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Do eco-friendly attributes of diarrhoea medicines matter? Its influence on green purchase intention

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ABSTRACT

The purpose of this study is to analysis the effect of environmental concern, environmental attitude and environmental knowledge on green purchase intention of environmentally friendly herbal medicines. The variables of this study include environmental knowledge, environmental concern and environmental attitude which are called independent variables, while the dependent variable is green purchase intention. Data analysis using Multiple Linear Regression with PLS software. The data sources in this study are primary data and secondary data, where primary data uses a questionnaire method data collection method distributed online and the sample totalled 91. This study produces findings that green purchase intention of environmentally friendly herbal medicines is influenced by environmental concern, environmental attitude and environmental knowledge.

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INTRODUCTION

Environmentally friendly herbal medicinal products are increasingly in demand by the public. The public considers that herbal medicines, in addition to providing healing for patients, are also environmentally friendly. Manufacturers or companies are now starting to switch from non-environmentally friendly medicinal products to environmentally friendly herbal medicinal products. Some environmentally friendly herbal medicines, especially in the form of diarrhoeal medicines such as herbal diabet, herbal liquid enstrostop, have become embedded in the community so that they can directly increase public trust and have an impact on increasing purchase intentions. Green Purchase Intentions are defined as the possibility and willingness of customers to choose environmentally friendly and sustainable products (Wang et al., 2019). Product purchases can be influenced by consumer purchase intentions. Before the process of purchasing a product, consumers will have an awareness or purchase intention for the product. Consumers before making a purchase intention are influenced by several factors such as

environmental concern, environmental attitude and environmental knowledge. These three factors will encourage someone to make a purchase intention.

Purchase intention is also influenced by environmental attitude. According to (Alhally, 2020) defines environmental attitude as a collection of several aspects such as a person's beliefs, influences, and behavioural intentions that are focused on activities or problems related to the environment. Attitude is defined as judgments, opinions or opinions, and tendencies that are consistently favoured or not (12) person towards a particular topic or object (Lestari, E. R., Hanifa, K. P. U., & Hartawan, 2020). (Chin, J., Jiang, B., Mufidah, I., Persada, S., & Noer, n.d.)(2018) the results of his research state that green purchase intention care products is influenced by environmental concern. An individual will intend to be able to perform a behaviour when he evaluates it positively. Attitudes can help define a person's behaviour model in deciding on his choice ((Testa, 2016). A person's attitude towards environmentally friendly products can make consumers imagine the intention to buy these products ((Mamun, A. A., Nawir, N. C., Hayat, N., & Zainol, 2020). Similar research was conducted by (Maichum, K., Parichatnon, S., & Peng, n.d.), (Chauhan, V., & Bhagat, 2014) and ((Mustofa, 2022). The current research equation with previous research (Mustofa, 2022) on independent variables, namely environmental concern and environmental attitudes variables and the dependent variable, namely green purchase intention. While the difference between current research and previous research (Mustofa, 2022) in the current study there is an additional independent variable, namely environmental knowledge, but previous research does not have a third independent variable (environmental knowledge). Data analysis in current research uses PLS while in previous research using AMOS.

The third factor that influences purchase intention is environmental knowledge. Environmental awareness is defined as a multidimensional construct, consisting of cognitive, attitudinal, and behavioural components. (Farrukh, M., Ansari, N., Raza, A., Wu, Y., & Wang, 2020) someone who has environmental knowledge and knows understands the existence of environmental damage and the need to protect the environment. Being concerned about the environment means how human behaviour can affect the environment and take steps to improve it. Green consumption itself, if the higher the knowledge consumers have regarding green products, the stronger consumer confidence in the positive impact of using green products (Wang, Y.; Li, Y.; Zhang, J.; Su, 2019). The environmental awareness factor is thought to act as a strong triggering factor for environmental awareness which further strengthens green purchasing intentions ((Zameer, H., & Yasmeenn.2022) and ((Diash, 2021). The current research equation with previous research (Diash, 2021) and on the independent variables, namely the environmental knowledge and environmental concern variables and the dependent variable, namely green purchase intention. Meanwhile, the difference between current research and previous research by (Diash, 2021) in the current study is the addition of independent variables, namely environmental attitudes, but previous research did not have a third independent variable (environmental attitudes). Data analysis in the current study used PLS while in previous research using SPSS. Research that resulted in a positive relationship between Environmental Knowledge and Green Purchasing Intentions was conducted by (González et al., 2020)(Joshi, Y. & Rahman, 2015). The research gap between current research and previous research lies in the object under study, namely in the current study specifically discussing environmentally friendly in the form of herbal medicines while in previous studies only discussing generally environmentally friendly. By going through various considerations and referring to the background above, the title of this study is " Do Eco-Friendly Attributes of diarrhoea medicines Matter? Its Influence on Green Purchase Intention".

RESEARCH METHOD

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Environmental Concern

Environmental concern and knowledge variables in research conducted by (Chang, M.-C., & Wu, 2016) can have a positive influence and can respond to information on the intention to buy a product.

A strong factor in research by (Bagher, A. ., Salati, F., & Ghaffari, 2018) is that the purchase intention of organic food products is influenced by positive, strong and significant environmental concern variables. Research in line with the research of (Chang, M.-C., & Wu, 2015) is research conducted by (Ginting, R., & Ekawati, 2016) with the results of their research stating that the purchase intention of green detergent products of the "Attact" brand in Denpasar City is positively and significantly influenced by environmental concern. These results also support research conducted by (Maichum, K., Parichatnon, S., & Peng, 2017) which states that environmental concern is positive and significant on the purchase intention of green products for teenagers in Thailand, so the hypothesis carried out in the study is as follows.

H1: Purchase intention is influenced by Environmental Concern

Environmental Attitude

Research conducted by (Singhal, A. dan Malik, 2018) using attitude variables states that the factor that contributes to consumer intention to buy environmentally friendly products is attitude. This attitude is needed to be able to give a positive response to environmentally friendly products ((Singhal, A. dan Malik, 2018). This study states that by buying environmentally friendly skin care products a person will feel satisfied and think that what is done is a positive attitude in contributing to reducing environmental pollution. Similar research was conducted by (Lukiarti, 2019) with the results of the study stating that the intention to buy green products in Rembang Regency is positively and significantly influenced by environmental attitude variables. (Adil, 2015) explains in his research that green product purchase intentions among consumers i⁴ Surakarta are positively and significantly influenced by environmental attitude. (A¹² 2015), (Chekima, B., Wafa, S. A. W. S. K., Igau, O. A., Chekima, S., & Sondoh, 2015) state that the purchase intention of green products in Malaysia is positively and significantly influenced by green attitude. Similar research was also conducted by (Maichum, K., Parichatnon, S., & Peng, 2017) using environmental attitude variables and found that environmental attitude variables have a very strong effect on the purchase intention of green products in student groups in Thailand. The results of research conducted by (Maichum, K., Parichatnon, S., & Peng, 2017) was followed by research conducted by (Chauhan, V., & Bhagat, 2014) with research results indicating that green purchase intention products is influenced by green attitude.

H2 : Purchase intention is influenced by Environmental Attitude

Environmental Knowledge

According to (Chikosi & Mutezo, 2023), sustainable development has a main relationship to environmental aspects or respect for the enti⁶ system and collective responsibility, especially environmental knowledge by involving people. The results of research conducted by (Kusuma, E. I., Surya, J., & Suhendra, 2017) states that the purchase intention of Tupperware consumers is positively and significantly influenced by environmental knowledge variables. This research is supported by research conducted by (Hanjani, G. A., & Widodo, 2019) using environmental knowledge variables and purchase intention variables with the object of research being Nestle Company products in Indonesia. This study found that buying interest in Nestle Company products is positively and significantly influenced by environmental knowledge. (Patel, C., & Chugan, 2015) in their research results show that purchase intention in designing advertising strategies is positively and significantly influenced by environmental knowledge. Similar research was also conducted by (Ginting, R., & Ekawati, 2016) using environmental knowledge and purchase intention obtained that i¹⁵ intention to buy green detergent products of the "Attact" brand in Denpasar City is positively and significantly influenced by environmental knowledge. The results of (Ginting, R., & Ekawati, 2016) research are reinforced by (Suki, 2016) opinion which states that purchase intention products is influenced by environmental knowledge. This opinion is also reinforced by the results of research conducted by (Chauhan, V., & Bhagat, 2014) with the results of this study stating that a person's

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purchase intention in buying green products is influenced by environmental knowledge. Based on existing empirical studies, the following hypothesis can be prepared.

H3 : Purchase intention is influenced by Environmental Knowledge

Green Purchase Intention

Consumers in choosing or using environmentally friendly products that consumers will choose to buy is called Green Purchase Intention. Green Purchase Intention can also be interpreted as the preference, willingness, and possibility of customers in determining products that can be sustainable for our environmentally friendly nature (Yen, N. T. H., & Mai, 2020).

Green Purchase Intention is one of the discussions that is often discussed among scholars. Consumers who use environmentally friendly products are defined as people who think about the impact that can arise in the environment due to individual consumption patterns and intend to improve individual purchasing behaviour to reduce this adverse impact on the environment ((Nader, Asnawati, M., Wardhani, W., & Setini, 2021.). According to (Huang, Y., Yang, M & Wang, 2015) states that a product that consumers are interested in purchasing after believing that the product is a green product or green brand. Measurement using three items adapted from Chan in (Huang, Y., Yang, M & Wang, 2015) to study the intentions of Chinese consumers involved in green product purchasing behaviour, namely: a. Considering buying a product because they don't want to pollute the environment. b. Because of ecological reasons, it is a consideration for switching to another brand. c. Environmentally friendly products are the preferred plan.

Research Method

This research is a quantitative study using hypothesis testing with the aim of examining green purchase intentions which are influenced by environmental concerns, environmental attitudes and environmental knowledge on green purchase intentions on environmentally friendly products. Data processing uses multiple linear regression with the help of PLS software. The research population is students of the Faculty of Economics and Business, W.R. Supratman University Semester 4 and Semester 8 who are still actively studying. Respondents in this study were 91 respondents and sampled and distributed questionnaires online.

RESULTS AND DISCUSSIONS

Decryption of Research Objects

The results of descriptive statistics of respondents in this study indicate that the majority of The majority of respondents in this study came from Management majors 64 people or 70.3% and Accounting majors as much as 29.7%. More details can be seen in Table 1.

Table 1. Demographic

Variable	Category	Count	Persentabge
Gender	Female	58	63.7
	Male	33	36.3
	Total	91	100
Economic and Business	Accounting	27	70.3
	Management	64	29.7
	Total	91	100

Convergent Validity Test

According to (Hair, J. F., Hollingsworth, C. L., Randolph, A. B., & Chong, 2017) if the AVE is > 0.5, the convergent validity test is fulfilled and vice versa if the value of AVE < 0.5 has not fulfilled the convergent validity test.

Table 2. Validity test

Variable	Indicator	Factor Loading
Environmental Concern	ENC1	0.888
	ENC2	0.928
	ENC3	0.910
	ENC4	0.858
Environmental attitude	ENA1	0.818
	ENA2	0.888
	ENA3	0.850
Environmental Knowledge	ENK1	0.770
	ENK2	0.782
	ENK3	0.825
	ENK4	0.727
Green Purchase Intention	GPI1	0.773
	GPI2	0.767
	GPI3	0.872
	GPI4	0.817

The results of data processing obtained indicators of loading factor values of more than > 0.5 and even more than 0.7. Overall, AVE value of each research variable shows a value of more than > 0.5. This indicates that no indicator items were removed from the research model.

Reliability Test

The processing results using PLS to determine whether this research data is reliable are assessed using composite reliability and Cronbach's Alpha. A value greater than 0.7 on Cronbach's alpha and composite reliability indicates that the data is reliable (Hair, et al., 2017).

Table 3. Reliability test

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Environmental Concern	0.870	0.908	0.913	0.926
Environmental attitude	0.817	0.845	0.889	0.727
Environmental Knowledge	0.710	0.737	0.821	0.541
Green Purchase Intention	0.716	0.741	0.827	0.551

Based on the results of data processing using PLS obtained as in the table above, it can be concluded that the data is reliable. This is due to the value of all variables greater than 0.7 in the Cronbach's alpha and composite reliability values.

Significance Test

The research hypothesis can be rejected or accepted if the resulting value falls within a criterion. It is said to be significant if a sig value is generated > 1.96 and or p-value <0.05 (Hair et al., 2017). The following in Figure 2 is the result of the PLS Bootstrapping results.

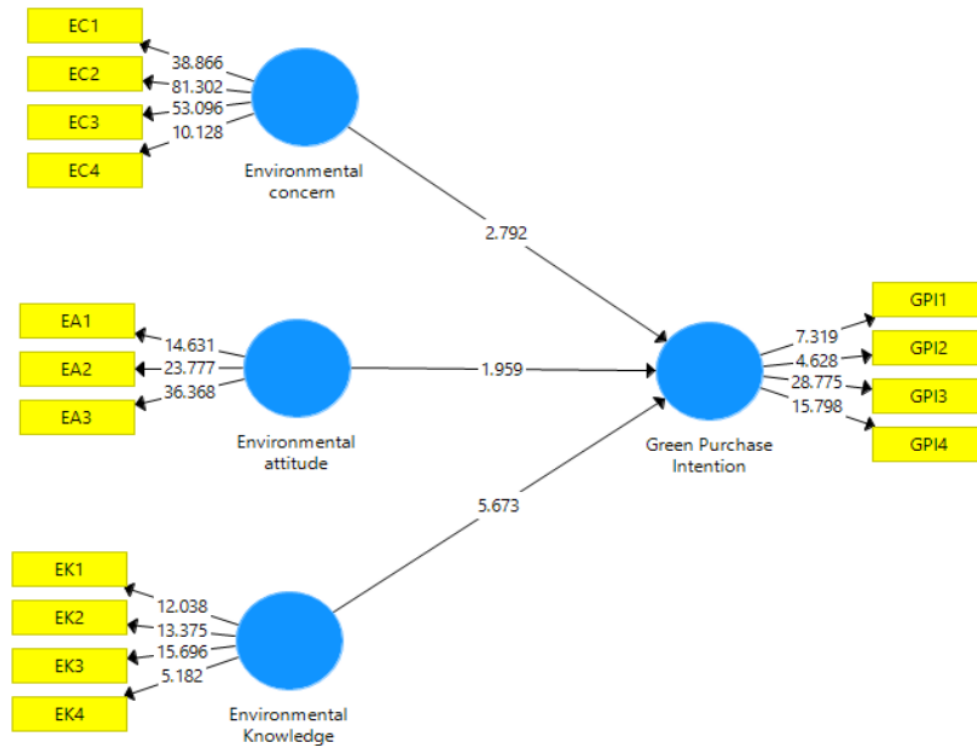


Figure 1. Bootstrapping PLS

R² square

(Hair, J. F., Hollingsworth, C. L., Randolph, A. B., & Chong, 2017) R-square as a benchmark for measuring the magnitude of the dependent variable is influenced by the independent variable. The value between 0 and 1 in R-square, indicates the magnitude of the combination of independent variables simultaneously affecting the dependent variable. If the R-Square value is large, the research model analysis will also be good.

Table 4. R-Square adjusted

Variable	R-Square	R-Square Adjusted
Green Purchase Intention	0.852	0.847

The value of R² in the product purchase intention variable is explained by 85.2% and the remaining 14.8% can be explained by other variables. The purchase of environmentally friendly herbal medicines is explained by 54% and the remaining 46% is explained by other variables.

Table 5. Significant test

Variable	Original Sample (O)	t count	P Values	Description
Environmental Concern → Green Purchase Intention	0.380	2.779	0.000	Significant

Environmental attitude → Green Purchase Intention	0.251	2.037	0.042	Significant
Environmental Knowledge → Green Purchase Intention	0.467	5.322	0.000	Significant

Discussion

Hypothesis 1

Green Purchase Intention is influenced by Environmental Concern with a calculated t value of 2.779 while the t table value is 1.96 with a significant level of 0.000. This means that Green Purchase Intention is influenced by Environmental Concern. This means that the purchase intention of environmentally friendly herbal medicinal products is positively and significantly influenced by the environmental concern variable. This means that the higher the environmental concern variable owned by a consumer, the higher the purchase intention of environmentally friendly herbal diarrhoea medicinal products. This statement can be confirmed that consumers who have a high concern for environmental care believe that the products purchased are safe for the environment or will not damage the environment. The results of this study are supported by research conducted by (Jaiswal, D. and Kant, 2018), (Hernomo, 2021) and (Diash, 2021) with results that can be concluded that the purchase intention of consumer environmentally friendly products will be influenced by environmental concerns.

Hypothesis 2

Green Purchase Intention is influenced by Environmental attitude with a t-statistic of 2.037 while the t-table is 1.96. The results of statistical processing using PLS obtained a t-statistic value > t-table value with a significant level of 0.042. This means that there is a positive positive correlation between environmental attitude and green purchase intention. The results of this study can be concluded that the purchase intention of environmentally friendly herbal diarrhoea medicinal products is positively and significantly influenced by environmental attitude variables. This statement is confirmed that someone who believes that herbal diarrhoea medicine products are very helpful in overcoming health problems and are also able to have an environmental effect that is maintained because they are environmentally friendly. The attitude of consumers who use herbal diarrhoea medicine as a choice will make a positive contribution to a preserved and beautiful environment. The caring attitude of consumers towards herbal diarrhoea medicines is a positive attitude and has a positive impact on environmental sustainability. This opinion is supported by the results of research conducted by (Amalia, B.A., Effendi, M.I. and Ghofar, 2021a) and (Yadav R, 2017) it can be concluded that the purchase intention of environmentally friendly skin care products is influenced by environmental attitude. Other studies that use environmental attitude and purchase intention variables include those conducted by (Yadav R, 2017), (Trivedi, R. H., Patel, J. D. and Acharya, 2018); (Chen, C. C., Hsiao, K. L., & Wu, 2018) and (Amalia, B.A., Effendi, M.I. and Ghofar, 2021b) it can be concluded that purchase intention of environmentally friendly products is influenced by environmental attitude. The results of this study indicate that there is a positive correlation between environmental care attitudes and purchase intentions. There is a form of cognitive congruence experienced by consumers in carrying out environmentally friendly or sustainable behaviour. The results prove that a consumer who is in a sustainable commitment is able to translate his attitude into environmentally sound behaviour.

Hypothesis 3

Product Purchase Intention is influenced by environmental knowledge with a calculated t value of 5.322 while the t table value is 1.96 with a significant level of 0.000. This means that there is a positive correlation between environmental knowledge and green purchase intention. The results of the

study can be concluded that the purchase intention of environmentally friendly herbal diarrhoea medicine products is positively and significantly influenced by the environmental knowledge variable. The results of this study are supported by research conducted by (Ginting, R., & Ekawati, 2016), (Chauhan, V., & Bhagat, 2014), (Kusuma, E. I., Surya, J., & Suhendra, 2017), (Hanjani, G. A., & Widodo, 2019) which concluded that consumer purchase intention will be influenced by environmental knowledge owned by consumers. The findings of some of these researchers can be concluded that environmental knowledge can have an influence on green purchase intention. This proves that having knowledge about the environment owned by consumers can have an influence on green purchase intention in the millennial generation. Environmental knowledge is the basic knowledge of each individual regarding everything that can be done to help protect the environment (Wijayanti, 2019). The higher the knowledge of each individual about the environment they have, it can change the behaviour of each individual in order to deal with environmental problems. Thus, the intensity of buying green products can increase effectively.

CONCLUSION

Based on a series of testing and analysis processes that have been carried out, it is known that green purchase intention of environmentally friendly herbal medicines is influenced by environmental concern, environmental attitude, and environmental knowledge. The theoretical implications are related to research development for future researchers related to environmental concern, environmental attitude, environmental knowledge, and green purchase intention. The implication of this research is that it will encourage other companies to produce medicines derived from herbal or environmentally friendly ingredients, thus indirectly protecting the environment and supporting an environment free from pollution. The contribution of the results of this study provides a moral message to all communities and especially companies that produce medicines to switch from non-herbal medicinal materials to environmentally friendly herbal medicinal materials. In addition, companies need to educate the public on the importance of using herbal and environmentally friendly medicines. The limitations of this study are because it only discusses herbal diarrhoea drugs even though there are many types of drugs and for further research it is necessary to add independent variables such as price, green trust and others.

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