



Green Product Purchase Intention with Green Campaign Mediation Self Determination Theory Concept

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Abstract

Marketing of green products as environmentally friendly products still experiences obstacles in Jember City. This is because the community is less responsive to environmentally friendly products. Research is needed on consumer behavior related to motivation and a green campaign is given, namely an environmental campaign as an effort to promote environmentally friendly products, practices and policies to optimize the intention to purchase green products. This study contributes a deeper understanding of motivation and environmental campaigns to build green product purchase intentions, with the Self-Determination Theory (SDT) approach. SDT is used to understand motivation broadly with 6 complete continua, namely amotivation, external regulation, introjected regulation, identified regulation, integrated regulation and intrinsic motivation and integrates SDT with the role of the campaign as a mediator. A total of 210 respondents were analyzed using the PLS Equation Model Structure with the WrapPLS 7.0 program analysis tool with the results of Self-determination theory having a very strong model for the intention to purchase green products and green campaigns. The campaign as a mediator has no effect. The emphasis on identified regulation and intrinsic motivation is to provide values of awareness and pleasure by protecting the environment to prove that green products are not just a company's claim to gain profit but an effort to save the earth from damage.

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1. INTRODUCTION



Friendly products requires a different approach compared to marketing non-green products (Groening et al., 2018). The basis of green products is that environmental problems pose a serious threat to life (Han, 2021). Many people are not yet aware of the dangers of products that are not environmentally friendly (Nadiya & Ishak, 2022). It is important to provide increased awareness of environmental issues to encourage public interest in environmentally friendly products or "green products" (Azizah, 2023b). Therefore, environmentally friendly consumers play an important role in the green revolution because environmentally friendly green products not only have a positive impact on the environment, society and the economy but are also necessary for sustainable development (Wijekoon & Sabri, 2021). Green campaign is a term that describes environmental campaigns to offset the power of non-environmentally friendly products

(Yanfei & Zhao, 2008). Campaigns about environmentally friendly products need to support green products, such as recycled products in Indonesia (Azizah, 2023b), but this needs to be retested.

Increasing public awareness of the environment is starting to develop (Nadiya & Ishak, 2022). Environmentally friendly products have also developed as an industrial opportunity (Guo & Ya, 2015). This has not been accompanied by the development of intentions to buy green products. One of the reasons is because of consumer awareness about green product knowledge so that they perceive them to be expensive (Sustaining, 2021). This shows the need for more in-depth research to determine motivation (Kianpour et al., 2014), optimizing purchase intentions through green campaigns.

As a problem solving approach, one of the theories that can be used to explain consumer intentions and behavior is used, namely Self Determination Theory (SDT). SDT is a motivation theory that explains human autonomy in influencing behavior which was originally coined by Ryan and Deci (1985). SDT emphasizes the importance of not only external but also internal factors in motivating individuals to act (Azizah, 2022). In the context of marketing green products, SDT is better than other theories (Gilal et al., 2019a). SDT can help in understanding how factors such as intrinsic and extrinsic motivation, perceived self-control, and psychological needs influence consumer purchase intentions and behavior (Azizah et al., 2023). SDT as a better theory for green marketing (Gilal et al., 2020) can be implemented as an effort to optimize people's purchasing intentions because this has an effect on increasing the use of green products (Hasan & Ali, 2015; Ku et al., 2016).

A stimulating environmental campaign is needed to produce a model and implementation of campaign strategies (Mosler & Martens, 2008). So the campaign here has the aim of improving personal existence by using Basic Psychological Needs Theory (BPNT) SDT (Ryan & Deci, 2019), ensuring deeper internalization of social practices and values (Van den Broeck et al., 2016) in order to optimize intentions buy green products. The state of the art and novelty in this research is that we have not found research using the SDT concept mediated by green campaigns to optimize purchase intentions for green products. SDT itself is a new model in green products (Gilal et al., 2020). SDT is a concept that is suitable for building motivation not only from external but also internal motivation which is also used for green consumer behavior because the concept builds autonomy of intention (Ryan & Deci, 2019a).

The use of 6 continuums from SDT is also a new concept, the original concept of Ryan and Deci (Ryan & Deci, 2000) because previously only 5 continuums were used (Gilal et al., 2020). This was done in an effort to build the intentions of amotivated (unmotivated) people. The novelty of using green campaign variables is researched as an effort to optimize, interpersonal persuasion. The campaign used will also be directed at creating interest, the desire to participate and campaign again to other people, which is the finding of previous research (Mosler & Martens, 2008; Shabrina Ulfa & Fatchiya, 2018).

The formulation of the problem in the research is what is the influence of motivation mediated by a green campaign in optimizing the intention to purchase green products using the concept of Self-Determination Theory?. It is hoped that the results of this research can increase awareness of the environment, motivation towards green products, and the research model can be applied as a marketing strategy for green products in Jember Regency.

2. METHODS

In an effort to optimize purchasing intentions for green products in Jember Regency, we use a quantitative positivism approach (Ferdinand, 2014), analyzed pre-intervention and post-intervention to find an optimization model of intention to purchase green products. The green campaign will also be able to provide increased understanding of Gen Z as the highest age range (BPSJember, 2024). The green campaign intervention was carried

out using discussion methods, lectures including visual image media and videos promoting environmentally friendly products, practices and policies with the SDT concept (Curren, 2024).

This research uses a quantitative approach, namely a type of research that aims to analyze the relationship between variables and how one variable influences another variable through hypothesis testing. The research was carried out by starting with a survey of environmentally friendly products. Data collection was from interviews with the Jember Regency Cooperatives and Micro Enterprises Service, marketing department, followed by a survey with producers of environmentally friendly products, namely Ecoprint and Kampong Recycle, during the months until October-November 2023. This process was carried out to support research problems. Data sources are obtained from internal and external data. Internal data was obtained by the Jember Regency Cooperatives and Micro Enterprises Service in the form of data on green products and producers. External data in the form of interviews with green product producers.

The hypothesis proposed in this research is:

H1: There is an influence of SDT as measured by amotivation, external regulation, regulatory introjection, identification, regulatory integration, and intrinsic regulation on the intention to purchase green products

H2: There is an influence of SDT as measured by amotivation, external regulation, regulatory introjection, identification, regulatory integration, and intrinsic regulation mediated by green campaigns on the intention to purchase green products.

The research population is all high school/vocational school students in Jember Regency because Jember has a demographic bonus which is very important to research as optimizing the quality of the nation (Pemkab Jember, 2021)(Kominfo, 2020)for green marketing potential. Determining the sample using multistage sampling. The first stage with the Jember region cluster from 31 sub-districts to 7 regions (Peraturan.go.id, 2019)(sidapil.kpu.go.id, 2024)then sub-districts were selected according to the largest population distribution and had the highest GDP in each region so that 7 were selected. District (BPS, 2023). From 7 sub-districts, school data was taken based on Basic Education data, SMA/SMK which had the most groups and was the favorite school in Jember (Kemdikbud, 2024)was selected to take part in the research and campaign. The second stage of determining respondents used simple random sampling according to the choice of SMA/SMK. The sample was taken from 210 respondents from 21 indicators used x 10 (Hair et al., 2021).

The indicators used are from theory and supported by previous research to measure motivation, namely the concepts: 1) amotivation: a lack of concern for environmental safety will make it difficult to be interested in the product (Azizah, 2023b), 2) external regulation: motivation due to bonuses and discounts, regulations introjection is a value that arises because of the personal ego, 3) introjection regulation: motivation because of the ego, 4) identification: motivation because of social values built from society, 5) integration motivation that is built based on individual beliefs, and 6) intrinsic autonomous motivation arises from fun or hobbies (Gilal et al., 2020). Green campaigns are measured by 1) autonomy, namely encouraging environmental awareness, 2. Competence: namely knowledge of environmental effects and various green products, 3. Connectedness with personal who care about environmental ideology (Curren, 2024). These indicators were developed into parameters for questionnaire statement items which were measured using a Likert scale of 1 to 5 which expressed a range of strongly disagree to strongly agree except for the amotivation variable, namely not being motivated, which was a negative variable so as not to give rise to outliers, so the scale was inverted into a range of 1-5. from strongly disagree to strongly agree.

The data collection method is through closed and open questionnaires with the reason for choosing to analyze answers by collecting data twice pre-campaign intervention, namely during the research and post-campaign intervention using a comparative method (Ferdinand, 2014), namely comparing analysis. The intervention was carried out using

discussion methods, lectures including visual media, photos and videos about environmental campaigns. This research is more directed at Gen Z because Jember has a demographic bonus so that young people dominate and it is very good to increase their intention to purchase green products (Pemkab Jember, 2021)(Kominfo, 2020). Validity and reliability use goodness of fit index (GFI) measurements >90 and loading factor above 0.5, Construct Reliability (CR) ≥ 0.70 and Variance Extracted (VE) value ≥ 0.50 (Hair et al., 2021). Data analysis was carried out with the help of the analytical calculation tool WrapPls 7.0 with 2 analyzes so that we could more clearly understand the motivation with self-determination theory mediated by the green campaign.

3. RESULTS AND DISCUSSION

3.1. Results

Respondent Characteristics

Data was obtained from 210 complete questionnaires with the following details:

Table 1. Characteristics of Respondents

Respondent Characteristics	Amount	Percentage
Gender		
Man	66	30%
Woman	154	70%
Age		
16 years	20	9%
17 years	124	56%
18 years	76	35%
Ethnicity		
Java	187	85%
Madurese	22	10%
China	4	2%
Another	7	3%

Source: Data Processed (2024)

The characteristics of respondents based on gender are shown with 30% male and 70% female. Women are more enthusiastic about participating in research activities. The age range is also in accordance with the sample taken from high school students. Characteristics of respondents based on age starting from 16 years as much as 9%, 17 years as much as 56% as the highest age in high school and 35% for those aged 18 years. Characteristics based on ethnicity, the highest is Javanese at 85% and followed by Madurese at 10%. Meanwhile, China has the smallest percentage, 2% and other tribes, 3%. Many of Generation Z in the sample are Javanese as the largest tribe in the East Java region.

Validity and Reliability Test

Combined Loading value with discriminant validity test. The results of discriminant validity testing are presented in the table 2. All combined loading and cross loading values are greater than other constructs so that the validity test accepts that all questions in the questionnaire are valid and can be used to measure the proposed construct. The cross loading value is greater than 0.70 and the p-value of each question item has a value <0.001 so that all items from the variables can be used in research (Kock, 2011a). The AVE (Average Variance Extracted) value shows the result that the value in the data is greater than 0.5 and is declared valid because the AVE value of each variable exceeds the minimum AVE value, namely 0.5 (Hair et al., 2021). Test the reliability of Cronbach's Alpha and Composite reliability of the indicator block that measures the construct. The results of Cronbach's Alpha and Composite Reliability will show a satisfactory value if it is above 0.7 (Hair et al., 2021) which can be seen in table 2.

Table 2. Results of Validity

	Amotiva	External	Introje	Identical	Integra	Intrins	Campaign	Intention
amo1	0.886							
amo2	0.886							
ex1		0.906						
ex2		0.906						
intro1			0.869					
intro2			0.869					
ident1				0.963				
iden2				0.963				
inter1					0.954			
inter2					0.954			
intrin1						0.939		
intrin2						0.939		
intrin3						0.947		
thurs1							0.958	
thurs2							0.958	
Intention								1,000

Source: Data Processed (2024)

Table 3. Reliability Test

	Amotiva	External	Introje	Identical	Integra	Intrins	Campaign	Intention
Cronbach's								
Alpha	0.725	0.783	0.674	0.922	0.900	0.936	0.910	1,000
Comp.								
Reliability	0.879	0.902	0.860	0.962	0.953	0.959	0.957	1,000

Source: Data Processed (2024)

Table 3 explains that all variables have passed the reliability test. The Cronbach's Alpha and Composite reliability tests have values above 0.7. So it can be concluded that it meets the reliability test.

Testing Model

Testing model fit and variable relationships Wrap PLS 7.0 has 10 criteria and all model criteria in this study are accepted as a fit and appropriate model (Kock, 2011b), namely Average Path Coefficient (APC), Average R-squared (ARS), Average Adjusted R-Squared (AARS), Average block VIF (AFVIF) has an ideal value, Tenenhaus GoF (GoF) has a high value, namely 0.665 greater from a high value of 0.36 above 0.36, Sympton's paradox ratio (SPR), R-Squared Contribution Ratio (RSCR), Statistical Suppression Ratio (SSR) has an ideal value of 1,000. Average path coefficient (APC)=0.173, P=0.003 Average R-squared (ARS)=0.869, P<0.001 Average adjusted R-squared (AARS)=0.865, P<0.001. Average block VIF (AVIF)=4.227, acceptable if ≤ 5 , ideally ≤ 3.3 . Average full collinearity VIF (AFVIF)=4.696, acceptable if ≤ 5 , ideally ≤ 3.3 . Tenenhaus GoF (GoF)=0.872, small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36 . Sympton's paradox ratio (SPR)=0.846, acceptable if ≥ 0.7 , ideally = 1. R-squared contribution ratio (RSCR)=0.990, acceptable if ≥ 0.9 , ideally = 1. Statistical suppression ratio (SSR)=1.000, acceptable if ≥ 0.7 . Nonlinear bivariate causality direction ratio (NLBCDR)=1,000, acceptable if ≥ 0.7 .

This relationship can be depicted in the following model image:

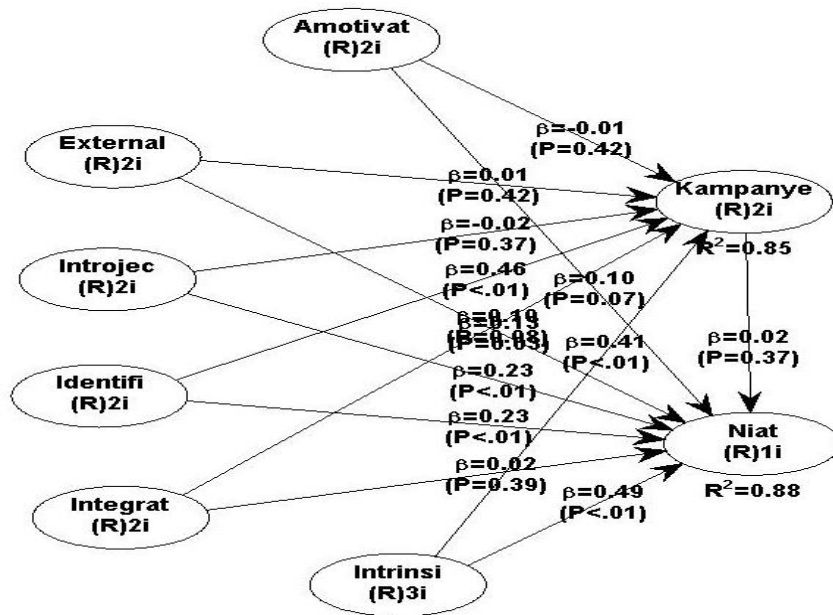


Figure 1. Fit Models
Source: Data Processed (2024)

R-Square

The structural model in PLS is evaluated using R^2 . The R^2 value is used to measure the level of variation in changes in the independent variable towards the dependent. The higher the R^2 value means the better the prediction model of the proposed research model.

Table 4. R-Square

Variable	R Square	Adjusted	Results
Campaign	0.853	0.885	Strong
Intention	0.849	0.881	Strong

Source: Data Processed (2024)

Based on the R-square value (R^2) shows the variable Campaign influenced by the variables Amotivation, External regulation, introjected regulation, identified regulation, integration regulation, intrinsic regulation amounting to 88.5% while 11.5% was influenced by other variables not studied. The Self-determination theory model in forming intentions to purchase green products was 88.1% and 11.9% was influenced by other variables not examined in this research.

Significant Test

The significant value and P value to see the influence of the variables can be seen in table 5:

Table 5. Significant Test

	T Statistics	P Values	Results
Amotivation -> Campaign	-0.194	0.423	Not significant
External -> Campaign	0.210	0.417	Not significant
Introjected -> Campaign	-0.331	0.370	Not significant
Identified -> Campaign	7,214	<0.001	Significant
Integration -> Campaigns	1,441	0.076	Not significant
Intrinsic -> Campaign	6,451	<0.001	Significant
Amotivation -> Intention	1,512	0.066	Not significant
External -> Intent	1,906	0.029	Significant
Introjected -> Intention	3,489	<0.001	Significant
Identified -> Intent	3,548	<0.001	Significant
Integration -> Intent	0.272	0.339	Not significant
Intrinsic -> Intention	7,826	<0.001	Significant
Campaign -> Intent	0.327	0.372	Not significant

Source: Data Processed (2024)

Based on Table 5, we can see the results of the PLS calculation which states the direct influence between variables. It can be said that there is a significant direct effect if the t-statistics value is >1.645 T Table and vice versa.

The indirect influence of green campaign media can be seen from the P Value in the indirect effects value in the wrap value Pls 7.0 with the following values:

Table 6. P values of indirect effects for paths with 2 segments

	Amotiva	External	Introje	Identical	Integra	Intrins
Indirect	0.498	0.497	0.496	0.417	0.482	0.425
Results	Riject	Riject	Riject	Riject	Riject	Riject

Source: Data Processed (2024)

3.2. Discussion

Amotivation has no effect on purchase or campaign intentions either directly or indirectly. Someone who does not care about the environment has no interest in environmental campaigns and has no intention of buying green products. Environmental campaigns seek to reach and change the behavior of all individuals, those who do not care about the environment are often beyond the reach of the campaign's direct influence. An amotivated person does not have an understanding or awareness of the importance of protecting the environment, this individual has no basis for assessing the importance of purchasing green products. These results are in accordance with research from Rosli and Saleh (2023), Williams et al. (2019), Azizah (2023b) and Manger et al. (2020). The hypothesis that Amotivation can be used to influence the intention to purchase green products is rejected, so efforts need to be made to always provide understanding to reduce skepticism towards the product. The results of this study reject research from Gilal et al. (2019b) and France et al. (2017).

External regulations can influence purchasing intentions but have no effect on environmental campaigns. External, namely discounts and prizes, can influence purchasing intentions but have no effect on the campaign. Green campaigns are increasing awareness and understanding of the benefits of the environment. This has no correlation with buyers' intentions to like discounts or gifts. Consumers who are uninterested or unconcerned about environmental issues may not be motivated by discounts on green products. External can increase purchase intentions according to research results Rahi and Abd. Ghani (2019), Manger et al. (2020), Widyarini and Gunawan (2018), Gilal et al. (2019b), Rosli and Saleh (2023), Maulana et al. (2020), and Williams et al. (2019b), .

Introjected regulation can be used to influence green product purchase intentions. Feeling embarrassed about buying if it damages the earth and feeling guilty about behavior that does not support green products can influence purchases. Introjected has no effect on

environmental campaigns because what is needed is real evidence of products with the environment so using real stories and testimonials from people who have switched to green products because of environmental awareness can provide inspiration and build emotional connections with consumers. The results of this research are in accordance with research from Widyarini and Gunawan (2018), Al-Jubari (2019), Braga de Oliveira Friaes et al. (2023), and Williams et al. (2019a).

Identified regulation, namely motivation to identify values in society. Consumers who have environmental values tend to support companies that have a strong commitment to sustainable business practices. They are more likely to buy from brands that are transparent about their efforts to preserve the environment and have environmental certifications or awards that have a very strong influence on green product purchase intentions. Respondents believe that green products can have an impact on the environment. Gen Z is close to communication tools so they can easily get information. They know that green products have an impact on the environment. Identification influences campaigns and also purchase intentions for green products. The results are in accordance with research by Al-Jubari (2019), Widyarini and Gunawan (2018), and Braga de Oliveira Friaes et al. (2023).

Integration regulations cannot influence purchasing intentions and environmental campaigns. Integration regulation is motivation due to beliefs so that it can influence intentions. Unable to influence campaigns and intentions because Skeptical of environmental claims made by companies, concerned that such claims may just be a marketing strategy without real action. Products and companies do not provide enough or transparent information about how their products are made, what materials are used, and how they impact the environment, consumers tend not to believe their green claims. The results of this study reject research from Al-Jubari (2019), Widyarini and Gunawan (2018), and Braga de Oliveira Friaes et al. (2023). The research that supports this research is Azizah (2022).

Intrinsic regulation is motivation that autonomously likes and likes, in this case green campaigns and green products. Many green products are produced by small businesses or local communities seeking to empower their communities. Consumers who care about social welfare often support these products because they know that their purchases are helping these communities thrive. This research is supported by many research results (Azizah, 2023b; Azizah, 2023a; Azizah et al., 2023; Azizah et al., 2024; France et al., 2017; Gilal et al., 2019b; Gilal et al., 2020).

4. CONCLUSION

Self-determination theory has a very strong model for purchasing intentions for green products and green campaigns. Amotivation has no effect so a campaign strategy is needed that can reduce skepticism towards products and companies. External regulation has an influence through discounts or attractive prizes as a form of appreciation for environmental awareness. Introjected regulation has a significant effect on feelings of guilt and shame because not supporting environmental efforts can strengthen purchasing intentions. Identified regulations can be used to influence purchasing intentions. Integration regulations cannot be used to influence environmental intentions or campaigns because Gen Z has the technological ability to download various information so they are skeptical of environmental claims made by companies, worried that these claims may just be a marketing strategy without real action. The biggest and most influential variable is intrinsic regulation, namely autonomous motivation to like and enjoy environmental products which will definitely increase purchasing intentions.

Campaigns as mediation do not indirectly influence self-determination theory on purchase intentions because Gen Z already knows various environmental campaign models. The emphasis on identified regulation and intrinsic motivation is to provide values of

awareness and pleasure by protecting the environment to prove that green products are not just a company's claim to gain profit but an effort to save the earth from damage.

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