

## **Middle-Class Customer's Attribute Impacts on Purchasing Eco-Friendly Products Decision**

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### **Abstract**

This study aims to determine how much attitude affects middle-class consumers' purchase intentions and behavior when it comes to eco-friendly goods. Rising customer demand for eco-friendly products is encouraged by growing environmental awareness. When factors of attitude like knowledge, education, and financial situation are no longer barriers to customers' intentions, whether customers can transfer their intention into actual purchase behavior, is the motivation of this study. The planned behavior theory strongly emphasizes how an individual's attitude affects their ability to act on their intention to buy. To analyze these characteristics that affect middle-class customers in South Tangerang Indonesia, a quantitative study employing a survey is chosen as the research method. Partial Least Squares (PLS) are used to examine the relationship between attitude, customers' purchase intention, and behavior. This study shows that although attitude may not be able to act or convert into actual behavior, it can still be a driving factor for purchasing intention. This study contributes to the development of planned behavior theory and the fields of customer research.

**Keywords:** Attitude, purchase intention, purchase behavior, eco-friendly products, middle-class customers.

**JEL classification:** M30, M31.

### **Introduction**

The purpose of this research is to examine the extent to which attitude affects middle-class customers' intentions to present their behaviors to buy when it comes to eco-friendly products. This study is motivated by a previous study regarding customer behavior towards eco-friendly products in Malaysia and the increasing consumer knowledge of environmental issues and their desire to buy environmentally friendly items (Govender and Govender, 2016). The impacts of global warming have encouraged customers and marketers to be more sensitive to eco-friendly products. In practice, this early study failed to reveal several situational issues such as customers' economic situation or educational background in their decision to buy these green products. These economic and educational factors are part of the customer's attributes that determine the decision since environmentally friendly or eco-friendly products are still too expensive for the average customer, particularly lower-income customers, to afford. When qualities are present, lower-class customers are less likely to buy eco-friendly items, according to a previous study of average and lower-income customers (Al Mamun et al., 2018). The planned behavior theory, on the other hand, places focus on how attitude can affect a customer's purchasing intention, which ultimately results in purchase behavior. Attitude appears from behavioral belief due to their knowledge, education, economic situation, and personal traits become determining factors for intention and behavior. Focusing on eco-friendly products, these factors are essential for determining whether a buyer plans to exhibit real purchasing behaviors. This is because these components such as knowledge, education, and

financial circumstances are no longer barriers to middle-class buyers. To disclose their true purchasing behavior given that eco-friendly products are still less popular among these customers, for eco-friendly producers, this scenario is critical. By comprehending these factors that influence consumer behavior, eco-friendly businesses can design their strategies to reach the targeted consumers. It is also critical to conduct a study to ascertain how variables like knowledge, education, and financial situation influence consumers' intention to display their actual buying behavior, particularly for specific products like eco-friendly products. To determine the extent to which these characteristics of middle-class customers affect their intentions and purchasing behaviors, this study uses middle-class customers in South Tangerang, Indonesia.

The Theory of Planned Behavior focuses on the factors that influence consumer decisions. Planned behavior theory investigates the factors influencing consumer decisions, particularly when the customer plans on buying eco-friendly products. The strategy focuses on the customer's capacity for self-motivation, particularly about their purchasing intents and attitudes. Focusing exclusively on attitude, it is thought that attitudes are formed based on behavioral beliefs and their constituent parts, such as contextual elements from a person's educational background (Witek and Kuźniar, 2020); understanding of behavior (Rajendran and Wahab, 2017); and economic or financial circumstances (Chaudhary and Bisai, 2018). According to Al Mamun et al (2018), these mentality variables have a significant impact on how lower-class consumers behave while purchasing eco-friendly goods (Al Mamun et al., 2018). When buying intention mediates the impacts of attribute qualities on a consumer's purchasing decisions, these mindset elements demonstrate their capacity to interfere with the customer's intention and behavior. According to this previous study's finding, the relationship between a customer's behavior during the buying process and their intention to make a purchase may change when attribute elements are included (Al Mamun et al., 2018). This demonstrates that customers' decisions on how to depict their purchasing behavior for lower-class customers are largely influenced by this mental variable, which is included in the attribute elements.

As the impacts of global warming, customers and marketers have become more sensitive to eco-friendly products. Customers' increasing awareness of environmental issues and their worries about eco-friendly items serve as evidence of these issues (Govender and Govender, 2016). According to Govender and Govender (2016) and Mahmoud (2018), a product is considered environmentally friendly or eco-friendly if it is manufactured with safe raw materials, follows environmentally friendly production processes, and is packaged with recycled materials (Govender and Govender, 2016; Mahmoud, 2018). Referring to this definition and environmental issues, customers are encouraged to address environmental problems by using eco-friendly products. The next step is a change in their regular consumption that concentrates on greener goods, which may minimize their negative environmental effects (Prakash and Pathak, 2017). From this, it appears that the use of eco-friendly products is not only encouraged by their knowledge and awareness, but this becomes the basis for behavioral changes. Based on this situation, the company must pay special attention to the growing awareness that is being followed by the rise in the purchase of eco-friendly products to properly understand client behavior. Understanding this problem helps the business establish its objectives. The company must pay special attention to the growing awareness that is being followed by the rise in the purchase of eco-friendly items to properly understand customer behavior.

Despite these mentality variables, education and knowledge have significant impacts on behavior. Early study reveals the impacts of the attitude of low-income society on green product behavior (Al Mamun et al., 2018). The study reveals how these attributes affect the

consumer's decision. In practice, the study of Mamun et al. (2018) fails to present specifically the customer's situation attribute which may affect their decision such as economic and educational background. Economic factors are an indicator of consumer purchasing decisions. High prices can discourage purchases, especially if consumers do not have sufficient funds. As a result, financial capabilities will also influence purchasing behavior. From this condition, it appears that education, knowledge and awareness are no longer determining factors in deciding to purchase a product if the price offered is not affordable. Early studies on low-income communities in Malaysia revealed a lack of knowledge, and information and high prices cause low use of environmentally friendly products (Al Mamun et al., 2018). Based on these conditions, a gap of knowledge emerges whether these mindset variables also apply to higher-class consumers who have better or higher levels of education and familiarity with environmental issues, as well as financial position. Due to this situation, it is yet uncertain how much the attribute element affects the customer's intention and behavior to purchase eco-friendly products. The current study contributes to the development of the planned behavior theory, customer behavior, and green product areas.

## **1. Literature review and hypothesis development**

### **1.1. Planned behavior theory**

To understand and assess the customer's behavior in light of their intended behavior, the planned behavior theory is widely used. The objective or goal has an impact on the decision-making process, which results in behavior. Referring to this result, intention is the primary predictor of customer behavior, and the theory emphasizes the critical significance that this component plays (Ajzen, 2015). As a result, this theory is frequently applied to forecast client behavior in terms of intent. In practice, other factors, such as an attitude resulting from the behavioral belief, could also affect the intention. A behavioral belief stems from an attitude and affects behavior (Humaira and Hudrasyah, 2016). This conviction will become an attitude when factors like circumstance and costs are taken into account. Attributes like knowledge, education, and financial situation are thought to have a significant impact in determining attitude. By assessing these characteristics either individually or collectively, one can determine another's attitude about a behavior. The results of the appraisal whether they have positive or negative impacts, drive the choice of behavior (Ajzen, 2020). Therefore, the goal of this study is to determine how much an attribute influences intention to become a determinant of behavior.

### **1.2. Purchase intention**

Customers can use the intention as a framework to take action or display their behavior. Their attitude toward behavior, subjective norms, and control all affect how they intend to depict the actual behavior. The theory of planned behavior states that an individual's intention motivates their behavior (Ajzen, 2020). Intention, which works in conjunction with control, is one of the defining factors that influence a person's behavior (Chaudhary and Bisai, 2018). Control entails determining the course of action or behavior clients will exhibit. Whether a person attempts to engage in a particular behavior or has planned to take one, intention becomes a determining or motivating factor that influences the individual's behavior in this scenario (Ajzen, 2020). One of the main reasons why customers display their behavior is their intention. When control is involved, this factor is more powerful to present their behavior. Control and intention are therefore typically employed as part of the business's marketing plan to predict client behavior while promoting its goods or services. The behavior, which focuses solely on the intention, is typically seen in commercial settings where the customer's choice is significantly influenced by their intention. Hassan, et al. (2015) defined a buy intention as a

customer-implemented strategy that affects the decision of whether or not to make a purchase (Hassan, Yee and Ray, 2015). Customer behavior, including the choice to take action, is determined by intention. This role of intention is well demonstrated by the action taken during the purchasing activities (Jacob, Putri and Sihombing, 2020). When customers have sufficient knowledge of the environment that supports it, the intention is influenced by attitude-related factors including product features, pricing, and comforts (Joshi and Rahman, 2015). This emphasizes how important knowledge is in positively affecting customers' intentions and behavior. How long a business will thrive depends in large part on the possibility that a customer will make a purchase. Based on the customer's buying intention, decisions are made throughout purchasing activities. In the meantime, customers' intentions are greatly influenced by the aspects of their attitude that motivate their actions or behaviors. Companies must understand how attitude impacts customer intentions if they want to stay in business. Businesses must comprehend whether the influence of attitude on intention is permanent or only temporary. The company's strategy, course of action, and future will be impacted by this.

### 1.3. Purchase behavior

The actions or behaviors a customer takes during the purchasing process are those that are driven by their objectives. An early investigation of planned behavior theory reveals the connection between intention and behavior (Ajzen, 2015). Positive buying intentions encourage the customer to complete the transaction. In the interim, if the customer has a bad purchase intention, they are likely to refrain from acting or behaving in a certain way. As a result, if buying intention rises, the likelihood of actual purchase behavior will rise as well (Mahmoud, 2018). In practice, purchase behavior and intention cannot always match. Purchase purpose and behavior may diverge, which could lead to incongruent relations. This occurs when other circumstances affect the purchasing intention. According to a new meta-analysis research, even with the best of intentions, very little can be done to change behavior (Sheeran and Webb, 2016). This occurs as a result of the fact that intention is only one of many elements that affect behavior. Additionally, attitude elements including circumstance and economics (Syarifuddin and Alamsyah, 2017; Chaudhary and Bisai, 2018; Ghali-Zinoubi, 2020; Witek and Kuźniar, 2020), knowledge (Rajendran and Wahab, 2017), and educational background (Maichum, Parichatnon and Peng, 2016 in and Ahmad, 2018; Yahaya, Samsuri and Aziz, 2018; Witek and Kuźniar, 2020) may affect the behavior. According to Webb and Sheran (2006 cited in Montano & Kasprzyk, 2015), when a person has control over their actual behavior, a change in intention has little to no effect on the behavior (Montano and Kasprzyk, 2015). As a result, purpose does not naturally affect behavior. An attitude can become an intention or behavior factor with the assistance of a few supporting factors. The possibility of intention to act as a mediator between attitude and purchasing behavior can be recognized even though it is still needed to be studied. How attitude influences purchasing behavior when purchase intention acts as a mediator is the main topic of this study. Based on this review, the following hypotheses have been proposed for deeper investigation in light of this research gap:

*H<sub>1</sub>: Intention has a positive impact on purchase behavior;*

*H<sub>2</sub>: Attitude has a positive influence on purchase behavior;*

*H<sub>3</sub>: Attitude has a positive influence on purchase behavior mediated by purchase intention.*

## 2. Methods

A survey is used as a quantitative tool in this study. Three variables are measured during this investigation. The dependent variable measured during this study is consumer behavior, while attitude is the independent variable. The mediating or intervening variable in the meantime is purchase intention. The data are acquired using a survey. Both a non-probability sampling approach and a purposive sampling methodology are used to collect data. Non-

probability sampling is employed because several samples are taken from the entire population that meet the requirements for this investigation. To gather information for this inquiry based on the selection, purposive sampling is also used. The people who are middle-class residents of South Tangerang, Indonesia are selected as respondents. For the analyze, a sample of 399 respondents was used. The software Smart PLS 3 is used to code and analyze the data. Meanwhile, the operational variables are developed as shown in Table 1.

**Table 1: Measurement Instruments of Variables**

Variable	Operational Definition	Indicator	Scale
Attitude (X1)	Attitude is a development of belief that emerges from certain conditions that influence the intention	Six measurement items adapted from: <ul style="list-style-type: none"> <li>• Mamun et al (2008) one item regarding the selection,</li> <li>• Ha and Janda (2012) two items regarding protection and attitude,</li> <li>• Maichum et al (2016) three indicators regarding benefits, ideas, and safety.</li> </ul>	5-points Likert Scale
Purchase Intention (X2)	Purchase intention is the key factor that influences someone to present purchase behavior	Seven measurement items adapted from Mamun et al (2018) regarding performance, design, possibility, planning, interest, and presenting the behavior	5-points Likert Scale
Purchase Behavior (Y)	Purchase behavior is the actual behavior of purchasing a product	Six measurement items adapted from: <ul style="list-style-type: none"> <li>• Mamun et al (2018) one item regarding product avoidance.</li> <li>• Walton and Austin (2011) two items regarding product</li> <li>• Sanchez, Mosquera and Lopez (2015) three items regarding label, reusable and utility</li> </ul>	5-points Likert Scale

### 3. Results and discussions

This part consists of two subsections, results and discussions. The results are a description of statistical analysis results based on the data collected through a survey. Meanwhile, the discussion section examines the statistical results referred to as planned behavior theory.

#### 3.1. Results

According to the survey, 399 people in the South Tangerang region who are categorized as middle-class respondents submitted the information. The respondents were considered middle-class society by the World Bank since their monthly expenses varied from IDR 1,200,000 to IDR 6,000,000 per month (Bank, 2019) or around US\$ 75 to 374 per month using the Bank Indonesia's official foreign exchange rate in 2024 (Indonesia, 2024) Referring to the instrument's convergent validity, the variables AAT1 (willingness to buy the eco-friendly product), PI2 (attractiveness of product's design) and PB5 (reusable packaging) must be disregarded because their loading factor values are less than 0.70 points. The further tests are conducted. From these tests, it is shown that the data is normally distributed, with skewness of 0.612 for attribute, 0.248 for purchase behavior and 0.762 for purchase intention. Meanwhile, the Gaussian Copula test as shown on Table 2 reveals the correlation among the variables are statistically significant.

**Table 2: Gaussian Copula Result**

Indicators	Path Coefficient	Sample mean	P values	T-Stat	Confidence interval	
					2.5 %	97.5%
Attitude -> Purchase Behavior	0.293	0.294	0.001	4.731	0.173	0.414
Purchase Intention -> Attitude	0.780	0.781	0.001	36.607	0.730	0.816
Purchase Intention -> Purchase Behavior	0.435	0.435	0.001	6.778	0.301	0.550



These test results also show that the level of variable reliability is acceptable based on the composite reliability Cronbach's alpha. The results of this study show that each variable's Cronbach's alpha and Composite reliability are all greater than or equal to 0.70 points. Furthermore, the variable PI3 (preference plan to buy eco-friendly products) and PB 4 (purchase product with eco-friendly label) represent the highest point of 0.821. This shows that PI 3 and PB 4 have the strongest impact on customer regarding eco-friendly products. The customer is likely to present their intention when their plan to buy eco-friendly products, and then present its through purchasing the products with the eco-friendly label. Next, purchase intention variables present stronger impacts than attitude on encouraging customers to present their behavior through the purchase behavior. Meanwhile, the average variance extracted (AVE) results show that the rest indicators are valid, as shown in Table 3. The attitude receives a score of 0.591 on the AVE scale while the buying intention receives a score of 0.611. The purchasing behavior's 0.518 AVE points are visible. Thus, all variables are legitimate. These parameters are therefore trustworthy for this research.

**Table3: Instrument Tests**

	Indicators	Outer Loading	Cronbach's alpha	Composite reliability (rho a)	Average variance extracted (AVE)
ATT1	Importance of protecting environment	0.708	0.826	0.827	0.591
ATT2	Buying eco-friendly products is profitable	0.787			
ATT3	Buying eco-friendly products is a good idea	0.820			
ATT4	Buying eco-friendly product is a safe choice	0.765			
ATT5	Having an attitude toward purchasing eco-friendly products	0.759			
PI1	Benefits and performance comparison to conventional products	0.725	0.841	0.849	0.611
PI2	The chance of purchasing	0.763			
PI3	Preference of eco-friendly products when planning to buy products	0.820			
PI4	Interested in purchasing eco-friendly products	0.800			
PI5	Plan to buy more eco-friendly than conventional products	0.796			
PI6	Intend to practice pro eco-friendly consumption	0.808			
PB1	Deliberately avoid non-eco-friendly products	0.728	0.876	0.878	0.618
PB2	Deliberately avoid purchasing products with unnecessary packaging	0.767			
PB3	Deliberately buy products that are produced in an eco-friendly treatment	0.806			
PB4	Purchase products with eco-friendly labels	0.821			
PB5	Use eco-friendly products	0.785			

A discriminant validity test is conducted to test whether there are differences between constructs that may affect the results. Based on Heterotrait-monotrait ratio (HTMT) and Fornell-Larker criterion on Table 4, the intention and attitude are not correlated. There are presented through the HTMT result which are bigger than 0.90, while the Fornell Larcker criterion also presents similar result for these variables. For these two variables, the discriminant validity is not achieved.

**Table 4: Discriminant Validity**

Indicators	HTMT			Fornell Larcker		
	Attitude	Behavior	Intention	Attitude	Behavior	Intention
Attitude				0.749		
Behavior	0.753			0.633	0.782	
Intention	0.901	0.764		0.768	0.663	0.786

Based on previous tests, this study also conducts some model structure evaluation. The inner model evaluation is used to examine the model structure. The structure of the model for this study is deemed to be acceptable based on this test, according to the Normed Fix Index (NFI) value of 0.846 points. The coefficient of the determinant test indicates that attitude can influence buying behavior by 47.6 % and purchase intention by 47,7 %, while the SRMR presents it result for 0.066 points. This SRMR result indicates that the model is not fully fit for these variables. The collinearity statistics (VIF) for inner model present less than 5; therefore, the parameter estimation results are robust or unbiased. Meanwhile, the direct effect of each variable is also calculated. The f2 effect size reveals that customer's attitude can strongly affect their intention to purchase. Attribute also present its low to moderate impacts on behavior. Meanwhile, the customer's intention has moderate impacts on behavior. As a result, when it tries to transfer this intention to the purchasing behaviors, attribute can present its strong impacts on the intention, while the intention is less likely to present its impact on the real purchase action or behavior as shown through the f2 result on Table 5.

**Table 5: F-square result**

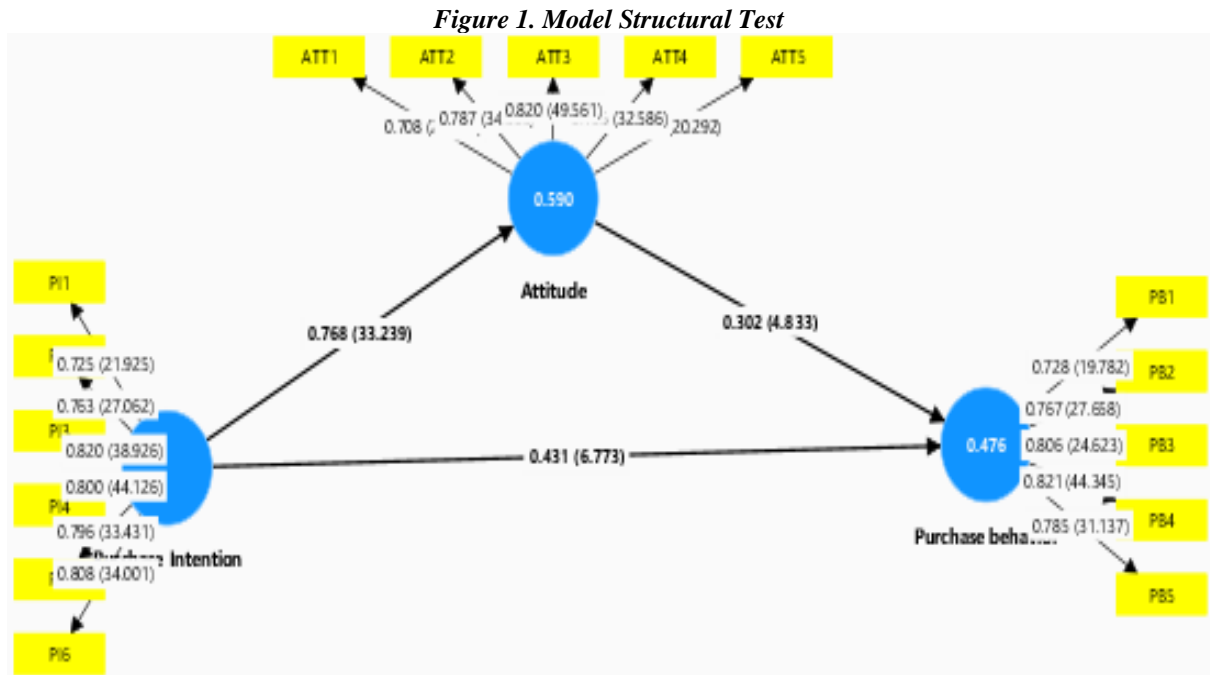
Indicators	Attitude	Purchase Behavior	Purchase Intention
Attitude		0.071	
Purchase behavior			
Purchase intention	1.439	0.145	

Next, the hypotheses are examined using bootstrapping or resampling. The primary focus of this method is the route coefficient, which may be used to indicate how strongly two entities are related. The results of Table 6 and Figure 1 show that each relationship has a positive significance. It is proven that attitude has positive, significant effects on purchasing intention and behavior. Meanwhile, a specific indirect test is conducted to evaluate when purchase intention acts as a mediator. The test shows that attitude also demonstrates its positive, considerable influence on consumer behavior for 6.495 points. The mediasi effect result ( $v$ ) is 0.054 points which means purchase intention has medium to weak impacts on mediating the customer's attitude to encourage the purchase behavior.

Focusing exclusively on hypotheses testing, statistical test indicate that the three hypotheses can be accepted. The appearance of purchasing behavior can be positively impacted by purchase intention, as statistical tests reveal a t-statistic of 6.773 points. As a result, the first hypothesis is accepted as a result of this requirement. In the meantime, a statistical test for the t-value of 4.833 indicates that attitude has a positive and significant impact on purchasing behavior. Thus, the second hypothesis is accepted. Using a specific indirect test, the result of the third hypothesis test demonstrates that, when purchase intention acts as a mediating factor, attitude can significantly and positively influence consumer behavior at 4.786 points. Thus, the t-statistic results show positive and significant even if the mediation effect test result ( $v$ ) indicates a moderate to weak influence. This condition explains why variables often have a small influence at the structural level, yet they might exhibit a strong positive link in direct relationships.

**Table 6. Hypothesis Testing Results**

Indicators	Path Coefficient	Standard deviation	T statistics	P values	Confidence Interval	
					2.5%	97.5%
Purchase Intention -> Purchase Behavior	0.431	0.062	6.773	0.001	0.304	0.550
Attitude -> Purchase Behavior	0.302	0.062	4.833	0.001	0.182	0.425
Purchase Intention -> Attitude	0.768	0.023	33.239	0.001	0.721	0.812
Purchase Intention- Attitude- Purchase Behavior	0.232	0.049	4.786	0.001	0.140	0.330



**3.2. Discussion**

This study demonstrates that attitude influences customers’ purchasing decisions significantly and favorably when buying intention mediates their interaction. The theory of planned behavior emphasizes how purpose shapes behavior. A customer’s motivation drives their real behavior when they have a goal. This may be seen in the decision-making process, which is motivated by the need to predict and influence customer behavior (Ajzen, 2015). The aim is essential when determining whether to portray an action or not. This makes it very clear that behavior is determined by intention, which is mostly seen throughout the purchasing process (Chaudhary and Bisai, 2018). It is assumed that a customer has a positive buying intention when they have a compelling purpose for acting in a purchase-related way (Ajzen, 2015). This is supported by statistical evidence that indicates that purchasing intention has a favorable 0.431 path coefficient toward purchasing behavior, where the initial hypothesis is accepted. The planned behavior theory, which emphasizes the impact of purchase intention on behavior (Cropanzano *et al.*, 2017; Al Mamun *et al.*, 2018; Rausch and Kopplin, 2021) is also supported by these findings. As a result, a customer’s purpose or intention is what drives them to act in a certain way.

When concentrating just on the relationship between attitude and behavior, a customer’s attitude is also observed to have an impact on their behavior. A preliminary study on planned behavior theory found that a customer’s attitude significantly affects their intention to buy (Al Mamun *et al.*, 2018; Chaudhary and Bisai, 2018). When the attitude is reinforced by additional traits like a strong financial, intellectual, and educational foundation, it eventually turns into a



behavior. Early studies suggest that these factors have a significant impact on people's behavior (Ajzen, 1991; Humaira and Hudrasyah, 2016). Education and knowledge affect how perceptive and conscious one becomes of the challenges associated with objects, which is how their consequences are displayed. For instance, the growth of sensitivity and comprehension of environmental concerns is substantially driven by the educational foundation and knowledge made available by this study's results. The economic or money component is also observed to be substantially linked with intention and behavior in the interim. The effect of economic or financial consideration can more powerfully affect a customer's purpose and behavior when they have the financial resources to do so (Chaudhary and Bisai, 2018). The socioeconomic status and wealth of the client also have an impact (Syarifuddin and Alamsyah, 2017). This study's survey shows that respondents, who are typical of middle-class communities, are more likely to buy eco-friendly products. The majority of respondents are seen as oriented performers with the capacity and desire to act realistically. The respondents' consistency in reporting the impact of attitude on purchasing intention and behavior is well illustrated by this study where the statistical study's results show that the attitude has a 0.768-point path coefficient on intention and 0.302-point path coefficient on behavior. This suggests that a customer's decision to purchase is significantly influenced by attitude.

Even though intention affects behavior, it is possible that the customer's intention is not what caused the behavior. According to preliminary research, there is a distinction between intention and actual behavior, which raises the possibility that intention may not always convert into behavior (Webb and Sheeran, 2006 cited in Montano & Kasprzyk, 2015). The intention may not affect the behavior on its own when another factor is involved. There is a mismatch between intended behavior and actual behavior when the other components demonstrate their dominant and strong influence on their relations. When attitudes like knowledge and economic variables are involved, the intention may not be able to show its influence on actual behavior in the connection between behavior and intention. The involvement of belief may also hinder the intention of the presentation of actual behavior. This belief obtained from the attitude toward behavior in this situation is referred to as the behavior belief (Humaira and Hudrasyah, 2016)). The customer's attitude toward a behavior is determined by their intention and behavior belief taken together. Focusing exclusively on the belief, behavior belief determines attitude influence, which determines intention (Ajzen, 2015). Apart from belief, economic, knowledge, and educational background are some other factors that contribute to the development of a gap between intention and actual behaviors (Syarifuddin and Alamsyah, 2017; Chaudhary and Bisai, 2018; Ghali-Zinoubi, 2020; Witek and Kuźniar, 2020). The current study quantifies how education, economic welfare and scientific knowledge affect the customer's decision and intent, which may prevent the action or real behavior taken by the customer. This study reveals that through it is very weak, the association between purchase intention, attitude, and purchase behavior might still exist, as evidence by the specific indirect test and  $f^2$  results above.

Understanding the connection between attitude, buying attention, and purchase behavior is necessary to comprehend the concept of planned behavior. Attributes and beliefs, which are attitude elements, are connected to intention and behavior. This study illustrates the interaction between attitude, purchase intention, and behavior in two ways. The  $f^2$  result of 1,439 shows that attitude strongly affects purchase intention. This illustrates how a customer's purpose can be affected by attitude. Meanwhile, the correlations between attitudes toward purchasing behavior and purchase intention toward purchasing behavior are only 0.071 and 0.145 points, respectively. These suggest that the effects of these two connections are moderate. Therefore, according to this study, a consumer who has a strong intention to acquire something because of attitude traits like knowledge, economics, or money, may not be able to act or convert that

intention into actual behavior. Customers must therefore possess more than just a strong intention and attitude to demonstrate their purchasing behavior.

### Conclusions

This study investigates how a customer's attitude affects their purchasing decisions, as influenced by their purchase intention. The study was inspired by the shifts in customer behavior brought about by increased consumer knowledge of eco-friendly items. In practice, the desire might not be able to translate into actual behavior. The results of the analyze shows that when attribute elements like knowledge, educational background, and economic or financial status are present, the customer's intention may not be transformed into actual behavior. These variables significantly influence the intention of the customer. A strong attitude and intention might not be able to act or convert into real behavior. For eco-friendly products, according to this research, a strong attitude has a greater influence on customer's purchasing intention than purchasing behavior. This finding suggests that the behavior might only last temporarily rather than becoming a new habit. This is because purchase intention can be driven by attitude elements, consequently, attitude and intention may not be able to act or convert into actual behavior. Therefore, customers need more than just a positive intention and attitude to demonstrate their purchasing behavior.

The analyze contributes to the body of knowledge regarding planned behavior theory and customer research. The significance of motivational variables that might help them convert their intention into actual purchasing behavior was put into evidence. Businesses should develop a marketing plan that emphasizes the target market's attitude and encourages the intention to turn into behavior. This study has several restrictions. First, the sample is relatively small which opens up possibilities for future research using larger samples for various class levels. More samples from various levels should be used to better understand the relationship between intention and behavior for eco-friendly products. Second, this study shows that customers need more than a strong intention and attitude to demonstrate their purchase behavior. This research suggests that the practice of purchasing eco-friendly products is a passing inclination rather than a permanent one. The determinant element that influences consumers' actual purchase behavior for particular products, such as eco-friendly products, may be examined in future studies. It is advised to do a quantitative analysis to comprehend these motives more deeply.

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