

The Influence of Green Product and Green Promotion on Intention to Buy PT Unilever Indonesia Tbk Products Among Students at Universitas Mataram

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Abstract. Today there is a tendency for companies to be required to produce in an environmentally friendly manner in addition to making a profit. Building a culture of environmentally friendly behavior requires patience and continuity, so that it can be felt in the future by all living things. This study aims to determine the effect of service quality on customer satisfaction in making purchases at the Tokopedia market place. This type of research uses associative research with a quantitative approach. The data collection method used is a sample survey method with data collected directly from respondents using a questionnaire. The population in this study were 100 consumers who had shopped at Tokopedia. The analysis tool used is Simple Linear Regression using SPSS version 25. The results showed that the R2 value was found to be 0.721 (72.1%) which indicates that the effect of the independent variable (quality of service) is .721% while 27.9% influenced by other variables. The results of the t test found that t count > t table on the service quality variable, namely 15.925 > 1.661. Thus the results of the study indicate that the influence of service quality has a positive and significant effect on consumer satisfaction at the Tokopedia market place.

Keywords: Consumers, Satisfaction, Service, Quality.

A. INTRODUCTION

Today there is a tendency for companies to be required to produce in an environmentally friendly manner in addition to making a profit. Building a culture of environmentally friendly behavior requires patience and continuity, so that it can be felt in the future by all living things. Therefore environmental sustainability is an important aspect that must be of concern to the Company and consumers. On the other hand, various challenges in business competition must be faced. Currently, the company's challenges are not only global competition, but also challenges to the natural environment [1].

One of the biggest environmental problems today is plastic waste. Recently, waste has become a hot topic of conversation, especially in Indonesia [2], [3]. Quoted from Green UI (www.green.ui.ac.id) accessed on 22 February 2022) waste production in Indonesia has increased by an average of 1 (one) million tonnes annually. According to the Jambeck Research Group, Indonesia contributes around 1.3 million tons of plastic waste per year and makes it the second largest contributor of plastic waste to the sea in the world after China. Buy in order to have it. Waste production in the city of Mataram reaches 300 tons per day. But of this amount that can be transported only 250 tons [4]. Meanwhile, the rest was scattered in the environment and dumped in illegal TPS (insidelombok.id). Indonesian people's concern for environmentally friendly products has increased by 112% from 2019 to 2021 (unilever.co.id). Under these conditions, one of the company's strategies is to produce various kinds of products that use materials that do not damage the environment or are known as green products [3].

According to Nekmahmud, M., & Fekete-Farkas, M. buying interest is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another [5]. Purchase intention also refers to consumers' desire to consume or use goods in the future [6]. According to Ittaqullah et al. there are four factors that influence buying interest, namely attention, interest, desire, and conviction [7]. According to Sun and Wang green marketing is defined as a management process that is responsible for identifying, anticipating, and satisfying the needs of consumers or society in a profitable and sustainable manner [8]. Companies that apply the concept of green marketing will certainly be more sought after, liked and demanded by consumers, especially consumers who are selective in purchasing environmentally friendly products. There are five reasons for companies to develop green marketing, namely; meeting environmental pressures, obtaining environmentally friendly profits, enhancing corporate image, seeking new markets and opportunities, and improving product quality.

One trend of product quality improvement is the development of green products. A green product is a good description of a product or service that has little or no adverse effect on the environment [9]. Green products usually use a choice of quality raw materials that are beneficial for consumer health and environmental sustainability. Safer and healthier are consumer motivations in buying and consuming green products [10]. Green products are getting more and more attention because of a shift in lifestyle from conventional products to products that are environmentally friendly. The strong tendency of people's current consumption patterns on matters related to environmental sustainability is a special attraction for companies that implement green promotion strategies in their business. Green Promotion is a company activity to campaign for programs that raise environmental issues to strengthen the image as an environmentally friendly company [11].

The concept of green promotion appears as a concern for environmental issues which is used as an opportunity by various companies in carrying out marketing strategies that are believed to receive great attention from the community. Environmentally friendly promotions can change consumer habits. Marketing strategies such as Green promotion create buying interest because it is one of the first steps before consumers decide to make a purchase [6]. One of the companies implementing a green marketing strategy is PT. Unilever Indonesia Tbk, which was founded in 1933. Unilever is a global market leader as a consumer products company that produces a variety of products for households. The company seeks to attract potential customers' buying interest with various strategies. This can be seen from the product differentiation that continues to be created in attracting consumers' attention to buy.

Unilever implements a green promotion strategy through the USLP (Unilever Sustainable Living Plan) program. USLP is a new Unilever business model introduced by Paul Polman as a business model that aims to separate business growth from environmental impact so that while the company increases corporate value, it will reduce its total environmental footprint (waste) across Unilever's value chain [12]. USLP is expected to be able to gain the trust of the public which causes the uptake of Unilever products to increase and reduce costs because the good image created makes people to advertise Unilever products automatically [12].

This research was conducted on Mataram University students because basically students as generation Z are channeling awareness of the environment as well as driving force in helping to reduce the amount of waste emissions in the surrounding environment and initiatives in helping to preserve the environment among the community by using environmentally friendly products which can be recycled. Such as packaging from recycled and biodegradable products & products made from 100% natural ingredients. Based on the background above, the writer can take research entitled "The Effect of Green Product and Green Promotion on Buying Interest in PT. Unilever Indonesia Tbk Among Mataram University Students.

B. METHOD

This study uses a quantitative method with an associative approach. This research was conducted at the Mataram University Campus, Jl. Majapahit No. 62, Gomong, Mataram City, West Nusa Tenggara. Researchers chose this location because Mataram University students are young people who are educated and have an important role in environmental change. The population of this research is Mataram University students who are familiar with PT. Unilever Indonesia Tbk. Because the population size is unknown, the researcher chose a sample size of 50 people, which was considered representative of the population. The sampling technique used is purposive sampling, which is a sampling technique based on certain considerations or criteria. Respondents who became the sample were Mataram University students who were familiar with PT. Unilever and is part of the 2018-2021 class with a minimum age of 17 years.

The questionnaire used in this study consists of two main parts. The first part contains questions related to the characteristics of the respondents, such as gender, age, generation, and level of knowledge about PT products. Unilever Indonesia Tbk. The second part contains questions about Green Product, Green Promotion, and Buying Interest, using a Likert scale [13]. The data obtained from the questionnaire will be processed and analyzed using statistical techniques. The data analysis that will be carried out includes descriptive analysis to get an overview of the characteristics of the respondents and the research variables. Furthermore, linear regression analysis is used to test the causal relationship between Green Product, Green Promotion, and Purchase Intention.

C. RESULT AND DISCUSSION

Description of Respondent Characteristics

The results of identifying the characteristics of respondents are students who are familiar with PT environmentally friendly products [14]. Unilever Indonesia can be seen in the following description.

1. Description of Respondents by Gender

In processing the primary data from the research that has been done, the grouping of student respondents who are familiar with Unilever's environmentally friendly products based on gender is grouped into two categories, namely men and women. The number of respondents based on gender can be seen in table 1 below:

Table 1 Characteristics of Respondents by Gender

No	Gender	Amount	Percentage (%)
1	Man	11	22
2	Woman	39	78
	Total	50	100

Based on table 1 it can be seen that the number of respondents who were male was 11 respondents (22%) and women were 39 respondents (78%). The data above shows that characteristics based on gender Students who are familiar with Unilever's environmentally friendly products in this study are dominated by women.

2. Description of Respondents by Age

In processing the primary data from the results of the research conducted, the grouping of student respondents who are familiar with Unilever's environmentally friendly products is based on age by placing them in the appropriate age range in 3 categories, namely 17-20 years, 21-25 years, and 26-30 years. The number of respondents based on the age range can be seen in table 2 below:

Table 2 Characteristics of Respondents by Age

No	Age	Amount	Percentage (%)
1	17-20 Years	2	4
2	21-25 Years	47	94
3	26-30 Years	1	2
	Total	50	100

Based on table 2 it can be seen that the number of respondents aged 17-20 years was 2 respondents (4%), ages 21-25 years were 47 respondents (94%, and ages 26-30 years were 1 respondent (2%). that at the time the research was conducted, the most age was 21-25 years, namely 94%, and the least age of students was 26-30 years, namely 2%.

3. Description of Respondents based on Year of Class

In processing the primary data from the results of the research conducted, the grouping of student respondents who are familiar with Unilever's environmentally friendly products is based on class year, namely the 2018, 2019, 2020, and 2021 class. The number of respondents based on class year can be seen in table 3 below:

Table 3 Characteristics of Respondents by Year of Force

No	Army Year	Amount	Percentage (%)
1	2018	44	88
2	2019	3	6
3	2020	1	2
4	2021	2	4
	Total	50	100

Based on table 3 it can be seen that the number of respondents from the 2018 class was 44 respondents (88%), the 2019 class were 3 respondents (6%), the 2020 class was 1 respondent (2%), and the 2021 class were 2 respondents (4%). It can be concluded that during the research, students who were familiar with Unilever's environmentally friendly products in the class of 2018 were 88%.

4. Description of Respondents based on Faculty of Origin

In processing the primary data from the results of the research conducted, the grouping of student respondents who are familiar with Unilever's environmentally friendly products is based on the origin of the faculty which is grouped into all faculties on the Mataram University campus. The number of respondents based on the origin of the faculty can be seen in table 4 below:

Table 4 Characteristics of Respondents Based on Faculty of Origin

No	Faculty of Origin	Amount	Percentage (%)
1	Faculty of Economics and Business	37	74
2	Faculty of Social and Political Sciences	4	8
3	Faculty of Agriculture	4	8
4	faculty of Law	4	8
5	Faculty of Engineering	1	2
	Total	50	100

Based on table 4 it can be seen that the number of respondents from the Faculty of Economics and Business was 37 respondents (74%), the Faculty of Social and Political Sciences was 4 respondents (8%), the Faculty of Agriculture was 4 respondents (8%), the Faculty of Law was 4 respondents (8%), and Faculty of Engineering as much as 1 respondent (2%). It can be concluded that at the time of the research, students who were familiar with Unilever's eco-friendly products, the Faculty of Economics and Business, were the most numerous.

Results of Data Analysis

1. Validity Test Results

Validity test is used to measure the validity or validity of a questionnaire. Validity test is a measure that shows the extent to which the measuring instrument used measures the variable to be measured. According to Sugiono with a significant figure of 5%, the instrument is said to be valid, otherwise it is said to be invalid [15].

Table 5 Green Product Validity Test Results

Statement	Pearson Correlate	Rtable	Annotation
X1.1	0.902**	0.279	legitimate
X1.2	0.825**	0.279	legitimate
X1.3	0.740**	0.279	legitimate
X1.4	0.892**	0.279	legitimate

Based on table 5 above, all questions contained in all questionnaires for all green product variables in this study have a calculated correlation coefficient (rcount) that is greater than the standard correlation value (rtable), namely 0.279. This shows that the instruments used for all variables are valid.

Table 6. Green Promotion Validity Test Results

Statement	Pearson Correlate	Rtable	Annotation
X2.1	0.819**	0.279	legitimate
X2.2	0.708**	0.279	legitimate
X2.3	0.759**	0.279	legitimate
X2.4	0.799**	0.279	legitimate

Based on table 6 above, all questions contained in all questionnaires of all green promotion variables in this study have a calculated correlation coefficient value (rcount) that is greater than the standard correlation value (rtable), namely 0.279. This shows that the instruments used for all variables are valid.

Table 7. Buying Interest Validity Test Results

Statement	Pearson Correlate	Rtable	Annotation
Y.1	0.803**	0.279	legitimate
Y.2	0.793**	0.279	legitimate
Y.3	0.722**	0.279	legitimate
Y.4	0.852**	0.279	legitimate
Y.5	0.654**	0.279	legitimate
Y.6	0.834**	0.279	legitimate

Based on table 7 above, all questions contained in all questionnaires of all buying interest variables in this study have a calculated correlation coefficient value (rcount) that is greater than the standard correlation value (rtable), namely 0.279. This shows that the instruments used for all variables are valid.

2. Reliability Test Results

Reliability test is a tool to measure the questionnaire. According to Sugiyono a questionnaire is said to have high reliability if the questionnaire is stable and reliable so that using the questionnaire many times will give the same results [15]. In this study the instrument is said to be reliable if it has a reliability coefficient > 0.6 and if it is less then it can be said to be unreliable.

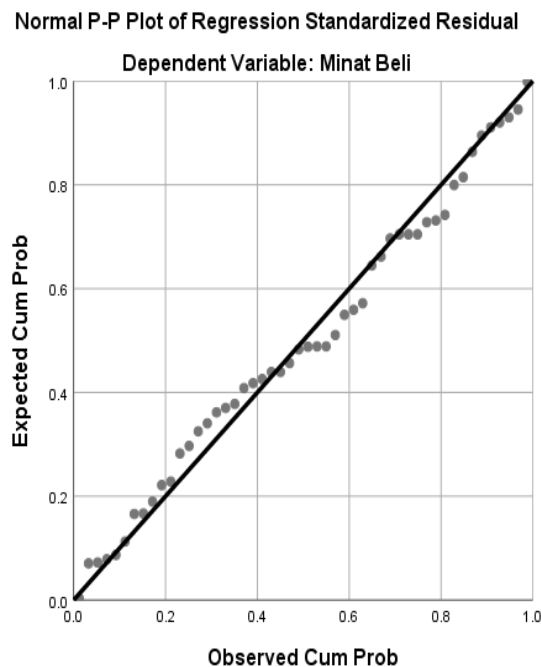
Table 8 Reliability Test Results

No	Variable	Alpha	N	Standard	Annotation
1	Green Products (X1)	0.870	4	0.006	believable
2	Green Promotion (X2)	0.768	4	0.006	believable
3	Buying Interest (Y)	0.862	6	0.006	believable

Based on table 8 above, the reliability test for the green product, green promotion and purchase intention variables has an Alpha value greater than the Standard Alpha value (0.06). Therefore, the variables green product, green promotion and purchase intention can be declared reliable and all data in this study can be used as an instrument or data collection tool.

Normality Test Results

According to Imam Ghozali in Sugiyono the regression model is said to be normally distributed if the plotted data (dots) that describe the actual data follow a diagonal line [15, p. 143]. Normality test is useful to find out whether the dependent, independent, or both variables are normally distributed, close to normal, or not. Detecting data that is said to be normal can be seen through the following graph:

**Figure 1 Normality Test Results**

Based on figure 1 above, it can be seen that the plot points in the figure follow or approach the diagonal line. Therefore, the decision making in the normality test using the probability plot technique can be concluded to be normally distributed.

Multicollinearity Test Results

The multicollinearity test aims to test whether the regression model finds a correlation between the independent variables. One of the tools to detect the presence or absence of multicollinearity in the regression model is to look at the tolerance value and its opposite as well as the Variance Inflation Factor (VIP) value. According to Sugiyono there are no symptoms of multicollinearity, if the Tolerance value is > 0.100 or equal to $VIF < 10.00$ [15].

Table 9 Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Green Product	0.639	1.565
Green Promotion	0.639	1.565

Based on table 9 above, it is known that the tolerance value for the independent Green Product variable is $0.639 > 0.10$ and the VIF value is $1,565 < 10.00$, the Green Promotion variable is $0.639 > 0.10$ and the VIF value is $1,565 < 10.00$. So it can be concluded that based on the results of the multicollinearity test there is no correlation between the independent variables or in other words there is no multicollinearity.

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis aims to measure the direction and magnitude of the influence between green product and green promotion on buying interest. In addition, it aims to determine the extent to which the influence of the independent variable (independent) on the dependent variable (dependent). The results of data processing multiple linear regression analysis using the SPSS program are shown in table 10 below:

Table 10 Test Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		t	Sig
	B	Std. Error		
(Constant)	0.031	2.289	0.013	0.989
Green Product	0.837	0.146	5.754	0.000
Green Promotion	0.596	0.169	3.537	0.001

Based on table 10 obtained from the results of processing using the SPSS program, multiple regression is obtained as follows:

$$Y = \alpha + b_1x_1 + b_2x_2 + e$$

$$Y = 0.031 + 0.837 X_1 + 0.596 X_2 + e$$

Which mean:

1. The value of the constant α has a positive and not significant effect on purchase intention, where an α value of 0.031 is obtained, which means that if there is no change in the green product (X_1) and green promotion (X_2) variables, then the interest in buying Unilever products remains at 0.031.
2. The value of the regression coefficient of Green Product (X_1) has a positive and significant effect on buying interest. Where is obtained β_1 is equal to 0.837. This value means that if the green product variable (X_1) increases by 1 unit, then interest in buying Unilever products will increase by 0.837 assuming the other independent variables are equal to 0 (zero) or fixed.
3. The value of the Green Promotion regression coefficient (X_2) has a positive and significant effect on buying interest. Where is obtained β_2 is equal to 0.596. This value means that if the green promotion variable (X_2) increases by 1 unit, then interest in buying Unilever products will increase by 0.596 assuming the other independent variables are equal to 0 (zero) or constant.

Partial T Test Results

The T test was conducted to see whether there was a significant effect or not from the green product (X_1) and green promotion (X_2) variables partially on (Y) purchase intention. The results of the t test in this study can be seen in table 4.14 below.

Table 11 Partial T Test Results

Variable	T		Sig		Conclusion
	Count	Table	Sig	Alfa 5%	
Green Product	5.754	2.012	Significant	0.05	Significant
Green Promotion	3.537	2.012	Significant	0.05	Significant

Based on the results of table 11 the t test above, shows that:

1. The green product variable (X_1), has a positive and significant effect on buying interest in Pt products. Unilever Indonesia Tbk among Mataram University students, because t count

(5.754) > t table (2.012) and the significance value is below 0.05, which is 0.00, it can be concluded that H1 or the first hypothesis is accepted, meaning that there is a significant effect of green product (X1) on buying interest in Pt. Unilever Indonesia Tbk among Mataram University Students.

2. The green promotion variable (X2), has a positive and significant effect on buying interest in Pt products. Unilever Indonesia Tbk among Mataram University students, because t count (3.537) > t table (2.012) and the significance value is below 0.05, namely 0.01, it can be concluded that H2 or the second hypothesis is accepted, meaning that there is a significant influence of green promotion (X2) on buying interest in Pt. Unilever Indonesia Tbk among Mataram University students.

Test Results for the Coefficient of Determination R²

The coefficient of determination is used to determine how much influence the independent variables simultaneously have on the dependent variable. The value of the coefficient of determination can be seen from the Adjusted R Square value in table 12 below:

Table 12 Test Results for the Coefficient of Determination of R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.837 ^a	0.700	0.687	2.42031

Table 12 of the coefficient of determination above shows that the Adjusted R Square value is 0.687 or 68.7%. Purchase intention is explained by the independent variable Green product (X1), Green promotion and the remaining 31.3% is explained by other variables that are not included in this regression model which can affect buying interest in Pt products. Unilever Indonesia Tbk among Mataram University students.

The Influence of Green Products on Purchase Interest in Pt. Unilever Indonesia Tbk. Among Mataram University Students

Based on table 11 it is known that the green product has a tcount value of 5,754 and is greater than ttable (2.012). While the comparison of the significance value with the specified error rate of 0.05 is 0.000 > 0.05. From this value it can be concluded that the green product has a significant effect on purchase intention. From the results of multiple linear regression analysis in table 10 it can be seen that the green product has an influence of 0.837 on buying interest and it can be concluded that buying interest in Pt. Unilever Indonesia Tbk among Mataram University students is influenced by green products. This is in accordance with the results of previous research conducted by Soomro et al. research results show that the green product variable has a significant influence on purchase intention [16]. Tan et al. research results show that green products have an effect on buying interest [17]. Ahmad and Zhang stated that there is a positive influence between green products and consumer buying interest [3].

The Effect of Green Promotion on Buying Interest in Pt. Unilever Indonesia Tbk. Among Mataram University Students

Based on table 12 it is known that green promotion has a tcount of 3,537 and is greater than ttable (2.012). While the comparison of the significance value with the specified error rate of 0.05 is 0.001 < 0.05. From these values it can be concluded that green promotion has a significant effect on purchase intention. From the results of multiple linear regression analysis in table 10, it can be seen that green promotion has an effect of 0.596 on buying interest and it can be concluded that buying interest in PT. Unilever Indonesia Tbk among Mataram University students is influenced by green promotion. The research results are in line with Costa et al. research results show that the green promotion variable has a significant influence on purchase intention [18]. Woo and Kim research results state that green promotion has an influence on purchase intention [19]. Wijekoon and Sabri research results show that green promotion has an effect on purchase intention [20].

D. CONCLUSION

Based on research conducted on 50 Mataram University student respondents who are familiar with PT. Unilever Indonesia Tbk, the research results show that green product and green promotion have a positive and significant influence on students' buying interest in these products. With the increasing quality of environmentally friendly products and attractive promotions, it is expected that PT. Unilever Indonesia Tbk can be better known and interested by students, and it is suggested that similar research can be conducted for further research development.

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The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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All data is available from the author.

Competing interests

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