was between the ages of 35 and 40. The middle-aged generation with a clean work environment is typically well-informed about social and environmental issues and is viewed as consumers who are able to indicate future disparities in purchase habits and maintain behavior as they age. Consumers with appropriate awareness of sustainability and the ability to respond in terms of green attitudes, norms, personal agency, green purchasing intentions, and behavior are recommended for survey data collection. Therefore, all respondents were found to at least partially impact intentions and behavior. It was observed that occupation and income level affect purchase behavior but not purchase intention.

IV. Result and Discussion

4.1 Partial least-squares structural equation modeling.

This research uses the partial least square technique in structural equation modeling to test the research model and develop hypotheses. Partial least squares structural equation modeling (PLS-SEM) is the process of measuring complex causal relationships between latent variables. This makes it possible to run principal component analysis and regression analysis simultaneously and also avoid the effects of multicollinearity and measurement error (Hair et al., 2019). Moreover, between covariance and variance in PLS-SEM, making it possible to assess cause and effect relationships between variables constructed with moderate sample sizes helps in achieving higher statistical scores than AMOS and LISREL due to their ability to represent formative and reflective indicators in one model. Data analysis was carried out using PLS SEM through SMART PLS software Version 3.3.2. The testing process is carried out in 3 stages, including internal consistency reliability, convergent validity, and discriminant validity. The results of the internal consistency reliability test were carried out using Cronbach Alpha. From the data analysis performed, the results are shown in the following table:

Table 2. Internal Consistency Reliability Test

Variable	Cronbach's Alpha	Test result
Descriptive Norms	0.891	Very good
Environmental Contrast	0.889	Very good
Experience Attitude	0.864	Very good
Habit	0.890	Very good
Knowledge	0.858	Very good
Perceived Control	0.928	Very good
Purchase Behavior	0.987	Very good
Purchase Intention	0.865	Very good
Self Efficacy	0.674	Well
Injunctive Norm	0.916	Very good
Instrumental attitude	0.783	Very good
Significant meaning	0.807	Very good

Source: Data processed 2022

The reliability value is greater than 0.70, as seen in the table above, cronbach alpha value above 0.70 is considered to be in the excellent group. In conclusion, the internal consistency reliability test is passed by all variables. Examining the value of indicator reliability (outer load) and the value of AVE is testing for convergent validity (Average Variance Extracted). According to Hair et al (2017), the standard outer loading value is excellent if it has a score greater than 0.70, and the standard AVE value is excellent if it is greater than 0.50. The outcomes of the convergent validity test are shown in the following table.

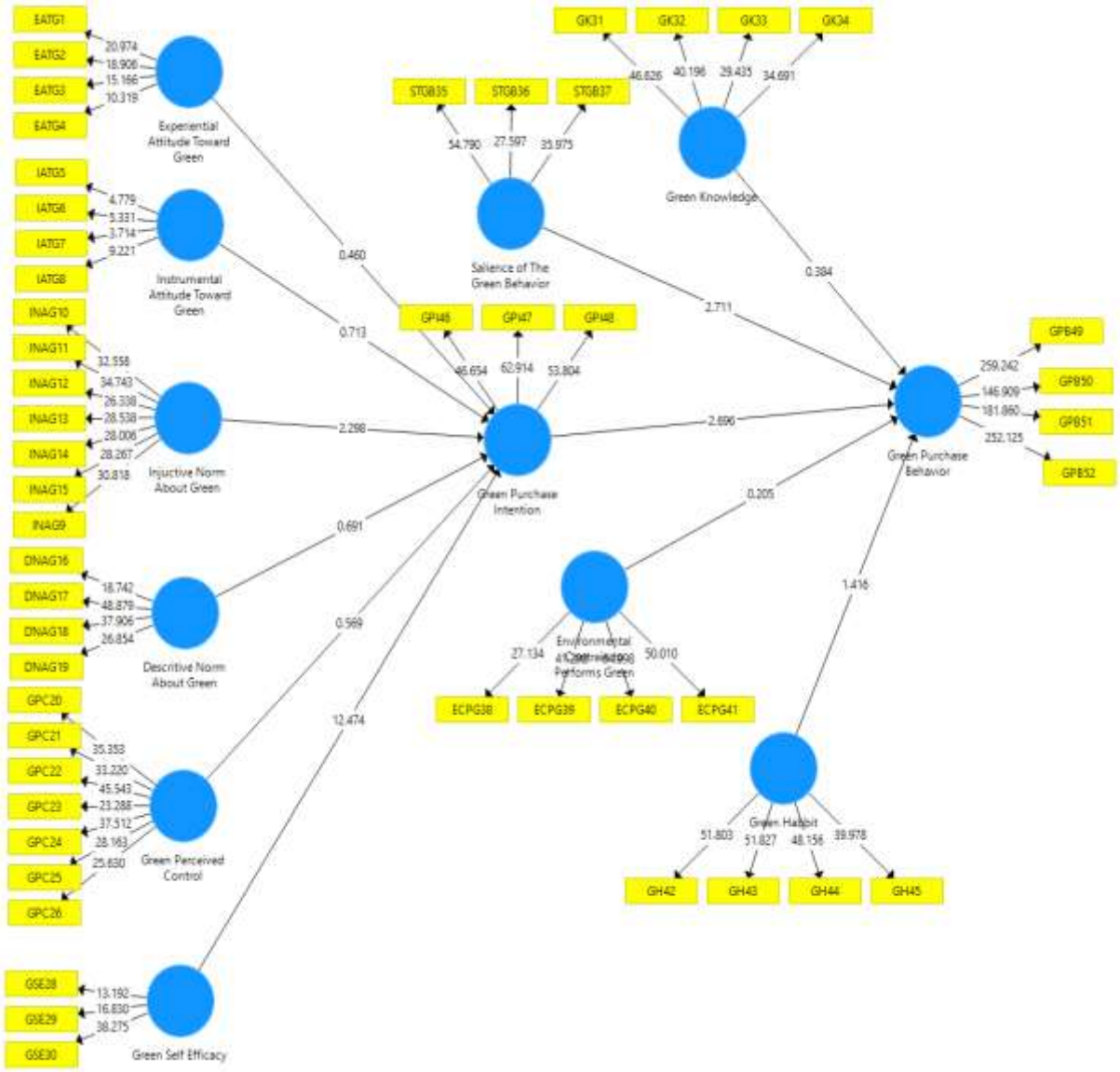
Table 3. Convergent Validity Test

Construct	Indicator	Factor Loading	CR	AVE	Status
Descriptive Norms	DNAG16	0.807	0.923	0.751	Very good
	DNAG17	0.915			
	DNAG18	0.89			
	DNAG19	0.85			
Environmental Contrast	EATG1	0.859	0.923	0.751	Very good
	EATG2	0.845			
	EATG3	0.857			
	EATG4	0.797			
Experience Attitude	ECPG38	0.811	0.905	0.706	Very good
	ECPG39	0.874			
	ECPG40	0.9			
	ECPG41	0.878			
Habit	GH42	0.884	0.924	0.752	Very good
	GH43	0.885			
	GH44	0.86			
	GH45	0.84			
Knowledge	GK31	0.864	0.904	0.702	Very good
	GK32	0.83			
	GK33	0.841			
	GK34	0.815			
Perceived Control	GPC20	0.844	0.941	0.695	Very good
	GPC21	0.847			
	GPC22	0.861			
	GPC23	0.814			

	GPC24	0.843			
	GPC25	0.824			
	GPC26	0.8			
Purchase Behavior	GPB49	0.986	0.990	0.962	Very good
	GPB50	0.976			
	GPB51	0.977			
	GPB52	0.986			
Purchase Intention	GPI46	0.869	0.917	0.787	Very good
	GPI47	0.899			
	GPI48	0.893			
Self Efficacy	GSE28	0.680	0.805	0.581	Very good
	GSE29	0.748			
	GSE30	0.849			
Injunctive Norm	IATG5	0.741	0.836	0.561	Very good
	IATG6	0.737			
	IATG7	0.678			
	IATG8	0.831			
Instrumental attitude	INAG10	0.819	0.933	0.664	Very good
	INAG11	0.854			
	INAG12	0.783			
	INAG13	0.825			
	INAG14	0.788			
	INAG15	0.808			
	INAG9	0.825			
Significant meaning	STGB35	0.873	0.886	0.721	Very good
	STGB36	0.817			
	STGB37	0.856			

Source: Data processed 2022

In the preceding table, the results of the convergent validity test reveal that the outer loading value is greater than 0.70 and the AVE value is greater than 0.50. Therefore, it can be inferred that each variable and its corresponding indicators have a high level of convergent validity. The discriminant validity test based on the Fornell-Larcker criterion (Hair et al, 2017) demonstrates the highest cross-loading correlation value. After analyzing the measurement model, the next step is to analyze the structural model in order to test the previously presented hypothesis. This analysis was undertaken by determining whether the hypothesized variables had a direct or indirect relationship. The outcomes of the PLS-SEM analysis are as figure 2.



Source: Data processed 2022

Figure 1. *Structural Model Testing*

The outcomes of exhaustive hypothesis testing are presented in the table below.

Table 4. Hypothesis Test

Hipotesis	Sample Mean	Standard Deviation	T Test	P Values	Status
Descritive Norm About Green → Green Purchase Intention	0.062	0.090	0.691	0.490	Not significant
Environmental Contrain to Performs Green → Green Purchase Behavior	0.025	0.090	0.205	0.837	Not significant
Experiential Attitude Toward Green →	-0.028	0.061	0.460	0.645	Not significan

Green Purchase Intention					t
Green Habbit -> Green Purchase Behavior	0.139	0.098	1.416	0.157	Not significant
Green Knowledge → Green Purchase Behavior	0.038	0.097	0.384	0.701	Not significant
Green Perceived Control → Green Purchase Intention	0.057	0.102	0.569	0.570	Not significant
Green Purchase Intention → Green Purchase Behavior	0.278	0.104	2.696	0.007	Signifikan
Green Self Efficacy → Green Purchase Intention	0.600	0.048	12.474	0.000	Signifikan
Injuctive Norm About Green → Green Purchase Intention	-0.236	0.110	2.298	0.022	Signifikan
Instrumental Attitude Toward Green → Green Purchase Intention	0.035	0.084	0.713	0.476	Not significant
Salience of The Green Behavior → Green Purchase Behavior	0.260	0.096	2.711	0.007	Signifikan

Source: Data processed 2022

The findings of hypothesis testing examining the influence of descriptive norms of environmentally friendly products on purchase intentions of environmentally friendly products A t-test result of 0.69 and a p-value of 0.49 were achieved. The t value is compared to a standard of 1.96 with a confidence level of 95%. Because the t-test value is less than 1.96 and the p-value is greater than 0.05, the hypothesis can be rejected. The norms for describing products that are good for the environment don't make people more likely to buy products that are good for the environment.

With a t-test value of 0.205 and a p-value of 0.837, the influence of constraints on being environmentally friendly on the purchasing behavior of environmentally friendly products was examined. The standard for the t value is 1.96 at a 95% confidence level. The hypothesis is rejected due to the fact that the t-test value is less than 1.96 and the p-value is greater than 0.05. Therefore, environmental restraints have no significant and beneficial impact on environmentally conscious purchasing behavior.

The t-test value is 0.460, and the p-value is 0.645%, indicating that the effect of experience attitude towards environmentally friendly products on purchase intentions is not significant. The t value standard is 1.96 with a 95% level of confidence. Because the t-test value is less than 1.96 and the p-value is greater than 0.05, the hypothesis can be rejected. Therefore, the experiential attitude of environmentally conscious consumers has no positive and significant effect on their purchase intentions.

The t-test value of 1,416 and the p-value of 0.157 are the findings of the evaluation of the hypothesis that eco-friendly practices have an effect on the purchasing behavior of environmentally conscious individuals. The standard for the t value is 1.96 at a 95%

confidence level. Because the t-test value is less than 1.96 and the p-value is greater than 0.05, the hypothesis can be rejected. There is no significant and beneficial impact of eco-friendly practices on the purchasing behavior of eco-friendly consumers.

The t-test value is 0.384, and the p-value is 0.701, per the findings of testing the hypothesis that examines the effect of knowledge of environmentally friendly products on purchasing behavior. The standard for the t value is 1.96 at a 95% confidence level. Because the t-test value is less than 1.96 and the p-value is greater than 0.05, the hypothesis can be rejected. Environmental knowledge has no effect on whether or not people buy products that are good for the environment.

The t-test test value is 0.569 and the p-value is 0.570, indicating that perception control of environmentally friendly products has no effect on the purchase intentions of environmentally friendly products. The standard for the t value is 1.96 at a 95% confidence level. Since the t-test value is less than 1.96 and the p-value is greater than 0.05, it may be argued that the null hypothesis cannot be supported. So, controlling how people think about products that are good for the environment doesn't make people more likely to buy products that are good for the environment.

The outcomes of a test of hypotheses that evaluate the relationship between environmentally friendly purchasing intentions and behavior are presented. The t-test result was 2,696 and the p-value was 0.000. The standard for the t value is 1.96 at a 95% confidence level. Since the value of the t-test is greater than 1.96 and the p-value is less than 0.05, it may be stated that the hypothesis is accepted. So, wanting to buy things that are good for the environment positive and significant effect on how people actually buy things that are good for the environment.

The results of hypothesis testing that looked at the relationship between environmental self-efficacy and intentions to buy environmentally friendly products. The t-test result was 12,474 and the p-value was 0.000. The standard for the t value is 1.96 at a 95% confidence level. The hypothesis can be accepted since the t-test value is greater than 1.96 and the p-value is less than 0.05. So, environmental self-efficacy has a positive and significant effect on the buying plans of people who care about the environment.

The t-test test value is 2,298 and the p-value is 0.022 based on the findings of hypothesis testing examining the effect of injunctive norms of environmental friendliness on purchase intentions of environmentally friendly products. The t value is compared to a standard of 1.96 with a confidence level of 95%. The hypothesis can be accepted because the t-test value is greater than 1.96 and the p-value is less than 0.05. So, environmental requirements have a positive and significant effect on the likelihood that people will buy products that are good for the environment.

The t-test test value is 0.713 and the p-value is 0.476, as determined by the results of testing the hypothesis that examines the effect of instrumental attitude toward environmental friendliness on purchase intentions of environmentally friendly products. The standard for the t value is 1.96 at a 95% confidence level. The hypothesis is rejected due to the fact that the t-test value is less than 1.96 and the p-value is greater than 0.05. So, a person's attitude about being good to the environment for its own sake has no positive or significant effect on their plans to buy things that are good for the environment.

The t-test value is 2.71, with a p-value of 0.007. The standard for the t value is 1.96 at a 95% confidence level. The hypothesis can be accepted since the t-test value is greater than 1.96 and the p-value is less than 0.05. So, the importance of being good to the environment has a big and positive effect on buying habits that are good for the environment.

V. Conclusion

This survey demonstrates a positive shift in the propensity to purchase ecologically friendly products. Affirmative tourists with self-control on environmentally beneficial conduct exhibit green purchasing intentions, and self-confidence in accomplishing personal goals has an effect on the intention to purchase environmentally friendly products. The public's reputation as eco-activists can also help people buy things that are better for the environment.

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