

# THE DETERMINANTS OF GREEN PURCHASING BEHAVIOR

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## Abstract

The objective of this study is to identify and analyze the factors that influence Green Purchasing Behavior, specifically in relation to environmentally friendly products and services. The research background emphasizes the intricate nature of the various factors that impact consumers' choices when selecting environmentally friendly products. These factors include environmental consciousness, knowledge about green products, perception of price, and brand reputation. The research methodology employs a systematic approach of conducting a literature review to gather and analyze findings from diverse sources of relevant scientific literature published between the years 2020 and 2024. The research findings indicate that environmental consciousness and familiarity with eco-friendly products are crucial determinants in shaping Green Purchasing Behavior. Consumer purchasing decisions are significantly influenced by price perception, brand image, and the availability of green products in the market. Nevertheless, the intricate interconnections among these factors underscore the significance of adopting a comprehensive approach when developing successful marketing and education strategies. Green Purchasing Behavior can be effectively stimulated through education on green products, implementation of transparent pricing strategies, and cultivation of a positive brand image. The research findings underscore the importance of collaboration among producers, sellers, government, and society in establishing favorable conditions that promote sustainable consumer choices. These findings offer valuable insights for future research, policy makers, and marketing managers in devising more efficient strategies to promote the adoption of environmentally sustainable consumption patterns.

**Keywords:** *Behavior, Determinants, Green, Purchasing*

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## 1. INTRODUCTION

In the contemporary age, the recognition of the significance of safeguarding the environment is progressively emerging as a central concern for the worldwide community. An area that is gaining more and more focus is the behavior of consumers when it comes to purchasing environmentally friendly products. This phenomenon signifies a shift in consumer mentality, wherein there is a growing emphasis on favoring products and services that are environmentally sustainable. Green Purchasing Behavior refers to consumers' deliberate choices to select goods and services that have a minimal ecological footprint throughout their entire life cycle, encompassing production, usage, and disposal. Increased awareness of environmental concerns, such as climate change, pollution, and the sustainable use of natural resources, motivates individuals to actively participate in responsible consumption behaviors (Chen et al., 2020).

As awareness and knowledge about the detrimental effects of consumption on the environment grow, consumers are becoming more discerning and discerning in their product choices. Green Purchasing Behavior is a manifestation of an individual's sense of social responsibility towards the environment. Furthermore, businesses are becoming aware of the significance of incorporating sustainable practices into their operations in order to satisfy the expectations of progressively discerning consumers. Green policies and environmental certification play a crucial role in influencing a company's reputation and the competitiveness of its products in the market (Liobikienė et al., 2017). Modifications in consumer behavior are not always readily achieved. Challenges persist, including insufficient access to reliable information, elevated costs for eco-friendly goods, and entrenched consumer behaviors that prove resistant to modification. Hence, a comprehensive comprehension of Green Purchasing Behavior is crucial for researchers, governments, and business professionals to devise more efficient strategies in promoting the shift

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towards more sustainable consumption patterns. By comprehending the determinants that impact green purchasing behavior, collaborative endeavors can be established to foster a more ecologically aware society and make a constructive contribution to the equilibrium of the global ecosystem (Witek & Kuźniar, 2021).

The environment and the sustainability of the planet are greatly influenced by consumer purchasing behavior. Climate change, deteriorating air and water quality, and the depletion of natural resources have become prominent issues on the global agenda in recent years. The emergence of Green Purchasing Behavior as a phenomenon signifies a shift in consumer mindset towards a greater emphasis on environmentally sustainable products and services (Sharma & Foropon, 2019). Rapid industrialization and escalating human consumption have significantly contributed to extensive environmental degradation. The presence of dangerous chemicals, industrial waste, and the release of greenhouse gases pose significant risks to the long-term viability of life (Wang et al., 2020). Hence, acquiring a profound comprehension of Green Purchasing Behavior is imperative in surmounting this progressively intricate environmental predicament.

However, while there is a growing recognition of the significance of green purchasing behavior, there remains a lack of comprehension regarding the factors that drive or impede consumers from making sustainable purchasing choices. Factors such as ambiguous information, uncertainty surrounding the efficacy of environmentally friendly products, and the perception of exorbitant prices remain as barriers that require further investigation. Given the described background, there is a growing urgency for research on the determinants of green purchasing behavior. Although there is growing recognition of environmental concerns and a rising demand for eco-friendly products and services among consumers, there remains a lack of clear understanding regarding the primary factors that influence Green Purchasing Behavior. The motivation behind this research was to thoroughly examine the variables that either encourage or impede consumers from adopting sustainable purchasing behavior (Yadav & Pathak, 2017).

The determinants of green purchasing behavior encompass various factors, including consumer awareness of the environmental consequences of products, evaluations of the efficacy of eco-friendly products, ambiguity surrounding product information, and psychological and social influences that shape purchasing choices. Furthermore, factors such as the perception of price, the presence of environmentally friendly products in the market, and the company's image in terms of sustainability can also play a significant role in determining outcomes (Jannah & Sigit, 2023). This research aims to gain a more comprehensive understanding of consumer behavior in relation to green purchasing by examining these factors.

The research findings can make a significant contribution to the advancement of marketing strategies that are more focused and efficient in promoting Green Purchasing Behavior. Moreover, the results of this study can serve as a foundation for companies and governments to develop policies and initiatives that can promote the expansion of the market for sustainable products, while simultaneously enhancing consumer awareness and comprehension of environmental sustainability. This research aims to offer a more comprehensive perspective on changes in consumer behavior that align with sustainability objectives. The findings of this research can serve as a valuable point of reference for a wide range of stakeholders, including business professionals, government officials, and the general public, in facilitating the transition towards a more ecologically sustainable society.

**2. IMPLEMENTATION METHOD**

The chosen methodology for conducting research on the determinants of green purchasing behavior is a systematic literature review. The selection of this method was based on its ability to offer a methodical and thorough approach in examining and evaluating literature pertaining to research themes. This research aims to conduct a systematic literature review to gather, assess, and integrate findings from different scientific literature sources that are pertinent to the factors influencing Green Purchasing Behavior (Zhu et al., 2018). The first step in this approach involves

establishing explicit inclusion and exclusion criteria for selecting literature, thereby ensuring that all the literature included in the review aligns with the research objectives. Subsequently, a systematic analysis of the literature will be conducted to ascertain the key variables or factors that significantly influence the development of Green Purchasing Behavior (Han & Lin, 2023). Through the implementation of a systematic literature review, this research aims to provide valuable insights into the factors that influence Green Purchasing Behavior. It also serves as a foundation for future research and the formulation of more impactful policy strategies to promote sustainable purchasing behavior.

### 3. RESULTS AND DISCUSSION

Based on the SLR results of 7 journals that match the keywords searched, namely Behavior, Determinants, Green, and Purchasing, the following results were obtained :

No.	Article Title	Writer	Research Findings/Results
1	Environmentally Friendly Product Awareness as Mediation: Environmental Concern and the Effectiveness of Social Media on Purchasing Decisions	(Farhanah & Kusumastuti, 2020)	Environmental awareness and the positive impact of social media do not have a direct influence on purchasing decisions, but can influence through a mediation process involving awareness of environmentally friendly products.
2	The Influence of Environmental Awareness on Purchasing Decisions for Environmentally Friendly Cosmetics in the Cikarang Industrial Area	(Setiyonovita & Syahrivar, 2019)	The variables of price awareness and perception of brand image have a significant influence on purchasing decisions for environmentally friendly cosmetic products.
3	The Influence of Green Marketing in the Socialization of the "Plastic Bag Diet" on Purchasing Decisions on Alfamart Eco Bag (Environmental Friendly Shopping Bag) Products Through Purchase Intention as an Intervening Variable	(Utomo & Dwiyanto, 2022)	The research results show that green marketing has a positive and significant impact on purchasing decisions. Apart from that, green marketing also has a positive and significant effect on purchasing interest.
4	The Role of Concern for the Environment in Mediating the Influence of Green Marketing on Intention to Purchase Environmentally Friendly Products	(Supandini & Pramudana, 2020)	The test results show that green marketing has a significant impact on environmental awareness. Green marketing also has a significant effect on the intention to purchase environmentally friendly products. Environmental awareness itself has a significant influence on the intention to purchase environmentally friendly products.
5	The Influence of Environmentally	(Pawistri, 2020)	Knowledge of environmental issues has a significant impact on purchasing decisions

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	Friendly Knowledge, Attitudes towards the Environment and Lifestyle on Purchasing Decisions from Nature Republic in Surabaya		for Nature Republic products. In contrast, attitudes towards the environment do not have a significant influence on Nature Republic purchasing decisions. Lifestyle has a significant impact on purchasing decisions for Nature Republic products.
6	Analysis of the Effect of Environmentally Friendly Labels on Purchase Decisions for Environmentally Friendly Products	(Pinem et al., 2018)	Nearly 98% of labels that highlight environmentally friendly aspects can influence purchasing decisions for products that are considered environmentally friendly, while only 2% of factors outside the variables studied have an influence on purchasing decisions for environmentally friendly products.
7	The Role of Social Media, Online Reviews, and Environmental Concern on Green Product Purchasing Behavior	(Hidayatullah & Sutarso, 2023)	The role of belief in sustainable practices also has a significant impact, although it is not able to regulate or moderate the relationship between environmental awareness and purchasing interest in environmentally friendly products.
8	Why Determinants of Green Purchase Cannot be Treated Equally? The Case of Green Cosmetics: Literature Review	(Liobikienė & Bernatienė, 2017)	The research results show that the authors obtained different analysis results regarding purchasing behavior of green products in general (including all green products).

The determinants of green purchasing behavior encompass a range of factors that impact consumer choices when selecting environmentally sustainable products and services. An examination of these factors is crucial for gaining a deeper understanding of the mindset and behavior of consumers in relation to sustainability. Green Purchasing Behavior can be influenced by several crucial factors, such as environmental consciousness, familiarity with eco-friendly products, perception of pricing, and brand reputation (Syaripudin & Kurniawati, 2022). Environmental awareness is a significant determinant of Green Purchasing Behavior. This awareness encompasses consumers' comprehension of the ecological impact of products, familiarity with environmental concerns, and consideration for the long-term viability of natural resources. Consumers with a heightened environmental consciousness typically gravitate towards products that possess a reduced environmental impact (Jadmiko, 2018). Green product knowledge plays a crucial role in influencing green purchasing behavior. Consumers with a higher level of knowledge regarding green products, encompassing aspects such as production methods, materials used, and the sustainability of said products, are more inclined to select products that adhere to environmental criteria. Hence, disseminating knowledge regarding environmentally-friendly products can serve as a potent means to promote Green Purchasing Behavior (Liobikienė & Bernatienė, 2017). In addition to that, price perception also exerts a substantial influence. While it is true that numerous environmentally-friendly products are often associated with higher costs, consumers' perceptions of price can significantly impact their purchasing choices. The implementation of a suitable and competitive pricing strategy can serve as a crucial factor in influencing consumers to opt for environmentally friendly products (Yadav & Pathak, 2017).

The perception of a brand can significantly influence the behavior of consumers when it comes to making environmentally friendly purchases. An association between a brand's image and sustainability and environmental responsibility has the potential to enhance consumer preference for environmentally friendly products. Consumers typically opt for brands that are associated with

environmental values that correspond to their own convictions (Supandini & Pramudana, 2020). The determinants of green purchasing behavior encompass various intricate factors that impact consumer choices when selecting environmentally sustainable products and services. The level of consumer environmental awareness is a significant determinant. This consciousness encompasses comprehension of the ecological consequences of products, familiarity with environmental concerns, and a commitment to the preservation of natural resources. Consumers with a heightened environmental consciousness typically favor products with a reduced environmental impact, as they possess the ability to recognize and evaluate the product's influence on the ecosystem (Setiyonovita & Syahrivar, 2019).

In addition to being environmentally conscious, having knowledge about green products is also a crucial factor in influencing green purchasing behavior. Consumers with a higher level of knowledge regarding green products, encompassing the manufacturing process, constituent materials, and sustainability of said products, exhibit a greater propensity to select items that adhere to environmental criteria (Farhanah & Kusumastuti, 2020). Hence, it is crucial to provide education on green products, encompassing both manufacturers and retailers, in order to enhance consumer comprehension and foster Green Purchasing Behavior. The perception of price also plays a crucial role in influencing green purchasing behavior. Consumers' purchasing decisions can be influenced by their perceptions of product value and the trade-off between quality and sustainability, despite the higher prices often associated with green products. An effective and easily understandable pricing strategy can play a crucial role in convincing consumers to opt for environmentally friendly products (Supandini & Pramudana, 2020).

When engaging in Green Purchasing Behavior, it is crucial to take into account the affordability and availability of green products in the market. Obstacles in the form of economic barriers, such as exorbitant prices and limited accessibility of environmentally-friendly products, can impede potential consumers from transitioning to sustainable purchasing. The intricate nature of these factors underscores the significance of adopting a comprehensive approach when formulating marketing and education strategies that can incentivize and steer consumers towards making more sustainable and environmentally conscious purchasing choices (Syaripudin & Kurniawati, 2022). In summary, the determinants of Green Purchasing Behavior offer valuable understanding of the intricate factors that influence sustainable purchasing choices. An in-depth comprehension of these variables can assist companies and governments in formulating more efficient strategies to promote the shift towards more sustainable and eco-friendly consumption patterns.

#### 4. CONCLUSION

The determinants of green purchasing behavior encompass various interconnected and intricate factors that impact consumer choices when selecting environmentally sustainable products and services. The level of environmental consciousness significantly influences consumer preferences, as it encompasses the comprehension of the environmental impact of products, awareness of environmental issues, and the importance placed on the sustainable use of natural resources. Additionally, having a thorough understanding of green products is beneficial, as it influences consumers who are well-informed to select products that adhere to environmental criteria.

Price perceptions play a crucial role, as the perceived value and the equilibrium between product quality and sustainability can shape consumers' choices when making purchases. An unequivocal and suitable pricing strategy is crucial to establish consumer confidence in environmentally friendly products. The primary catalyst for Green Purchasing Behavior can be a favorable brand image associated with environmental values and social responsibility. Furthermore, the consideration of the affordability and accessibility of environmentally-friendly products in the market is crucial, as economic constraints and limited availability can impede consumers from transitioning to sustainable purchases.

An integrated approach in marketing and education strategies is crucial. The convergence of initiatives aimed at enhancing consciousness, imparting knowledge about eco-friendly products,

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fostering favorable price perceptions, establishing an environmentally conscious brand identity, and guaranteeing the accessibility of sustainable products can foster an environment conducive to Green Purchasing Behavior. This conclusion underscores the necessity of collaboration among producers, sellers, government, and society in order to promote sustainable purchasing behavior. This collaboration should focus on educating consumers, offering them sustainable options, and establishing favorable conditions that facilitate their sustainable choices.

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