YOUNG CONSUMERS' GREEN PURCHASING BEHAVIOR: THE INFLUENCE OF ENVIRONMENTAL AWARENESS AND GREEN MARKETING

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Abstract :   The increase in the amount of waste is highlighting a fairly high problem in Indonesia nowadays. With the awareness of this problem, many manufacturers have started to create environmentally friendly products such as stainless steel straws. The stainless steel straw is quite a breakthrough to start the market using a green marketing strategy. This study aims to determine the effect of environmental awareness and green marketing on purchasing decisions of young consumers on stainless steel straws. The approach used in this research was quantitative. The populations in this study were students who have used stainless steel straws. There were 345 respondents. The purposive sampling technique was used to obtain data, with criteria: 1) ever bought a stainless steel straw; (2) 18-22 years old. The data analysis was multiple linear analysis test. The results of this study indicated that environmental awareness has no effect on purchasing decisions, while green marketing has an effect on purchasing decisions.

Keywords :   *Environmental awareness, green marketing, purchasing decisions, young consumers*

1.   Introduction

The problem of waste in Indonesia has a tremendous growth, due to the increasing amount of waste in Indonesia. The increase in the amount of waste has an influence on the surrounding environment (Ling, Oluwaseyi, & Ramayah, 2019). The main thing is plastic waste; in which one of the wastes that is very difficult to decompose and recycle in a short time (Karuniastuti, 2013). The composition of plastic waste in Indonesia is increasing 6% per year. This is explained by the Ministry of Environment and Forestry (KLHK), that based on data, during 2016 there were 32,000 modern retailers contributed to waste reaching 9.85 billion pieces of plastic bags per year, and that number continued to rise by 8.83% to 10.72 billion pieces of plastic bags per year in 2018 (Arief, 2020). For instance, plastic straws are one of the biggest contributions to 93,244,847 pieces per day (Rohmah, Windarwati, & Luketsi, 2019).

The amount of waste has increased significantly and the deteriorating state of waste in the world has become a supporting factor for a breakthrough in environmental care through activities in the form of a campaign to care for the environment - go green in the community (Prashant & M, 2015). One of these campaigns is to start reducing the use of plastic in all

activities carried out. The activists of the campaign also use products that can be used repeatedly to reduce the growth of waste in the world (Pangestuti, 2018).

Becoming go green is one of the new campaigns within society, this movement, it is not only the public who act as consumers who must be aware of this, but producers can participate in this campaign. It includes the action to or replace the packaging container with environmentally friendly materials.

Substitution of plastic materials into stainless steel is one of the safe alternative non-plastic materials and can reduce the risk of negative exposure to toxins such as BPA (bisphenol A) and phthalates (Maharani, 2019). One of the items that have begun to change raw materials from plastic to stainless steel is straws, which are now being marketed. Stainless steel straws were chosen because the material is non-disposable and aims to minimize the increase in the amount of plastic straw waste (Khoirudin, 2020).

The more people are aware of going green; the company has a commitment to produce green products compared to other products. Some companies will realize that green products are very influential for consumers who are aware and care about the surrounding environment. In addition to producing, the company will also carry out a promotional method known as green advertising. Green Advertising will be carried out by including an eco-label on the packaging, and using a tagline that reflects that the product is environmentally friendly (D'Souza, Taghian, & Lamb, 2006). This is also done by a company that already has many consumers who produce stainless steel straws, namely "Greens Steel". Green Steel is very aggressive in campaigning about environmental care. This can be seen in the tagline that was created, namely "We have done our best to create products that will last you a lifetime. By choosing to reuse we are setting an example for others in our efforts to reduce waste on this beautiful planet" and it's written on the official Greens Steel website.

This movement is known as part of green marketing. Polonsky (1994) said that some people believe green marketing only refers to the promotion or advertisement of products with environmental characteristics. For instance, phosphate free, recyclable, refillable, ozone friendly and environmentally friendly are some of the things most often associated with green marketing consumers. Although the term is a green marketing claim, in general green marketing is a much broader concept, which can be applied to consumer goods, industrial goods and even services.

Green Products and Green Advertising are not only to fulfill consumer awareness and concern for the environment, they are also to foster consumer confidence in the benefits of using green products. This trust will motivate to make purchasing decisions on products that are believed to be environmentally friendly and safe to use (Lestari et al., 2020). (Kotler & Keller (2014) explained that purchasing decisions are several stages taken by consumers before making a decision to purchase a product. Meanwhile, Chapman & Wahlers (1999) purchase decision is the consumer's desire to buy a product, and then consumers will buy the product based on their respective perceptions to meet their needs.

Knowledge related to environmentally friendly products and about environmental awareness are the main factors that can help to form a positive attitude in purchasing green products. In their explanation, Farhanah & Kusumastuti (2020) stated that the knowledge and awareness possessed by consumers can be interpreted as a form of efforts made by the community to participate in preserving the environment, this awareness will make consumers realize that they need environmentally friendly products.

Research conducted by Lestari et al. (2020) and Kusuma, Surya, & Suhendra (2017) found that green products, green advertising and environmental awareness are important

factors and will greatly influence purchasing decisions. This is similar to the results found by Kumadji, Srikandi, & Yulianto (2015) and Junaedi (2005) that there is a significant influence between the green marketing variable and the purchasing decision variable, the study also found that there is an influence between environmental awareness and purchasing decisions on a green product. However, it is different from the research conducted by Farhanah & Kusumastuti (2020) and Ahmad, Lapian, & Soegoto (2016) where environmental awareness has no effect on buying interest and purchasing decisions and there is also no influence between green marketing variables on buying interest and decision making. The research conducted by Khoirudin (2020) stated that there are several factors that cause green products to be rejected, including: not being able to get used to green products, having bad experiences, preferring non-green products, and the largest percentage is not available in every offline store. The differences in the results of research conducted by Kusuma et al. (2017); Lestari et al. (2020) with research conducted by Ahmad et al. (2016); Farhanah & Kusumastuti (2020) aroused the interest of researchers to re-examine and prove the relationship between between these variables.

This research is a modification of variable changes from previous research conducted by (Ahmad et al., 2016). In the research of Ahmad et al. (2016) raised green product as a variable that influences purchasing decisions. However, in this study, the writer changed the green product variable into environmental awareness. As in the research of Setiyonovita & Shahrivar (2017) which raised the environmental awareness variable as an independent variable. The reason for replacing the variable is that the green product is one of the indicators contained in the marketing mix, this shows that the green product is already in green marketing as an indicator (Rita, 2017). Environmental awareness is traditionally seen as a measure of a concept starting from the highest level of awareness to the lowest level of awareness (Utami, Gunarsih, & Aryanti, 2014). Environmental awareness is defined as the individual's alertness and vigilance to environmental conditions, both the living environment (biotic) and the dead environment (abiotic) so that the individual can control or control himself and the environment (Paramita & Kerti Yasa, 2015). Environmental awareness can also be interpreted as a conscious state of self or soul towards the environment, which can be seen from the actions of the individual concerned and behavior (Afandi, Neolaka, & Saleh, 2011).

From the results of the description above, the research problem that can be investigated is the influence of environmental awareness and green marketing on purchasing decisions. The purpose of this study was to examine the effect of green marketing and environmental awareness on purchasing decisions on stainless steel straws.

2. Methods and Equipment
2.1. Methods

2.1.1 Types and Sources of Research Data
The data collected to be processed and analyzed in this study uses primary data types. Primary data were obtained directly from research respondents from the results of distributing questionnaires through the google form platform.

2.1.2 Population and Sample
The population in this study was 2383 SWCU FEB students. Furthermore, for the sampling technique using purposive sampling technique, because the sampling was based on several

criteria needed by the researcher, the respondent criteria that must be met include: (1) SWCU FEB students; (2) Ever bought stainless steel straws; (3) Aged 18-22 years. The sample that used in this study is 342.5 and rounded up to 343 respondents. Figures from the number of samples are obtained from the slovin formula:

$n = N/(1+Ne^2)$

n   : sample
N   : population
e   : error (5%)

2.2 Analysis Techniques

After all the primary data from the research results were obtained, then the data analyzed using multiple linear regression data analysis techniques. This technique aims to determine the effect of environmental awareness and green marketing variables on purchasing decision variables. Before performing the multiple regression analysis technique, the data tested for classical assumptions first. In each test, it operated with degrees of freedom at a confidence level of 95% and a 5%. Then, the hypothesis that accepted has a significant effect to the value (sig) obtained is less than alpha (a) = 0.05.

Before performing multiple regression analysis in order to test the validity and reliability of the study, the researcher did pre-test to 30 respondents as research samples. After the process was carried out, the data will be tested for quality consisting of validity test and reliability test. After the statements in the instrument were declared valid and reliable, it will be redistributed until it meets the requirements for the number of samples to be studied. Afterwards, the data will be carried out on the classical assumption test.

After all the data has passed the test and is declared to be fulfilled, then hypothesis testing will then be carried out. This test is used to test the adequacy of the data from the sample to describe the population group. This study uses the t statistical test, f statistical test, and the coefficient of determination to find the magnitude of the influence of the independent variable on the dependent variable.

In the overall multiple linear regression test, the regression equation obtained is:

$Y = a + \beta0 + \beta1.X1 + \beta2.X2 + e$

Note:

Y   = Buying Decision
a   = Constant
β   = Regression Coefficient
X1   = Environmental Awareness Variable
X2   = Green Marketing Variable
e   = Error

3.   Results and Discussion

3.1. Results

Pre-Test

Preliminary research was conducted by involving 30 respondents. Based on the results of the reliability test, it can be concluded that all research instruments from each variable of Environmental Awareness, Green Marketing, and Purchasing Decisions are stated to be reliable and consistent. This is because the result of Cronbach's Alpha value was > 0.6.

Characteristics of Respondents

This section explains the characteristics of respondents who have been grouped by writers into several sections, such as gender, age, pocket money received by respondents per month, experience of buying and using stainless steel straws.

Table 1: Characteristics of Respondents

No	Category	Sub Category	Frequency	Percentage
1	Gender	Male	146	42.31%
		Female	199	57.69%
2	Age	16-20	108	31.30%
		21-25	234	67.84%
		26-30	3	0.86%
3	Monthly Income	< Rp 500.000	47	13.55%
		< Rp 1.000.000	94	27.31%
		< Rp 2.000.000	191	55.38%
		< Rp 3.000.000	13	3.76%
4	Have you ever use straw stainless steel?	Yes	345	100%
		No	0	0%
5	Have you ever buy straw stainless steel?	Yes	345	100%
		No	0	0%

Source: Processed primary data (2021)

The characteristics of respondents, in this study, were described in the table 1. Based on table 1, the female respondent is the most percentage, with a percentage value of 57.69%. Then the age category is dominated by respondents aged 21-25 years (67.84%). As many as 55.38% of respondents have a monthly allowance in the category < Rp 2,000,000 because the respondents in this study are students, this is considered reasonable. Then in the respondent's experience there are respondents who have never used and have never bought as much as 1.20% and 2%. Moreover, the results of respondent data in this study cannot be used as a whole, because they do not meet the criteria decided by the author. So, in this study only 345 respondents from 352 respondents.

Classic assumption test

In normality testing with Kolmogorov Smirnov, got the Asymp result. Sig. (2 tailed) of 0.196. This value was greater than the significance in this study, which is 5% or 0.05, it can be concluded that the data is normally distributed. Furthermore, the researchers conducted a multicollinearity test; this test was used to determine whether or not there was a correlation between independent variables. The results of the tests carried out by the researchers obtained a Tolerance value of 0.954 which means the value is > 0.10, and the VIF value is 1.049 which means the value is < 10.00, so from this value it can be concluded that the data does not occur multicollinearity. There was no heteroscedasticity. The results of this linearity test result in a number of 0.722 for the environmental awareness variable (X1) and 0.169 for the Green Marketing variable, so it can be interpreted that there is a significant linear relationship

between environmental awareness (X1) and green marketing (X2) with purchasing decisions (Y) because Deviation from Linearity Sig. obtained > 0.05.

Hypothesis Testing: Multiple Linear Analysis
After the data was declared and proven to pass the classical assumption test, the writers then proceeds with the multiple linear regression tests. This analysis is used to determine how much influence Environmental Awareness (X1) and Green Marketing (X2) have on Purchase Decisions (Y).

T test
To see which variable has a dominant influence and to determine the effect of the independent variable on the dependent variable partially, the authors use the t test. If later the significant value is less than 5% or 0.05, it can be interpreted that the variable has a partial influence, and is explained as follows:

<div align="center">

Tabel 2: T-Test Result
Coefficients[a]

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	Unstandardized Coefficients	t	Sig.
	B		
(Constant)	18.542	11.129	.000
Environmental Awareness	0.20	.364	.716
Green Marketing	.181	3.520	.000

<div align="center">Source: Processed primary data (2021)</div>

From the results of the regression analysis, it can be seen that the multiple regression equation is as follows:

$$Y = 18.542 + 0.020X1 + 0.181X2$$

Y   : Buying Decision
X1 : Environmental Awareness
X2 : Green Marketing

Table 3: Coefficient of Determination Results

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Model Summary[b]

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Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.196[a]	.039	.033	2.85993

<div align="center">Source: Processed primary data (2021)</div>

The magnitude of the contribution of Environmental Care (X1) and Green Marketing (X2) to Purchase Decisions (Y) in Table 12 can be seen in the Adjusted R Square value of 0.033 or 3.3%, while 96.7% is influenced by other variables not examined by researchers in this study.

3.2. Discussion

Environmental Awareness Has No Significant Influence On Purchase Decisions

Environmental awareness is explained as the individual's alertness and vigilance to environmental conditions, both the living environment (biotic) and the environment (abiotic) so that the individual can control or control himself and the environment (Paramita & Kerti Yasa, 2015). Awareness of the environment makes people have a mindset that is focused on purchasing decisions for green products (Junaedi, 2005). In this study, the results showed that the significance value is > 0.05, which means that the Environmental Awareness variable has no effect on the purchase decision variable. This is different from the results of research conducted by Junaedi (2005); Khoirudin (2020); Maharani (2019) which said that stainless steel straws are a green product that replaces straws that are safe and can be used repeatedly**.**

A total of 57.69% of young female respondents who used stainless steel straws said they agreed that these consumers care about environmental knowledge (with an average score of 4.12). However, it does not mean that people who care and are aware of the environment cause a sense to buy goods that are environmentally friendly. The Ariescy, Amriel, & Anindita (2019) also stated that people who are already aware of the environment cannot be sure whether the process of making these goods has actually implemented activities to protect the surrounding environment. This is supported by the fact that not always, people, who are aware and care about the environment will definitely have the intention and decide to buy a stainless steel straw which is part of a green product. This research was in line with research conducted by Setiyonovita & Shahrivar (2017) which says that increasing environmental awareness is not always in line with green products. Furthermore, Suki (2013) also writes that there is a consumers phenomenon who are environmentally conscious, but it was inconsistent, to do an action buying products that are environmentally friendly. Environmentally friendly, even in some cases they do not use environmentally friendly products at all. This study also has the same results as research Farhanah & Kusumastuti (2020) which states that environmental awareness and concern have no effect on purchasing decisions.

Green Marketing Has a Significant Influence on Purchase Decisions

Green Marketing is defined as an activity to market a product in an environmentally friendly and environmentally friendly way, including changing or modifying products, changing the production process, changing packaging and even changing the way of promotion (Agustina, DH, & Wilopo, 2016). In improving the green marketing strategy, it will indirectly be followed by an increase in purchasing decisions (Kusuma et al., 2017). In this study, the result showed that the significance value for the green marketing variable is less than 0.05, which means that the green marketing variable has a partial effect on the purchase decision variable.

There was as many as 67.84% of student respondents aged 21-25 years stated that these respondents chose green products by looking at the outer packaging of the product (average score of 4.45). With the eco friendly logo, people will indirectly assume that the product is environmentally friendly, even though the content in the product is not completely environmentally friendly, but this is where it has been created that green marketing affects purchasing decisions (Karlina & Setyorini, 2019). From the eco friendly logo, it is what creates a sense of consumers making a decision to buy environmentally friendly goods, with this respondents already feel that they are protecting the environment and reducing waste by buying environmentally friendly products, supported by the fact that as many as 42.31% of

male respondents choose and buy products. In which, it does not provide a lot of waste to the surrounding environment (average score of 4.39. This is in line with the research of Septifani, Achmadi, & Santoso (2014) who says that one of the green marketing concepts is to change the policy on product packaging in order to attract consumers who are very concerned about This study also has the same results as research Kumadji, Srikandi, & Yulianto (2015) which says that green marketing has an effect on purchasing decisions.

4.   Conclusion
Based on the results of existing research, it can be concluded that:
   1. Environmental awareness variable has no effect on purchasing decisions
   2. Green marketing variables have an effect on purchase decisions

Theoretical Implications
Environmental awareness variable has not influenced on purchasing decisions. These results are the same and in line with the explanation of Farhanah & Kusumastuti (2020), Setiyonovita & Shahrivar (2017), and Suki (2013), which stated that people who are environmentally aware do not always use and even buy environmentally friendly products.

The green marketing variable has an effect on purchasing decisions. These result was the same as those revealed by (Karlina & Setyorini, 2019), Kumadji, Srikandi, & Yulianto (2015), and Septifani, Achmadi, & Santoso (2014), those mentions that only changing product packaging into an eco friendly package can increase sales of a product and build consumer interest in considering the product as environmentally friendly.

Managerial Implications
In this study, it was found that overall the SWCU FEB students who were the respondents of this research, had given a good response to stainless steel straws as a product that uses green marketing in its marketing, in table 10 we can see that the average empirical indicators get a very good predicate. , but there are some indicators that only get a good predicate, thus the researcher provides suggestions, including:

Currently using stainless steel straws is rife among teenagers who are aware of the surrounding environment, so some groups who are already aware of the environment should start aggressively changing their lifestyle and "circle" the friendships around them to promote green product and green marketing campaigns. A sign that consumers love the environment, so that, the number of green product user especially stainless steel straws, will increase. With more and more people using stainless steel straws, they indirectly support a green campaign to create environmental awareness within themselves.

Limitations and Suggestions for Future Research
In this study, there are limitations of the author, namely the lack of clear empirical indicators in clarifying green products. Suggestion for future research is that the author need to add empirical indicators to clarify green products in research, such as "The products I use can be guaranteed that they are safe for the environment and my body".

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