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**THE INFLUENCE OF GREEN PRODUCTS ON
PURCHASE DECISION BEHAVIOR IN
GENERATION Y AND Z WITH GREEN
KNOWLEDGE AS AN INTERVENING
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Abstract: Plastic waste is one of the causes of global warming and uncontrolled climate change, so that it becomes one of the causes of increasingly severe skin problems. Plastic waste in Indonesia is still an important environmental problem and is receiving more attention in various fields, including the beauty industry. The goal of this study was to determine the effect of green products on consumer purchasing decisions mediated by green knowledge on love beauty and planet products. A quantitative strategy with a causal descriptive approach was adopted. SMART PLS 3.0 software and the structural equation modeling (SEM) analytical approach. The research was conducted in the city of Bandung, and the sample technique utilized was accidental sampling with a total of 400 respondents. Based on the results of the descriptive analysis of the variables green product, green knowledge and purchasing decisions in the very good category and based on the SEM-PLS analysis it shows a positive and significant influence, which means that consumers' perceptions of love beauty and planet products are green products so that purchasing decisions mediated by green knowledge have been carried out well. The respondents who dominated this study were the Z generation group or born in 1997-2012. This happened because Z generation in Indonesia cares enough about environmental issues and participates in activities with environmental issues compared to other generations.

Keywords: Green Product, Green Knowledge, Purchase Decision Behavior, Green Marketing

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INTRODUCTION

Uncontrolled climate change continues to threaten life on earth, and climate change is also one of the causes of worsening skin problems. Plastic waste generated globally each year weighs an amount that is approximately equal to that of the entire human race. The United Nations Environment Program has discovered that each year, humans produce almost 400 million tons of plastic waste, roughly comparable to the weight of the whole human population (CNN Indonesia, 2022). According to Rosa (2022), Indonesia, with a total contribution of 9.13 million tons, is the world's fifth largest producer of plastic waste. Indeed, Indonesians still face a big challenge regarding one of the causes of global warming: plastic waste. According to data from the Ministry of Environment and Forestry estimated that in 2021, there will be 68.5 million tons of total national waste, 17% of which, or about 11.6 million tons, will come from plastic waste, such as bubble wrap and the packaging for cosmetic bottles and skin care products. This phenomenon will increase the number of companies implementing "Green Marketing" programs in Indonesia, which aim to reduce energy use and plastic waste (CNN Indonesia, 2022).

This phenomenon will have an impact on increasing the number of companies implementing "Green Marketing" programs in Indonesia, which aim to reduce energy use and reduce plastic waste at the source. Green marketing is a business opportunity to meet people's needs and desires for environmentally friendly products by increasing public awareness of environmental issues. According to the American Marketing Association, green marketing is a safe product or service marketing for the environment. Putripeni et al. (2014) stated that a smart company would view environmental issues as an opportunity to satisfy consumer needs and desires. Companies will implement environmental issues in their marketing activities, thus giving rise to a new phenomenon in the world of marketing in the form of green marketing (green marketing).

PT Unilever Indonesia Tbk (UNIVR) has launched a beauty care product, namely Love Beauty and Planet, as clear evidence of the USLP strategy to continue growing a sustainable business while preserving the earth and responding to the great potential in the eco-friendly beauty industry

by reducing the environmental impact arising from activities operational. Based on Ecovia Intelligence data (Prima, 2019), Asia's eco-friendly beauty industry market was recorded at US\$ 652 million in 2017. However, Unilever company revenue data obtained from PT Unilever Indonesia Tbk's 2021 Annual Report has decreased the company's profit by 18.7% from IDR 9.4 trillion in 2020 to IDR 7.7 trillion in 2021. A decline in sales was a major factor in the profit's decline. In carrying out the development of product innovations, Love Beauty and Planet also presents a series of products, "Clean Oceans Edition," which specializes in packaging made of ocean-bound plastic, which is the result of recycling plastic waste collected from a few seacoasts. All Love Beauty and Planet packaging bottles can also be recycled, promoting Unilever's long-term goal of making all its plastic packaging recyclable, compostable, or reusable (Hana, 2020).

In implementing the concept of green (environmentally friendly), companies must provide and grow consumer knowledge of environmentally friendly products (green knowledge) and the impact of using environmentally friendly products (green products) for users and the environment, which will then have an impact on purchasing decision behavior on a product. Companies can do this by providing education/knowledge related to a product or service by educating the public about the issue of climate change due to ongoing environmental damage, the impact of using environmentally friendly products, and the benefits that will be felt when purchasing environmentally friendly products. This study builds a research framework that helps companies make purchasing decision processes happen through two determinants: green products and green knowledge.

From the explanation above, this brand has implemented a green product strategy accompanied by the use of green packaging product attributes in an effort to build green knowledge to the public through its various campaigns. However, let's look at Unilever's global revenue data. The last few years have shown a decline in income, which could be the start of an interesting problem phenomenon to study. The benefits of this research can be used as information and input for Unilever companies, especially for Love Beauty and Planet products, in implementing green marketing strategies related to green products so that they can pro-

vide knowledge about environmentally friendly products and make purchasing decisions for environmentally friendly products. The purpose of this research is to determine how much green knowledge influences purchasing decisions among Love Beauty and Planet consumers in Bandung in the Y and Z generations.

LITERATURE REVIEW

Green Marketing

The AMA (American Marketing Association) defines green marketing in Sofwan (2019) as the promotion of environmentally friendly goods using a variety of tactics, including product modification, modifications to production processes, packaging, strategies, and compliance marketing between industries. Green marketing is an action taken by an organization that focuses on ecological or environmental issues by adding environmentally friendly products or activities that satisfy consumers and society. There is a difference between traditional marketing and green marketing. The difference is green marketing is not just a commercial marketing activity, and green marketing takes environmental factors as essential factors that must be considered in marketing activities (Punitha in Sofwan and Wijayangka, 2021)

Green Product

According to Sabastian and Yusiana (2017), using green products helps to reduce carbon emissions, which helps to mitigate the consequences of global warming. Good recyclable materials are a feature of green products, and good waste management is a manufacturing process feature. According to Shabani (2013) in Darmawan (2019), the use of hazardous substances, pollution, and waste is reduced or eliminated using green products, which also helps to maintain and enhance the natural resources of the environment. Eliminating the use of toxic substances in a product can be described as a change in purchase planning that provides a special emotional impact that can lead to customer purchases.

Green Knowledge

According to Keller in Tristiani et al. (2019), Green Knowledge provides information to consumers regarding the added value of a product, which consists of brand-related ideas such as attributes, awareness, images, benefits, feelings, and attitudes

towards green brands which can influence consumer responses and benefits for the environment. According to Norazh (2016) and Hanjani (2019), Green Knowledge is the main factor influencing consumer buying interest in green products.

Purchase Decision Behavior

According to Hasan (2016), purchasing decisions are complex psychological responses, which appear in the form of individual-specific behaviors that are directly involved in obtaining and using products and determine the decision-making process in purchasing products, including in making repeat purchases, including in making a repeat purchase. Consumers make purchasing decisions, and before buying these products, consumers will encounter a series of purchasing decisions regarding these products. (Kotler and Keller 2016:198). Kotler and Keller (2016) in Zonanto (2021) indicate that six factors influence a consumer's decision to buy, including brand choice, product choice, purchase time, dealer choice, purchase amount, and payment method.

HYPOTHESIS DEVELOPMENT

According to Tsai et al. (2020), green products are defined as products that are safe to use and considerate of the environment. According to Hanifah et al. (2019), referring to the opinion of El-kington et al. (1993), green products are industrial products made using ecologically friendly technology.

H1: There is an effect of green products on green knowledge in consumers of Love Beauty and Planet in Bandung.

Green product knowledge is the term used to describe the consumer's perception of green products' environmental benefits and effects. Green product knowledge is a term for subjective information that includes consumers' understanding of environmental characteristics, environmental attributes, and the impact of green products on the environment (Wang et al., 2018). Green Knowledge is a person's capacity to understand and evaluate ecosystem impacts felt by society (Tan, 2011).

H2: There is an influence of green knowledge on the purchasing decision behavior of Love Beauty and planet consumers in the city of Bandung.

According to Kotler and Keller (2012), purchasing decisions are consumer decisions made to purchase products through the stages consumers take before making a purchase.

H3: There is an influence of green products on purchasing decision behavior among Love Beauty and Planet consumers in the city of Bandung.

Suki (2016) shows that green knowledge and consumer buying behavior are essential beca-

use green knowledge is the most important factor influencing consumer intentions to buy environmentally friendly products. Finally, if the company succeeds in explaining environmentally friendly products to consumers, building their knowledge will help make and evaluate green products better.

H4: There is an influence of green products on purchasing decision behavior mediated by green knowledge of Love Beauty and Planet consumers in Bandung City.

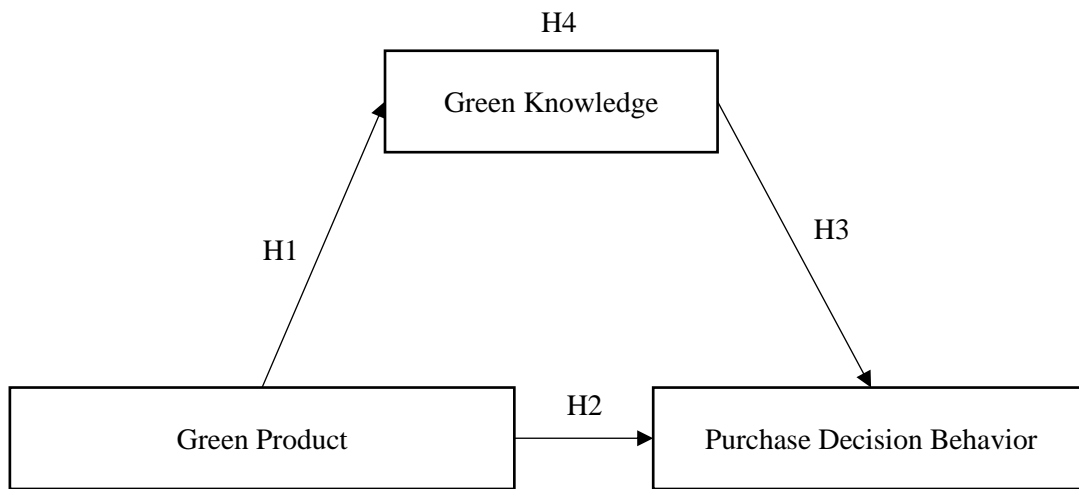


Figure 1. Research Conceptual Framework

Table 1. Variable Operational Definitions

Variable	Indicator	Source
Green Product	Product Perception	D'Souza et al. (2006) in Firdaus and Widodo (2021)
	Packaging	
	Composition	
Green Knowledge	Green Brand Knowledge	Norazh (2016) in Hanjani (2019)
	Consumer Expectations of Green Brands for the Environment	
	Positive Attitude of Consumers towards Green Brands	
Purchase Decision	Product Selection	Kotler and Keller (2016)
	Brand Choice	
	Dealer Choice	
	Purchase Time	
	Purchase Amount	
	Payment method	

Source: Processed Data (2023)

Table 2. Respondent Characteristic

Category	Indicator	Source	Percent%
Gender	Woman	293	73,3%
	Man	107	26,8%
Age	<21 Years	57	14,2%
	21-30 Years	322	80,5%
	30-40 Years	21	5,2%
Generation	Y	39	9,8%
	Z	361	90,2%
Last Education	SMA/SMK/Equivalent	92	23%
	Diploma (D1-D3)	128	32%
	Sarjana/Diploma 4	166	41,5%
	Magister (S2)	14	3,5%
Work	Student	2	0,5%
	College Student	171	42,8%
	Private Sector Employee	170	42,5%
	Government Employees	23	5,8%
	Self-employed	33	8,3%
Level of Income (monthly income)	IDR 2.000.001-IDR 4.000.000	127	31,8%
	IDR 1.000.001-IDR 2.000.000	97	24,2%
	< IDR 1.000.000	93	23,3%
	> IDR 4.000.000	83	20,8%
purchase frequency	1x	200	50%
	2x	147	36,7%
	3x	31	7,8%
	4x	10	2,5%
	>5x	12	3%

Source: Processed Data (2023)

METHOD

This research started from August 8, 2022, to May 16 2023, with a descriptive and causal quantitative approach chosen as the research methodology. Ordinal scale and Likert technique are used in this research. A Likert scale is used to assess the attitudes, beliefs, and perceptions of a person or group of people towards social care (Sugiyono, 2019). The distribution of questionnaires was carried out online and onsite to obtain results that were valid and reliable. The number of respondents collected was 487, with 87 respondents being in-

consistent in working. So, the remaining 400 respondents fit the criteria and are consistent in suckling. It is in line with the Lemeshow formula sampling theory. All users who have used Love Beauty and Planet products in Bandung, whose exact number is unknown, are this study's population. The sampling strategy used in this study is probability sampling. The sample in this study is some Love Beauty and the Planet consumers who have purchased and used their products.

The answers to the statement items contained in the questionnaire were then arranged ba-

sed on percentages. The data analysis method used in this study is Partial Least Square (PLS). The use of PLS is to provide predictions of the effect of X on Y and to explain the theoretical relationship between the two variables. Test the validity and reliability test using a measurement model, while the causality test uses a structural model. Causality is a causal relationship that describes an event that will result in another event (Santosa, 2018).

RESULTS

Descriptive Analysis

From the results obtained from the descriptive analysis, the green product variable is included in the very good category with a score of 85.02%. Of all the questions regarding the green product variable, the one that received the highest score was, "In my opinion, the packaging for Love Beauty and Planet products has green packaging attributes." The green knowledge variable is included in the very good category with a score of 87%. Of all the questions from the green knowledge variable, the one that gets the highest score is "I like environmentally friendly brands." The purchase decision variable is included in the very good category with a score of 86.52%. Of all the questions from the purchase decision variable, the one that got the highest score was "I buy Love Beauty and Planet products if there is a discount offer."

Two types of tests are performed to test the validity: convergent and discriminant. Indicators will be valid if the loading factor value is greater than 0.5 so that it can be said to have met the convergent validity criteria. If an indicator meets the requirements for the validity discriminant test and has the largest loading factor value relative to the target variable compared to other variables' loading factors, it is considered valid. The findings of the convergent validity test performed on all study indicators show that all indicators that are green product, green knowledge, and purchasing decisions are valid because the loading factor value is > 0.5, so it can be said that the measurement findings have met the requirements of convergent validity (Chin, 1998 in Ghozali, 2014). Thus, all indicators on the three variables above have met the convergent validity criteria.

Based on the data from the cross-loading factor value result for each indicator is higher than the other construct values. Therefore, it can be interpreted that the indicators used in this study have met the requirements. Based the reliability test results, the Composite Reliability and Cronbach's Alpha values for each variable are worth more than 0.70 and 0.60, respectively, so it can be said that the data has high reliability. It can be concluded that all variable statements in this research questionnaire are declared reliable or consistent.

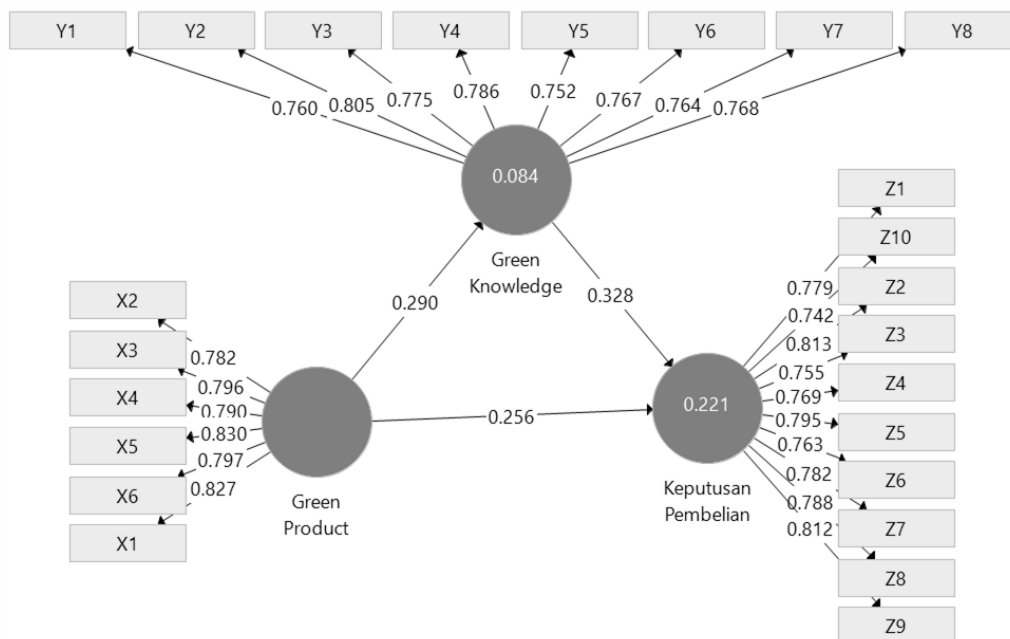


Figure 2. Outer Model SEM PLS 3.0 (2023)

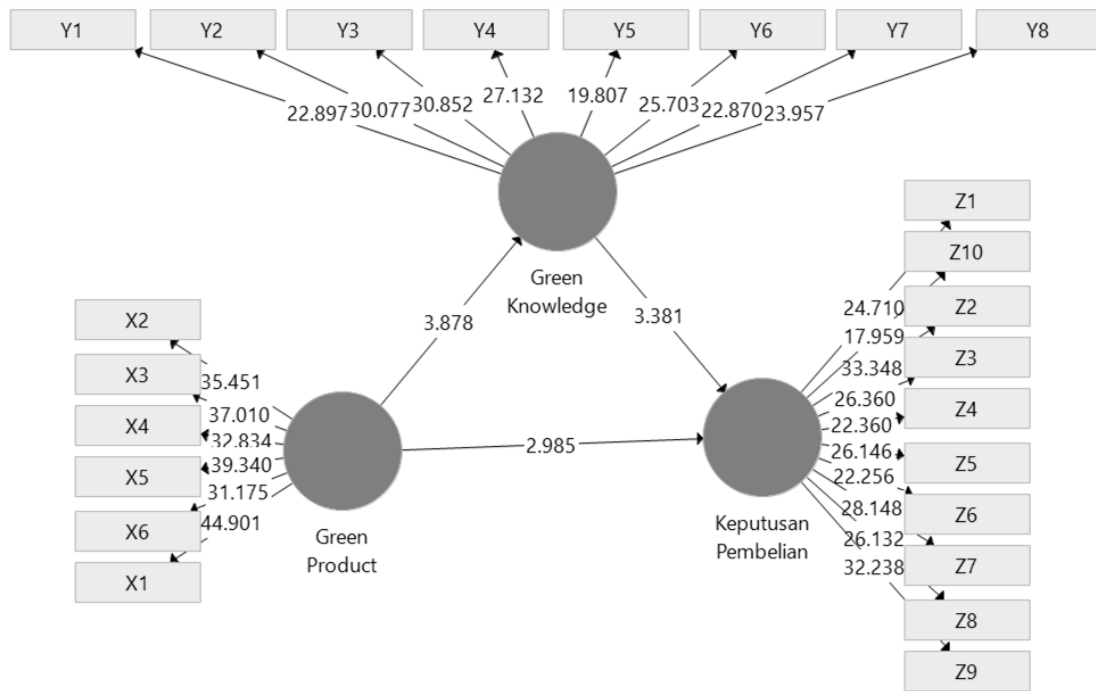


Figure 3. Inner Model SEM PLS 3.0 (2023)

Table 3. Hypothesis Testing (t-Statistic)

Variable Relationship	T Statistic	Critical Value	Conclusion
GK -> PD	3.381	1,9659	Significant
GP -> GK	3.878	1,9659	Significant
GP -> PD	2.985	1,9659	Significant
GP -> GK -> PD	2.489	1,9659	Significant

Inner Model

The goals of the inner model test are the significance level, the R2 of the applied research model, and the correlations between constructs. It is accomplished by focusing on the estimated t values for each external latent variable on the endogenous latent variable from the bootstrapping results and the endogenous latent variable's R2 value. The next stage is to assess if there is a meaningful and close link between the independent factors and the dependent variable. Each external latent variable is compared to endogenous latent variables using t-tests in Figure 3. A two-tailed test with a 5% error rate was employed to test the theory. For this hypothesis test, the critical value, 1.9659, must be attained (Widodo, 2017 and Rangkuti, 2017). If the estimated t value exceeds the critical value, which

is 1.9659, there is a significant influence of exogenous latent factors and endogenous latent variables. Table 3 shows these values.

DISCUSSION

This study aimed to determine the effect of green products on purchasing decision behavior in the Y and Z generations, with green knowledge as an intervening variable in the city of Bandung. The characteristics of the respondents in this study were divided into eight, namely product users, gender, age, generation group, last education, occupation, income, and frequency of product purchases. Respondents in this study were all users of Love Beauty and Planet products. Women are the most respondents. It happens because women are more likely to care about other people's lives and are

more willing to buy environmentally friendly products (Liobikiene and Bernatoniene, 2017). Respondents aged 21-20 years dominate this study. Respondents from the Z generation group, or those born between 1997 and 2012, dominated this study. It happens because Generation Z in Indonesia cares enough about environmental issues and participates in activities with environmental themes (Dellanita, 2022). Respondents with the last education Bachelor/Diploma 4 dominated in this study. In this study, most respondents had worked while still in school. It happens because the higher the level of education, the stronger the influence on environmental care behavior (Wulansari, 2019). In this study, most respondents who earn between Rp. 2,000,001 to Rp. 4,000,000 per month make up the majority. In this study, the respondents dominated the frequency of buying Love Beauty and Planet products once a month.

Green Products and Green Knowledge

The following hypothesis shows that the t-value is greater than the t-table. The p-value is zero, meaning that the green product variable positively and significantly affects green knowledge. It is in line with the research of Putra and Indrawati (2020), who found that either partially or simultaneously, green knowledge has a positive and significant impact on green products. In Suki's research (2016), green knowledge has a significant effect on green products and is the strongest significant influence on green product purchase intentions.

Green Products and Purchasing Decisions

The following hypothesis shows that the t-value is greater than the t table and the p-value is zero, which means that the green product variable has a positive and significant effect on purchasing decisions. In line with Sofwan and Wijayaangka's research (2021), purchasing decisions are influenced by green products made from natural ingredients and guaranteed quality, environmentally friendly production processes, and the possibility of recycling. In research by Rhahmadini (2017), green products also have a significant influence on consumer purchasing decisions. In Pamola's study (2017), the effect of green products on purchasing decisions is significant even though other factors have a greater influence.

Green Knowledge and Purchasing Decisions

The following hypothesis shows that the t-value is greater than the t table and the p-value is zero, which means that the green knowledge variable has a positive and significant effect on purchasing decisions. As with the research conducted by Firdaus and Widodo (2021), green brand knowledge has a significant influence on green purchase intention. Likewise, the research results by Apriyani and Aqmal (2021) showed that green knowledge has a positive and significant impact on purchasing decisions, which means that it shows that environmentally friendly products have no side effects, feel confident, and participate in the environment when using the product. In Wulandari and Miswanto's research (2021), green product knowledge and trust positively influence purchasing decisions.

Mediation Role of Green Knowledge

The following hypothesis shows that the t-value is greater than the t table and the p-value is zero, which means that the green product variable has a positive and significant effect on the purchasing decision variable, which is mediated by the green knowledge variable. In Wulandari and Miswanto (2021), the impact of green product knowledge on purchasing decisions of green products with green trust as mediation shows a positive and significant effect. Although there are different research variables in the mediation, green knowledge can change the purchase decision of green products.

The results of this study are dominated by the Z generation group or those born between 1997 and 2012. It is related to the characteristics presented on Binus University Online (2021) that Generation Z prefers social activities compared to previous generations, prefers start-up companies, multi-tasking, really likes technology, cares for the environment, and is easily influenced by products regarding the environment. It is in line with research conducted by Maharani et al. (2021) regarding the Intention to Purchase Environmentally Friendly Products in Generation Z, which shows that attitudes, subjective norms, perceived behavioral controls, and environmental concern have a positive effect on the purchase intention of generation Z green products.

IMPLICATIONS

This research increases consumers' awareness of environmental issues and the impact of their purchasing decisions on the environment. The research results encourage changes in consumer behavior toward choosing more environmentally friendly products. Companies are encouraged to develop and market more sustainable products to meet increasing market demands. Companies that adopt a "green product" strategy can gain a competitive advantage in the market. Companies that are committed to sustainability and the environment can improve their reputation. Purchasing decisions that focus on environmentally friendly products help protect the environment and natural resources. This research can help formulate policies that encourage more sustainable business practices. The demand for eco-friendly products drives investment in research and development of more sustainable technologies. Demand for environmentally friendly products drives investment in research and development of more sustainable technologies. Purchasing decisions oriented towards environmentally friendly products strengthen corporate social responsibility.

RECOMMENDATIONS

Suggestions that can be given to future researchers are to expand the research object so that it is not only carried out in the city of Bandung and can conduct research on businesses that are comparable to each other but with various variables to allow comparisons and differences that will further increase the level of knowledge of a particular field and can expand this research by including aspects of green marketing, such as Green Perceived Value, Green Perceived Quality, etc.) which are other factors that can support green product purchasing decisions.

CONCLUSIONS

The following is a conclusion to address the issues in accordance with the formulation of the problem in this study, based on research conducted on 400 respondents. First, based on the results of the descriptive analysis, the green product is in a very good category. It shows that consumer perceptions of Love Beauty and Planet products as green products have been going well. The outcomes of this successfully implemented green prod-

uct are intertwined with a few green marketing initiatives carried out by the Bandung-based business Love Beauty and Planet. Second, based on the results of the descriptive analysis, green knowledge is in a very good category. It shows the level of consumer knowledge about green products that can influence consumer response and feel the benefits of the environment for consumers is going well. The results of this well-implemented green knowledge cannot be separated from the various kinds of green marketing that Love Beauty and Planet has attempted for its consumers. Third, based on the results of descriptive analysis, the purchasing decisions are in the very good category. It shows that the consumer purchasing decisions for Love Beauty and Planet Green products have gone well. Fourth, Green Products have a significant positive effect on green knowledge in Love Beauty and Planet consumers. Fifth, Green Products has a significant positive effect on consumer purchasing decisions Love Beauty and Planet. Sixth, Green Knowledge has a significant positive effect on purchasing decisions for Love Beauty and Planet consumers. Seventh, Green Products have a significant positive effect on purchasing decisions mediated by green knowledge in Love Beauty and Planet consumers.

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