A strategy to improve green purchase behavior and customer relationship management during the covid-19 new normal conditions

Ni Wayan Ekawati[a*], I Made Wardana[a], Ni Nyoman Kerti Yasa[a], Ni Made Wulandari Kusumadewi[a] and I Gusti Ayu Tirtayani[b]

[a]Economics and Business Faculty, Udayana University, Bali – Indonesia
[b]Universitas Pendidikan Nasional, Bali - Indonesia

A B S T R A C T

The study aimed to perform a further analysis of the society's awareness towards the natural environment, especially the awareness of having a healthy life, which leads them to have an awareness to use a natural-based product (environmentally friendly product). Furthermore, this awareness acts as a guidance for them to become consumers who care about their environment and also the material logistics management of each company to build a good customer relationship management with their customer. Along with this phenomenon, however, several reasons regarding the increase of environmentally friendly product consumption are unknown. This study focused on antecedents generating green purchase behavior, namely, social influence, green attitude, green value, and green trust. The approach applied in the study was a purposive sampling method with the 450 respondents in all over Bali. The finding showed that the social influence did not significantly impact the green purchase behavior. On the other hand, green attitude, green value, and green trust brought a positive and significant impact toward green purchase behavior. Social influence, green attitude, and green value influenced positively and significantly toward green trust. Green trust played a role as the relationship mediator of social influence, green attitude, and green value on green purchase behavior. The study was limited as it belonged to cross-sectional and longitudinal study, and it needed a lengthy period to validate the finding. It only accommodated the consumer's green purchase behavior in Bali. Hence, it cannot be generalized; however, it can be developed in another area. Moreover, the practical implication for the producers of the environmentally friendly product is that they can be more attentive to certain variables that generate the green purchase behavior. The authenticity of the study is that the social influence does not influence the green purchase behavior toward the society in Bali. Furthermore, this study supports the Theory of Reasoned Action (TRA) particularly in marketing the green product. The study is a more completed model development of the green purchase behavior. Furthermore, the variable in this study is worth considering in developing the environmentally friendly product.

1. Introduction

Green product or environmentally friendly product is a thing produced by paying attention to the effort of environment preservation in terms of its production process until it has been distributed to the consumer (Ekawati et al., 2019). There is an increase of green product consumption; however, the reasons behind it are still under question (Young et al., 2010). Moreover, the increase of the green product demand cannot strongly show that the situation will sustainably happen as there is a gap of the consumer's behavior found (Mosser, 2015). The behavior of the green purchase is considered as an effort of the society's concern toward the natural environment. Some socio-cultural factors such as the influence of friends and families

can generate someone's behavior to buy a product (Filieri et al., 2017). This phenomenon happens in Bali in which the people have started to purchase green products (Ekawati et al., 2021). This condition is important to be studied further. There is a finding showing that the way someone's attitude impacts the green purchase behavior does not influence significantly toward a decision to purchase (Tanner & WölfingKast, 2003). Someone's attitude has a positive impact toward the behavior of purchasing organic food for 67 percent; however, there are only 4 percent of them who really buy that product (Hughner et al., 2007). This means that, even though there is an environmental problem, the society's attitude positively supports the effort of sustaining the natural environment, green products, and the green product market share which is limited for only 1-3 percent out of the whole products (Bray et al., 2011). It can be concluded that there is a gap of attitude and behavior of the green purchase (Joshi & Rahman, 2015). This gap is important to be studied further. Customer relationship management is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information.

The attitude which has been formed has a strong relation with the society's trust toward the green product (green trust). Green trust is a desire to use a product, service, or brand according to the consumers' trust and hope that it can have credibility and benefit to protect the environment (Chen, 2013). The desire to consume a green product has a correlation to the green purchase behavior. Many individuals are motivated to change their consumption behavior and participate in a practice of taking a better responsibility toward the environment (Ramchurjee & Suresha S, 2015). The green purchase behavior is related to the way people decide to purchase a product especially the green product by paying attention to the related environmental attribute or the characteristics of the product (Xu, 2013). The consumers' green purchase is influenced by a green value which is obtained when they consume the product (Liang & Chaipoopirutana, 2014). Green value is a net profit from the whole consumers' evaluation through the product or service evaluation. Moreover, the green value is the whole evaluation conducted by the consumers toward all benefits that they obtain and what they sacrifice on the desire related to the environment (Chen and Chang, 2012). Besides being influenced by the benefits, the green purchase behavior of the consumer is also generated by the consumer's green trust toward the product (Liang & Chaipoopirutana, 2014).

Some studies found that there is a positive and significant relationship between green value and green purchase behavior toward the environmentally friendly product purchase behavior of the consumers in Iran (Dehghanan & Bakhshandeh, 2014). Besides, the green value also has a positive and significant influence of the consumers' green trust on the environmentally friendly product (Chen & Chang, 2012). Moreover, the green trust also gives a positive and significant impact toward the green purchase behavior for the product with environmentally friendly labels (Xu, 2013). As the proof, the green trust brings impact toward the green purchase behavior for the environmentally friendly product in Iran (Dehghanan & Bakhshandeh, 2014). However, the consumers' purchase behavior toward the green product is not consistent. Therefore, it is important to increase the use of environmentally friendly products in order to make them exist and improve the commitment of protecting the environment (Ekawati et al., 2019). Moreover, it is really needed during this COVID-19 new normal era. This situation also impacts the people in Bali. Generally, this situation affects the income and purchasing power of the society which mostly come from the tourism activities. Based on this condition, a further study related to how Balinese people meet their needs of using environmentally friendly products is essential.

The COVID-19 new normal situation may impact the society's attitude to consume the green product along with their purchase behavior. This research has a strong relation with the Theory of Reasoned Action (TRA) which was firstly introduced by Martin Fishbein and Icek Ajzen in 1975. The implementation of this theory can be developed toward the green purchase behavior during the COVID-19 new normal era. Therefore, further study is essential to be conducted.

2. Literature review and hypothesis

2.1 Theory of Reasoned Action (TRA)

This theory explains that someone's behavior is affected by the attitude that is formed through a process before a thorough decision is made. That attitude is able to guide an individual to make a decision. That decision will impact to 1) the attitude that someone does that affects their behavior, based on the concern of the result they obtain while doing that behavior; 2) the behavior done by an individual, not only is based on the perspective and perception that they think are correct, but also from the thought of other people who are near or related to them; 3) the attitude appeared due to the thought and perception of an individual, and concerning other people's perspective toward that behavior, which later will generate a behavioral intention to be a behavior.

Someone's attitude becomes one of the important factors that describe someone's behavior in every situation. Therefore, attitude can be defined as a disposition which is learned to give a response consistently toward the good and the bad sides of a manner related to the object or behavior that they give (Ajzen & Fishbein, 1980). TRA has been often applied by some previous researchers to analyze the relationship of the attitude with a marketing strategy and purchase intention (Reichelt et al., 2014).

2.2 Social Influence

Social influence refers to how far someone feels that his social environment (family, friends, or another important person in his life) influences him to do a certain behavior. Social influence is considered to be a significant factor that can influence the attitude of an individual (Chang et al., 2017). It really affects someone's behavior in purchasing a green product (Joshi & Rahman, 2015). Furthermore, it is thought to be very significant when it is related to an adoption of a technology (Akar et al., 2018).

The process of social influence is a condition in which someone chooses a specific online service based on someone else's recommendation (Naqvi et al., 2020; Ponte et al., 2015). Someone's willingness to do a certain action depends on a hope that someone else directly feels. However, that person does not only get an influence from another person; otherwise, he/she can also give an influence to the others (Bohns et al., 2018). The social influence theory shows that one's attitude, trust, and behavior are affected by three theoretical processes such as the process of conformity, internalization, and identification (Yang, 2019).

2.3 Green Attitude

The shift of someone's attitude to choose the more environmentally friendly product and service has increased the importance of green sale; moreover, the producer's response to this demand positively influences the green product and the process of innovation needed (Narula & Desore, 2016). The attitude to care about the environment becomes an individual's evaluation related to natural environment prevention using a cognitive evaluation toward the effort of protecting the environment. According to Lee (2014), the consumer's green attitude is a general tendency of an individual which is formed as a consistent response toward the environment condition based on a cognitive component (knowledge and perception related to environmental issue), affective component (emotion and feeling toward the environmental issue), and conative component (attitude toward the environmental issue). Some previous studies state that the green attitude does not always refer to an action to do something environmentally friendly (Casal-o & Escario, 2018). Someone who adopts a green attitude is indeed needed; however, it is not enough to generate the green purchase behavior or pro-environmentally friendly action (Heimlich & Ardoin, 2008).

2.4 Green Value

Green value is a whole evaluation of a consumer from all benefits and profits the consumer gets and sacrifices based on the willingness to preserve the environment, hope of sustainability, and demand of some organic products. The perception of the green value is that it is used as a general value of the consumer related to the profit of the product and service which are beneficial for the environment based on the society's hope (Chen & Chang, 2012). Liang and Chaipoopirutana (2014) state that green value refers to the benefit that consumers get after consuming an organic product which will bring a positive impact to them and bring a profit to them as well. The green value perception is a strong predictor to determine the green purchase desire of the consumers in India (Ganapathi & Mahesh, 2013). It is also found that the green value positively and significantly influences the consumers' green purchase desire on mineral water with an environmentally friendly bottle type (Lam et al., 2016). Besides, a study on Hypermart consumers in Malaysia also shows that the green value gives a significant impact on green purchase desire (Doszhanov & Ahmad, 2015).

2.5 Green Trust

A trust can help the consumers solve their hesitation and risk when they purchase something (Bonson et.al., 2015). When they trust the product, they will have a strong trust to buy that product and it influences their purchase behavior. The green trust is a trust to use a product due to its capability to give a great service, a good quality brand, and positive impact to the environment (Chen & Chang, 2012). The green trust is used as a determinant of a capability of an essential environmental performance in deciding the consumers' behavior which becomes one of the reflections of someone's long-term trust (Lee, et al., 2011).

2.6 Green Purchase Behavior

Green purchase behavior has been an important research topic in some developed countries. However, it still does not get any enough attention in the research in Asia countries. The purchase behavior of green or environmentally friendly products represents the behavior of making a complex ethical decision and is considered as a behavior which takes a social responsibility (Joshi & Rahman, 2015). As the consumers who are responsible socially, the green consumers consider the public consequence of their own consumption pattern and try to use their purchase power to make a social change (Moisander, 2007). The consumers can be the main strength of the green product sustainability; moreover, they also have an ability to prevent or reduce the environmental damage by purchasing some environmentally friendly products (Ekawati, 2021).

2.7 Customer relationship management

Customer relationship management (CRM) is the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle. The goal is to improve customer service relationships and assist in customer retention and drive sales growth. CRM systems compile customer data across different channels, or points of contact, between the customer and the company, which could include the company's website, telephone, live chat, direct mail, marketing materials and social networks. CRM systems can also give customer-facing staff members detailed information on customers' personal information, purchase history, buying preferences and concerns.

3. Methodology

The study used a qualitative research design (Creswell & Creswell, 2017). The location in which this study was conducted was in Bali Province. The population was all society in Bali Province consisted of eight regencies and one capital city. The study used a purposive random sampling technique to obtain the data. The total sample was 450 respondents spread all over the Bali area. Moreover, the study also applied a partial least square (PLS) analysis technique to analyze the data by evaluating the structural equation model.

The variables identified in the study are as follows,

a. Social Influence (X1) is an influence from the social relations (family, friends, or another person who is important in someone's life) which gives an impact toward the consumers' behavior in meeting their needs for green products.
b. Green Attitude (X2) is a consumers' attitude formed as a result of their concern regarding the environment.
c. Green Value (X3) is an evaluation of the consumers considered from all benefits and profits of consuming the green product and their hope to be able to keep the continuity of the natural environment.
d. Green Trust (Y1) is a consumers' trust toward the green product's credibility to provide a benefit to the environment.
e. Green Purchase Behavior (Y2) is a behavior or action of the consumers when they consume or purchase the green product.

4. Findings

This study was conducted as a further action of developing the Theory of Reasoned Act (TRA) to see its relationship with the strategy to market the green products. The development of this theory on the consumers' behavior during the new normal era of the COVID-19 pandemics was related to the marketing strategy regarding social influence, green attitude, green value, green trust, and green purchase behavior of the green product consumers in Bali. The measurement model evaluation was conducted to test the validity and reliability of the indicator to test if the variable is considered as latent or constructed. Convergent Validity was applied to measure the indicator's validity. As the result, based on the outer loading value in the Picture 1, it is known that the result of the path coefficient shows that all construct indicators are valid. It is marked by the value of $t_{statistic}$ resulted by all first order construct is > 1.96.
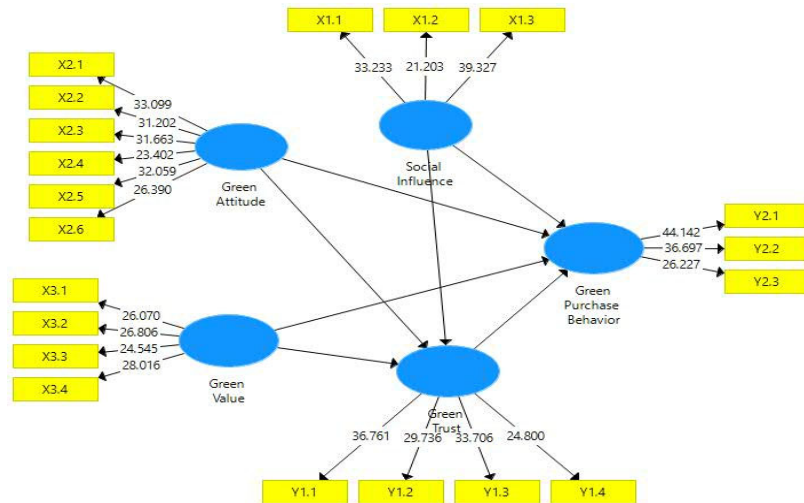

Fig. 1. The Coefficient of the Relationship among Variables (Path)

Source: the statistical result

The discriminant validity was tested by applying square root of average variance extracted ($\sqrt{AVE}$) as what is shown in Table 1. The value of AVE of all constructs is more than 0.50. It means that there are more than fifty percent (50%) variants from the indicator that are able to be explained. Moreover, the square root value of AVE of each variable seems to be more

than the correlation value between this latent value and the other latent values. Therefore, it indicates that all of the research instruments meet the discriminant validity criteria.

Table 1
The Value of AVE and √AVE

Variables	AVE	√AVE
Social influence (X1)	0.672	0.820
Green attitude (X2)	0.546	0.739
Green value (X3)	0.532	0.729
Green trust (Y1)	0.557	0.746
Green purchase behavior (Y2)	0.629	0.793
Average	0.344	

Source: the statistical result

Next, the composite reliability test was conducted to test the reliability value between the indicators formed by the construct. The result of the composite reliability is good that the value of 0.60-0.70 can be still accepted (Chin, 1998). The composite reliability test result is shown in Table 2 below.

Table 2
Reliability Test Result

Research Variables	Construct Reliability
Social influence (X1)	0.878
Green attitude (X2)	0.834
Green value (X3)	0.819
Green trust (Y1)	0.836
Green purchase behavior (Y2)	0.860

Source: the statistical result

Furthermore, the evaluation of the structural/inner model is a measurement conducted to evaluate the level of accuracy of the whole research model formed through some variables and their indicators. The analysis is called R-square (R^2) and the result can be seen in Table 3 as follows.

Table 3
The Value of R-Square (R^2)

Endogen Variable	R-square	R-square adjusted
Green trust (Y1)	0.463	0.460
Green purchase behavior (Y2)	0.482	0.477
Average	0.472	

Source: the statistical result

The result of R-square stated in Table 3 before shows that the R-square (R^2) values of the green trust and the green purchase behavior are 0.463 and 0.482 respectively. Therefore, the research model is considered to meet the criteria of moderate-to-strong model. It means that the social influence, green attitude, and green value variables can account that the green trust value is 46.3 percent and the rest 53.7 percent is accounted for by other variables outside the model. Furthermore, the social influence, green attitude, green value, and green trust variables are able to account that the green purchase behavior value is 48.20 percent with the rest 51.80 percent is accounted for by other variables outside the model. Next, Q-square predictive relevance (Q^2) is a measurement used to see how good the observation conducted in the research is in giving a result to the research model. Q^2 is based on the determinant coefficient of all dependent variables. The general equation of Q-square is: $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)(1 - R_3^2)$. The structural model evaluation shows that the value of Q^2 is 0.721 or approaching 1. It proves that the structural model is good. In another word, it can be interpreted that the information contained in the data can be explained from the model for 72 percent and the remaining 28 percent is explained by error and other variables outside the model. Furthermore, goodness of fit (GoF) is a measurement of the whole model's accuracy (global). The result of the GoF is 0.40 meaning that, globally, the model includes into a fit predictive model. Moreover, it indicates that the accuracy of the model globally is good. Moreover, the statistical test of the direct and indirect influences among the research variables (social influence, green attitude, green value, green trust and green purchase behavior) is conducted using T-test as shown in Table 4. The influence of one variable to the others seems to be positive; however, it does not mean that all of them can influence significantly. The influence which is not significant happens between social influence and green purchase behavior as the t-statistical test value is 0.751 which is less than 1.96 and the p-value is 0.453 which is more than 0.05.

The criteria of the mediation effect can be based on the VAF value. If the VAF is more than eighty percent (VAF > 80%), the mediation variable is considered as a full mediator. If the VAF is between twenty and eighty percent ($\leq$ 20% VAF $\leq$ 80%), the mediation variable is partial. Moreover, if the VAF is less than twenty percent (VAF < 20%), the mediation variable is not considered as a mediator. The result of the VAF test shows that all of the mediation variables are considered to be partial mediators.

Table 4
The Statistical Test of the Influence among Variables

Variables	Direct Influence				
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	P Value
Social influence → Green Purchase Behavior	0.026	0.024	0.035	0.751	0.453
Social influence → Green trust	0.133	0.133	0.035	3.761	0.000
Green attitude → Green purchase behavior	0.126	0.127	0.052	2.427	0.016
Green attitude → Green trust	0.395	0.398	0.044	8.983	0.000
Green value → Green purchase behavior	0.351	0.351	0.048	7.323	0.000
Green value → Green trust	0.306	0.306	0.047	6.447	0.000
Green trust → Green purchase behavior	0.313	0.315	0.062	5.056	0.000
Indirect Influence					
Social influence → Green trust → Green purchase behavior	0.042	0.042	0.013	3.099	0.002
Green attitude → Green trust → Green purchase behavior	0.124	0.126	0.029	4.201	0.000
Green _Value → Green _Trust → Green_Purchase _Behavior	0.096	0.096	0.024	3.920	0.000
Total Influence					
Social _Influence → Green_Purchase _Behavior	0.068	0.066	0.035	1.948	0.052
Social _Influence → Green _Trust	0.133	0.133	0.035	3.761	0.000
Green _Attitude → Green_Purchase _Behavior	0.250	0.252	0.048	5.247	0.000
Green _Attitude → Green _Trust	0.395	0.398	0.044	8.983	0.000
Green _Value → Green_Purchase _Behavior	0.447	0.447	0.045	9.857	0.000
Green _Value → Green _Trust	0.306	0.306	0.047	6.447	0.000
Green _Trust → Green_Purchase _Behavior	0.313	0.315	0.062	5.056	0.000
VAP Test					
VAP: Indirect influence/ total influence = .042/0.068			0.617		
VAP: Indirect influence/ total influence = .124/0.250			0.496		
VAP: Indirect influence/ total influence = .096/0.447			0.215		

Source: the statistical result, 2022

5. Discussion

The results of the analysis have shown that social influence had a positive and insignificant effect on green buying behavior. This insinuated that stronger social influence did not modify green buying behavior. Social influence derived from learning through important figures by following their need for green products was not able to encourage individuals to escalate their green buying behavior. Likewise, the frequent encouragement and motivation coming from other parties concerning the advantages of environmentally friendly products were ineffective to increase environmentally friendly purchasing behavior. Social influence with these indicators did not encourage purchasing behavior of environmentally friendly products, including intensifying intention to make repeat purchases and growing loyalty. The results of a comprehensive survey have also proved that social influences had not had much impact on consumer decisions for environmentally friendly purchasing behavior. This situation was influenced by the indifferent tendency of the majority of people regarding environmentally friendly products, aside from the fact that product prices tend to be more expensive. This had become more accentuated when cases of COVID-19 appeared, extended up until the post-covid era. People's purchasing power has decreased in buying products, including the need for environmentally friendly products. This situation was highly important to be remarked upon by producers and marketers to consider further strategies.

Social influence had a positive and notable effect on green trust. This implied that stronger social influence received by consumers resulted in the increase of green trust. Social influence that encouraged people or consumers to consume environmentally friendly products had an impact on trust in environmentally friendly products. This condition was very essential to be maintained by environmentally friendly products to form strong trust in the minds of consumers. The trust that had been formed was expected to strengthen the new social influence forces for future consumers. Therefore, the role of social influence was very important in marketing environmentally friendly products, which enabled to promote strong green trust to the community or consumers.

Green attitude had a positive and significant effect on green purchase behavior, meaning that the better the attitudes that consumers had towards environmentally friendly products, the more encouragement they had within their behavior to purchase environmentally friendly products. This positively good attitude is formed through the level of consumer interest in environmentally friendly products that could be actualized properly. Consumers experiencing good benefits were obtained when consuming environmentally friendly products. Consumers discerned that environmentally friendly products were necessities, thus a positive attitude of them was advanced. These attitude indicators were proficient in increasing purchasing behavior towards environmentally friendly products.

Green attitude had a positive and significant effect on green trust. The better the attitude of consumers or society towards environmentally friendly products, the more confidence in the performance of environmentally friendly products. Attitudes with indicators of the level of importance towards environmentally friendly products that were able to fulfill the interests of protecting the natural environment would certainly lead to high trust in the product. The ability to provide superior benefits from an environmentally friendly product can increase product performance confidence. The environment is considered an important thing to be maintained and preserved in the product production process, it also increases consumer confidence in environmentally friendly products. The post-covid-19 situation, it appears that the attitude of the community and consumers towards environmentally friendly products is still very good and has an effect on increasing trust in products. For all of this, it is very important to shape and maintain consumer attitudes so that they can further increase trust.

Green value had a positive and significant effect on green purchase behavior, meaning that the better or the more positive benefits consumers felt in consuming environmentally friendly products, the more behavior in deciding to purchase environmentally friendly products. The benefits felt by consuming environmentally friendly products could be enjoyed by consumers and were also beneficial to the attempts in protecting the natural environment. Environmentally friendly products were created while still concentrating on being attentive to the preservation of the natural environment. The benefits of quality and price enjoyed by consumers were proportional to the concentration of efforts to create products that are in accordance with the preservation of the natural environment. All of these indicators were very capable of encouraging consumers to behave in a higher manner in deciding to purchase environmentally friendly products.

This finding has indicated that green value had a positive and significant effect on green trust. This implied that the higher the perceived value or benefit of environmentally friendly products, the higher the level of consumer confidence in environmentally friendly products. Consumers perceived that if environmentally friendly products were able to provide more benefits than products in general, it would further increase consumer confidence in these products. The products were also expected, during the process, to be able to provide benefits to the natural environment, in the sense that it became harmless to the environment. The production process for environmentally friendly products must continue to concentrate on preserving the natural environment which resulted in the creation of high trust. Quality standards and prices offered were able to adjust to the value or benefits enjoyed by consumers, and it was able to increase trust in environmentally friendly products.

Green trust had a positive and significant effect on green purchase behavior. These findings indicated that the stronger consumer trust in environmentally friendly products, the higher the behavior to make product purchases. Consumers' belief in environmentally friendly products, which were truly claimed to be the real environmentally friendly products, further increased their buying behavior. High trust with the reputation of environmentally friendly products could encourage buying behavior as well. Good reputation was formed according to the experiences the customers had. Belief in performance and commitment to protect the natural environment strongly supported positive behavior in increasing purchases of environmentally friendly products. The performance of environmentally friendly products was important to be highlighted as it was closely related to the formation of further benefits, attitudes and beliefs.

The research findings showed that the green trust variable was able to mediate the influence of social influence on green purchase behavior. Consequently, social influence which played a role in helping to encourage behavior in creating purchases of environmentally friendly products through green trust acted as a mediating variable. All indicators composing green trust which consisted of organic claim, reputation, environmental performance and environmental commitment greatly influenced social influence on green purchase behavior. Green trust was sufficiently strong to be a mediator of social influence on green purchase behavior. Consumer trust in environmentally friendly products was important to maintain and develop. Trust was a fundamental thing to form the next image of environmentally friendly products.

The green trust variable was able to mediate the relationship between green attitude and green purchase behavior. Consumer confidence in environmentally friendly products with all its attributes was able to mediate the effect of consumer trust in environmentally friendly products on increasing purchasing behavior. Hence, green trust was very capable of providing encouragement from attitudes formed to create buying behavior for environmentally friendly products. When an individual had an expectation of a good attitude towards the product, a trust-creating product would appear, which the implication would help targeted customers in creating behavior to purchase the product.

Green trust was also able to act as a mediator of the relationship between green value and green purchase behavior. Thus, consumer confidence in environmentally friendly products was able to create benefits experienced by consumers in order to make them encouraged to perform actions of purchasing environmentally friendly products. Trust had a strong driving ability of the perceived benefits of consumers; therefore, they performed high purchasing behavior.

6. Theoretical contribution

The theoretical contribution to this research is related to the development of a research model using the TPB theory. TPB theory can be developed in exploring consumer behavior in meeting the need for environmentally friendly products. Theoretically, it shows that the better a person's attitude towards an environmentally friendly product, the more expected the

individual is to behave to make a purchase. Individuals tend to display positive attitudes when they positively evaluate behavior when consuming environmentally friendly products. Purchasing behavior of environmentally friendly products is also caused by the subjective norms of consumers and their behavioral control. This positive evaluation makes them more feasible to engage in preferable buying decision behavior. Finally, attitudes, subjective norms and behavioral controls have been identified as predictors that have a positive and significant effect towards behavior on the environment.

7. Implication

The findings of this study have theoretical implications to strengthen the TPB theory where a person's behavior will be influenced by attitudes that are formed through a process before making careful decisions. TPB theory can be developed on consumer behavior in meeting the needs of environmentally friendly products. The behavior of purchasing decisions for environmentally friendly products is influenced by high attitudes and beliefs about the value of a product; this strongly supports the development of TPB theory to market green products. It also provides implications for the community concerning the fulfillment of the need for environmentally friendly products. The social influence of the people, which plays an important role to be attentive to the frequency of encouragement from other parties, is very decisive in their purchasing decisions. Attitude towards environmentally friendly products is very essential in encouraging their high interest in the product.

8. Conclusion

The results of the analysis of the antecedents of purchasing behavior for environmentally friendly products involve social influence, green attitude, green value and green trust variables. Therefore, it can be concluded that all direct relationships between variables show a positive and significant effect, excluding the social influence variable which has no effect on green purchase behavior. The role of green trust as a mediating variable plays a good role as a partial mediator of the relationship between variables. These findings are very important as inputs for marketers, especially in the post-covid-19 situation. All of the research findings are attempts for the development and strengthening of TRA theory in its relation to marketing green products.

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