



## Antecedent of green purchase behavior: Cases of Indonesia

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### ABSTRACT

*The use of a product that is not environmentally friendly has become a crucial issue in preserving the environment. The waste from marketing activities, such as plastic waste, is currently becoming a threat to the environment and the economic sector. Companies must understand this problem and respond to it by providing products or services that can minimize environmental damage. The purpose of this study is to examine the influence of green knowledge, green brand, and willingness to be environmentally friendly toward a green purchase behavior. The object of this study is consumers in Bandung City, Indonesia, who have the experience of purchasing environmentally-friendly products such as eco-bag (shopping bags) as a means to minimize plastic waste. This study uses a quantitative method with explanatory research. The samples are taken from 125 respondents who were collected in three days in different places. The results of this study indicate that there is a quite high influence of green knowledge, green brand, and willingness to be environmentally friendly in explaining consumer purchasing behavior. This study provides the implication that in order to increase the purchase of green products, companies need to educate consumers regarding the benefits of using an environmentally-friendly product and provide a brand image that can support and promote green marketing.*

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## Introduction

Currently, the condition of the environment has become a concern from various parties, including the government, business actors or entrepreneurs, and consumers. The issue of environmental damage such as global warming, waste, and pollution indirectly forces individual to shift their mind and value to aspects related to the environment. The marketing field are seen as partly responsible for environmental damage, because of its activities that can lead to consumption and waste. Therefore, the concern towards the environment nowadays requires this field to move to a concept called green marketing or sustainable marketing, which includes the shift of conventional purchase behavior that does not pay attention to the environment to be green purchase behavior (Quoquab & Mohammad, 2016; Jaini et al., 2020).

Green purchase behavior refers to the consumer belief and willingness to behave while also considering the impact to the environment (Jaini et al., 2020). Consumer's behavior in carrying out green purchase needs to be understood because consumers are the main determinant for marketing activities in the marketplace (Paswan et al., 2017). Companies will be able to sustain only if the products they offered are being purchased and used regularly by consumers. However, regarding this issue, a number of studies have shown that consumer awareness towards the environmental issue is not in line with green product purchase or green purchase behavior. Defra (2006) and Hughner et al. (2007) found that many consumers show their concern towards the environment, both regarding the preservation and the damage, but it is rarely lead to actual purchase of green product. Therefore, it becomes important to understand and examine the factors that can influence individual to carry out green purchase behavior.

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Green knowledge has been assumed to be one of the factors that influence consumers to carry out green purchase behavior. Consumers who have sufficient green knowledge is also more capable to make decision for green purchase based on the information they have (Kumar, 2017). This is because consumers who are more aware about the issue regarding the environment and the benefits of using green product tend to have more positive attitude, which can trigger themselves to carry out green purchase (Peattie et al., 2010; Harahap et al., 2018). Other than green knowledge, green brand can also predict the increase of green purchase behavior. The knowledge of green brand and the value that will be perceived when consuming green product can have an influence on consumer attitude and behavior in purchasing an environmentally-friendly product (Sharma, 2021; Suki, 2016). Furthermore, besides green knowledge and green brand, another factor that can influence green purchase behavior is the willingness to be environmentally-friendly. In some aspects, willingness is seen as stronger predictor compared to intention (Jaini et al., 2020; Kautish et al., 2019). Willingness to be environmentally friendly can be understand as consumer readiness to act and behave in an environmentally-friendly way (Kumar et al., 2017).

One of the environmental problems that becomes a concern in Indonesia is plastic waste. According to the data from Central Bureau of Statistics, the plastic waste in Indonesia reached 66 million tons per year, and most of it went to the sea. In 2018, Indonesia was named as the second largest producer of marine plastic waste by Jambeck (2018). Plastic waste has numerous negative impacts, both to the marine wildlife and the environment as a whole. As a plastic waste takes a long time to decompose, it can damage and pollute the soil, even to the water or air condition, and it can eventually lead to global warming.

This problem has been realized by many people in Indonesia, including the government. In some cities, the use of plastic bag for shopping purposes has been controlled, such as in Bandung, Surabaya, and Bali. However, this regulation still has not applied properly, as the community have not fully realized the negative impact of abundant use of plastic. In Bandung, although the government has set a regulation regarding this issue, the people are still using plastic and throw the garbage to the river (Theresia, 2022), and it eventually pollutes the environment. On the other hand, there are other parts of the community who already realize the importance and negative impact of plastic waste. People are creating waste bank, sorting between organic and non-organic waste, and using eco-bags for shopping to change their habit of using plastic bags. The use of eco-bags has also been realized by supermarkets, which sometimes provide the option of purchasing and using eco-bag instead of their plastic bag. Currently, various SMEs also produce eco-bag in order to respond to consumers' needs.

This study is conducted to understand consumer behavior in purchasing eco-bag as a green product. This study is carried out to understand the antecedent or determinant factor of the increase of consumer green purchase behavior. The results of this study are expected to be able to help marketer to understand the factors that affect consumers to purchase green product or carry out green purchase behavior, thus they can build a strategy in order to respond to this condition. This study also fills the research gap and respond to the recommendation from the study from Clayton et al. (2016), Thomas et al. (2016), and Sharma (2021) that there is a need to understand and drive consumer behavior on green marketing, which also include green purchase behavior while paying attention to the environment.

## **Literature Review**

### **Theoretical Background**

This study uses value-belief-norm (VBN) theory to understand the relationship between the variables of green knowledge, green brand, willingness to be environmentally friendly, and green purchase behavior. In a sense, this theory was first stated by Stern et al. (1999) due to the concern towards environment that brings out the behavioral and attitudinal change of individual. These changes occur because of individual's feeling of their obligation and anticipation toward certain aspects, and it encourages them to make an act to support certain goals. According to Stern et al. (1999), these acts of support are determined by three elements within the individual self, namely values, beliefs, and personal norms. In this study, green knowledge green brand become the values and beliefs held by individual, while willingness to be environmentally friendly becomes one of the acts shown by individuals. Put together, these three variable drives individual to carry out a pro-environmental behavior in the marketing aspects, namely green purchase behavior.

Green knowledge is defined as information that is stored in the consumer's memory that influences their evaluation towards information and preferences, as well as their purchasing behavior towards environmentally-friendly products (Lin & Niu, 2018). According to Amoako et al. (2020), green knowledge is an important element of a purchase decision process in the context of green product, and it is related to the concept and relationship about the environment and its ecosystem (Han & Hsu, 2010). The second antecedent of green purchase behavior is green brand. Green brand can be understood as a brand that is associated by consumers with environmental conservation and sustainable business practices (Sharma, 2021; Sarkar et al., 2019). González-Rodríguez et al. (2020) explained that green brand can also be referred to as brand association that fall into the unique category, as its function is to attract consumers to become more aware of the need to protect the environment and maintain it in order to get a unique selling value for a product. Furthermore, willingness to be environmentally-friendly is defined as consumer's readiness to act in an environmentally-friendly manner (Kumar et al., 2017). According to Lee (2011), willingness to be environmentally-friendly can also be interpreted as environmental concern, environmental knowledge, and perceived psychological consumption (Trivedi, 2015).

## **Empirical Review and Hypothesis Development**

### ***Green Knowledge and Green Purchase Behavior***

Green knowledge indicates the level of knowledge owned by consumers regarding environmental issues as well as a person's ability to recognize various symbols, concepts, and behaviors that are ecologically related (Laroche et al., 2001). The more knowledge consumers have about green products, the more they understand the environmental functions and attributes of environmental protection of green products. Consumers show more positive attitudes towards green product, and thus are more confident about the reliability of the environmental protection functions of green products. Green knowledge has two dimensions, namely abstract knowledge (knowledge related to the causes of environmental problems and their solutions) and concrete behavioral knowledge (factual knowledge) (Amoako et al., 2020). Green knowledge has been associated with consumer purchase behavior to buy various environmentally-friendly products (Suki, 2016). Purchase behavior is an activity that begin with a search for products or services to meet consumer needs (Lin & Niu, 2018). It generally related to purchases, as consumers have the principle that using or purchasing environmentally-friendly product can minimize the impact of using the product. In addition, other environmentally friendly features that consumers look for in a purchase are goods produced from recycled resources, or products that can be reprocessed or recycled. This is aimed to minimize adverse environmental impacts and increase resource efficiency (Liobikiene et al., 2016). The previous studies have mentioned that green knowledge has a positive influence on green purchase behavior (Suki, 2016; Liobikiene et al., 2016;). Based on these explanations, the hypothesis proposed is as follows:

H1. Green knowledge has a positive influence on green purchase behavior

### ***Green Brand and Green Purchase Behavior***

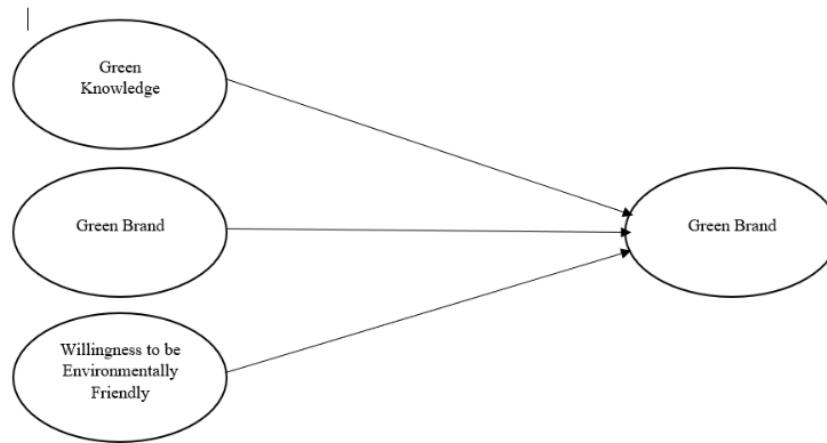
According to Harahap (2018), a brand that can make consumers feel happy, excited, or cheerful will influence consumers to have more purchase behavior towards the brand, as well as higher loyalty attitudes. Keller et al. (2016) stated that brand association can be characterized into three important aspects, namely strength, preference, and uniqueness. This study cites the definition from Chen & Chang (2013) of green brand association, namely the extent to which consumers know about green brands, and how they feel about and evaluate the brand itself. Green brands have limitations because the environmental impact of a product in general cannot reveal the perceived benefits from individual to the buyer. The perceived value may not be sufficient as a motivating factor for green purchase intention (Chen et al., 2020). Companies can use the concept of green marketing in their green product in order to build differentiation as a competitive advantage (Wang et al., 2019). Previous studies have shown that the image perceived by consumers can significantly influences their behavior, so that it has a positive influence on consumer purchase behavior. According to Amoako et al. (2020), Akturan (2018), and Huang & Wang (2018), green brand is an important factor in green purchase behavior. If consumers feel that a company's brand image is better, they are more willing to buy its products (Wang et al, 2018). The previous studies have also shown that brand image is positively related to purchase behavior (Paul & Patel, 2016). It is also emphasized that companies must invest their resources in order to improve brand image and increase customer purchase behavior. Sharma (2021) has also revealed the influence of green brand on green purchase behavior. Based on these explanations, the hypothesis proposed is as follows:

H2. Green brand has a positive influence on green purchase behavior

### ***Willingness to be Environmentally-Friendly and Green Purchase Behavior***

The basic premise of consumer behavior is that consumers develop a certain attitude towards the product or service they are looking for until the purchase occur. Understanding consumer willingness for purchasing or using green products is very important for organizations or companies. The results from empirical studies have shown that environmental concern has a positive influence on consumer purchase decision (Zabkar & Hosta, 2013). Abdul-Muhmin (2007) emphasized that consumers who derive positive emotional feelings or satisfaction from their efforts towards environmental protection should be willing to be more environmentally-friendly than those who do not anticipate it in any way. Willingness to pay for a premium price refers to the amount of money paid by consumers for additional perceived features of a product or service, which in this case related to environmental benefits (Lee et al., 2010). Environmental behavioral intentions have been measured through factors such as willingness to behave in an environmentally responsible manner, environmental management, involvement in action, environmentally-friendly practices, intention to return, willingness to recommend, and willingness to pay for a product (Handriana & Ambara, 2016). A willingness to seek information and readiness to pay more for green products are considered as reliable indications to confirm environmentally-friendly behavior (Kautish & Soni, 2012). Chen et al. (2020) reported the importance of social influence and personal norms in imagining consumers' willingness and intention to buy environmentally-friendly products. The study from Kautish et al. (2018) showed that willingness to be environmentally friendly can influence consumers' green purchase behavior. Based on this premise, the third hypothesis is proposed as follows:

H3. Willingness to be environmentally-friendly has a positive influence on green purchase behavior

**Figure 1:** Research Model

## Research and Methodology

In this study, the researcher intends to examine the influence of green knowledge, green brand, and willingness to be environmentally friendly on green purchase behavior. The type of this study is descriptive verification to examine the relationship between each hypothesis using statistical calculations. The research method used is explanatory method. According to Sekaran (2014), explanatory research is a method that intend to explain the position of the variables studied, and have a causal relationship between one variable and another. In this study, the researcher distributed questionnaires that would direct the object to several questionnaire questions. The object of this study is consumers in Bandung City, Indonesia, who have the experience of purchasing environmentally-friendly product such as eco-bag (shopping bag) as a means to minimize the plastic waste. The population is 315 respondents who were selected incidentally and met the criteria. The sample is then selected using the Slovin formula, thus 125 respondents are obtained. The data in this study is collected through observation, interviews, and questionnaires using 5-point Likert scale. The questionnaire is said to be valid if the statement is able to reveal the thing that will be measured. The data analysis is performed using multiple linear regression with the equation of  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$  using SPSS 23 software.

### Operational Definition of Variables

There are four variables examined in this study, namely Green Knowledge (GK), Green Brand (GB), Willingness to be Environmentally Friendly (WFE), and Green Purchase Behavior (GPB). The item measurement for each variable are as follows:

**Table 1:** Operational Definition of Variables

Variable	Dimension	Item Description
<b>Green Knowledge</b>	GK1. Brand Knowledge	1. I have knowledge about environmentally-friendly product than other products.
	GK2. Concrete Knowledge	2. I agree that environmentally-friendly brand is more valuable than other brands.
<b>Green Brand</b>	GB 1. Passion for eco-brands	1. The environmentally friendliness of the brand makes you feel comfortable.
	GB 2. Convenience	2. Emphasis on environmental protection makes you feel good.
	GB 3. Pride in using environmentally-friendly brands	3. The advantages of environmentally-friendly brands are better than other brands.
<b>Willingness to be Environmentally Friendly</b>	WE 1. Willingness to pay more for environmentally-friendly products	1. I am willing to pay a higher price for environmentally-friendly product.
	WE 2. Willingness to support environmentally-friendly products	2. I willingly and wholeheartedly take responsibility for supporting environmentally-friendly products
<b>Green Purchase Behavior</b>	GPB 1	1. I often buy products that are considered environmentally-friendly.
		2. I often buy products that are safe for the environment.
		3. I often buy products that use environmentally-friendly packaging.

## Findings

### Respondent Description

The data from the response of 125 respondents indicate that there are 54% female and 46% male. This means that the majority of respondents are female. Most of the respondents are 29-34 years old, and the least is 35-40 years old. The level of spending per month in purchasing green product is dominated by respondents who spend Rp 2.000.000 to 5.000.000. The results of the descriptive analysis of respondents' answer for each variable can be seen in Table 2 below.

**Table 2:** Descriptive Analysis

Variable	Average score	Standard Deviation	Interpretation
Green Knowledge	3,9	0,2603	Good
Green Brand	4,0	0,1992	Good
Willingness to be Environmentally Friendly	3,7	0,2193	Good
Green Purchase Behavior	3,9	0,3851	Good

According to Table 2, the answer from respondents for each variable indicate that the results of descriptive analysis is in good category.

### Validity and Reliability

Based on the questionnaire of green knowledge, green brand, willingness to be environmentally friendly, and green purchase behavior, the average value of validity test is above 0.3. if the standard value of validity is above 0.3, then the questionnaire items are declared valid. The results for reliability test is as follows:

**Table 3:** Reliability Test

Variable	Reliability value	C.R.	Description
Green Knowledge	0,647	0,6	Reliable
Green Brand	0,741	0,6	Reliable
Willingness to be Environmentally Friendly	0,784	0,6	Reliable
Green Purchase Behavior	0,629	0,6	Reliable

Based on the recapitulation results presented in Table 3, it can be seen that all variables show a reliable result, as the coefficient value of reliability of each variable is greater than CR of 0.6. Therefore, all variables in this study have a good reliability and can be used for further analysis.

### Data Normality Test

Normality test is carried out to assess the data distribution in a group of variables, and examine whether the data is distributed normally or not. The results of normality test in this study are as follows:

**Table 4:** Normality test

		Unstandardized Residual
N		125
Normal Parameters <sup>a,b</sup>	Mean	0,0000000
	Std. Deviation	1,95572908
Most Extreme Differences	Absolute	0,059
	Positive	0,059
	Negative	-0,058
Test Statistic		0,059
Asymp. Sig (2-tailed)		0,200
a. Test distribution is Normal		
b. Calculated from data		

Based on Table 4, it can be known that the value of Asymp. Sig (2-tailed) is 0.200. Since the value of Asymp. Sig (2-tailed) is greater than the real level of significance that is set (-.2-- >0.05), then it can be concluded the data of unstandardized residual have normal distribution.

**Multicollinearity Test****Table 5:** Multicollinearity test

<b>Model</b>		<b>Collinearity Statistics</b>	
		<b>Tolerance</b>	<b>VIF</b>
1	Green Knowledge	.541	1,848
	Green Brand	.594	1,683
	Willingness to be Environmentally Friendly	.807	1,239
a. Dependent Variable: Green Purchase Behavior			

The results from Table 5 indicate that the three independent variables, namely green knowledge, green brand, and willingness to be environmentally friendly have a tolerance value of 0.541, 0.594, and 0.807 with the VIF value of 1.848, 1.683, and 1.239. This result can be interpreted that there is no multicollinearity between the independent variables, and that it meets the criteria for classic assumption of multicollinearity because the tolerance level is greater than 0.10, and the VIF value is smaller than 10.00.

**Multiple Regression****Table 6:** Multiple regression test

<b>Model</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>T</b>	<b>sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	7,118	1,838		3,873	0,000
	Green knowledge	0,201	0,087	0,238	2,307	0,023
	Green brand	0,129	0,094	0,113	2,153	0,001
	Willingness to be Environmentally Friendly	0,251	0,064	0,329	3,898	0,000

From the results of the acquisition of the data, the intercept values and regression coefficient can be known, thus multiple linear regression equation can be formed as follows:

$$Y = 7.118 + 0.201 X_1 + 0.129 X_2 + 0.251 X_3 + e$$

The above equation can be interpreted as follows:

$a = 7.118$  means that if the variables of green knowledge, green brand, and willingness to be environmentally friendly are zero, then green purchasing behavior will be worth 7.118 units, thus it can be seen that the regression lines intersect the Y axis at the point of 7.118.

$b_1 = 0.201$  means that when the green knowledge variable increases by one unit while the other variables are constant, then purchasing behavior will increase by 0.201 units.

$b_2 = 0.129$  means that when the green brand variable increases by one unit while the other variables are constant, then purchasing behavior will increase by 0.129 units.

$b_3 = 0.251$  means that when the willingness to be environmentally friendly variable increases by one unit while the other variables are constant, then purchasing behavior will increase by 0.251 units.

Partially, these values indicate that green knowledge is obtained at  $2.307 > t$  table (1.97928), as this is in accordance with the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted. This means that partially, green knowledge variable has a significant influence on green purchase behavior. The green brand variable indicates the value of  $2.153 > t$  table (1.97928), as this is in accordance with the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted. This means that partially, green brand variable has a significant influence on green purchase behavior. The willingness to be environmentally-friendly variable indicates the value of  $2.153 > t$  table (1.97928), as this is in accordance with the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted. This means that partially, the willingness to be environmentally-friendly variable has a significant influence on green purchase behavior.

**Simultaneous Hypothesis Test****Table 6:** Results of Simultaneous Hypothesis Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	207,507	3	69,169	17,646	0,000 <sup>b</sup>
	Residual	474,285	121	3,920		
	Total	681,792	124			

a. Predictor: (Constant), Willingness to be Environmentally Friendly, Green Brand, Green Knowledge

b. Dependent Variable: Green Purchase Behavior

As presented in Table 6, based on the ANOVA test, the calculated F value is 17.646 with the significance value of 0.000. From the calculation of F table, namely at the level of  $\alpha=0,05$ ,  $df_1 = k - 1 = 4 - 1 = 3$ , and  $df_2 = n - k = 125 - 4 = 121$ , then the F table is 2.68. Therefore, when it is compared, the F count > F table, which is  $17.646 > 2.68$ , it can be concluded that green knowledge, green brand, and willingness to be environmentally-friendly simultaneously affect green purchase behavior.

**Coefficient of Determination****Table 7:** Coefficient of determination

Model	R	R Square
1	.784 <sup>a</sup>	.615

From the results of Table 7, the coefficient of determination is 0.615, which means that the influence of three independent variables to dependent variable is 61.5%, while the remaining 38.5% is influenced by variables outside this study.

**Discussion**

In this study, the response to the questionnaire items regarding green knowledge is in good category. It can be seen from the calculation of respondents' answer that has been explained before, which shows that every indicator proposed have included in 'agree' category. Therefore, this means that consumers have knowledge about environmentally-friendly product. The results from the hypothesis test or t-test that has been carried out indicate that H0 is rejected and H1 is accepted. This means that green knowledge can have a good influence on consumer green purchase behavior. This result support the findings from previous studies that green knowledge can have a positive influence on green purchase behavior (Suki, 2016; Liobikiene et al., 2016; Kumar, 2017; Harahap et al., 2018). Consumers who have sufficient green knowledge is also more capable to make decision for green purchase based on the information they have (Kumar, 2017). This is because consumers who are more aware about the issue regarding the environment and the benefits of using green product tend to have more positive attitude, which can trigger themselves to carry out green purchase (Peattie et al., 2010; Harahap et al., 2018). The more knowledge consumers have about green products, the more they understand the environmental functions and attributes of environmental protection of green products. Consumers show more positive attitudes towards green product, and thus are more confident about the reliability of the environmental protection functions of green products. Therefore, the green knowledge owned by consumers can lead them to carry out green purchase behavior.

Furthermore, the response to the questionnaire items regarding green brand is in good category. The calculation of respondents' answer that has been explained before have shown that every indicator proposed have included in 'very good' category. The results from the hypothesis test or t-test that has been carried out indicate that H0 is rejected and H1 is accepted. This means that green brand can have a good influence on consumer green purchase behavior. This result support the findings from previous studies that green brand can have a positive influence on green purchase behavior (Dennis et al., 2007; Shah et al., 2012; Suki, 2016). A brand that can make consumers feel happy, excited, or cheerful will influence consumers to have more purchase behavior towards the brand, as well as higher loyalty attitudes. In this matter, a brand that position themselves as 'green' will influence consumers who have the same views or concerns about the environment to carry out green purchase behavior. Consumers feel that the environmentally-friendliness of the brand makes them comfortable and experience good feeling. In addition, consumers also realize that the advantages of consuming and purchasing environmentally-friendly or green brands are better compared to other brands.

The response to the questionnaire items regarding willingness to be environmentally friendly is in good category. From the calculation of respondents' answer that have been explained before, it can be known that consumers have willingness to take roles in increasing awareness towards the environment, and every indicator proposed have belonged to 'good' category. The results from the hypothesis test or t-test that has been carried out indicate that H0 is rejected and H1 is accepted. This means that willingness to be environmentally-friendly can have a good influence on consumer green purchase behavior. The results from the hypothesis test or t-test that has been carried out indicate that H0 is rejected and H1 is accepted. This means that willingness to be environmentally friendly can have a good influence on consumer green purchase behavior. This result support the findings from previous studies that

willingness to be environmentally friendly can have a positive influence on green purchase behavior (Jaini et al., 2020; Kumar, 2017; Kautish et al., 2019). Consumer willingness for purchasing or using green products is very important for organizations or companies. When consumers have willingness to be environmentally friendly, they will be willing to a higher price for environmentally-friendly product. They also willingly and wholeheartedly take responsibility for supporting environmentally-friendly products. This can lead to the green purchase behavior act by consumers.

Finally, based on the simultaneous hypothesis test, or f-test that has been carried out, green knowledge, green brand, and willingness to be environmentally-friendly simultaneously influences consumer green purchase behavior. In ANOVA analysis, the conclusion that can be drawn shows that the three variables positively influence green purchase behavior. Therefore, it can be concluded that the results show there is a fit between the results found in this study with the theory stated in the literature review and previous studies, that the three variables can influence green purchase behavior.

## Conclusion

In developing countries, environmental awareness is growing rapidly. The main purpose of this study is to understand the determinants of green purchase behavior in Indonesia. This study has provided an understanding of the role of green knowledge, green brand, and willingness to be environmentally friendly in influencing consumer green purchase behavior. This study has enriched the literature of green marketing by using the theory of value-belief-norm theory to explain the relationship between these variables, as a number of previous studies tend to use the theory of planned behavior (TPB) and theory of reasoned action (TRA) to explain consumer behavior in marketing. It indicates the importance of increasing the green knowledge of consumer to lead them to carry out green purchase behavior. This study provides several managerial implications that can be implemented both by companies and marketers. First, companies need to understand that today's young consumers are a potential market for environmentally-friendly products as emphasized by a number of studies (Prakash et al., 2018; Uddin & Khan, 2018). This shows that, in building a sustainable business, it is important for the company to consider an environmentally-friendly approach as a strategy that can improve company performance. In this study, green brand has contributed as the main factor that influences green consumer behavior, as strengthened by the results from Wu et al. (2016). Therefore, both companies and marketers should start to brand their products to be more eco-friendly in order to encourage consumers to implement green purchase behavior. Furthermore, apart from the results in this study, there are limitations, namely consumers do not fully provide information related to environmentally friendly products that are often used. Therefore, it is expected for further research to increase the sample and provide other variables such as green product quality, product attractiveness, and influencer marketing in order to reduce skepticism in consumer and drive them to conduct a more environmentally-friendly behavior in green marketing in the form of green purchase behavior.

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