

Exploring The Role of Green Trust, Subjective Norms and Collectivism on Green Purchase Intention

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Abstract

Green product shopping behavior is considered very important to maintain the sustainability of the earth and human life, the same spirit is not yet shared by the entire community. The more consumers realize the importance of environmentally friendly shopping behavior, the more positive impact it will have on the effectiveness of environmental conservation efforts. Several factors that can influence the intention to buy green products are green trust, subjective norms and collectivism. This study aims to examine the role of each independent variable on the intention to buy green products. This study uses a qualitative method with a literature review, where researchers conduct a study of previous studies that discuss the role of each independent variable, namely green trust, subjective norms and collectivism, both partially and collectively in influencing the intention to buy green products. This study concludes that there is a positive influence of green trust, subjective norms and collectivism both partially and simultaneously on green purchase intention.

Keywords: green trust, subjective norms, collectivism, green purchase intention.

INTRODUCTION

Nowadays, issues related to preserving and maintaining the environmental ecosystem have become popular and have attracted the attention of business people. Various discussions in cross-forums involving governments of various countries and industry players have also considered the importance of preserving the earth and how to create a good and quality ecosystem for every human being and living thing (Indriastiningsih et al., 2023). This issue has an impact not only on business people, but has also been able to lead opinions and interests from the consumer or customer side to use and consume products and services that are considered to support environmental sustainability programs or known as green product terminology (Safari et al., 2023). One of the major transformations carried out by the government is to encourage the behavior of using electric vehicles which are considered more environmentally friendly (Pramesworo et al., 2024). The government provides various incentive programs and facilities for consumers who buy electric vehicles in order to create an environmentally friendly culture. Consumer behavior is also influenced by the green product culture where the purchase and use of products and services must be in line with efforts to preserve the environment. This trend continues to grow and is adopted by residents in big cities with better educational backgrounds (Dharmawan et al., 2023; Gai et al., 2024).

Although green product shopping behavior is considered very important to maintain the sustainability of the earth and human life, the same spirit is not yet shared by the entire

community (Liow et al., 2023). The more consumers realize the importance of environmentally friendly shopping behavior, the more positive impact it will have on the effectiveness of environmental conservation efforts. Several factors that can influence the intention to buy green products are green trust, subjective norms and collectivism. Green trust is a commitment and belief held by both organizations and individuals who make environmental conservation a reference in their activities (Kushariyadi et al., 2024; Saputra et al., 2022). All activities carried out, be it product creation, service provision, selection of raw materials and shopping patterns, must be oriented towards environmental sustainability and avoid carbon emissions. Subjective norms are beliefs held by organizations and individuals about right and wrong or the perception of the appropriateness of a norm and way of behaving that is currently prevailing in society. Collectivism is a value held by society that believes that the values believed by a group of people or society can be judged more correct than the values held personally (Tannady & Dewi, 2024; Yunia et al., 2023). This study aims to examine the role of each independent variable on the intention to buy green products.

METHOD

This study uses a qualitative method with a literature review, where researchers conduct a study of previous studies that discuss the role of each independent variable, namely green trust, subjective norms and collectivism, both partially and collectively in influencing the intention to buy green products. The literature collected includes scientific articles that have been published in journals and proceedings, articles obtained from popular reading sources such as newspapers and magazines and reading sources from books and freelance articles. Researchers analyze how the relationship between independent and dependent variables, how the influence of each independent variable and how the impact is caused both for the business sector, consumption behavior and the effectiveness of environmental conservation programs. Then a conclusion and recommendation will be formulated for the government as a regulator, business owners and the community as consumers.

RESULT AND DISCUSSION

Various previous studies have shown that the majority of company management has not considered pro-green environment policies as activities that have a direct impact on company revenue. However, the green product trend that is currently emerging and developing rapidly in the market should be able to stimulate business actors to participate in producing and offering products and services that are pro-environmentally friendly, this is not only to obtain market segmentation that is pro-environmental conservation efforts, but will also have an impact on business sustainability. Not only the impact on business sustainability, management needs to see holistically how business sustainability requires ecosystem sustainability and business actors have a moral responsibility in managing the ecosystem (Wijayanthi et al., 2020; Juniasih et al., 2023).

In relation to the company's image, efforts to preserve the environment through the creation of environmentally friendly products and services will also receive special appreciation from the community, consumers will care and give special attention to the company and the products offered by the company, generally support for the environment is associated with good product quality. The trend of consumers in using green products will also force companies to continue to innovate in various processes such as production processes, raw material selection and marketing. This continuous innovation will have a positive impact on the company's existence, so that green product and service strategies and policies not only bring benefits to the environment, but also bring commercial benefits to the company. Organizations that are able to continue to innovate will certainly have superior

value compared to their competitors and are able to continue to adapt well in a business environment that is constantly changing and disruptive (Wijayanthi et al., 2021; Tannady et al., 2023).

Green trust and green purchase intention have a close relationship, where if consumers have good green trust, this will also influence the intention to buy green products and services. Consumers with high awareness of the positive impacts arising from shopping for green products will certainly strive to create a shopping culture that is pro-environmentally friendly products. For consumers of two-wheeled and four-wheeled vehicles, this is starting to be felt significantly that there is a consumer transformation in using vehicles that are pro-green environment, we can easily see that more and more electric vehicles, both two-wheeled and four-wheeled vehicles that are considered environmentally friendly, are starting to operate in big cities in Indonesia. This is an indicator that today's society is starting to have good awareness and trust in green products (Rizkalla et al., 2023; Yunia et al., 2023).

In relation to subjective norms, green purchase intention is significantly influenced by subjective norms. Subjective norms are a person's subjective assessment or view of behavior or activities that are influenced by the environment or community around them. As social beings, humans will influence and be influenced by their surrounding conditions, with the increasing culture and behavior of people who care about the environment, as well as awareness from industry players to create products and provide services that are pro-environment will certainly create subjective norms, this will affect green purchase intention. For example, when a group of consumers who do not yet have subjective norms towards green products see and live side by side with another group of people who have good subjective norms towards green products, a norm transfer will be created that can change the way of thinking and how to assess the importance of using green products. When this way of thinking and assessing has been formed, subjective norms will be formed and affect green purchase intention (Juniasih et al., 2023; Wijayanthi et al., 2020).

Collectivism, which is a collective view, has been proven to be significant in influencing green purchase intention. If a value and behavior have been applied and implemented collectively, these values and behaviors will be contagious and also implemented in a wider scope. Its application does not only apply to individual consumers, but also to business actors and organizations. When companies today are competing to create green products and can even reap the results in the form of profits from this activity, this will stimulate other industry players to do the same. In the scope of consumers and green purchase intention, with the increasing behavior of purchasing green products, this will be a positive trend and will be a reference and persuasive thing for other people to do the same shopping behavior (Tannady et al., 2023). This spirit of collectivism can grow significantly if consumers feel the true and significant positive impact of the benefits of consuming green products. So that it not only plays a role in efforts to preserve the environment, but there are significant benefits from the products that are felt and enjoyed by consumers.

CONCLUSION

This study concludes that there is a positive influence of green trust, subjective norms and collectivism both partially and simultaneously on green purchase intention. The better the trust in the benefits provided by green products to consumers, the greater the green purchase intention. Likewise, trust in the amount of contribution given by a consumer to environmental preservation will have an impact on their interest in purchasing environmentally friendly products and services. The greater the subjective norms will also have an impact on the greater interest in purchasing green products. The greater the value and view of the collectively held understanding of the benefits and behavior of shopping for

green products and services will also increase green purchase intention. Researchers suggest that the government be able to maintain regulations that can increase public awareness of pro-green environment behavior. Industry players are advised to improve business processes, especially in the creation of environmentally friendly products and services. The suggestion for consumers is to be able to increase awareness of the importance of green behavior, not only for personal benefits for consumers, but also for the sustainability of the earth and the environment.

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