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Impact of Environmental Concern on Green Purchase Intention: The Role of Green Brand Knowledge

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Abstract

Public attention to environmentally friendly products is currently increasing. Consumers who care about environmental factors and long-term health will be selective in choosing the products they consume. they are more likely to buy environmentally friendly products. This research aims to determine the influence of environmental concern on environmentally friendly purchasing intentions and determine the mediating role of environmentally friendly brand knowledge. The analysis technique used in this research uses SEM-PLS. The number of samples in this research was 180 respondents. Data was collected using a questionnaire consisting of 28 question items. This research found that environmental concern and green brand knowledge directly influence green purchase intention. Environmental concerns can also indirectly influence green purchase intention through green brand knowledge.

Keywords: environmental concern, green brand knowledge, green purchase intention.

1. Introduction

Humans cannot dispute the fact that the environment has undergone significant global change as a result of causes including climate change and natural disasters, which have an impact on all living things as well as people's social and economic circumstances (Maichum et al., 2016). The environment has changed significantly on a global scale because of factors such as climate change, air pollution, waste generation and natural disasters, which have an impact on people's social and economic standing as well as living things. The effects on the environment are increasing consumer concern about the environment and awareness towards the destruction of natural resources has become important for them (Ho et al., 2019).

Chemical contamination and a product safety issue may be the cause of the product's possible health risks when consumed (Mazar & Zhong, 2010). These serve as a crucial foundation for encouraging customers to choose eco-friendly products and support sustainable development. Making wise choices about the products they buy is one of the many strategies they have to lessen their environmental effect. According to a 2022 poll conducted by Rakuten Insight, customers in Indonesia have shown a growing interest towards purchasing environmentally friendly products. Survey results show that 68 percent of respondents have purchased environmentally friendly products. Respondents who have not practiced shopping for eco-friendly products argued that eco-friendly products are expensive and troublesome. This demonstrates the necessity of enhancing consumer education to ensure their comprehension of

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the enduring advantages associated with the utilization of eco-friendly products.

The topic of environmental concern has gained significant attention and has been extensively debated in recent years (Arısal & Atalar, 2016). Lee (2008) defines environmental concern as the level of emotional engagement one has with environmental issues. In addition, Diekmann and Franzen (2019) describe environmental concerns as the recognition that human resource consumption and pollution are endangering environmental circumstances. The primary driver for promoting the use of environmentally friendly products is the concern for the environment (Yadav & Pathak, 2017). Numerous studies have looked into the connection between environmental concern and green purchase intention. Environmental concern and the intention to purchase green products are, in fact, strongly positively correlated, according to several studies (Ahmad et al., 2018; Djaelani et al., 2020; Kahraman & Kazançoğlu, 2019; Madhavika et al., 2021; Tekin & Çoknaz, 2022; Zhang et al., 2019) Furthermore, several research have found that environmental concern is a strong predictor of green purchase intention (Bhattacharyya & Cummings, 2014; Putri et al., 2021). The literature does, however, present contradictory findings, which should be noted. In order to predict green purchase behavior, for instance, some research suggests that environmental concern alone may not be sufficient (Uprety et al., 2022).

Apart from environmental concerns green brand knowledge has been found to be a critical variable that can significantly affect purchase intention towards green products. Studies have indicated that consumers who have a higher level of green brand knowledge tend to exhibit a greater intention to purchase green products (Ahmad & Thyagaraj, 2015; Akturan, 2018; Mohd Suki, 2016; Yusiana et al., 2021) (Sherwani et al., 2021). Consumer impressions of environmentally friendly products are shaped in large part by this knowledge of green companies, which in turn influences their purchasing decisions (Ahmad & Thyagaraj, 2015; Akturan, 2018; Mohd Suki, 2016; Yusiana et al., 2021) (Sherwani et al., 2021). Moreover, research has demonstrated that green brand knowledge has positive effect on the associations and legitimacy of these brands. This, in turn, increases customer's intention to purchase these brands (Akturan, 2018). This emphasizes the significance of educating consumers regarding green brands and their environmental initiatives in order to cultivate favorable perceptions and intents towards sustainable products. Huang et al. (2014) propose that GBK should encompass multiple dimensions, including green brand awareness (GBA) and green brand image (GBI). GBA, or Green Brand Awareness, is a measure of how well consumers can remember a green brand. It refers to the ease with which consumers can recall a green brand from memory (Huang et al., 2014). GBI stands for Green Brand Image, which is the collection of beliefs and associations that consumers have about a brand in relation to its environmental commitments and concerns (Chen, 2010). The production process of GBK is elucidated by these two dimensions, which are substantiated by the research conducted by Huang et al. (2014) and Aulina and Yuliati (2017). Thus, this study utilizes a two-dimensional model to assess GBK.

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2. Literature Review

2.1 Environmental Concern and Green Brand Knowledge

Environmental concern is an awareness and apprehension regarding the condition of the environment, encompassing matters like as pollution, climate change, and the exhaustion of resources. Green brand knowledge pertains to individuals' comprehension and acquaintance with brands that advocate for environmental sustainability and employ eco-friendly practices (Mohd Suki, 2016). Environmental concern has a substantial influence on green brand knowledge. As people grow more mindful of the environment, they are inclined to actively pursue knowledge and educate themselves on sustainable practices and environmentally-friendly products (Zhou et al., 2021). Enhanced awareness and understanding of green brands might result in a more profound affinity and inclination towards these brands.

Green businesses have to successfully communicate and distinguish characteristics that highlight environmental issues in order to establish their products as environmentally friendly in the minds of consumers (Aulina & Yuliati, 2017). Green knowledge is divided into two categories: abstract and concrete knowledge. The abstract knowledge is obtained through their awareness of pertinent environmental issues, while the latter relates to their objective knowledge of product consumption and business behaviors about environmental problems (Lin et al., 2017).

Green brand knowledge (GBK) is considered slightly different from green knowledge, GBK has a more specific emphasis on brands with a concern for the environment (Zhou et al., 2021). Consumers who have environmental concerns will be better able to identify and understand brands that care about the environment, they will prefer green products to maintain environmental sustainability in the long term (Han, 2021). Consumer awareness and brand image of green companies will emerge in the minds of consumers, based on experiences perceived by consumer groups with high levels of environmental concern (Huang et al., 2014).

H_1: Environmental concerns positively affects green brand knowledge

2.2 Environmental Concern and Green Purchase Intention

Environmental concerns are reflected in growing concerns among consumers about environmental sustainability, which is considered one of the major issues in environmental records. It affirms the paradigm shift in understanding and awareness of the impact of human activity on ecosystems, as well as highlighting the importance of consumer participation in promoting environmental responsibility (Ahmed et al., 2021). Interest in environmental issues is not only the underlying foundation of environmental research progress, but it is also a significant factor influencing consumer decision-making processes, because environmental awareness has become one of the critical aspects that affect consumer preferences and their purchasing choices (Liao et al., 2020). Care for the environment increases one's orientation to environmental problems (Gray et al., 2019), This view can directly increase interest in keeping the environment intact. Environmental concern is a driving factor for a consumer to buy environmentally friendly products (Ahmed et al., 2021; Liao et al., 2020). Consumers who care

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about the environment have a high motivation to buy an environmentally friendly product (Liu & Zheng, 2019).

Research shows that consumers who have high environmental concerns tend to be more aware of environmental problems and have a willingness to solve them, which often reflects their interest in buying products that are considered more sustainable or have a lower negative impact on the environment (Ahmed et al., 2021). Studies have highlighted the importance of environmental concern in influencing consumers' intentions to purchase green products and engage in sustainable consumption (Ahmad & Thyagaraj, 2015; Butt et al., 2017). Environmental concern also plays a crucial role in shaping their purchase intentions and preferences (Ahmad & Thyagaraj, 2015).

H_2: Environmental Concern positively affects Green Purchase Intention

2.3 Green Brand Knowledge and Green Purchase Intention

Green brand knowledge plays a crucial role in influencing consumers' green purchase intention. Studies have shown that consumers with higher levels of green brand knowledge tend to have a more positive attitude towards green brands and are more likely to exhibit a higher intention to purchase (Aulina & Yuliati, 2017; Mohd Suki, 2016; Siripipatthanakul et al., 2022). This knowledge encompasses consumers' understanding and familiarity with a green brand's eco-friendly qualities, values, and practices (Huang et al., 2014). Furthermore, green brand knowledge has been found to positively influence attitude towards green brands, which in turn positively affects green purchase intention (Aulina & Yuliati, 2017). This indicates that the more consumers know about a green brand, the more likely they leading to an increased intention to purchase (Siripipatthanakul et al., 2022).

H3: green brand knowledge positively affects green purchase intention

2.4 Environmental Concern, Green Brand Knowledge, and Green Purchase Intention

Consumers today are not only driven by the environmental impact of their purchases but also by the social and ethical implications of supporting environmentally responsible brands. This shift in consumer behavior has prompted businesses to adopt sustainability as a fundamental value and integrate it into their operational strategies (Ali et al., 2019; Rezvani et al., 2018). Studies have shown that consumer motivations for sustainable consumption are influenced by gain, normative, and hedonic factors, indicating a complex interplay of personal benefits, social influences, and emotional satisfaction in driving pro-environmental behavior (Rezvani et al., 2018).

Environmental concern significantly influences individuals' behaviors towards green brands. As individuals become more environmentally conscious, they tend to seek out information and educate themselves about sustainable practices and eco-friendly brands. This increased awareness and knowledge about green brands can lead to a stronger connection and preference for these brands (Mostafa, 2007; Yang, 2017). Research has shown that environmental concern is a significant driver of behavioral change, motivating individuals to adopt practices that aim to address environmental issues (Mostafa, 2007). Moreover, environmental concern is deeply

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rooted in individuals self-concept and their perception of being an integral part of the natural environment, influencing their behaviors towards green products (Huang et al., 2014).

H4: Green brand knowledge has a mediating role on effect of environmental concern toward green purchase intention

These theoretical and empirical reviews were used to develop the conceptual framework in Figure 1.

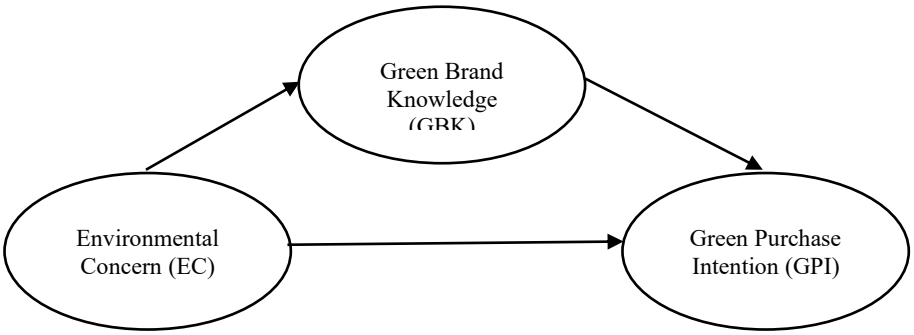


Figure 1. Conceptual Framework

3. Research Method

This study takes a quantitative approach, assessing the impact of environmental concerns on green buying intention. Model testing was also conducted to determine the mediating effect of green brand knowledge in the relationship between environmental concern and green purchasing intention. The analysis technique employed in the study is PLS.

In this research, data was collected using a questionnaire. The environmental concern variable was measured using 4 statement items. Meanwhile, the green brand knowledge which consists of green brand awareness and green brand image dimensions were measured using 10 statement items. The green purchase intention has 4 statement items.

We gathered data by distributing questionnaires to all respondents in Bali, who are individuals with knowledge about green products. The questionnaire has 28 statement items related to the variables studied and the responses were measured using a Likert Scale rated from 1 for strongly disagree to 5 for strongly agreed. Moreover, it was tested for validity and reliability before its application. It is also important to note that this is a quantitative approach and the hypotheses were tested using a variant-based structural equation model (SEM-PLS) to determine the relationship between the latent variables. A total of 180 completed questionnaires were retrieved from distributed questionnaires. This study adopted convenience sampling to collect the data samples. Convenience sampling enables the researcher to freely choose sample group members.

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4. Finding and Discussion

The validity and reliability of the constructs and indicators were tested. The validity was determined using convergent and discriminant validities while reliability was through composite reliability and Cronbach alpha. The results showed that the model developed fulfilled the eligibility criteria as indicated in the following Table 1.

The outer loading value produced by each variable is above 0.7. The AVE value produced by each construct is above 0.5 These results show that convergently the indicators have met the validity requirements. Reliability testing can be seen that each variable has a Cronbach's alpha number greater than 0.7. The Composite reliability value is also above 0.7. Based on these results, it is stated that the indicators have value reliability for the variables.

Table 1. Outer loading, construct validity and reliability

Construct	Item	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
EC	EC1	0.878	0.669	0.835	0.889
	EC2	0.704			
	EC3	0.798			
	EC4	0.879			
GBK	GBA1	0.909	0.764	0.965	0.970
	GBA2	0.910			
	GBA3	0.885			
	GBA4	0.924			
	GBA5	0.925			
	GBI1	0.835			
	GBI2	0.935			
	GBI3	0.910			
	GBI4	0.927			
	GBI5	0.878			
GPI	GPI1	0.865	0.721	0.872	0.912
	GPI2	0.822			
	GPI3	0.879			
	GPI4	0.828			

The assessment of discriminant validity in this test uses the fornel-lacker criterion. In this test

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what is considered is the comparison between the correlation value between constructs and the square root of AVE. In table 2 it is known that the correlation value between constructs is smaller than the square root of the resulting AVE. Based on these results, it is stated that the model has met discriminant validity.

Table 2. Fornell Lacker criterion

Construct	EC	GBK	GPI
EC	0.818		
GBK	0.760	0.874	
GPI	0.582	0.630	0.849

The assessment of discriminant validity in this test uses the Fornel-Lacker criterion. In this test what is considered is the comparison between the correlation value between constructs and the square root of AVE. In table 2 it is known that the correlation value between constructs is smaller than the square root of the resulting AVE. Based on these results, it is stated that the model has met discriminant validity.

Table 3. Effect size (f^2)

Construct	GBK	GPI
EC	0.320	0.087
GBK		0.106

The structural model (inner model) was tested to determine the effective formation of the model using variables. The findings showed that the R-square value for the green purchase intention (GPI) variable is 0.835 and this means 83.5% of its variability can be explained by the innovation capability variable while the remaining 26,5% is due to other factors. Table 3 shows that the effect size of environmental concern (EC) on the green brand knowledge (GBK) was 0.320 ≥ 0.15 and this implies it is in the middle category. Meanwhile, the value for environmental (EC) and green brand knowledge (GBK) on green purchase intention (GPI) was 0.087 and 0.106 respectively which is between 0.02 to 0.15, thereby, indicating a small category.

Table 4. Path analysis

Hypothesis	Path	std.beta	std.error	t-value	p-value	Decision
H_1	EC → GBK	0.016	0.008	2.017	0.022	supported
H_2	EC → GPI	0.439	0.225	1.952	0.026	supported

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H_3	GBK → GPI	0.484	0.224	2.163	0.015	supported
H_4	EC → GBK → GPI	0.008	0.004	1.728	0.042	supported

Testing the effect of environmental concern (EC) on green brand knowledge (GBK) (H_1) shows an effect of 0,16 with a p-value of 0,022. Based on these results it can be stated that H_1 is accepted. The direct effect of environmental concern (EC) on green purchase intention (GPI) (H_2) also shows a significant effect. This result is known from the coefficient value of 0,439 with p-value of 0,026. Based on these results it can be stated that H_2 is accepted. The effect of green brand knowledge (GBK) on green purchase intention (GPI) (H_3) shows that the results have a significant effect. The coefficient value resulting from the test is 0,484 with a p-value of 0,015. Based on these results, it can be stated that H_3 is accepted. Testing the indirect influence of environmental concern (EC) on green purchase intention (GPI) through green brand knowledge (GBK) (H_4) was stated to have a significant effect. This result is proven by the coefficient of 0,008 with a p-value of 0,042 means that H_4 is accepted. These results state that green brand knowledge (GBK) is a variable that can mediate the relationship between environmental concern (EC) and green purchase intention (GPI).

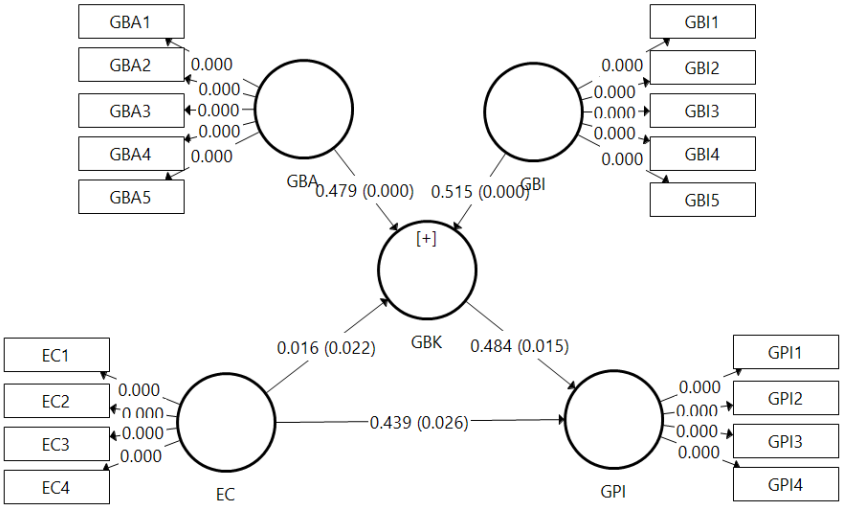


Figure 2. Path model analysis

This research shows that there is a relation among environmental concern, green brand knowledge and green purchase intention. First finding in this research is environmental concern has a positive and significant effect on green brand knowledge. This proves environmental concern significantly impacts the level of information individuals have about green brands. The

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result is consistent with previous studies (Mohd Suki, 2016; Vania & Ruslim, 2023; Zhou et al., 2021). Due to growing concern for the environment, individuals are motivated to actively seek information and educate themselves on sustainable practices and environmentally friendly goods. Increased awareness and comprehension of environmentally-friendly brands could lead to a stronger preference and tendency towards these brands.

The next finding is environmental concern has a positive and significant effect on green purchase intention. This is also in line with the results of previous research (Ahmed et al., 2021; Huang et al., 2014; Liao et al., 2020). People who care about the environment are motivated to utilize products that are environmentally friendly due to their understanding and concern for the importance of environmental protection. Concern for the environment enhances one's awareness of environmental issues. This perspective can immediately foster a desire to preserve the environment. The primary motivation for consumers to purchase environmentally friendly items is their concern for the environment. Therefore, the intention to make green purchases increases with environmental concern.

Another finding in this research is green brand knowledge has positive and significant effect on green purchase intention. This finding in line with prior studies (Aulina & Yuliati, 2017; Huang et al., 2014; Mohd Suki, 2016). Green brand knowledge is the practice of providing information that influences consumer behavior to be more ecologically friendly. Increased consumer awareness regarding the distinctiveness of the brand and the effects of product usage on both personal well-being and the environment leads to a higher desire to make environmentally-friendly purchases. Therefore, in order to increase consumers' intention to purchase environmentally-friendly brands, organizations should enhance consumers' green brand knowledge by improving green brand awareness and green brand image.

Finally, a mediation analysis is conducted which shows that environmental concern has a positive and significant effect on green purchase intention mediated by green brand knowledge. Environmental concern has a substantial impact on how individuals behave towards brands that are environmentally friendly. As people become increasingly environmentally aware, they often strive to acquire knowledge and educate themselves on sustainable practices and environmentally friendly products. Enhanced awareness and understanding of environmentally-friendly products might result in a more robust affiliation and inclination towards the green brands.

5. Conclusion

The purposes of this study were to investigate how environmental concern affects green purchase intention through green brand knowledge with two dimensions, namely green brand awareness and green brand image. The results of this study reveal that environmental concern directly affect green purchase intention, green brand knowledge, covering green brand awareness and green brand image, directly influences green purchase intention. Furthermore, the results show that environmental concern indirectly influences green purchase intention trough green brand knowledge. Therefore, environmental concern and green brand knowledge are key determinants that enhance green purchase intention. People with environmental

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concerns will have enhanced knowledge to recognize and comprehend brands that prioritize responsible environmental practices. This also shows people who possess a strong sense of environmental concern and care are more likely to purchase and utilize environmentally friendly products as a tangible demonstration of their genuine commitment to protecting the environment. In addition to that public knowledge has the capacity to influence consumer behavior by increasing their understanding of green brands and the environmental impact of products. This information also enhances customer awareness of environmental conservation, leading to an increased intention to purchase green products.

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