RSF Conference Proceeding Series: Business, Management and Social Science, Vol. 4 No. 2 (2024) https://doi.org/10.31098/bmss.v4i2.895

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Research Paper

Exploring Green Consumerism: The Impact of Environmental Knowledge, Social Influence, and Attitudes on Millennials' Purchase Intentions

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Received : September 13, 2024	Revised : September 15, 2024	Accepted : September 17, 2024	Online : October 15, 2024

Abstract

Indonesia is experiencing a demographic bonus, where millennials make up a significant portion of the productive age population. This demographic shift presents challenges in meeting labour market demands, as well as consumption patterns, particularly concerning sustainable consumption. Simultaneously, environmental issues such as climate change and unsustainable resource usage have become pressing global concerns. Millennials have a crucial role in addressing these challenges by adopting environmentally friendly behaviours, including green product consumption. However, the factors that drive millennials' green purchase intentions, particularly in Indonesia, remain understudied. This study aims to investigate the influence of environmental knowledge, environmental concern, social influence, and attitude on the green purchase intentions of Indonesian millennials. The research employs a quantitative descriptive approach, using purposive sampling to collect data from 150 millennials in Banjarmasin. Data were analyzed using Structural Equation Modeling (SEM) through the Partial Least Squares (PLS) method. The findings reveal that environmental concern indirectly affects green purchase intention through the mediating role of attitude. Additionally, social influence and environmental knowledge have significant positive impacts on both attitude and green purchase intention. The study highlights the importance of enhancing environmental knowledge and leveraging social influence to encourage sustainable purchasing behaviour among millennials. Marketers can use these insights to design effective strategies that promote eco-friendly products to this demographic. Future research could explore other factors, such as perceived product quality and price sensitivity, to gain a more comprehensive understanding of green consumer behaviour.

Keywords *Green Purchase Intention, Environmental, Social Influence, Millennials*

INTRODUCTION

Indonesia is currently entering a demographic bonus, where millennials represent approximately 50-36% of the productive-age population. Provinces that have experienced this demographic bonus are mostly in Java, parts of Sumatra, and Kalimantan (BPS, 2018). This growing millennial population presents challenges in terms of job provision, production, and consumption. On the other hand, the world faces critical environmental challenges, including climate change, unsustainable resource use, and the proliferation of environmentally unfriendly products. The millennials, both now and in the future, hold significant responsibility for environmental sustainability and adopting eco-friendly products, as global environmental issues are largely driven by human attitudes and behaviours (Kumurur, 2008). Studies show that environmental knowledge positively affects attitudes, and these attitudes, in turn, impact green purchase intentions (Suwarso & Wulandari, 2019; Chen & Chang, 2012; Ritter et al., 2015; Taufique & Vaithianathan, 2018; Zhuang et al., 2021: Gulzar et al., 2024)

Numerous benefits arise when society adopts environmentally conscious behaviours, one of which is the inclination to purchase green products. Environmental awareness has significantly influenced pro-environmental purchasing behaviour (Pebrianti, 2012; Gulzar et al., 2024; Tiwari, 2022). However, there remains a gap in understanding the factors that specifically drive green

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purchase intentions among millennials in Indonesia. This research focuses on identifying the key factors, particularly environmental knowledge, environmental concern, and social influence, that shape millennials' green purchasing behaviour (Wijekoon & Sabri, 2021; Tiwari, 2022)

LITERATURE REVIEW

Millennials and Green Products

Generation Y, commonly referred to as millennials, represents those born between the early 1980s and 2000 (Lancaster & Stillman, 2002). This generation is distinguished by their growing environmental awareness and increasing concern for sustainable consumption (Shaikh & Mustaghis, 2011). Green products, defined as environmentally friendly products that do not harm humans or the environment, have gained attention in recent years due to their role in mitigating environmental degradation. Such products are designed with minimal resource use and are recyclable, aligning with sustainable development goals (Chen & Chai, 2010). Due to their significant role in consumption patterns, millennials have become a focal point in green marketing strategies, as their behaviour and preferences can drive sustainable consumption (Ali et al., 2022).

Environmental Knowledge

Environmental knowledge refers to an individual's understanding of ecological issues and ability to make informed decisions that reduce environmental impact. Consumers with greater environmental knowledge tend to be more aware of the benefits of green products and are more likely to make sustainable purchasing decisions (Lee, 2010). Recent studies emphasize the growing importance of environmental education as a tool to foster green purchase intentions (Zhao & Zhong, 2022). When individuals are more knowledgeable about the environmental implications of their purchases, they develop stronger pro-environmental attitudes, which ultimately influence their consumption behaviour (Chen et al., 2022).

Environmental Concern

Environmental concern is the extent to which individuals are aware of environmental problems and willing to take action to address them. Dunlap and Jones (2002) described environmental concern as the level of awareness and engagement individuals have with environmental issues. It is also associated with the willingness to pay a premium for green products (Doorn & Verhoef, 2011). As millennials increasingly show concern for environmental preservation, this concern has become a significant predictor of green purchase behaviour (Ali et al., 2022).

Social Influence

Social influence plays a critical role in shaping individuals' attitudes and behaviours, particularly when it comes to sustainable consumption. Social norms, peer influence, and cultural expectations can affect consumers' willingness to engage in environmentally friendly behaviours (Ramayah et al., 2010). According to Zhao and Zhong (2022), social influence can act as a catalyst for promoting green product adoption, particularly among millennials who are more susceptible to peer and societal pressures. The theory of planned behaviour (Ajzen, 1991) also supports the idea that subjective norms—social pressures to engage or not engage in certain behaviours—can significantly affect individuals' intentions to purchase green products.

Attitude and Purchase Intention

Attitude is a psychological tendency expressed by evaluating a particular entity with some degree of favour or disfavour (Schiffman & Kanuk, 2008). In the context of green products, attitude

plays a pivotal role in shaping purchase intentions. The theory of planned behaviour suggests that attitudes, along with subjective norms and perceived behavioural control, determine an individual's intention to engage in certain behaviours, including green purchases (Ajzen, 1991). Recent research highlights the strong link between pro-environmental attitudes and purchase intentions (Ali & Ahmad, 2022).

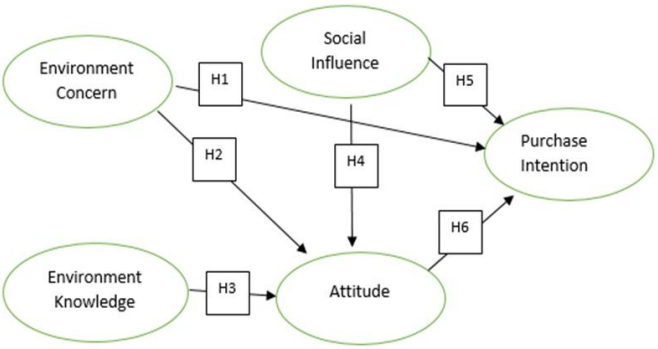

Figure 1. Conceptual Framework of Research Model

RESEARCH METHOD

This research adopts a quantitative descriptive approach to examine the factors influencing millennials' green purchase intentions in Banjarmasin, Indonesia. The study utilizes purposive sampling, focusing specifically on millennials as the target population. According to Ghozali (2008), the recommended sample size for a Partial Least Squares (PLS) approach ranges from 30 to 100. In this study, 150 respondents were surveyed, which meets the required threshold for data analysis in PLS modeling.

Research Variables

The study examines four key variables: environmental knowledge, environmental concern, social influence, and attitude. The operational definitions of these variables are based on previous research:

a. Environmental Knowledge: This variable captures the respondents' understanding of environmental issues and their familiarity with green products (Lee, 2010).
b. Environmental Concern: This variable measures the degree of awareness and responsibility that respondents feel towards environmental preservation (Dunlap & Jones, 2002).
c. Social Influence: Refers to the impact of social networks and peer groups on the respondents' decision to purchase green products (Ramayah et al., 2010).
d. Attitude: As proposed by Ajzen's Theory of Planned Behavior, attitudes toward green products serve as mediators between knowledge and intention (Ajzen, 1991).
e. Purchase Intention: Purchase intention is a consumer's prospect of buying a product in the future (Howard, 1990), Purchase intention refers to a tendency of an individual or consumer to buy a product or service that they like (Kotler & Keller, 2009)

Data Collection and Measurement

The survey instrument was designed to measure respondents' attitudes and behaviours towards green products. All variables were measured using Likert scales ranging from 1 (strongly

disagree) to 5 (strongly agree). The survey was distributed both online and offline to ensure a broad representation of millennial respondents in Banjarmasin.

Data Analysis

The data was analyzed using Structural Equation Modeling (SEM) via the Partial Least Squares (PLS) approach. This method is well-suited for exploratory research examining complex relationships between latent variables (Hair et al., 2020). The analysis was conducted in two stages:

a. Measurement Model (Outer Model): The reliability and validity of the constructs were tested using composite reliability (CR), average variance extracted (AVE), and discriminant validity. CR values above 0.7 and AVE values above 0.5 indicate good reliability and convergent validity, respectively (Henseler et al., 2009).
b. Structural Model (Inner Model): The structural relationships between the latent variables were tested using path coefficients (β) and R-squared (R^2) values. The significance of each path was evaluated based on the t-statistics and p-values derived from a bootstrapping procedure with 5,000 resamples (Hair et al., 2020). For hypothesis testing, a t-statistic greater than 1.96 and a p-value less than 0.05 were considered statistically significant.

FINDINGS AND DISCUSSION

Measurement Model (Outer Model)

The first phase of analysis involved evaluating the measurement model to determine the reliability and validity of the constructs. Each item's standardized loading factor exceeded the threshold of 0.60, indicating strong correlations between the indicators and their corresponding latent variables (Hair et al., 2020). All constructs' Composite Reliability (CR) values were above 0.7, confirming internal consistency. Furthermore, Average Variance Extracted (AVE) values exceeded 0.50 for each construct, establishing adequate convergent validity (Henseler et al., 2022). The discriminant validity was also confirmed as the square root of AVE for each construct was higher than its correlation with other constructs, following the Fornell-Larcker criterion.

Table 1. Validity Cross Loading Result

Indicator	Attitude	Environment Concern	Environment Knowledge	Purchase Intention	Social Influence
AT1	**0.900**	0.659	0.588	0.656	0.500
AT2	**0.885**	0.562	0.623	0.665	0.543
AT3	**0.864**	0.609	0.611	0.670	0.591
AT4	**0.883**	0.716	0.545	0.592	0.439
AT5	**0.839**	0.642	0.580	0.645	0.508
EC1	0.346	**0.607**	0.308	0.182	0.155
EC2	0.634	**0.855**	0.584	0.413	0.303
EC3	0.671	**0.872**	0.618	0.455	0.354
EC4	0.588	**0.850**	0.589	0.461	0.486
EC5	0.616	**0.861**	0.564	0.425	0.397
EC6	0.602	**0.770**	0.607	0.510	0.411
EK1	0.492	0.419	**0.812**	0.516	0.531
EK2	0.546	0.581	**0.840**	0.508	0.459
EK3	0.442	0.377	**0.770**	0.492	0.501
EK4	0.494	0.478	**0.800**	0.483	0.373
EK5	0.601	0.745	**0.655**	0.374	0.292

PI1	0.608	0.410	0.531	**0.821**	0.525
PI2	0.690	0.472	0.569	**0.893**	0.560
PI3	0.686	0.467	0.541	**0.891**	0.620
PI4	0.634	0.514	0.425	**0.840**	0.510
PI5	0.557	0.387	0.560	**0.863**	0.590
SI1	0.460	0.379	0.458	0.491	**0.876**
SI2	0.536	0.391	0.444	0.523	**0.888**
SI3	0.543	0.448	0.587	0.628	**0.821**
SI4	0.445	0.311	0.433	0.554	**0.876**
SI5	0.510	0.362	0.394	0.552	**0.785**

Table 2. Discriminant Validity Test Results

	Attitude	Environment concern	Environment knowledge	Purchase intention	Social influence	Description
Attitude	**0.874**					Valid
Environment concern	0.729	**0.808**				Valid
Environment knowledge	0.674	0.691	**0.778**			Valid
Purchase intention	0.739	0.523	0.610	**0.862**		Valid
Social influence	0.591	0.449	0.550	0.652	**0.850**	Valid

Table 3. Composite Reliability Test Results

	Cronbach's Alpha	**rho_A**	**Composite Reliability**
Attitude	0.923	0.923	0.942
Environment concern	0.892	0.909	0.918
Environment knowledge	0.835	0.835	0.884
Purchase intention	0.913	0.916	0.935
Social influence	0.904	0.905	0.929

Table 4. Average Variance Extracted (AVE) Test Results

	Average Variance Extracted (AVE)
Attitude	0.765
Environment concern	0.653
Environment knowledge	0.605
Purchase intention	0.743
Social influence	0.723

Structural Model (Inner Model)

The structural model tested the relationships between environmental knowledge, environmental concern, social influence, attitude, and purchase intention. R-squared (R^2) values indicated that the model explained 63.7% of the variance in attitude and 61.8% of the variance in purchase intention. These results suggest that the model has moderate explanatory power (Hair et al., 2020).

Table 5. Coefficient of Determination (R^2) Test Results

	R Square	R Square Adjusted
Attitude	0.637	0.629
Purchase intention	0.618	0.610

Hypothesis Testing

The results of the hypothesis testing revealed the following:

Table 6. t-test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attitude -> Purchase intention	0.577	0.568	0.086	6.703	0.000
Environment concern -> Attitude	0.467	0.466	0.071	6.549	0.000
Environment concern -> Purchase intention	-0.047	-0.043	0.073	0.639	0.523
Environment knowledge -> Attitude	0.203	0.200	0.101	2.018	0.044
Social influence -> Attitude	0.270	0.272	0.082	3.287	0.001
Social influence -> Purchase intention	0.331	0.336	0.067	4.942	0.000

Table 7. Hypothesis Testing

No	Hypothesis	T Statistics	P Values	Result	Conclusion
1	H1	0.639	0.523	Not Significant	Not Accepted
2	H2	6.549	0.000	Significant	Accepted
3	H3	2.018	0.044	Significant	Accepted
4	H4	3.287	0.001	Significant	Accepted
5	H5	4.942	0.000	Significant	Accepted
6	H6	6.703	0.000	Significant	Accepted

This section presents the previously formulated hypotheses consisting of 6 (six) hypotheses, namely:

H1: The direct relationship between environmental concern and purchase intention was not significant ($t = 0.636$, $p = 0.525$). This finding contrasts with previous research, which identified a direct positive relationship between environmental concern and purchase intention (Ali & Ahmad, 2022). However, the indirect effect of environmental concern on purchase intention through attitude was found to be significant ($t = 4.220$, $p < 0.001$). This suggests that environmental concern influences purchase intentions indirectly by shaping consumer attitudes.

H2: The relationship between environmental concern and attitude was significant ($t = 6.587$, $p < 0.001$), aligning with prior research indicating that individuals with higher environmental concern are more likely to exhibit positive attitudes toward green products (Zhao & Zhong, 2022).

H3: Environmental knowledge was positively and significantly related to attitude (t = 2.031, p = 0.043). This result corroborates earlier findings that knowledge about environmental issues enhances pro-environmental attitudes (Chen et al., 2022).

H4: Social influence significantly affected attitude (t = 3.465, p = 0.001). Millennials, being highly susceptible to social pressures, are more likely to adopt positive attitudes toward green products when influenced by their peers (Ramayah et al., 2010).

H5: The relationship between social influence and purchase intention was also significant (t = 5.168, p < 0.001). This reinforces the idea that millennials' green purchase decisions are influenced by their social environment, particularly peer groups (Zhao & Zhong, 2022).

H6: Finally, the attitude had a significant and positive impact on purchase intention (t = 6.652, p < 0.001). This supports the theory of planned behaviour, which suggests that attitudes are key determinants of behavioural intentions (Ajzen, 2022).

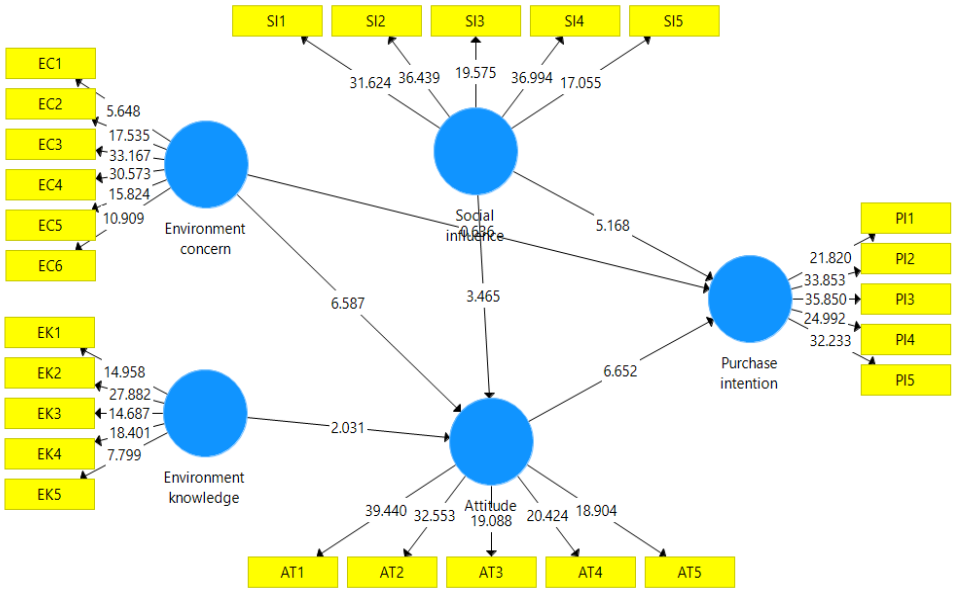

Figure 2. Hypothesis Testing Path Diagram

Discussion

The findings of this study highlight the critical role of attitude as a mediator between environmental concern and purchase intention. Although environmental concern did not directly influence purchase intention, it indirectly shaped purchase behaviour through its impact on attitudes. This result aligns with the theory of planned behaviour, which posits that attitudes mediate the relationship between external factors and behavioural intentions (Ajzen, 2022).

Social influence emerged as a significant predictor of both attitude and purchase intention, underscoring the importance of peer and social group dynamics in shaping millennials' green purchase behaviours. This finding suggests that marketing strategies targeting millennials should leverage social networks to amplify positive messages about eco-friendly products (Chen et al., 2022).

Environmental knowledge was also a key determinant of pro-environmental attitudes, suggesting that increasing public awareness and education on environmental issues can enhance green product consumption. This is consistent with recent studies that emphasize the role of environmental education in fostering sustainable consumer behaviour (Zhao & Zhong, 2022). In conclusion, marketers aiming to promote green products to millennials should focus on enhancing environmental knowledge, leveraging social influence, and cultivating positive attitudes to increase

green purchase intentions. Further research could explore additional factors influencing green purchase intentions, such as perceived product quality or price sensitivity, to gain a more comprehensive understanding of consumer behaviour in the green market.

CONCLUSIONS

This study investigated the key factors influencing green purchase intentions among millennials in Banjarmasin, Indonesia, focusing on environmental knowledge, environmental concern, social influence, and attitude. The findings indicate that attitude plays a crucial role in mediating the relationship between environmental concern and green purchase intention. Although environmental concern did not directly affect purchase intentions, it significantly influenced purchase behaviour through its impact on attitudes, confirming the role of attitude as a mediator (Ajzen, 2022).

The results also highlight the significance of social influence in shaping both attitudes and green purchase intentions among millennials. This finding suggests that peer and social group dynamics are strong drivers of pro-environmental behaviour, particularly in this demographic group (Zhao & Zhong, 2022). Environmental knowledge was found to positively affect attitudes, supporting the notion that education and awareness about environmental issues are vital to fostering sustainable consumption behaviour (Chen et al., 2022). In summary, the study emphasizes the importance of focusing on enhancing millennials' environmental knowledge and leveraging social influence to encourage green purchasing behaviour. Marketers should consider these factors when developing strategies to promote eco-friendly products, particularly targeting the millennial demographic. These insights provide valuable contributions to the field of green consumerism and offer practical implications for marketers aiming to increase the market share of green products.

LIMITATION & FURTHER RESEARCH

While this study offers important insights, several limitations must be acknowledged. First, the research was conducted in Banjarmasin, Indonesia, and the findings may not be generalizable to other regions or countries. Future research could extend this study by exploring different geographic locations or cultural contexts to compare how factors influencing green purchase intentions might differ across regions (Ali & Ahmad, 2022). This study also focused primarily on environmental knowledge, concern, social influence, and attitude. Future research could investigate other variables that might influence green purchase intentions, such as perceived product quality, price sensitivity, or brand trust. By examining these additional factors, researchers could gain a more comprehensive understanding of the various influences on green consumer behaviour (Chen et al., 2022). Lastly, this study utilized cross-sectional data, which limits the ability to conclude causality. Future studies could employ longitudinal designs to observe changes in green purchase intentions over time and provide deeper insights into how these behaviours evolve (Zhao & Zhong, 2022). By addressing these areas, future research could build on the findings of this study and contribute further to the growing literature on green consumerism.

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