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THE IMPACT OF ENVIRONMENTAL KNOWLEDGE AND SELF-TRANSCENDENCE TOWARD GREEN PURCHASE INTENTION ON STUDENTS

Nisrina Qotrunnada[1*], Hery Toiba[2], Fitrotul Laili[2], Dwi Retno Andriani[2], Budi Setiawan[2]

[1]Undergraduate Program, Faculty of Agriculture, Brawijaya University, Indonesia
[2]Department of Social Economy, Faculty of Agriculture, Brawijaya University, Indonesia

*corresponding author: nisrinaqot@gmail.com

Abstract The increasing number of consumers' purchase intention on green products can be seen through the rising number of individuals who are willing to pay more for these products, and it proves this problem has attracted the attention of many circles. This article aims to examine what factors can influence the growth of student purchase intention on green products. The expansion of the Theory of Planned Behaviour was carried out to include two factors that are expected to influence student purchase intention, namely environmental knowledge and self-transcendence. Cluster random sampling is used to select samples that previously have been calculated using the Taro Yamane formula and the Parel formula with a total sample size of 136 samples. The results processed with the SEM-PLS (Structural Equation Model - Partial Least Square) showed that environmental knowledge was found to be unable to influence student purchase intention on green products, this is supported by the statement that high knowledge is not always in line with attitudes and practices generated. Self-transcendence was found to affect the growth of student purchase intention in green products, and this can happen because self-transcendence can affect the formation of consumer purchase intention.

Keywords: *environmental knowledge, self-transcendence, green product, purchase intention, consumer behavior*

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INTRODUCTION

Environmental problems have encouraged consumers to be more careful on considering many things, especially on consuming a product (Laroche et al., 2001), such as the choice of environmental vehicles (Okada et al., 2019; Yusof et al., 2013), electronics (Salam, 2008), food (van Birgelen et al., 2009), supermarket products (Pickett-Baker & Ozaki, 2008), even environmentally friendly baby diaper products (Ramayah et al., 2010).

The willingness of the consumer to purchase a green product is influenced by certain characteristics, namely demographics, knowledge, values, attitudes, and behavior (Laroche et al., 2002). The decision-making process in purchasing a product will begin with awareness or intention. Environmentally friendly behavior or commonly referred to as green consumer behavior, is formed due to attitudes and personal influence on consumers, it is divided into three stages, namely purchase, use, and recycling (Zhao et al., 2014). The increase in consumers' purchase intention on green products can be seen through the increasing number of individuals who have paid more for this product (Maguire et al., 2004). The higher the environmental awareness that consumers have, the more their

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purchase intention of green products will increase (Paramita & Kerti Yasa, 2015).

Previous research discusses that purchase intention on green products has been carried out, the research often see sees which factors can affect this purchase intention, such as the research conducted by Okada, Tamaki, and Managi (2019) and (Zheng et al., 2018). Factors that can influence purchase intention include environmental awareness (Malik & Singhal, 2016; Verma et al., 2019), environmental literacy (Malik & Singhal, 2016), price (Weisstein et al., 2014), attitudes (Verma et al., 2019), openness to change and self-promotion (Mainardes et al., 2017)

Environmental awareness and environmental knowledge affect student attitudes which mediate attitudes with perceived behavior control and purchase intention on green products (Mohiuddin et al., 2018). However, Maichum, Parichatnon, and Peng (2016) found that different environmental knowledge does not affect the emergence of consumer purchase intention, attitudes, and subjective norms. Ramayah, Lee, and Mohamad (2010) see another side that could also influence consumer purchase intention, namely by considering the value taken from the Follows and Jobber (2000) model, which identifies that there are three types of values, namely self-transcendence, conservation, and self-development. It turns out that there is a positive influence between the value of self-transcendence and conservation on purchase intention, but the value of self-development does not show any influence on purchase intention.

Environmental issues and their negative impact on human health have become important issues in academia, government, and private enterprise (Yadav & Pathak, 2016). Besides, as the satisfaction of personal needs of the consumer remains the center of the study of consumer behavior, environmental conservation is also a major concern because it turns out that consumer behavior also has relevance to sustainability, ecological balance, economic, and human (de Moura et al., 2012). Some research suggests that increased awareness and interest in green consumption can influence consumer purchasing decisions. In addition, green consumption has received more attention from producers due to strict environmental regulations and increased pressure from stakeholders who focus on environmental conservation (Paul et al., 2016).

Up to this point, studies have been conducted only to see the effect of factors that are in the scope of the interest to buy or attitudes, such as a common motivation (environmental concern, environmental knowledge, environmental attitudes) (Chen et al., 2018; Choi & Johnson, 2019; Kim, 2011; Kostadinova, 2016; Malik & Singhal, 2016; Mohiuddin et al., 2018; Zhao et al., 2014; Zheng et al., 2018). Until now, there have not been many studies that combine general motivation and Maslow's hierarchy and see the effect on purchase intention or consumer attitudes, so this study will try to see the effect of environmental knowledge and consumer self-transcendence towards consumer purchase intention on the green product.

RESEARCH METHODS

The research targets were the student of the 2nd Campus of Brawijaya University, located in Kediri City, where the development of an environmentally friendly attitude is in progress. This can be seen from several student organization activities that have voiced an environmentally friendly attitude, and this is also not seen in other universities that are also in Kediri City. This research was conducted from June 2020 to July 2020. The population in this study were all students of the 2nd Campus of Brawijaya University, who were divided into three generations with a total of 1058 people. So that the determination of the sample in this study will use Cluster Random Sampling so that the resulting data can cover all students at the research location. Taro Yamane's formula was used for calculating the minimum size for the sample and resulted in a total of 136. The technique of determining the number of samples from each group in this study uses Parel's formula. Based on the calculation, it was found that the total number of the 2016 class group was 38 samples, the 2017 class group was 61 samples, and the 2019 class group was 37 samples, so the total number of samples taken was 136 samples.

This study uses the questionnaire as the instrument, which consists of four parts, the first part contains self-identity (name, age, gender, faculty/department, and batch year), the second part contains eight statements related to environmental knowledge, the third part contains six statements regarding self-transcendence and the last part contains four statements of purchase intention. The model used in the study to test the relationship between environmental knowledge (EK_X1), self-transcendence (ST_X2), and purchase intention (PI_Y1) was evaluated using Structural Equation Model – Partial Least Square with WarpPLS 6.0 software.

Indicators for environmental knowledge variables refer to research conducted by (Haron et

al., 2005), indicators for self-transcendence variables refer to (Kim, 2011) and (Levenson et al., 2005), and last, the purchase interest variable, the indicators used are taken from research by (Bohlen et al., 1993).

RESULTS AND DISCUSSION

Based on the data characteristics of respondents, most of the respondents aged 20-22 years, it can be concluded that students in this age range have higher intentions towards green products (Mohiuddin et al., 2018). When viewed by gender, the number of female respondents is 83, and the number of male respondents is 53, this condition indicates that female students have a higher interest in green products than male students (Chen et al., 2018). The majority of respondents came from the Faculty of Agriculture, with a total of 33, namely 24% of the total number of respondents.

Measurement Model Evaluation

The measurement model or outer model is used to see the relationship between indicators and latent variables. The measurement evaluation stage includes the convergent validity test, discriminant validity test, and reliability test.

Convergent Validity Test

Convergent validity is used to see the extent to which the indicators are similar in convergent constructs (Hair et al., 2017). The convergent validity test can be seen through the p-value, which has a criterion smaller than 0.05, and the loading factor value of each indicator used must be greater than 0.7. If these two criteria are met, then the indicators used have a relationship with each of the latent variables (Solimun, 2017).

Table 1. Convergent Validity

	1st Calculation		2nd Calculation	
	p-value	factor loading	p-value	factor loading
X1.1	<0.001	0.699	<0.001	0.703
X1.2	<0.001	0.819	<0.001	0.826
X1.3	<0.001	0.895	<0.001	0.899
X1.4	<0.001	0.844	<0.001	0.846
X1.5	<0.001	0.898	<0.001	0.904
X1.6	**0.043**	0.360		
X1.7	<0.001	0.893	<0.001	0.895
X1.8	<0.001	0.851	<0.001	0.848
X2.1	<0.001	0.812	<0.001	0.821
X2.2	<0.001	0.845	<0.001	0.855
X2.3	**0.102**	0.420		
X2.4	<0.001	0.869	<0.001	0.874
X2.5	<0.001	0.819	<0.001	0.827
X2.6	<0.001	0.669	<0.001	0.671
Y1.1	**0.073**	0.265		
Y1.2	<0.001	0.916	<0.001	0.920
Y1.3	<0.001	0.905	<0.001	0.908
Y1.4	<0.001	0.945	<0.001	0.950

Discriminant Validity and Reliability Test

According to (Hair et al., 2017), the discriminant validity test was carried out to see the extent to which constructs were completely different from other constructs, both in terms of how big the correlation with other constructs was and how the measured variables only represented the constructs in question. In addition, (Ghozali & Latan, 2014) states that the high discriminant validity value test proves that the constructs used are unique and can explain or describe the phenomena being measured.

The discriminative validity test can be seen based on the cross-loading value and the square root value of AVE. The results of the calculations in Table 2 show that the factor loading value of each variable in each of the targeted latent variables is greater than the factor loading value of other latent variables. This indicates that each latent variable has a good discriminant validity value.

Table 2. Discriminant Validity

	Factor Loading		
	EK_X1	ST_X2	PI_Y1
EK_X1			
X1.1	0.703	-0.359	0.717
X1.2	0.826	0.118	0.276
X1.3	0.899	0.149	-0.408
X1.4	0.846	0.304	-0.262
X1.5	0.904	-0.274	0.179
X1.7	0.895	-0.053	-0.074
X1.8	0.848	0.185	-0.066
ST_X2			
X2.1	-0.224	0.821	0.284
X2.2	-0.192	0.855	-0.106
X2.4	-0.18	0.874	-0.122
X2.5	-0.193	0.827	0.235
X2.6	0.912	0.671	-0.182
YP_Y1			
Y1.2	0.124	-0.061	0.92
Y1.3	-0.07	0.136	0.908
Y1.4	-0.006	-0.105	0.95

In addition to the cross-loading value, the validity test can also be seen through the value of the square root of AVE (square root of AVE) with the criteria for the value of the square root of AVE, which can be seen in Table 3, each latent variable must be greater than the correlation value between other latent variables. The reliability test was carried

out to test the respondent's interpretation of the questions contained in the research instrument (Ghozali & Latan, 2014). This study uses the Composite Reliability (CR) value as the criteria for the fulfillment of the reliability test. Table 3 shows that the CR value of each latent variable is greater than 0.70, namely the CR value for the EK_X1 variable is 0.752, for the ST_X2 variable, it is 0.748, and the last for the PI_Y1 variable is 0.801. The three latent variables used in this study have met the reliability test and illustrate that each item of the question in the questionnaire used can be interpreted by the respondent well.

Table 3. Validity and Reliability Test

	Square Root of AVE			CR
	EK_X1	ST_X2	YP_Y1	
EK_X1	0.566	0.541	0.109	0.752
ST_X2	0.541	0.625	0.39	0.748
YP_Y1	0.541	0.625	0.39	0.748

Structural Model Evaluation

The structural or inner model evaluation can be seen through the model fit test. The goodness of fit in question is the fit and quality model index which contains 10 indicators that look at the level of the relationship between latent variables and their assumptions (Ghozali & Latan, 2014). If the research objective is only to test the hypothesis, then the criteria specified in Table 4 are not absolute or rigid, so if there are one or two indicators that are not met, the compiled model can still be used (Kock, 2014). Overall, the model used in this study has met all the indicators in the fit and quality index model.

Table 4. Model Fit and Quality Indices

GoF	Criteria	Result	Conclusion
APC	p < 0.05	0.268; P<0.001	Accepted
ARS	p < 0.05	0.760; P=0.005	Accepted
AARS	p < 0.05	0.725; P=0.007	Accepted
AVIF	*Acceptable if* <= 5,	1.25	Accepted
AFVIF	*Acceptable if* <= 5,	1.44	Accepted
GoF	*Small* >=0.1, *medium* >= 0.25, *large* >= 0.36	0.29	Medium
SPR	*Acceptable if* >= 0.7,	1	Accepted
RSCR	*Acceptable if* >= 0.9,	1	Accepted
SSR	*Acceptable if* >= 0.7	1	Accepted
NLBCDR	*Acceptable if* >= 0.7	1	Accepted

The Impact of Environmental Knowledge Towards Purchase Intention

The direction and relationship that occurs between the environmental knowledge variable and the purchasing interest variable can be seen in Table 15. Table 15 also contains the path coefficient and p-value, it can be seen that the environmental knowledge variable has a positive influence with a path coefficient value of 0.09 on the purchase interest variable and a p-value of 0.16. The environmental knowledge variable was found to have a positive but insignificant effect. This can be seen through Table 15, which contains the results of the study with a path coefficient of 0.09 and a p-value of 0.16, which means that the first hypothesis (H1) is rejected because the resulting p-value is greater than the value of the degrees of freedom. Determined in this study is 0.08, so it can be concluded that the environmental knowledge variable has a positive but insignificant effect on buying interest. The increase in environmental knowledge obtained by students of the 2nd Campus of Brawijaya University cannot influence their purchase intention on green products.

Table 5. First Hypothesis Testing

Relationship between Variable	Path Coefficient	p-value	Conclusion
Environmental Knowledge → Purchase Intention	0.09	0.16	Not Supported

Based on the research results, it was found that environmental knowledge could not influence the emergence of purchase intention on green products in students of the 2nd Campus of Brawijaya University. These results are in line with research conducted by (Choi & Johnson, 2019), which states that consumers who consider themselves to have sufficient environmental insight will buy green products without producing the same action. These findings also suggest that the environmental knowledge obtained by consumers does not reflect how consumers perceive their ability to solve environmental problems through the consumption of green products. Maichum, Parichatnon, and Peng (2016) found that environmental knowledge is

unable to provide positive encouragement related to purchase intention on green products. Although environmental knowledge has no direct effect on buying interest in green products, an increase in environmental knowledge can form a positive attitude that results in an increased intention to buy green products (Ahmad & Thyagaraj, 2015). One of the prominent indicators in increasing the knowledge of students of the 2nd Campus of Brawijaya University is their understanding of the conditions of the forest, which has been heavily damaged.

There have been many phenomena that explain that environmental knowledge does not have an influence to purchase intention because high knowledge is not always in line with the resulting attitudes and practices (Ahamad & Ariffin, 2018). This is understandable because there are different points of view in looking at the meaning of environmental knowledge. The ease of accessing green products is one of the important elements considered by consumers in their emergence of purchase intention on green products (Joshi & Rahman, 2015), however, the existence of green products in Kediri City is still relatively low, so the students could reconsidering to purchase or developing their interest on green products. The price of green products, which is higher than the average price of conventional products (Khoiriyah & Suam Toro, 2014), could also be one of the reasons for the low purchasing interest of students towards this product. Although the answers given by students of the 2nd Campus of Brawijaya University regarding their understanding of environmental problems show a positive perception, this does not influence their growing interest in green products.

The impact of Self-Transcendence Towards Purchase Intention

The relationship between the self-transcendence variable and purchase intention variable can be seen in Table 6, which contains the path coefficient value and the p-value generated in this study. The resulting path coefficient value in this construct is 0.45, with a p-value of 0.01. The self-transcendence variable was found to have a positive and significant effect on purchase intention on green products, which can be observed through the path coefficient values and also the p-values, which are 0.45 and <0.01. The resulting coefficient is 0.45, indicating that if there is an increase in self-transcendence in students of the 2nd Campus of Brawijaya University, then their buying interest in green products will also increase. The increase that occurs in students' self-transcendence of the 2nd Campus of Brawijaya University will provide smaller changes in buying interest in green products.

Table 6. Second Hypothesis Testing

Relationship between Variable	Path Coefficient	p-value	Conclusion
Self-Transcendence→ Purchase Intention	0.45	<0.01	Supported

The results of this study indicate that self-transcendence among students of the 2nd Campus of Brawijaya University can affect their buying interest in green products. This finding is in line with research conducted by Chairy (2012), which found a positive relationship between self-transcendence and purchase intention on green products, in this finding, Chairy also found that self-transcendence can affect consumer preferences. The results of this study are also supported by Kim (2011), who states that self-transcendence is an important predictor in seeing green product purchases, including the formation of consumer purchase intention. Self-transcendence is one's maturity that can increase awareness of the environment, and one's orientation can be one of the important things in forming an environmentally friendly attitude and encouraging one's buying interest in green products. The feeling of being useful for the environment is an indicator that can describe the level of self-transcendence in students of the 2nd Campus of Brawijaya University and is considered the most important in this study.

The level of transcendence in students who generate their purchase intention on green products can be reflected in various actions. This can be seen through the growth of environmentally friendly attitudes instilled in student organizations at the 2nd Campus of Brawijaya University, such as the reduction in the use of single-use bottled drinking water and inviting its members to use personal drinking bottles. Not only that but students also contribute to activities organized by off-campus organizations that raise environmental issues. The results of this study indicate that the self-transcendence possessed by students of the 2nd Campus of Brawijaya University can influence the growth of their buying interest in green products.

CONCLUSION

Environmental knowledge possessed by students of the 2nd Campus of Brawijaya University is proven unable to influence their purchase intention on green products. The understanding of

the 2nd Campus of Brawijaya University students regarding the environment that leads to environmental impacts and becomes a collective responsibility has proven unable to affect the purchase intention of green products. Although the answers given by students of the 2nd Campus of Brawijaya University regarding their understanding of environmental problems show a positive perception, this does not influence their purchase intention of green products.

Self-transcendence in students of the 2nd Campus of Brawijaya University is proven to have a positive and significant effect on their purchase intention of green products. Maturity characteristics could increase awareness of the environment, and life orientation can encourage the formation of student interest in purchasing green products. The level of transcendence in students that raises their buying interest in green products can be reflected in various actions, such as the use of drinking bottles and contributing to activities organized by off-campus organizations that voice environmental issues.

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