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The Influence of Environmental Concern, Green Perceived Knowledge, and Green Trust on Green Purchase Intention

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ABSTRACT

Global warming and environmental damage are some of the important current issues, which lead to the implementation of environmentally-friendly style of living. This study aims to identify the influence of environmental concern, green perceived knowledge, and green trust on green purchase intention. The population of this research was people who live in Jabodetabek. This study used online questionnaire and got responses from 300 respondents. The data were analyzed using SPSS version 22. The independent variables were environmental concern, green perceived knowledge, and green trust. The dependent variable was green purchase intention. This study concludes that there were positive and significant influences of environmental concern, green perceived knowledge and green trust on green purchase intention. The result of this study may be useful for the government to provide information on environmentally-friendly products, and also to provide recommendation for marketers in deciding on what products to produce.

1. Introduction

Green purchase intention is one of the most important issues in marketing. Today, consumers begin to be more aware of their environment and have a more willingness to purchase environmentally-friendly products (Dabija *et al.*, 2018). They are also aware of the occurring global warming, which is currently one of the most concerning issues in the world. The impacts resulted from the global warming on the environment begins to be clearly seen, especially from the extreme shift in the Earth's temperature and more damage in the environment (National Geographic Indonesia, 2017). Therefore, environmentally-friendly product and consumption have been becoming important issues in marketing.

Indonesia also suffers from the impact of global warming. This is despite the fact that Indonesia is one of the most important countries to serve in slowing down the process of global warming (Purwoko, 2010). The natural resources of Indonesia is highly needed by the world, since it is one of the world's source of oxygen. In reality, however, the condition of the environment in Indonesia is also getting worse. This is proven by the bad air quality in Jakarta, in which it is getting worse due to the increasing number of air pollutants in Jakarta (Koran Sindo, August 26, 2017).

According to WHO's data in 2016, Jakarta is included in the top ten cities with the worst air pollution in South East Asia. Meanwhile, according to the data from Greenpeace Indonesia, in the early semester 2016, the air pollution in Jakarta has reached a disturbing level 4.5 times higher than the level of tolerance set by the World Health Organization (WHO), and three time higher that the standard set by the Indonesian Government (Koran Sindo, Sep 4, 2017). The surrounding cities have also received the negative impact from the worsening

air condition which occurred in Jakarta. One of which is the progressively lowering level of air quality Depok, Bekasi, and Bogor (Tempo, April 8, 2017). The air condition in Tangerang has also begun to be polluted, one of the evidence is the increasing level of Pb (Lead) in the air (Pusat Penelitian dan Pengembangan Kualitas dan Laboratorium Lingkungan, 2017).

According to the World Wide Fund for Nature (WWF) Indonesia, the Indonesian society's style of consumption has shown a negative trend each year, which affected the environment. This is indicated by the missing 1% of natural forest in Sumatera every year for the last three decades due to the need to fulfill the society's demand to consume tissue, paper, and palm oil production, and the consumption rises every year (Beritalingkungan.com, April 22, 2016).

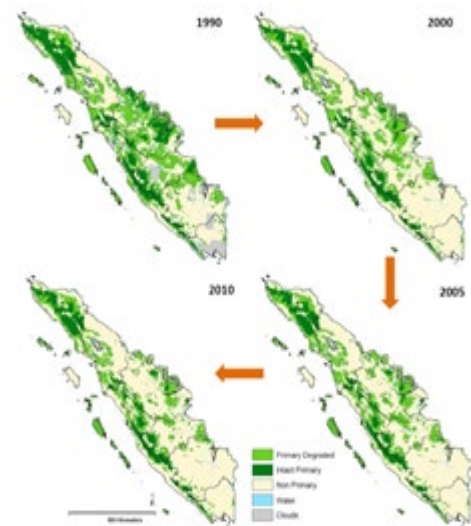


Figure 1. Natural Forest Sumatera 1990-2010
Source: Margono *et al.*, (2012)

Figure 1 shows that from 1990 to 2010, the natural forest in Sumatera is decreasing. In Jambi, 12% of the forest is gone during the period of 1990-2010, while 23% of the forest in Aceh disappears during 1990-2010. This is followed by Sumatera Selatan Province with 15% of disappearing forest, Bengkulu with 12% and the highest contribution in the disappearance of

forest in Sumatera is Riau with 38% during 1990 to 2010. (Margono *et al.*, 2012).

The industry also has a role in causing environmental damage, since ozone damaging materials are still being produced due to society's increasing consumption demand on non-environmentally-friendly products, such as the cooling device in refrigerators and air condition devices, pest fumigation and also aerosol for spray cans (Purba *et al.*, 2017).

The government or the institutions that pay attention to the environment have begun to promote environmentally-friendly lifestyle, environment protection has been regulated in Law No. of 2009 on environment protection and management under the Ministry of Environment and Forestry. Meanwhile, for industries, the government implements the regulation on the limitation in the import of ODS (Ozone Depleting Substances)—the Regulation of the Minister of Trade No. 83/M-DAG/PER/10/2015 (Purba *et al.*, 2017).

In academic field, there is also a great concern on environmentally-friendly consumption. According to Mills (2012), green consumer behavior is the consumer's behavior in implementing the environmentally-friendly notion in each of their act of consumption. There are three stages that can be done by the consumers as a form of environmentally-friendly behavior, those are the following:

a. *Reduce*

This is the consumer's way to reduce the use of non-environmentally-friendly product and begin to use the more environmentally-friendly product in order not to pollute the environment.

b. *Reuse*

This is reusing the product and can be reused according to its usage. By doing this the consumer can reduce their needs of new product, so the resulted waste can also be reduced.

c. *Recycle*

This is recycling the waste be processing them in a recycler to become a material or a whole new product. The product of this recycling can be useful for our daily activities.

Consumers awareness of the importance of environmentally-friendly products began to appear. In which, of previous studies, a positive influence accepted by consumers. As research conducted by Chen *et al.*, (2015) that were undertaken in the Taiwan, indicated that consuming the environmentally-friendly products would enhance the quality of the environment.

Meanwhile research conducted by Teng and Wang (2015) showed that the knowledge towards an environmentally-friendly product, will make consumers believe to use products that are friendly to the environment as part of protecting the environment. While the research of Lasuin and Ching (2014) indicated that environmental concern is one of the main factors that influence the purchase of environmentally-friendly products especially in the University area.

Chen and Chang (2012), Lam *et al.*, (2016), and Teng and Wang (2015) concluded that green trust has a positive influence towards green purchase intention. Then, consumer trust on the use environmentally-friendly products have had a positive effect on the purchase of environmentally-friendly products.

So far, little is known on factors affecting Jabodetabek consumers' interest in consuming green product. Considering the positive impact of fostering green consumption on consumer's welfare, it is interesting and important to investigate factors affecting green purchase intention. The independent variabels of this study are environmental concern, green perceived knowledge and green trust, while green purchase intention is dependent variable. The result of this study is expected to be a reference

in developing a marketing strategy for green products.

2. Literature Review

2.1 Green Purchase Intention

Green purchase intention is one of the most relevant constructs in green marketing. The antecedents and consequences of this variable has widely been investigated by researchers, among others by Azizan and Suki (2014), Chen and Chang (2012), Chen and Deng (2016), Joshia and Rahmanb (2015), Karatu and Mat (2015), Kong *et al.*, (2014), Lasuin and Ching (2014), Lee (2017), Ma *et al.*, (2018), Mobrezia and Khoshtinata (2016), Moyo and Masuku (2018), Sharma and Dayal (2016), and Sharma and Sharma (2017). According to Chen and Chang (2012), green purchase intention is the possibility for the consumers to purchase certain product that is friendly to the environmental needs. While according to Ramayah *et al.*, (2010), green purchase intention is the possibility and willingness of the individual to prioritize the brand of a product or service that has safe characteristics on the environment.

According to Swastha and Handoko (2011), there are five roles in consumer purchase decision:

1. Initiator: the initiative of an individual or a consumer in purchasing goods or fulfilling their needs, but they do not have the authority to perform it by themselves.
2. Influencer: an individual or a consumer who has the ability to influence the decision of others to purchase goods or products, in which the influence can either be deliberate or undeliberate.
3. Decider: an individual or a consumer who has the authority on anything they purchased—whether the product is pur-

chased, whatever product they will purchase, how to purchase the product.

4. Buyer: an individual or a consumer who makes a purchase.
5. User: an individual or a consumer who wears and makes use of the product or service they have purchased.

In the decision-making process, according to Kotler and Armstrong (2010), there are five stages as follows:

1. Problem Identification

The first and foremost in the decision-making process is the problem identification which is motivated by the needs of the individual or buyer. An individual has to identify and be able to identify any existing problem or the problem from their needs, in order for them to be able to solve the problem.

2. Information Searching

An individual who needs to use a product tends to search for the information related to the product. An individual will search as much information as they need to convince themselves that the product is the best one to purchase.

3. Alternative Evaluation

The evaluation made by an individual will highly influence the decision made by the individual. In evaluating a product, an individual has the right to gather their certainty on a particular product, brand image, which will filter the results of the evaluation. Therefore, an individual will be more selective in making a purchase or not.

4. Purchase Decision

Based on the evaluated brands, consumer will purchase one or more brands. There are five major decision, brand decision, vendor decision, quantity decision, time decision, and payment decision.

5. Post-Purchasing Behavior

The vendor has to keep on monitoring the satisfaction of the consumers, the action, and the product usage after they purchased a product, in order to make sure the consumers will make a repurchase in the future.

These roles and processes are also relevant in green purchase decision. In this case, consumers show their readiness to purchase green product which is not harmful to the environment.

2.2 Green Trust

According to Karatu and Mat (2015), one of the fundamental factors in the product or service marketing is trust. This is because it can improve the long-term relationship between the consumer and the seller. They also revealed that a consumer's trust is an expectation on a product—credibility and trust with the objective of the consumer in purchasing a product.

Trust is a commitment made in a transaction. This is based on the belief that the trusted person will be able to fulfill their obligation as expected (Adji & Samuel, 2014). Meanwhile, according to Chen and Chang (2013) and Chen (2009), the definition of green trust is the intention to rely on a product, service, or brand based on the belief or expectation received from credibility, good deeds, and concern on the environmental achievement. According to Syahrani (2008), trust can be defined as a cognitive action (according to trusted opinion), affective (depending on mood or feeling) and conative (based on choices or wants). Trust is made by people who previously did not know each other, in terms of interaction or transaction process.

McKnight *et al.*, (2004) explained that there are two dimensions of consumer's trust:

a. Trusting Belief

This is how far an individual has their trust and belief on others in a certain situation. Trusting belief is a perception of a consumer's trust on a seller, where the seller has a characteristic that can benefit the consumer. McKnight, et al (2004) mention that there are three elements in trusting belief, which is as follows:

1. Benevolence

Benevolence is to what extent the consumer trusts the seller who has good attitude and the seller's willingness to serve the consumer's needs well enough.

2. Integrity

Integrity is the belief of the consumer on the honesty of the seller to maintain and work on the deal agreed with the consumer.

3. Competence

Competence is the consumer's belief on the ability of a seller to help the consumer in fulfilling their need. Meanwhile, the essence of competence is to what extent the level of success of the seller in fulfilling the consumer's needs and the core of competence is the seller's ability to fulfill the needs of the consumer.

b. Trusting Intention

Trusting Intention is a deliberate thing to occur. It occurs where an individual or a consumer is ready to rely and depend on others in a certain situation. Trusting intention is the fundamental of cognitive trust of an individual on others. According to McKnight et al. (2002), there are two elements of trusting intention, those are as follows:

1. Willingness to Depend

This is the willingness of a consumer to rely on a seller and accept the consequence or negative reaction that may occur.

2. Subjective Probability of Depending

The willingness of the consumer to provide useful information for the seller, which may be useful during the transaction, and also the willingness to be provided with subjective suggestions or requests from the seller.

Previous researchers explain that the consumer's trust has an important role in influencing consumer's decision in purchasing a product (Harris & Goode, 2010). Specifically, several researchers showed the direct effect of green trust on green purchase intention. Lam *et al.*, (2016) showed the relationship between green trust and green repurchase intention. Similarly with this research, Karatu and Mat (2015), and Lal *et al.*, (2017), as well as Rahardjo (2015) showed and investigated the relationship between green trust and green purchase intention. In their researches, green trust is positioned as mediator in the relationship between green purchase intention and other variables.

Karatu and Mat (2015) investigated the effect of perceived green knowledge, perceived value, and green availability on green purchase intention with green trust and perceived behavioral control as mediators. Likewise, the research model of Lal *et al.*, (2017) showed that green trust is the mediator in the relationship between major trust attributes and on green purchase intention. Their trust attributes consist of perceived benevolence, perceived integrity, and perceived competence. Similarly, Rahardjo (2015) treated green trust as mediator in the relationship between green perceived value and green perceived risk with green purchase intention. So, based on the above green trust exploration, it is predicted that green trust will have a positive impact on green purchase intention (H₅).

2.3 Environmental Concern

The behavior of consumer that has a direct impact on environment is their environment

awareness. Environmental concern is to what extend an individual or a group shows their concern on environment and shows their willingness to withhold the existing environmental issue. Moreover, an individual's concern on the environment is getting stronger through the purchase and use of environmentally-friendly product (Newton *et al.*, 2015). Further, Newton *et al.*, (2015) reviewed the conceptualization of environmental concern. Based on previous findings, they showed that environmental concern is related to the affective evaluation of consumers' environment, has direct effect on green purchase intentions, and direct consumers to buy products and services from firms that have a good reputation in preserving environment.

Using theory of planned behavior, Albayrak *et al.*, (2013) showed that environmental concern affect green purchase behavior. Using the same theory, Mobrezia and Khoshtinata (2016) investigated the effect of environmental concern on attitude toward- and intention to purchase green product. Their study found that environmental concern does not affect attitude toward green product but significantly affect purchase intention. Rajadurai *et al.*, (2018) investigated the effect of environmental concerns, attitudes towards the environment, awareness of environmental problem, and environmental knowledge on green purchase behavior. They showed that these factors significantly affect green purchase behavior except awareness of environmental problem. They also revealed that environmental concern is the second most statistically significant variable in their research model.

Meanwhile, according to Schultz (2000), environmental concern has three primary dimensions: egoistic (the independent feeling of an individual), altruistic (being connected with others) and biospheric (being connected with living beings). These dimensions have a rele-

vant connection with individuals' action in their daily life. Consumers who have one of these environmental concern dimensions will probably trust in green product and choose green product. Therefore, it is predicted that environmental concern has a positive impact on green trust (H_1) and green purchase intention (H_3).

2.4 Green Perceived Knowledge

Knowledge has important role in evaluating the quality of a product. This knowledge is related to the consumers' familiarities with the product and consumers' abilities to collect, handle, and process information needed in consumer decision making (Chen & Deng, 2016). The more knowledge consumers have on a product, the easier decision to make on purchase decision. According to Teng and Wang (2015), green perceived knowledge is the consumer's ability to decide or identify certain symbols, concepts, and attitudes, which relate to the environmental issues. Azizan and Suki (2013), stated that green perceived knowledge has an influence on what they are doing and what they are buying. Consumers who have the knowledge and the high awareness on environment will be more likely to choose environmentally-friendly product despite the relatively more expensive price.

Further, consumer's awareness is influenced by their knowledge on the importance of creating a healthy environment, which is the basis of the human's life quality improvement. The improvement occurs because the consumers make changes on their lifestyle by choosing, consuming, and purchasing environmentally-friendly items. Environmental knowledge can be measured using three indicators: knowledge on environment, consumer's awareness, and environmental regulation.

Siddiq (2013) stated that to measure the knowledge of a product, there are three indicators:

- a. Subjective Knowledge—the level of a consumer's own understanding on a product, which is also called as self-assessed knowledge,
- b. Objective Knowledge—the type and also the level of actual knowledge,
- c. Experience-based knowledge—the consumer's previous experience in making a purchase or the use of a product.

Joshia and Rahman (2015) reviewed articles related to green purchase intentions. They found that knowledge is the most studied variable in green purchase intention papers. Most of the findings showed a significant effect of knowledge on green purchase intention. The independent variables used in these various papers are environmental knowledge, green knowledge, or green product knowledge, while the dependent variables are green purchase intention and green purchase behavior. Among others, the significant one is the work of Chen and Deng (2016). They investigated the role of product knowledge in influencing green product purchase decision. According to them, the more product knowledge consumers have, consumers would know better the characteristics and traits of the green product that lead them to stronger green purchase intention. So, it is predicted that green perceived knowledge will have a positive impact on green trust (H_2) and green purchase intention (H_4).

3. Research Methods

The population of this research is people who live in Jabodetabek. We adopted convenience sampling method to get 300 data. The respondents of this research are 199 females (66%) and 101 males (34%). They are senior high schools graduates (53%) and higher education institution graduates (47%). Most of

them live in Jakarta (32%) and Bekasi (33%), the rest are Bogor (11%), Depok (10%), and Tangerang (14%) residents.

Environmental Concerned was measured using nine items adapted from Albayrak *et al.*, (2013). These items are as follows:

“I started worried about a decline in the environment quality in Jabodetabek area.”,

“I get emotionally involved with issues environment protection in Jabodetabek area.”,

“I often think about how environment in Jabodetabek area.”,

“I got angry, if think ways that done by domestic industry against pollute the environment”,

“I am willing to stop using the product of a company that makes I joined pollute the environment.”,

” I am very agree that concern for the environment must be getting be improved in Indonesia, especially in Jabodetabek area.”,

“Issues environment preservation is also my business.”,

“I my opinion, concern to the environment mean a lot.” and “Awareness of environment started from me.”

Green Perceived Knowledge was measured using eight items adapted from Lam *et al.*, (2016) and Chen *et al.*, (2015). These eight items are as follows:

“I know the importance of using electrical energy wisely is one way to protecting the environment.”,

“I know and understand terms and symbols and label which connection with the an environmentally friendly.”,

“I know about the issues of the destructive power going on at the moment.”,

“I know that global warming will be very damage the environment.” and “I start using paper former print has been unused to reduce damage forest.”,

“I know the greenhouse effect very dangerous to the environment.”,

“I personally know that wildlife habitat has been lost.” and

“I think the food that I consume contaminated by pesticides.”

The measurement of Green Trust was adapted from Chen and Chang (2012); Lam *et al.* (2016); and Chen *et al.* (2015). There are six items as follows:

“I feel that the reputation of products on the environment trustworthy.”,

“I believe that environmentally-friendly products have a commitment to environmental protection.”,

“I think that companies are beginning to recognize their responsibilities for the environment.”,

“I do believe to use the environmentally-friendly products”, “I can curtail damage to the environment.” and

“I am committed to start to use the environmentally-friendly products and recyclable products for a better environment.”

Green Purchase Intention was measured using eight items adapted from Chen and Chang (2012); and Lasuin and Ching (2014). These items are as follows:

“When I bought a product, I saw label its composition to find out if that product containing material which harm the environment or not.”,

“I would have preferred to 'green products' (environmental friendly products) compared 'non green products' when the quality of their products equivalent”,

“I choose purchase an environmentally-friendly products although the price is more expensive than unfriendly environmental products.”, “I will find information about environmentally-friendly products before buy it.”, “I will consider to turn to the other brand go-green because ecological specification and products must be friendly to the environment.”, “I avoid buy a product could potentially damage the environment.”, “I had intentions of high for purchase environmental friendly products.” and “I would definitely intend to buy environmentally-friendly products.”

This study adopted two stages of research. Using SPSS version 22, the first stage is a pilot study with 30 respondents to test the validity and reliability of the questionnaire. The cronbach alpha for environmental concern is 0.857; green perceived knowledge is 0.882; green trust is 0.813; and green purchased intention is 0.888. The second stage is the data analysis using multiple regression of SPSS version 22. We divided the model into two sub models. Model 1 analyzed the impact of environmental concern and green perceived knowledge on green trust. Model 2 analyzed the impact of environmental concern, green perceived knowledge and green trust on green purchase intention. Before proceeding into regression analysis, we also did assumption test for multiple regression (normality, heteroskedasticity and multicollinearity test) to ensure that multiple regression is applicable for the research model.

The research model is as follows :

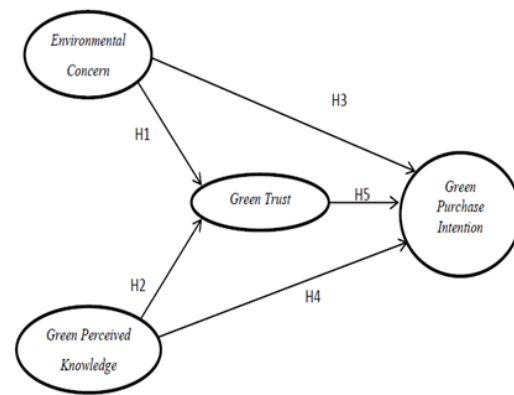


Figure 2. Research Model

4. Results

4.1 Regression Analysis Model 1

Table 1. Regression Result Model 1

Model	B	Beta	t	Sig
(Constant)	4.087		2.717	0.007
Env. Concern	0.119	0.155	2.257	0.025
Green Perc Knowl	0.317	0.398	5.773	0.000

Dependent Var: Green Trust

Source: Data Analysis (2018)

Based on the value of t and sig in Table 1, it can be concluded that environmental concern (t value = 2.257) and green perceived knowledge (t value = 5.773) have a positive effect on green trust (H₁ and H₂ are supported by the data). It means that consumers who are concern with their environment and have more green knowledge will be more likely to purchase green products.

Table 2. F-test Model 1 (Anova^b)

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	816.453	2	408.227	54.391	0.000 ^a
Residual	2.229.094	297	7.505		
Total	3.045.547	299			

a. Predictors: (Constant), Green Perc Knowl, Env. Concern

b. Dependent Var: Green Trust

Source: Data Analysis (2018)

Meanwhile, based on Table 2 (F value =54.391) and Table 3 (Adjusted R² value = 0.263), it is concluded that 26 % of the variance of green trust can be explained by environmental concern and green perceived knowledge, and the remaining (74%) is the contribution of other variables out of the scope of this research.

Table 3. R² Model 1

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.518 ^a	0.268	0.263	273.959

a. Predictors: (Constant), Green Perc Knowl, Env. Concern

b. Dependent Var: Green Trust

Source: Data Analysis (2018)

4.2 Regression Analysis Model 2

Table 4. Regression Result Model 2

Model	B	Beta	t	Sig
(Constant)	0.676		0.317	0.752
Green Trust	0.652	0.406	8.017	0.000
Env. Concern	0.223	0.181	2.995	0.003
Green Perc Knowl	0.270	0.211	3.331	0.001

Dependent Var: Purchase Intention

Source: Data Analysis (2018)

Based on the value of t and sig in Table 4, it can be concluded that environmental concern influences green purchase intention significantly (t value = 2.995; H₃ supported). Green perceived knowledge as well as green trust have also a positive effect on green purchase intention (t value = 3.331 and 8.017; H₄ and H₅ supported). These findings showed that green purchase intention will be higher for consumers who are concern with their environment, have a better green knowledge, and have a more green trust.

Table 5. F-test Model 2 (Anova^b)

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	3,502.048	3	67.349	79.175	0.000 ^a
Residual	4,364.202	296	14.744		
Total	7,866.250	299			

a. Predictors: (Constant), Green Perc Knowl, Env. Concern, Green Trust

b. Dependent Var: Purchase Intention

Source: Data Analysis (2018)

Based on Table 5 (F value = 79.175) and Table 6 (Adjusted R-square is 0.440), it is concluded that 44 % of the variance of green purchase intention can be explained by environmental concern, green perceived knowledge, and gree trust. The remaining (56%) is the contribution of other variables out of the scope of this research.

Table 6. R² Model 2

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.667 ^a	0.445	0.440	3.897

a. Predictors: (Constant), Green Perc Knowl, Env. Concern, Green Trust

b. Dependent Var: Purchase Intention

Source: Data Analysis (2018)

4.3 Path Analysis

The regression analysis Model 1 was aimed to see and identify the effect of the independent variables (environmental concern and green perceived knowledge) on the mediating variable (green trust). Meanwhile, regression analysis Model 2 was to see and identify the effect of the independent variables (environmental concern, green perceived knowledge, and green trust) on the dependent variable (green purchase intention).

Based on the value of R² of Table 3, the value of e1 can be calculated as follows:

$$e1 = \sqrt{1 - R^2} = \sqrt{1 - 0.263} = \sqrt{0.737} = 0.858.$$

Therefore, the Model 1 can be written in mathematical equation as follows:

$$\text{Green trust} = 0.155 \text{ environmental concern} + 0.398 \text{ green perceived knowledge} + 0.858 e_1$$

Similarly, based on the value R^2 of Table 6, the value of e_2 is calculated as follows:

$$e_2 = \sqrt{1 - R^2} = \sqrt{1 - 0.440} = \sqrt{0.56} = 0.743.$$

Therefore, the model 2 is shown in mathematical equation as follows:

$$\text{Green purchase intention} = 0.181 \text{ environmental concern} + 0.331 \text{ green perceived knowledge} + 0.406 \text{ green trust} + 0.743 e_2$$

Then, the path coefficients of the path analysis is shown in Figure 3 below:

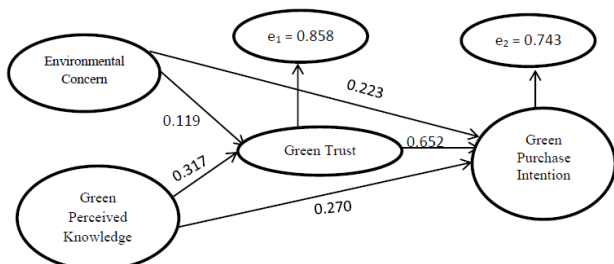


Figure 3. Path Coefficients of the effects of environmental concern, green perceived knowledge and green trust on green purchase intention.

Table 7 summarizes the result of path analysis below:

Table 7. Path Analysis Result

Model	Path Coefficient	t	p	R ²
Model 1 (X₁, X₂ to Y₁)				
X ₁ (pX ₁ Y ₁)	0.119	2,257	0.025	0.263
X ₂ (pX ₂ Y ₁)	0.317	5.773	0.000	
Model 2 (X₁, X₂, Y₁ to Y₂)				
X ₁ (pX ₁ Y ₂)	0.223	2.995	0.003	0.440
X ₂ (pX ₂ Y ₂)	0.270	3.331	0.001	
Y ₁ (pY ₁ Y ₂)	0.652	8.017	0.000	

Source: Data Analysis (2018)

Based on the values in Table 7, the direct effect of environmental concern on green purchase intention is 0.181; whereas the indirect effect of environmental concern on green purchase intention through green trust is 0.155 x

0.406 = 0.062. This means that the effect of environmental concern on green purchase intention is basically a direct effect since the value of direct effect is greater than the value of indirect effect.

Similarly, the direct effect of green perceived knowledge on green purchase intention is 0.211; whereas the indirect effect of green perceived knowledge on green purchase intention through green trust is 0.398 x 0.406 = 0.162. So, the effect of green perceived knowledge on green purchase intention is also a direct effect since the value of indirect effect is smaller than the value of direct effect.

4.4 Discussion

The results of this research show that all hypotheses are accepted. The effect of environmental concern on green trust is supported by the data (H₁ supported). It means that people who have high degree of environmental concern will also have a high degree of green trust. This finding supports the previous research done by Chen *et al.*, (2015), Karatu and Mat (2013), and Schultz (2000). The next finding is, there is a significant effect of green perceived knowledge on green trust (H₂ supported). Similarly, people with high green perceived knowledge will have a high degree of green trust. This finding is in line with the work of Azizan and Suki (2003), and Teng and Wang (2015).

Further, this research shows that environmental concern affect green purchase intention significantly (H₃ supported); green perceived knowledge influence green purchase intention significantly (H₄ supported); and green trust has also a significant effect on green purchase intention. These findings are in accordance with previous findings by Adji and Samuel (2014), Albayrak *et al.*, (2013), Azizan and Suki (2003), Azizan and Suki (2014), Chen and Chang (2012), Chen and Deng (2016), Chen *et*

al., (2015), Harris and Goode (2010), Joshia and Rahmanb (2015), Karatu and Mat (2015), Lam *et al.*, (2016), Lasuin and Ching (2014), Lee (2017), Mobrezia and Khoshtinata (2016), Nazar and Syahran (2008), Schultz (2000), Sharma and Dayal (2016), Sharma and Sharma (2016), and Teng and Wang (2015). It means that if the level of environmental concern, green perceived knowledge as well as green trust are high, the consumers will have a stronger green purchase intention.

4.5 Managerial Implication

The strong intention to purchase green product will lead consumers to always purchase and use environmentally-friendly product. This opportunity should benefit marketer of green product and public policy maker. Green product marketers should pay strong attention on these three independent variables, environmental concern, green perceived knowledge, and green trust. They should educate consumers to have a great concern on the environment, more knowledgeable on green aspects, and to have more trust on green issues. It is compulsory for every consumer to preserve the environment or prevent environmental damage by only consuming environmentally-friendly products. On the other side, it is important for marketers to fulfill the government's standard in producing environmentally-friendly products, prevent environmental pollution and damage in every cycle of production and distribution processes.

5. Conclusion and Suggestion

Green purchase intention is one of the most popular topics in green marketing. Many researchers have been studying the antecedents and consequences of green purchase intention. By consuming green products, consumers take part in preserving the environment and enhancing consumer welfare. By knowing

factors affecting green purchase intention, marketers and public policy makers could design effective programs to enhance consumers' inclination to consumer green product.

The research results showed that environmental concern and green perceived knowledge have a positive and significant effect on green trust. Further, the effects of environmental concern, green perceived knowledge, and green trust on green purchase intention are also significant. Based on this research results, enhancing consumers' environmental concern, green perceived knowledge, and green trust will lead them to a stronger intention to purchase green products. The research results supported previous findings by other researchers. The findings of the research give direction for marketers and public policy makers on how to manage green issues by enhancing consumers' intention to purchase environmentally-friendly products. Due to small R Square in this study, future research on green purchase intention should elaborate more factors beyond environmental concern, green perceived knowledge, and green trust. Future study should also combine consumer factors as investigated in this study with characteristics of green products such as the product quality, product availability, and price. This combination is prime importance to predict green purchase intention.

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