

The Role of Environmental Attitude in Purchasing Decisions for Green Energy Products

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Abstract

In the face of negative impacts of economic and technological growth, such as climate change, water shortages, and air pollution. Green energy is a sustainable solution that facilitates a balance in the world's economic, technical, and environmental systems. Especially in Southern Sumatra, businesses in the manufacturing industry need to consider the application of green energy products to achieve a better economic, technical, and environmental balance. Therefore, business actors in the large and medium manufacturing industry, especially those in Southern Sumatra, use green energy products, as discussed in this study. This study aims to empirically analyze the direct effect of green marketing, consumer knowledge, and purchasing power on purchasing decisions for green energy products and examine the role of environmental attitude as an intervening variable. This study applies a quantitative descriptive method to 59 large and medium manufacturing industries in Southern Sumatra. Data were collected through surveys and questionnaires, and analysis was conducted using Structural Equation Modeling (SEM) using the WrapPLS software. The results reveal that green marketing, consumer knowledge, and purchasing power affect the decision to purchase green energy products. Meanwhile, green marketing variables, consumer knowledge, and purchasing power have no indirect effect on purchasing decisions for green energy products through environmental attitude variables.

Keywords: *green marketing, consumer knowledge, purchasing power, purchase decision, green energy.*

INTRODUCTION

Indonesia, with its abundant energy resources, still tends to focus on non-renewable fossil fuels (Elinur, Priyarsono, Tambunan, & Firdaus, 2010). The country faces the challenge of becoming a net importer of crude oil. Thus, the negative impacts of fossil fuel use, such as increased carbon dioxide emissions that cause global warming, are increasingly felt (Jukic & Jerkovic, 2008). Therefore, it is important to explore alternative energy sources, especially New and Renewable Energy (NRE), to reduce environmental impacts while ensuring future energy sustainability. (Siaputra & Isaac, 2020).

Green products are a concrete solution to address the environmental challenges faced by Indonesia in the context of its rich energy resources and dependence on fossil fuels. Green products offer sustainable alternatives. Adapting green products to various sectors, including energy, is a critical step in reducing negative environmental impacts. These

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products, which are produced with attention to the life cycle, energy efficiency, and use of environmentally friendly raw materials, can help reduce carbon emissions and encourage the shift towards New and Renewable Energy (NRE). Therefore, green products are not only a solution to meet sustainable energy needs, but also an innovation to support the change towards a more environmentally friendly energy system in the future.

One strategy that supports alternative programs that use green products is to implement green marketing. Green marketing, as a corporate effort to highlight sustainability and its positive impact on the environment, has a significant role in shaping consumer perceptions of green energy products. Consumer knowledge of the benefits of sustainable energy also plays an important role, as a more educated public tends to have more positive environmental attitudes (Bhatia & Jain, 2014; Reddy et al., 2023). Meanwhile, the purchasing power of consumers in Indonesia is a determining factor, given the heterogeneous economic conditions (Afriyani, Indrayani, Indrawan, Wibisono, & Ngaliman, 2023; Prayitno, Lestari, Hardilla, & Hesti, 2021; Tang et al., 2020)

Sustainability in the use of green energy can be better implemented if consumers with varying levels of purchasing power can choose products that match their environmental values, without compromising their financial balance. By understanding these dynamics, companies and stakeholders can design appropriate and powerful marketing strategies to drive the adoption of green energy products in Indonesia.

As Indonesia moves towards more efficient energy and the development of renewable energy resources, it faces the critical challenge of overcoming its dependence on fossil fuels (Dutu 2016). Therefore, it is important for industries and consumers to adopt sustainable technologies and policies actively. Industries must shift to environmentally friendly production practices and integrate the use of renewable energy. (Majeed et al., 2023). In addition, consumers are expected to raise their awareness of the environmental impact of their consumptive decisions and support products and services based on clean energy sources. With cooperation between the industry sector and consumers, Indonesia can achieve a transformation towards a more sustainable energy system and contribute positively to climate change mitigation.

Based on the explanation above, this study was conducted with the aim of identifying the effects of green marketing, consumer knowledge, and purchasing power on purchasing decisions for green energy products through the intervening variable environmental attitude. This research focuses on the context of large and medium manufacturing industries in the Southern Sumatra region of Indonesia. It is hoped that this research will provide in-depth insights into how factors such as green marketing, consumer knowledge, and purchasing power contribute to the formation of consumer environmental attitudes. Further understanding of the role of environmental attitude as an intervening variable is expected to comprehensively reveal how these factors influence the purchase decisions of green energy products. The results of this study are expected to make a valuable contribution to the development of more effective and sustainable marketing strategies in the manufacturing industry sector, as well as to encourage the growth of the use of green energy products in Southern Sumatra and, more broadly, throughout Indonesia.

LITERATURE REVIEW

Along with the emergence of consumption preferences for green products, the term green marketing has surfaced as a reaction from marketers to care about the environment. Green marketing then becomes an alternative strategy that not only helps the company's image but also provides value to the company's business. Previous research exploring consumer preferences for green products has largely focused on conceptual analysis of how green marketing relates to green products (Dangelico & Vocalelli, 2017; Groening, Sarkis, & Zhu, 2018; Papadas, Avlonitis, & Carrigan, 2017). Other studies have also investigated the

relationship between green marketing and firm performance, where green marketing strategies help companies improve resource management efficiency, corporate image and reputation, and corporate profitability (Ali, 2019; Hirmantono, 2021).

The purchasing power factor is closely related to goods and products (Audi & Ali, 2023; Ekasari, Siagian, Matusin, & Nilawati, 2021). The high and low incomes of consumers have an impact on purchasing power to meet needs, one of which is the need for green energy products in large and medium manufacturing and service industries. The purchasing power of each consumer is different, and is determined by factors such as income, occupation, status, and beliefs (P. Pomantow, A., Tumbuan, R. Loindong, 2019). The purchasing power of consumers is a very important element that needs special attention regarding green energy products because consumer purchasing power can vary in each market and have an impact on product purchases. As researched by Pramutoko (2021), consumer purchasing power includes consumers' ability to obtain a number of desired products in a particular market at an affordable price at a certain time. Similar research was also conducted by (Pramono & Indriyani, 2019; Pramono & Pratama, 2020; Sunariani & Ardianti, 2023) which concludes that purchasing power factors affect purchasing decisions.

The next factor is consumer knowledge, which plays an important role in influencing consumers to purchase green products. Smart consumers will certainly be careful when purchasing products. Consumers should be able to think well about the impacts of the products they usually consume. Awareness of caring for the environment can make consumers consider buying green products as their product of choice. Like the opinion Rather & Rajendran (2014) that there is a relationship between consumer awareness of green products and the purchase of green products (Hariyanto & Alamsyah, 2019; Manopo, Tumbuan, & Gunawan, 2021; Pangaribuan, Yuniaristanto, & Zakaria, 2023) stated that consumer knowledge and environmental attitude are factors that can predict green purchase decisions (consumer purchasing decisions on green products). Studies conducted by Barbarossa & De Pelsmacker (2016) revealed that consumers who have a positive attitude towards environmental issues tend to adopt consumption behavior that focuses on environmental awareness.

Other studies have confirmed the positive influence of attitude on green product purchase decisions (Greaves, Zibarras, & Stride, 2013; Pramono & Safarini, 2021). Attitude can also be a variable that mediates between consumer knowledge and green purchase decisions (Julina, Kartini, Rufaidah, & Cahyandito, 2017; Waris & Hameed, 2020). This indicates that green consumers who have knowledge about the issues and impacts of product use on environmental pollution will shape their attitude to like or dislike a product, which in turn can affect green purchase decisions.

RESEARCH METHODOLOGY

This study was conducted on large and medium manufacturing industries in five provinces in the Southern Sumatra region. The data used were primary data collected through questionnaire instruments and secondary data obtained from the Central Bureau of Statistics, Ministry of Energy and Mineral Resources, PT PLN (Persero), and other scientific publications. The research location took samples were collected from Pangkal Pinang City, Bengkulu City, Jambi City, Bandar Lampung City, and Palembang City. The respondents in this study were owners/managers of large and medium manufacturing industry companies totaling 2 (two) people each. Structural Equation Modeling (SEM) analysis was performed using WarpPLS Software.

RESULTS AND DISCUSSION

In the initial stage, data were collected by distributing questionnaires, and the data collected were then tested for validity and reliability, which in this study all instruments had passed this test. Therefore, the next step was to evaluate the measurement model in which internal consistency, convergent validity, and discriminant validity were tested. The outer loading, AVE, CR, and Cronbach's alpha values were satisfactory for the SEM-PLS model. In other words, the criteria for internal consistency and convergent validity were satisfied. All outer loadings were still above the cut-off value (0.50), all AVE values were greater than 0.50, all CR were above 0.70, and all Cronbach's alpha values were above 0.60 (cut-off values). So we can proceed to test discriminant validity to ensure that different latent variables are not "mixed" or do not have too strong a relationship, so that we can confidently identify differences between constructs using Cross Loading ($L > L_{others}$) and Fornell Larcker Criteria ($\sqrt{AVE Y_i} > \text{Correlation } Y_i, Y_j$). Each outer loading in the specified construct has a greater value than the outer loadings in the other constructs (those in parentheses). It was concluded that the discriminant validity of the SEM-PLS model was satisfied. Next, the Fornell–Larcker criterion is tested to compare the square root of the Average Variance Extracted (AVE) of each latent variable with the correlation between latent variables. If the square root of the AVE is greater than the correlation between the latent variables concerned, discriminant validity is considered to be fulfilled. In Table 2, it can be seen that each row of the matrix produced construct AVE values that were greater than the correlation values of two different constructs. It was also concluded that the discriminant validity of the SEM-PLS model was satisfied. This can be used to evaluate the overall model.

Table 1 Model Fit and Quality Indices

Classic Indices	Value	Model Requirements	Conclusion
Average path coefficient (APC)	<0.001	P-value < 0.05	close fit
Average R-squared (ARS)	<0.001	P-value < 0.05	close fit
Average adjusted R-squared (AARS)	<0.001	P-value < 0.05	close fit
Average block VIF (AVIF)	2.639	acceptable if ≤ 5 , ideally ≤ 3.3	ideally fit
Average full collinearity VIF (AFVIF)	3.977	acceptable if ≤ 5 , ideally ≤ 3.3	acceptable fit
Tenenhaus GoF (GoF)	0.602	small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	close fit
Sympson's paradox ratio (SPR)	0.714	acceptable if ≥ 0.7 , ideally = 1	acceptable fit
R-squared contribution ratio (RSCR)	0.893	acceptable if ≥ 0.9 , ideally = 1	not good fit
Statistical suppression ratio (SSR)	1.000	acceptable if ≥ 0.7	ideally fit
Nonlinear bivariate causality direction ratio (NLBCDR)	1.000	acceptable if ≥ 0.7	ideally fit
Additional Indices	Value	Model Requirements	Conclusion
Standardized root mean squared residual (SRMR)	0.183	acceptable if ≤ 0.1	not good fit
Standardized mean absolute residual (SMAR)	0.148	acceptable if ≤ 0.1	not good fit
Standardized chi-square with 252 degrees of	<0.001	P-value < 0.05	close fit

freedom (SChS)			
Standardized threshold difference count ratio (STDCR)	0.713	acceptable if ≥ 0.7 , ideally = 1	acceptable fit
Standardized threshold difference sum ratio (STDCR)	0.443	acceptable if ≥ 0.7 , ideally = 1	not good fit

Source: Research results, processed, 2023

These results indicate that most aspects of the model met the specified goodness-of-fit requirements. In other words, the model is good and feasible to use, and the model has a good ability to explain the relationship between the variables studied and in accordance with the existing data, so that it can be continued in the structural model evaluation. The structural model evaluation consisted of a coefficient of determination analysis and path diagram analysis. In Table 2, which shows the results of the coefficient of determination, it can be seen that the coefficient of determination is 0.749, meaning that the diversity of endogenous constructs (Y2) can be explained strongly by exogenous constructs (X1, X2, X3, and Y1) simultaneously, which is 74.9%, whereas the remaining 25.1% is explained by other constructs that are not included in, which is represented by structural error.

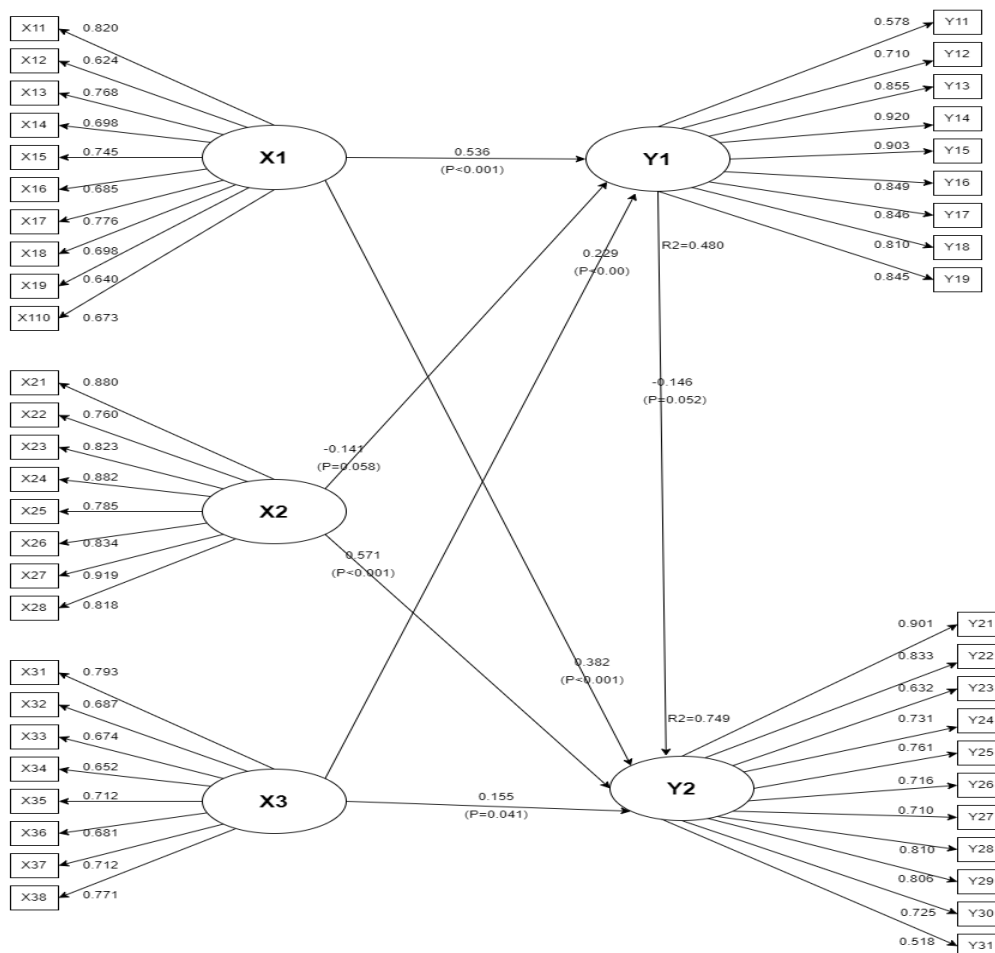


Figure 1. Diagram Path

Based on the results of the path diagram in Figure 1, the research equation can be formulated as follows:

$$Y_2 = 0.382 X_1 + 0.571 X_2 + 0.155 X_3 - 0.146 Y_1, R^2 = 0.749$$

The results of the path diagram show that Green Marketing (X1) has a significantly positive effect on the decision to purchase green energy products (Y2). Consumer Knowledge (X2) has a significant positive effect on Green Energy Product Purchasing Decisions (Y2). Purchasing Power (X3) had a significant positive effect on the decision to purchase green energy products (Y2). Environmental Attitude (Y1) did not significantly affect the Green Energy Product Purchasing Decision (Y2). As for the indirect effect, it can be seen that environmental attitude does not successfully mediate the relationship between the exogenous variables of green marketing, consumer knowledge, and purchasing power on the endogenous variables of green energy product purchasing decisions.

Table 2. Path Analysis of Relationships between Constructs with Mediating Variables.

No	Hypothesized Paths	Calculation	Estimate	Result
1.	$X_1 \rightarrow Y_1 \rightarrow Y_2$	$0.536 * -0.146 =$	-0.078256	Not Significant
2.	$X_2 \rightarrow Y_1 \rightarrow Y_2$	$-0.141 * -0.146 =$	0.020586	Not Significant
3.	$X_3 \rightarrow Y_1 \rightarrow Y_2$	$0.229 * -0.146 =$	-0.033434	Not Significant

Note: * denotes two-tailed statistical significance at 5%.

Source: Research results, processed, 2023

Discussion

1) The Effect of Green Marketing on Purchasing Decisions for Green Energy Products

Based on the research results, it was found that green marketing influences the decision to purchase green energy products. In other words, when green marketing is improved, it will strengthen the decision to buy green energy products. On the other hand, if green marketing is still little or not done, it will affect consumer decisions not to buy green energy products. These findings are consistent with those reported by Juliantari et al. (2019), Putu et al. (2017) dan Thoria et al. (2017) which states that green marketing has an influence on positive attitudes towards purchasing decisions for green energy products. In addition, green marketing, as measured by the dimensions of green products, green prices, green locations, and green promotions, supports the findings of the study (Kaur, Gangwar, & Dash, 2022), which reveals that green products, green product prices, green places, and green promotional strategies significantly influence consumers' purchase of green products. On the other hand, this result is not in line with the results of Mahendra et al. (2021), who state that green marketing has no effect on purchasing decisions. In addition, the results were tested with moderation, obtaining the results of consumer knowledge variables that could not strengthen or weaken green marketing in influencing purchasing decisions.

1) The Effect of Consumer Knowledge on Purchasing Decisions for Green Energy Products

The results of the structural model analysis show that the consumer knowledge variable has a significant positive effect on purchasing decisions for green energy products. Research has shown that consumers with a high level of environmental knowledge have a good attitude towards environmental protection and a strong willingness to buy green products (Simanjuntak et al., 2023). Other studies have found a positive relationship between environmental knowledge and green product purchase attitudes (Kim & Lee, 2023).

The decision to purchase green energy products involves several stages, including problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Consumer knowledge can influence each stage by providing information, creating awareness, and promoting the importance of green energy products

(Hariyanto & Alamsyah, 2019). When consumers are well-informed about environmental issues, they may be more likely to recognize the need for green energy products as a solution to problems in that context. However, Qotrunnada et al. (2023) also found that knowledge of the environment cannot influence students' purchasing decisions for green products. So it can be said that knowledge about environmental issues, the negative impact of environmental issues, and the benefits of using green products do not always mean willingness to buy green energy products.

2) The Effect of Purchasing Power on Purchasing Decisions for Green Energy Products

In this study, the purchasing power variable considers the dimensions of income, price, and consumer optimism; thus, these dimensions influence the decision to purchase green-energy products. Several studies have revealed that income is a consideration for consumers to buy green products. Okunuga (2019) found that income level has a moderate effect on the willingness to purchase green products among higher education students and green products must be affordable to encourage green purchasing behavior among potential consumers. Price sensitivity has a negative effect on green purchasing behavior (Arisyi & Engriani, 2019).

Selain itu, Li (2020) found that individuals who are optimistic about the environmental protection process are more likely to engage in green consumption. However, managers' optimistic bias may discourage investment in green product development (Jin, Zhang, Xiong, & Zhou, 2021) In conclusion, optimistic consumers are more likely to purchase green products due to their stronger personal commitment to environmental protection. However, pessimistic consumers may decide to buy green products if they have a high level of environmental concern.

3) The Indirect Effect of Green Marketing, Consumer Knowledge, Purchasing Power on Purchasing Decisions for Green Energy Products with Environmental Attitude as an Intervening Variable

The results show that there is no indirect relationship between green marketing, consumer knowledge, and purchasing power on purchasing decisions for green energy products through the mediating variable environmental attitude. This result is in line with research by Manongko and Kambey (2018), who state that green marketing does not have a direct and significant influence on consumer decisions, with consumer buying attitudes as an intervening variable. Then, Purbaningrum & Ariestya (2022) in his research also found that pro-3R attitudes did not successfully mediate the effect of green packaging on purchase intention of Aqua LIFE products in Jakarta City.

In addition, it was found that environmental attitudes failed to mediate the relationship between consumer knowledge and purchasing decisions for green energy products. Findings by Diva V.W (2020) also found the same results, that knowledge about green brands has a significant direct effect on green product purchasing decisions, but no indirect effect of knowledge about green brands on green product purchasing decisions was found through the mediating variables of attitude towards green brands and brand equity.

This study also found that there is no direct influence between consumer power to buy products and the purchase of green energy products with environmental attitude as an intervening variable. This result is in line with the results found by Omar et al. (2020) that the mediating effect of attitude on perceived price and decision to purchase Japanese frozen food is not significant which may be due to differences in consumer attitudes or preferences towards food which may make it difficult to detect a significant relationship with price.

In the context of purchasing green energy products, consumers may have the perception that the price of green energy is higher than conventional energy. However, they may also have a positive attitude towards green energy because they recognize its benefits to the environment. The effect of perceived price on attitudes towards green energy may have

been compensated by the ambivalence of consumer attitudes (Hati, Zulianti, Achyar, & Safira, 2021). In addition, consumers may perceive green energy as a more expensive option in the short term, but more cost-effective in the long term. They may see an initial investment in green energy as a move that will save money in the longer term through reduced energy costs and a positive contribution to environmental conservation. Therefore, it is important for companies in the green energy sector to effectively communicate about the long-term benefits of their products, such as energy savings and positive impact on the environment, to overcome the perceived price barrier in consumer purchases.

Although no indirect influence of buying power on the decision to buy green energy products was found. This indicates that there are still other factors that can mediate the relationship that are closer and are a consideration for consumers. Such as product quality and service can also play an important role. Consumers may be more willing to buy green energy products if they believe that the products are of good quality and accompanied by adequate customer service. Therefore, companies in the green energy sector need to consider these factors in their marketing strategies to increase consumer purchasing decisions for green energy products.

CONCLUSION

Based on the results of research conducted on 59 large and medium manufacturing industries in Southern Sumatra, it can be concluded that green marketing, consumer knowledge, and purchasing power have a direct influence on purchasing decisions for green energy products. These findings suggest that businesses in the manufacturing industry need to consider effective green marketing strategies, increase consumer knowledge about green energy products, and pay attention to consumer purchasing power to encourage the adoption of sustainable products. Meanwhile, environmental attitude did not successfully mediate the relationship between these factors and the decision to purchase green energy products. Although environmental attitude did not successfully mediate the relationship between green marketing, consumer knowledge, and purchasing power with green energy product purchase decisions, this finding provides important insights. The possibility of other factors influencing consumer environmental attitude or the complexity of the relationship between these variables needs further attention.

Based on the findings of this study, there are several policy recommendations that can be implemented for the community, industry and government in Southern Sumatra to encourage the adoption of green energy products. For the community, it is recommended to continue to increase understanding of the benefits of green energy products through educational programs and socialization campaigns. Manufacturing industries need to integrate green marketing strategies in the marketing of their products, while undertaking initiatives to increase consumer knowledge about sustainability and maintain a balance between price and product quality. The government can support these measures through fiscal incentives for industries that adopt sustainable practices, as well as developing policies that encourage increased public awareness and participation in the use of green energy products. Thus, collaboration between the community, industry and government can create a conducive environment for the transition to a more sustainable economy in Southern Sumatra.

In addition, this study confirms that a holistic approach involving economic, marketing and consumer knowledge factors is key to promoting sustainable products. Businesses can utilize the results of this study to develop more focused strategies that not only target increasing consumer knowledge and purchasing power, but also consider ways to effectively improve environmental attitudes. Overall, this study provides valuable insights into the dynamics of green energy product purchase decisions in the context of the manufacturing industry in Southern Sumatra. Implementation of these findings can make a

positive contribution to the transition towards more sustainable business practices in the region, by integrating economic, technical and environmental aspects in a balanced manner.

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