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FACTORS INFLUENCING CUSTOMER BUYING BEHAVIOR TOWARD ONLINE PERSONAL CARE AND TOILETRIES ENVIRONMENTALLY FRIENDLY PRODUCTS

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This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract:**

Environmental issues have risen to the level of a serious problem in today's society. As a result, over the last decade, public awareness about the importance of environmental sustainability has steadily increased as a result of increased media exposure, increased awareness of environmental issues, the impact of major industrial disasters, and the efforts of environmental activist groups. On the other hand, there is little information available about environmentally friendly online purchasing behavior, particularly when it comes to personal care and toiletry products. The purpose of this study is to determine the factors that influence customer online purchasing behavior toward Indonesian personal care and toiletries that are environmentally friendly, as well as to make recommendations for environmentally friendly shops based on the purchasing behavior of its customers. This study employs a quantitative approach, with data collected through an online survey method, and PLS-SEM used to assess the correlations among the variables in the study. It appears that environmental concern, environmental knowledge, and environmental awareness have a favorable impact on online purchasing intentions, as demonstrated by the findings. Environmental knowledge, on the other hand, has a favorable impact on people's online purchase behavior. The findings of this research are expected to benefit the Environmentally Friendly community as well as Environmentally Friendly marketers by increasing their understanding of how to maximize the Environmentally Friendly shop.

Keywords:

Environmentally Friendly, Green Online Purchase Intention, Green Online Purchase Behavior, Personal Care And Toiletries Product.

Introduction

In today's world, environmental issues have become a critical concern. These issues have had an impact on the economy's growth and performance (Tseng *et al.*, 2013). As a result, special consideration should be given to the problem. Associated with the environmental issue, (Kalafatis *et al.*, 1999) claimed that over the last decade, public awareness on the importance of environmental sustainability had been consistently expanding because of media exposure, greater awareness of environmental issues, the effect of major industrial disasters, and activist groups of the environment. Supported by Alamsyah and Hariyanto (2017), the researchers stated that nowadays, customer awareness of environmentally-friendly products benefits are increases due to customer knowledge of environment issue. It is hoped that as customer knowledge improves, it will influence customer purchase decisions which is increasing their likelihood to prefer environmentally friendly products (Rahmi *et al.*, 2017; Nia *et al.*, 2018).

One of the most commonly used definitions, Lian *et al.*, (2016) explained that an environmentally friendly product is one that is made without the use of chemicals or other harmful materials and has no negative impact on the user or the environment. Environmentally friendly products should have a number of characteristics, including significant achievement in terms of reducing environmental impacts. Recyclable, biodegradable, ozone-friendly, renewable, and reusable materials are all available (Dubihlela & Ngxukumeshe, 2016).

According to Nielsen (2014) research, In 60 countries, 55% of online shoppers are willing to pay a premium for companies that demonstrate a commitment to social and environmental responsibility through their products or services. Along with that, Samarasinghe (2012) stated that in today's world, people are motivated to change their purchase behavior in order to reduce environmental impact. Furthermore, the emergence of environmentally conscious customers influenced every manufacturer to adapt their product to be more environmentally conscious. In recent years, industries have begun to place a greater emphasis on marketing strategies that increase customer awareness of environmentally friendly products (Wu and Chen, 2014).

In addition, since the number of internet users worldwide and in Indonesia grows year after year, the use of online shopping in Indonesia has increased dramatically. Many Indonesians use the internet to look for products and services (45 %), visit online businesses (45 %), and purchase goods and services using computers or cell phones (40 %) (Febriantoro W., 2018). On top of that, as a result of the pandemic, more people purchase online since shops were closed or understaffed, and people preferred to minimize being. According to a 2020 Bazaar Voice survey, 49% of consumers currently purchase more online than they did prior to COVID-19. According to a survey conducted by Rakuten Insight (2020), 55% of respondents in Indonesia stated that they made more online purchases during COVID-19, while only 9% stated that they had never made an online purchase.

Seeing this, the Environmentally friendly Indonesian shops started to take advantage of these opportunities by market their product through social media, which is part of the internet, namely a group of internet-based applications on the basis of ideology and web 2.0 technology, which enables the creation and exchange of content between users (Kaplan & Haenlein, 2018). As the use of social media itself is very effective and efficient both in terms of time and place of marketing, the Environmentally friendly Indonesian shops set out by selling their products through online channels for instances, the websites, Instagram, and online marketplaces.

The products that are the main focus of this research are Personal Care and toiletries products. Shampoos and body washes are examples of everyday consumer products intended to cleanse, enhance, or alter the appearance of the body. According to, (Tolls et al., 2009), Personal care products are utilized in large quantities which is dumped in the ocean every year and resulting plastic pollution. In 2015, Packaging is responsible for 146 million tonnes of plastic every year, according to commercial waste study. Additionally, according to Zero Waste Week, the cosmetics industry created more than 120 billion container units of packaging in 2018, leading in an annual loss of 18 million acres of forest.

Identifying and analyzing the elements that influence a customer's decision to purchase environmentally friendly products can assist environmentally friendly companies in better understanding their market (Joshi Y., 2016). Apart from that, rising consumer purchasing power and an increasing awareness of environmental issues make Indonesia a promising market for environmentally friendly products (Alamsyah and Hariyanto, 2017). However, there is a fact where there appears to be very little study on environmentally friendly products online purchasing behavior in Indonesia (Widjojo and Yudianto, 2019). In addition, according to a recent review of empirical and scientific research, many online shops still do not fully comprehend the needs and behaviors of online customers (Peña-García et al., 2020).

Understanding the psychology behind online consumer behavior is key to compete in today's markets which are characterized by ever increasing competition and globalization (Moser S., 2019). It is the aim of this research to investigating online purchasing behavior in order to better understand the distinctive characteristics of online shopping, particularly in Personal Care and Toiletries Environmentally Friendly products. This research is important in establishing what aspects influence customers' purchasing decisions for environmentally friendly products that are acquired on the internet, and it will be useful in the future. If marketers can get insight into these characteristics, they will be better able to predict customer purchase behavior and build more effective marketing campaigns.

Literature Review

Green Online Purchase Behavior

Environmental issues and problems are becoming more widely known, which motivates individuals to leave their traditional ways of life and adopt more environmentally friendly practices. Liobikienė and Bernatoniene (2017) state that the solution to environmental issues is a green lifestyle and green purchasing. Practitioners and marketers agree on this point. As defined by Chan and Chan (2017), Purchasing environmentally friendly and sustainable products that are easily recyclable and safe for the environment as well as the community is referred to as a "green purchasing behavior." Using products that are meant to address environmental concerns in an appropriate manner is also referred to as environmentally friendly purchasing behavior. In this study, this would be referred to as online purchase behavior.

In general, there are a range of factors that influence a customer's purchase decisions. These factors include the economy as well as environmental and geographic aspects, as well as human characteristics such as social, cultural, and political issues. Customers find it difficult to dissociate themselves from the affections of these elements, regardless of whether they are intrinsic or extrinsic urges. Furthermore, it is difficult to understand what is going on in the

minds of customers or to predict their purchase behavior; customers typically do not understand what motivates their purchasing decisions (Kotler and Armstrong, 2018).

Environmental Concern

Environmental concern has been treated as an evaluation of, or an attitude towards facts, one's own behavior, or others' behavior with consequences for the environment (Ajzen, 1989). Dunlap & Jones (2002) stated that Environmental concern is people's awareness of environmental issues and willingness to actively participate in efforts to address them, or express a desire to personally contribute to their resolution. It indicates that a person is affected by, or involved with, environmental issues as much as that he/she is interested to find solutions to environmental issues.

Several studies have found that supporting environmental protection has a positive impact on green product purchasing decisions, and that environmental concern is a significant contributing factor in the purchase or adoption of green products (Ali and Ahmad, 2016; Shatnawi, Al-Faouri and Al-Hayari, 2019; Simge, 2019).

Environmental Knowledge

According to (Fryxell and Lo, 2003), environmental knowledge refers to a broad understanding of facts, concepts, and relationships relating to the natural environment and its major ecosystems. Additionally, Laroche, M., (2005) defined environmental knowledge as 'an ability to identify the symbols, concepts and behavior patterns related to environmental protection according to the received environmental information. Hence, it involves public knowledge about the environment, key relationships concerning to environmental facets or impacts, an admiration of entire organism, and mutual conscientiousness for sustainable development.

Furthermore, (Barber et al., 2009; Dodd et al., 2010) reported that environmental knowledge can be distinguished into objective (factual) and subjective knowledge. Frick et al. (2004) suggested separating environmental knowledge into three groups: (i) systemic knowledge (knowledge about the existence of environmental problems); (ii) action-related knowledge (knowledge about the impact of behavior on the environment); and (iii) effectiveness knowledge (knowledge about tools for how to decrease environmental impact). The systemic knowledge have received less attention (Karimzadegan, H., 2012; Liobikiene, G., 2016; Zareie, B., 2016; Zareie, B., 2018). Therefore, in the present study, we chose to investigate systemic knowledge.

Previous research has found that knowledge play an important role in influencing consumer purchase intentions (Akbar et al., 2014; Ali & Ahmad, 2016; Debora Indriani, Rahayu and Hadiwidjojo, 2019; Pratiwi, Sulhaini and Rinuastuti, 2018). Another study discovered a link between increasing environmental knowledge and improving environmental attitudes and behaviors that are beneficial to the environment (Haryanto, 2014). It also supported by (Aldilax et al., 2020; Shatnawi, Al-Faouri and Al-Hayari, 2019), who further research and found that there is a positive correlation between an environmental knowledge and behavior.

Environmental Awareness

Environmental awareness is a concept involving psychology, sociology, environmental science, and other disciplines. At present, people have not formed a generally accepted definition of environmental awareness. For example, some scholars think that environmental

awareness is a part of environmental literacy, which can be defined as a combination of motivation, knowledge, and skills (Jannah, M., 2013). Some scholars believe that environmental awareness can be broadly defined as an attitude towards the environmental consequences of human behavior (Ham, M., 2016). Environmental awareness also can be defined as an individual's ability to understand the relationship between human activities, the state of environmental quality, and their or her willingness to participate in environmental activities (Liu, X., 2014; Umuhire, M., 2016). This paper defines environmental awareness as the public's perception of environmental problems, the ability to recognize what is going on in someone's or something's environment which is embodied in whether the public has realized the environmental pollution problem.

Consumers with a higher level of environmental awareness are more likely to purchase green products because they believe it is their responsibility to do so (Mainieri et al., 1997). Li *et al.* (2020) examined that environmental awareness and green promotional activities were investigated as factors that could influence people's purchasing intention. Furthermore, Yenoshin and Shinjan (2016) also indicated that environmentally friendly product purchasing behavior is directly influenced by awareness.

Perceived Behavior Control

Perceived behavioral control is a person's perception of how easy or difficult it is for them to perform a specific behavior that is determined by control beliefs, which are beliefs about the probability that a person has the resources and opportunities necessary to complete the action or achieve the objective (Ajzen, 1991; Eagly & Chaiken, 1993). As well as representing past experiences or anticipating future obstacles, perceived behavioral control is thought to be a representation of both (Ajzen, 1991). When individuals believe that they have more resources and opportunities and expect fewer obstacles, their perceived behavioral control will be stronger and their green purchase intentions will be greater.

Consistent with previous studies, consumers are likely to engage in green purchase behaviors when they perceive that they can control the factors (Wang, Lin and Li, 2018). The perceived level of behavioral control has been researched and found to have a favorable link with the intention to purchase by several researchers (Lathifan, 2020; Simge, 2019).

Social Media Marketing

In attracting new consumers and keeping old consumers, a company must do the marketing process of the their product itself, current marketing that is very well known for its efficient time and the delivery process to consumers is very easy and fast is social media marketing, where social media marketing is popular by business people, so that the delivery of green products owned by a company can be delivered easily and quickly (Okadiani, Mitariani and Imbayani, 2019). Form of engagement in company social media and customer's increases good perceptions toward brands, influences stronger commitment and the purchase-decision-making process, and increases the likelihood of purchases (Hutter et al., 2013). Several research found that use of social media marketing has an impact on purchase intention (Laksamana, 2018; Salem, 2018; Arora, Duggal and Kaur, 2020).

Perceived Usefulness

The term "perceived usefulness" relates to an individual's perception of how new technology will improve performance and productivity (Lee, 2009). Moreover, it means the degree to

which online users feel that particular website could enhance efficacy and value to them at the time of purchasing goods online (Hu et al., 2009; Lai & Wang, 2012). The consumer thinks to purchase products online due to perceived usefulness because consumers want to save their time during shop-ping (Guritno & Siringoringo, 2013). It is expected that perceived usefulness will be a direct predictor of behavioral intention to use of the technology under consideration in the TAM framework (Park, et al., 2014). In previous research, it has been found that Perceived Usefulness is positively connected with the intention to purchase a product online (Hamid et al., 2016; Peña-García et al., 2020).

Online Store Enjoyment

In the context of an online transaction on a specific website, perceived enjoyment can be described as the level of satisfaction that clients experience as a result of the website's ability to offer them happiness, ignoring the quality of service they will receive. It has been proven that the more enjoyable a customer's online buying experience is on a particular website, the more likely they are to make a purchase on that website (Carr, et al 2001). Studies have shown that perceived enjoyment has a major impact on the intention to shop online, as evidenced by previous research (Van der Heijden and Verhagen, 2004; Ha and Stoel, 2009; Ulaan, Pangemanan and Lambey, 2016).

Online Store Trustworthiness

It is referred to as "trust in an online store" when a consumer's subjective expectation that an online shop would finish a certain transaction in accordance with their confident expectations is met (Chai and Pavlou, 2002). Those consumers who have confidence to handle a potentially risky transaction are referred to as "trustworthy." Transacting with an online store that does not elicit a sense of trustworthiness would be criticized upon by most customers. On the other side, trust generates favorable feelings toward online purchases, creating expectations for a satisfactory transaction. Several study discovered that increased consumer trust also lowers perceived risks connected with online purchasing, which in turn boosts readiness to make a purchase from a certain shop or website (Liao and Shim, 2016).

Green Online Purchase Intention

Motivational factors that influence behavior are intended to be represented by intentions; they are indicators of how much people are willing to work, how much commitment they want to make, and how well they want to execute the behavior (Ajzen, 1991). The likelihood that a buyer will purchase a product, which in this research would be interpreted as online purchase intention, is denoted by the term "purchase intention" (Sam & Tahir, 2009). In order for purchase intents to be predictive of future actions, they must allow consumers to incorporate the factors that are most important to them into their purchasing choice before making the purchase (Morwitz, 2012).

Intentions capture the aspects that influence a customer's decision to purchase environmentally friendly products (Yadav, R., & Pathak, G. S., 2017). According to some recent research, there is a statistically significant association between green buying intention and green purchase behavior (Rahmi et al., 2017; Wei et al., 2017; Simge, 2019; Aldilax, Hermawan and Mayangsari, 2020).

Conceptual Framework

The conceptual framework is a brief summary of the study's various stages. In this study, the researcher proposed a framework for the study, which is depicted in Figure 1. The frameworks are as follows:

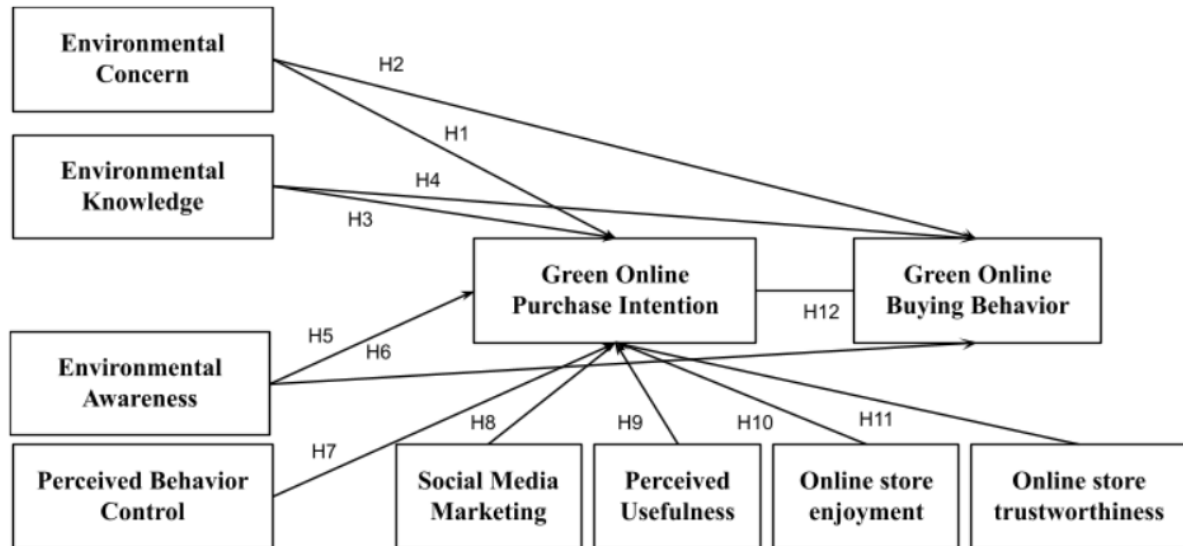


Figure 1: Conceptual Framework

Source: Author's Interpretation

This framework is refer from previous research (Kalafatis *et al.*, 1999; Van der Heijden and Verhagen, 2004; Ha and Stoel, 2009; Boztepe, 2012; Akbar *et al.*, 2014; Dehghanan and Bakhshandeh, 2014; Ulaan, Pangemanan and Lambey, 2016; Yadav and Pathak, 2016; Hamid *et al.*, 2016; Liao and Shim, 2016; Wei *et al.*, 2017; Rahmi *et al.*, 2017; Laksamana, 2018; Simge, 2019; Peña-García *et al.*, 2020) and adjusting several factors that might be the factors that influencing customer buying behavior toward online local personal care and toiletries environmentally friendly products.

Research Methodology

Primary and secondary data were used as sources in order to complete this study. In this study, the researcher uses a quantitative approach to analyze hypotheses by collecting numerical data and then analyzing the data using a mathematical model and statistical methodology. A quantitative approach is used to address research questions and specific hypotheses, according to Malhotra, Nunan, and Birks (2016). Furthermore, sufficient data may be available to allow data mining or an analysis of the correlations between individual measurements.

The length of data collection period is three weeks which is 6th May 2021 until 28th May 2021. In this study, All of the indicators will be measured on a 5-point Likert-type scale ranging from "strongly disagree" (1) to "strongly agree" (5), and the results will be distributed to the general public via an online survey. The population for this research consists of people who have purchased environmentally friendly products via Instagram, website, or online marketplace in Indonesia during the last six months since the data was collected.

The researcher employs descriptive statistics to interpret quantitative results. According to Malhotra et al. (2016), the most common statistics are location measurements (mean, mode, and median), variability measurements (range, interquartile range, variance, standard deviation, and coefficient of variation), and shape measurements (skewness and kurtosis). The Partial Least Square (PLS) method will be used to analyze the data collected in this study. PLS is a method for building prediction models with a large number of highly collinear variables (Tobias, 1995).

Conclusions

According to the data and hypothesis testing results, there are several factors that influence Indonesian customers' online buying behavior of local Personal Care and Toiletries environmentally friendly products. The factors are environmental concern, environmental knowledge, and environmental awareness. It is proven that people who care about the environment, have greater environmental awareness, and have a deep environmental knowledge are more conscious of purchasing environmentally friendly products because they consider it their responsibility to do so. Furthermore, people who are aware of environmental conditions and issues, such as the fact that they have the responsibility to protect the environment, that the environment is deteriorating, and that environmental problems will have an impact on human life, will engage in Green Purchasing Behavior because they believe that their actions will improve environmental quality.

Recommendation

The author developed marketing strategy recommendations for online Personal Care and Toiletries environmentally friendly shops after identifying the factors that influence Indonesian customers' online purchasing behavior of Personal Care and Toiletries environmentally friendly products. Based on the research, the author recommends local Personal Care and Toiletries environmentally friendly shops to improve the development of the market for environmentally friendly products by emphasizing environmental concern, environmental knowledge, and environmental awareness, which have been found to have a significant influence on green online purchasing intentions and behavior. Furthermore, Green marketing should be promoted by retailers and marketers through appropriate campaigns. Stores and marketers should establish new initiatives to boost green marketing by promoting the environmental benefits of green products, promoting a sustainable lifestyle, improving the brand's green image, and conducting educational awareness campaigns through a variety of media outlets to create consumers who are more environmentally aware and may help customers form specific attitudes.

Continuous exposure to environmentally friendly products can undoubtedly instill a favorable desire in consumers to acquire environmentally friendly products. Without a doubt, the customer and mindful consumer behavior are the keys to sustainable and green purchasing. However, the involvement of all economic actors is crucial. Marketers should be aware of the elements that drive green purchasing behavior, as this information enables them to tailor their products to promote green purchasing. They could start by emphasizing clear and concise information about environmentally friendly products, which encourage customers to purchase environmentally friendly products and improve their knowledge of environmentally friendly products, and then launch a campaign with messages that may include emotionally and logically appealing content that illustrates specific environmental or social problems to educate them.

By educating the public, policymakers can also contribute to the maintenance and promotion of this trend. As a result, environmental education should foster an awareness of the environment. Schools and colleges should collaborate on programs and activities aimed at educating students about environmental challenges and ways they can contribute to environmental conservation. Environmentally friendly activities can also be incorporated into a company's plan for corporate social responsibility. Apart from that, the government may conduct environmental campaigns in partnership with commercial enterprises in schools and other public venues.

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