



GREEN PURCHASING BEHAVIOR: PREFERENCES, ATTITUDES AND SOCIAL VALUES

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Abstract: The Literature Review article on Environmentally Friendly Purchasing Behavior: Preferences, Attitudes and Social Values is a scientific article that aims to build a research hypothesis on the influence between variables that will be used in further research, within the scope of Marketing Management. The method of writing this Literature Review article is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this Literature Review article are that: 1) Preference has an effect on Environmentally Friendly Purchasing Behavior; 2) Attitudes influence Environmentally Friendly Purchasing Behavior; and 3) Social Values have an effect on Environmentally Friendly Purchasing Behavior. Apart from these 3 exogenous variables that affect the endogenous variable Environmentally Friendly Purchasing Behavior, there are still many other factors including Environmental Knowledge, Ecolabelling and Consumer Trust variables.

Keywords: Preferences, Attitudes, Social Values, Green Purchasing Behavior

INTRODUCTION

Global issues that are currently often conveyed in various media regarding environmental damage that have an impact on global climate change. Global climate change cannot be underestimated because it will disrupt global supply chains and food crises. In addition, climate change will cause natural disasters that can harm humans, such as floods, landslides, water and air pollution. These disasters can harm humans in the short and long term, for example health problems due to bad air pollution. For this reason, it is necessary for all humans to play a role in protecting the environment for long-term survival. One form of action taken is to start buying products and using environmentally friendly products. Environmentally friendly purchasing means buying goods or necessities whose basic ingredients are free of toxins, the procedure is environmentally friendly and can be recycled so as not to pollute the soil and water.

Formulation of problem

Based on the background of the problem above, the researcher determines the formulation of the problem as follows:

1. Do Preferences affect Green Purchasing Behavior ?.
2. Does Attitude affect Green Purchasing Behavior ?.
3. Do Social Values affect Green Purchasing Behavior ?.

LITERATURE REVIEW

Green Purchasing Behavior

Green purchasing behavior is an activity to buy products that are produced with non-toxic ingredients, environmentally friendly procedures and certified by a recognized organization (Gurau & Ranchhod, 2005). Green purchasing behavior is a form of individual behavior that is influenced by their concern for the environment (Siringi, 2012). Green purchasing behavior is defined as individuals who make purchases by thinking about the impact on the environment of the goods they buy, use or consume (Irawan & Vianney, 2015). Indicators regarding Green purchasing behavior, namely: 1) Environmental knowledge; 2) Environment attitude; 3) Recycling behavior; 4) Political action (Jati & Waluyo, 2012).

Green Purchasing Behavior has been widely studied by previous researchers, among others: (T. Widodo & Qurniawati, 2016), (Jadmiko, 2018), (Fitri et al., 2019), (Martha & Febriyantoro, 2019), (Nadiya & Ishak, 2022), (Octavia et al., 2020), (M. A. Saputra et al., 2019), (F. Saputra & Mahaputra, 2022a), (Octavia, A., & Fatricia, 2017), (Octavia et al., 2019).

Preferences

Preference is a consumer's attitude about a product or service as an evaluation material of a person's cognitive nature, emotional feelings and tendencies to act on objects or ideas (Kotler, 2000). Preference is a condition in which a person is free to choose what he likes and doesn't like about the goods and services he consumes (Rianto, 2010). Preference is a preference, a choice about something that consumers like (Assael, 2007). The preference indicators include: 1) Completeness; 2) Transivity; 3) Sustainability; and 4) more is better (Rianto, 2010).

Preferences have been widely studied by previous researchers, including: (Putri, 2016), (Wardhani et al., 2016), (F. Lestari & Aldino, 2020), (F. Saputra & Saputra, 2021), (Veri, J., Ridwan, M., & Lasman, 2019), (Zaitul et al., 2018), (Ridwan, 2020), (Hermawan, 2022), (Hadi et al., 2020), (Elmi et al., 2020), (Assagaf & Ali, 2017), (Darwisyah et al., 2021).

Attitudes

Attitude is an expression shown by someone that reflects his or her likes or dislikes about an object (Damiati et al, 2017). Attitude is an expression of consumer feelings about an object whether it is liked or not and attitudes can show consumer confidence in various attributes and benefits of the object (Sumarwan, 2014). Attitude is an evaluation material, feelings and tends to be someone who is relatively consistent about an object or idea which consists of aspects of belief and evaluation of attributes (Umar Husein, 2007). Attitude indicators include: 1) *Cognitive component*; dan 2) *Affective component* (Kotler & Armstrong, 2008).

Attitudes have been widely studied by previous researchers, including: (A. Lestari et al., 2016), (Nadiya & Ishak, 2022), (Anas, 2019), (Montjai, O., Tewal, B., & Lengkong, 2014), (Mansur & Ali, 2017), (Suharyono & Ali, 2015), (Mukhtar et al., 2017), (Masruri et al., 2021).

Social Values

Social values are values that are believed by a group of people, about what they consider good and what they consider bad (Zubaedi, 2005). Social values are things related to the common welfare through effective consensus among them, so that social values are upheld by many people (Elizabeth, 2013). Social value is a general guide that has been going on for a long time, which leads to behavior and satisfaction in everyday life (Woods, 2006). The most ideal social value is about the value that can be obtained in interpersonal relationships or relationships between individuals (Rohmat, M., 2011).

Social Values have been widely studied by previous researchers, including: (Desmiwerita & Saputra, 2019), (E. B. Saputra, 2022), (Zulhendra & Nofrialdi, 2022), (E. B. Saputra et al., 2019), (Nofrialdi, 2022), (Werita & Nofrialdi, 2021), (Masruhin et al., 2021).

Tabel 1: Relevant Previous Research Results

No	Author (year)	Previous Research Results	Similarities with this article	Difference with this article
1	(T. Widodo & Qurniawati, 2016)	The Influence of Collectivism, Perceived Consumer Effectiveness, and Environmental Concern on Environmentally Friendly Purchasing Behavior	Discussing Eco-Friendly Purchasing Behavior	There are differences in collectivism, perceived consumer and effectiveness variables
2	(Jadmiko, 2018)	The Role of Ethical Judgment on the Effect of Religiosity on Environmentally Friendly Purchasing Behavior	Discussing Eco-Friendly Purchasing Behavior	There are differences in the variables of Ethical Assessment and Religiosity
3	(Martha & Febriyanto, 2019)	Analysis of Factors Affecting Purchasing Behavior of Environmentally Friendly Cosmetic Products	Discussing the Behavior of Purchasing Environmentally Friendly Products	There is an object of research, namely Cosmetic Products
4	(Wardhani et al., 2016)	The Influence of Consumer Perceptions and Preferences on Green Product Residential Purchase Decisions	Talking about Preferences	There are differences in the variables of Perception and Purchase Decisions for Green Product Residential
5	(F. Lestari & Aldino, 2020)	Selection of Modes and Preferences for Women's Public Transport in Bandar Lampung City	Talking about Preferences	There is a difference in the modal choice variable in Bandar Lampung City
6	(Fitri et al., 2019)	Religiosity and Environmental Knowledge Perceptions of Purchasing Environmentally Friendly Products.	Discussing about Eco-Friendly Products	There is a difference in the variables of Religiosity and Knowledge Perception
7	(Nadiya & Ishak, 2022)	Analysis of Purchase Intention and Consumer Behavior towards Environmentally Friendly Skin Care Products	Discussing Eco-Friendly Purchasing Behavior	There is an object of research, namely on skin care products

RESEARCH METHODS

In this study, researchers used descriptive qualitative methods and library research. By reviewing based on previous research that is influential or relevant to this research. Researchers collected data sourced from the Google Scholar application and used Mendeley

as a bibliography reference. Qualitative research articles must use consistent methodological assumptions, so as not to raise questions by the reader. One of the reasons for conducting this research is that it is exploratory (Ali, H., & Limakrisna, 2013).

FINDINGS AND DISCUSSION

Based on the literature review that is relevant to previous research, the discussion in this literature review article is as follows:

1. The Effect of Preferences on Green Purchasing Behavior

If a consumer has a good preference regarding their concern for the environment, according to the preference indicators, namely: 1) Completeness; 2) Transitivity; 3) Sustainability; and 4) The more the better, it will have an effect on environmentally friendly purchasing behavior. Then preferences usually arise because of the many choices that exist in a product, so that consumers can have many options and can attract environmentally friendly purchasing behavior. In addition, preferences can arise from other users or consumers who have obtained satisfaction with the products or services they use.

Preferences have an effect Green Purchasing Behavior, this is in line with research conducted by: (Ali et al., 2022), (Sudiantini, 2020), (Sudiantini & Narpati, 2022), (Bukhari et al., 2021), (Narpati, B., & Meutia, 2018), (Meutia et al., 2021).

2. The Effect of Attitude on Green Purchasing Behavior

If an attitude can be implemented and applied properly, according to the indicators, namely: 1) Cognitive component; and 2) Affective component, it will have an impact on environmentally friendly purchasing behavior. Someone who has a sensitive and caring attitude towards the environment, they will have the attitude to choose to use environmentally friendly products and as much as possible not to use products that are difficult to recycle. One form of attitude related to environmentally friendly purchases, namely: 1) By leaving plastic shopping bags; 2) Start using stainless or bamboo straws; 3) Using paperbags to carry certain items; and 4) Start using eco friendly products.

Attitudes affect Green Purchasing Behavior, this is in line with research conducted by: (F. Saputra & Mahaputra, 2022b), (Bukhari et al., 2020), (Narpati, 2017), (F. Saputra, 2022a), (Husadha et al., 2019), (Hidayat, 2020), (Hadita, 2019).

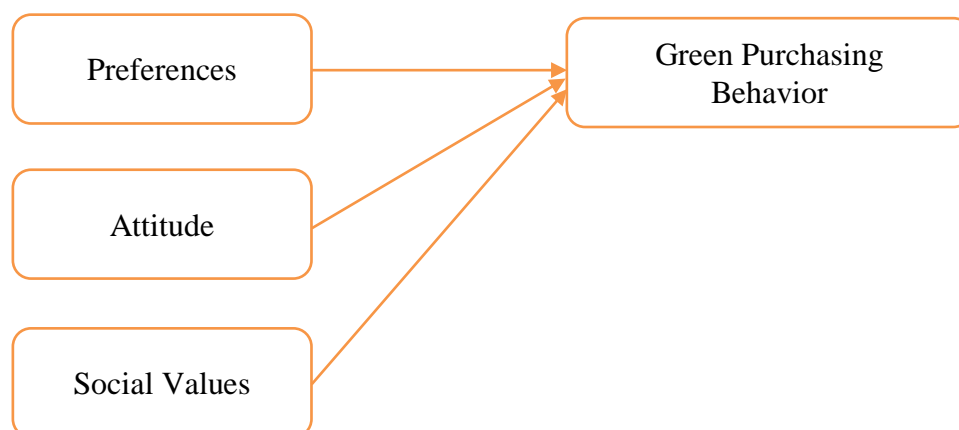
3. The Effect of Social Values on Green Purchasing Behavior

If social values can be applied properly in accordance with common interests, then social values will have an impact on environmentally friendly purchasing behavior. Social value itself is a form of belief that is believed by a group of people to have good or bad values. For some community groups, the use of non-eco friendly products is normal and does not harm them. However, for a group of social people who are concerned about environmental matters, they will really consider the pros and cons of using products that are not environmentally friendly. For this reason, a group of social communities who care about the environment usually use goods or services that will not affect the environmental ecosystem.

Social Values have an effect on Green Purchasing Behavior, this is in line with research conducted by: (Mahaputra & Saputra, 2022), (Pasaribu et al., 2022), (Sumar, S., Soehardi, S., Rony, Z. T., & Nurbaiti, 2020), (Rony, 2015).

Conceptual Framework

Based on the literature review and the discussion above, the researcher determines the framework of thinking as follows:



Picture 1. Conceptual Framework

This article discusses Green Purchasing Behavior: Preferences, Attitudes and Social Values. There are other factors that influence Green Purchasing Behavior, including:

- 1) Consumer Confidence: (Faeni et al., 2019), (F. Saputra & Ali, 2022), (Arfian et al., 2020), (Mahaputra & Saputra, 2021a), (Sudiantini & Saputra, 2022), (Mahaputra, 2022), (Alexander & Lestari, 2017), (Bukhari, 2021), (Ramadhan & Bukhari, 2020).
- 2) Environmental Knowledge: (Dwinarko, D., Sulistyanto, A., Widodo, A., & Mujab, 2021), (F. Saputra & Mahaputra, 2022c), (Merida & Fitriyana, 2019), (Nugraha & Bangun, 2022), (A. Widodo et al., 2018), (Kurniadi & Mahaputra, 2021), (Istianingsih & Utami, 2009).
- 3) *Ecolabelling*: (Mahaputra & Saputra, 2021b), (Merida, Febrieta, et al., 2021), (Kawi, 2018), (F. Saputra, 2022b), (Havidz & Mahaputra, 2020), (Puspitasari et al., 2020).
- 4) Price: (Eprianto et al., 2021), (F. Saputra & Ali, 2021), (Sulistyanto et al., 2022), (Finanto Ario Bangun et al., 2021), (F. Saputra, 2021), (Ilhamalimy & Mahaputra, 2021).
- 5) Recycling Participation: (Merida, Fitriyana, et al., 2021), (F. Saputra, 2022c), (Mahaputra & Saputra, 2021c), (Sudiantini et al., 2022), (A. Widodo, 2019), (Purnomo et al., 2019).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the theory, relevant previous research and the above discussion, a hypothesis can be formulated for further research:

1. Preference affected Green Purchasing Behavior.
2. Attitude affected Green Purchasing Behavior.
3. Social Values affected Green Purchasing Behavior.

Recommendation

Based on the conclusions above, there are many other factors that influence Green Purchasing Behavior, in addition to Preferences, Attitudes and Social Values that can be used in further research, namely: *Ecolabelling*, Consumer Trust, Environmental Knowledge, Prices and Recycling Participation.

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