

Influence of altruistic, egoistic values and perceived consumer effectiveness on eco friendly purchase intention: Subjective norms and ecological consciousness as moderators

Abstract

The aim of the study is to examine the influence of altruistic, egoistic values and perceived consumer effectiveness on eco friendly purchase intention, with moderating effect of subjective norms and ecological consciousness with using stimulus organism response paradigm. We collected primary data from 491 Indonesian customers using snowball sampling, and the data were analyzed using a structural equation model. The results revealed that altruistic, egoistic, and perceived consumer effectiveness had a significant impact on consumer attitude and perceived behaviour control. Similarly, customer attitude and perceived behaviour control influenced eco-friendly purchasing intention. Subjective norms showed positive moderation between attitude, perceived behaviour control, and purchase intention; similarly, eco-friendly consciousness had a positive connection between attitude and purchase intention but not between perceived behaviour control and purchase intention. The study's results will help green marketers devise new strategies for attracting and increasing sales volume in Indonesia's growing markets.

Keywords: Altruistic value, Egoistic value, Perceived Consumer Effectiveness, eco friendly purchase intention, Subjective norms, Ecological Consciousness

1. Introduction

Eco-friendly goods are those that are made without the use of chemical ingredients, such as organic products, which are high in antioxidants and thus beneficial to the health (Lian et al., 2016); because environmentally friendly goods do not cause harm to the customer, the demand for them from health-conscious customers has grown in recent years. Consumption of environmentally friendly products, such as organic veggies, is advised for customers with health issues (Mohamad et al., 2010). Consumer awareness of the benefits of eco-friendly goods has grown due to consumer education (Lavuri & Sandy, 2020). Customers nowadays are more critical in contributing to environmental conservation by implementing sustainable buying (Luthra et al., 2016). The eco-friendly sector is critical to protecting the environment and building resilience, and Sustainable and environment packaging is a new invention that aims to strike a balance between environmental growths of the economy (Martinho et al., 2015). Numerous companies are now launching campaigns to enlighten customers about the benefits of green marketing (Han and Yoon, 2015). According to current research, packing material and form are significant characteristics of a product (Chekima et al., 2016). Consumers favour environmentally friendly packaging, while non-recyclable wrapping has a detrimental effect on their views about using such goods. Scholars emphasise the significance of human values (Gatersleben et al., 2014; Stöckigt et al., 2018), but just a few investigations have looked at the impact of values on product assessments (Bickart and Ruth, 2012). The main drivers of ethical conduct are egoistic and altruistic ideals (Yadav, 2016).

Furthermore, research suggests that these two principles significantly affect customer attitudes about ethical purchasing (Gatersleben et al., 2014; Yadav, 2016).

Furthermore, research suggests that these two principles significantly affect customer attitudes about ethical purchasing (Naess, 1990; Yadav, 2016; Tsarenko et al., 2013; Andersch et al., 2019).

Nevertheless, these two values are opposed and inversely linked since 'care for another's and 'self - concern' are distinct (Stern et al., 1995; Hansla et al., 2008). As a result, it is critical to evaluate the impact of these values individually to get a good insight into the role of consumer acceptability of sustainable and environmental packaging. As a result, we suggested two research questions (RQ):

RQ1: Do altruistic, egoistic values and perceived consumer effectiveness positively affect consumers' attitude and perceived behaviour towards eco-friendly purchasing intentions?

RQ2: Consumers' attitudes and perceived behaviour have a positive effect on eco-friendly

RQ3: Will subjective norms and eco-friendly consciousness be a cheerful moderator of attitudes, perceived behaviour and eco-friendly purchase intentions?

We used the SOR (stimulus organism response) paradigms, and this paradigm demonstrates how stimulus variables (altruistic, egoistic values and perceived consumer effectiveness) will influence organism variables (Consumers' attitude and perceived behaviour) and how organism factors influence response variables (eco-friendly purchase intentions). We used non-probability sampling to gather 491 Indonesian respondents. The study findings will assist green merchants in better understanding eco-friendly purchase intentions and develop innovative tactics to increase eco-friendly purchase sales.

2. Theoretical background:

2.1 The Stimulus organism response

The present study uses the previously stated conceptual framework centred on a fusion of the S-O-R idea. The SOR method is a neo-behavioural paradigm that explains how people regard themselves favourably or adversely in response to various stimuli (Jacoby, 2002). This paradigm shows the organism's (R) behavioural reactions while taking into account how a stimulus (S) influences internal states (O), which helps in the activation of cognitive or emotional processes. Researchers used the SOR paradigm to examine variations in decision-

making in several backgrounds, including the service market (Gupta et al., 2019), tourism (Kim et al., 2020) and green purchases (Konuk, 2019). The SOR method is utilised in this study to evaluate the impact of specified factors (S) on customer eco-friendly purchasing. Altruistic values (environmental care), egoistic values (health concern), and perceived consumer effectiveness are stimulus elements, eco-friendly attitude and perceived behavioural control are organism factors, and eco-friendly purchase intention is a response component. This research shows how stimulus variables affect individuals (S), the organism, and the concerned state of consumers (O). There is a dual effect of attitude and perceived behavioural control on this condition. It impacts customer purchasing intentions for eco-friendly goods simultaneously (R) (Fleseriu et al., 2020).

3. Hypotheses and model development

3.1 Altruistic values (Environmental concern) -----> eco-friendly attitude and perceived behaviour control

Altruistic value (environment concern) and eco-friendly conduct developed as contemporary ideas in the recent period, and academics concentrated on environmental concern and behavior and how they seems to be a significant predictor of consumer behavior (Bamberg, 2003; Yadav, 2016). Several studies have shown that environmental concern is a manifestation of altruistic ideals. Altruistic principles are vital for influencing and developing consumer attitudes towards the environment (Heberlein, 1972). Shoppers' environmental awareness is increasing as a result of their altruistic ideals. Shoppers' environmental awareness is increasing due to their altruistic beliefs, which is reflected in their attempts to solve environmental issues through green buying (Zou and Chan, 2019; Magnier and Schoormans, 2015; Birch et al., 2018; Kong et al., 2016; Prakash et al., 2019). Furthermore, consumers are becoming more conscious of the environmental effect of the material for the packaging that is routinely utilized (Koenig-Lewis et al., 2014; Kong et al., 2016; Birch et al.,

2018; Prakash *et al.*, 2019). Consumers are inclined towards altruistic values and their contribution to sustainable living and the circular or sharing economy and their consumers concerned about the well-being of the other individuals and the environment have positive attitudes toward organic consumption (Edbring *et al.*, 2016). EC plays a significant role in the decision-making process of consumers (Rusyani *et al.*, 2021; Lavuri and Sandy. 2020). An increasing number of EC consumers would boost both buying intention and behaviour, and therefore the Individual EC was a significant inducement to purchase (Hutchins & Greenhalgh, 1997; Lavuri *et al.*, 2021; Rusyani *et al.*, 2021). Similarly, EC had a significant effect on the design of green packaged products, increased individual EC leads to purchase environmentally friendly goods, apps, and automobiles (Sangroya & Nayak, 2017; Wang *et al.*, 2017; Birch *et al.*, 2018; Jaiswal & Kant, 2018; Zou & Chan, 2019; Ari and Tarigan, 2019; Rusyani *et al.*, 2021 and Lavuri, 2021); and a high connection between EC and GA (Lavuri & Susandy. 2020; Rusyani *et al.*, 2021 and Lavuri, 2021). Consumer interest, social values, and environmental values all influenced consumer choice for green goods positively (Heo & Muralidharan. 2019), and the EC had a substantial positive effect on the GA and PBC (Yadav *et al.*, 2016; Lavuri & Sandy. 2020 and Rusyani *et al.*, 2021). As a result, consumers' environmental concerns are a significant element in their purchasing choices for eco-friendly goods. Therefore we hypothesized

H1a: Altruistic values have a positive influence on eco-friendly consumer attitudes

H1b: Altruistic values have a positive influence on consumer perceived behaviour control

3.2 Egoistic values (Health concern) -----> eco-friendly attitude and perceived behaviour control

Prior research studies demonstrated that customer health worries may influence their attitude toward eco friendly green goods (Kumar, 2017; Prakash and Pathak, 2017); and Health-

conscious customers are more likely than others to engage in environmentally beneficial behaviour (Rana and Paul, 2017). A pro-self-concept egoistic value paradigm is presented regarding the individual or family health concern. People may be motivated to engage in environmentally friendly activity by self-benefits (egoistic values), such as improved health and a higher quality of life (Verma et al., 2019). Most customers choose eco-friendly goods because they believe they are healthier. On the other hand, prior research has identified concerns about safety as essential considerations when buying green goods (Yadav, 2016; Prakesh and Pathak, 2017). According to the present literature, consumers' health concerns as a factor that influences their attitude in their decision to purchase green goods (Nguyen et al., 2017; Prakash and Pathak, 2017). Consumers' attitudes to be focused on conscientious consumption of products to contribute to health and ecology; these consumers preferring environmentally friendly and locally-made products increase the purchase intention of organic foods (Chou et al., 2012). In addition, health-conscious customers are more likely than most to engage in the environmentally beneficial activity (Zanoli and Naspetti, 2002).

Therefore we hypothesized

H2a: Egoistic values have a positive influence on eco-friendly consumer attitudes

H2b: Egoistic values have a positive influence on consumer perceived behaviour control

3.3 Perceived consumer effectiveness -----> eco-friendly attitude and perceived behaviour control

Individual ecological concerns do not inherently have a beneficial impact on the procurement of eco - friendly products (Vermeir & Verbeke, 2008). Butler and Francis (1997) found that Consumers presume that the environment can be addressed when purchasing apparel items only, and not in real buying scenarios. Prior environmental and social responsible studies have found that there is a substantial difference between consumer purchasing behavior and

environment concerns, both in terms of appearance, product types, and textiles (Kim & Rha, 2014; Ritch & Schröder, 2012; Roberts, 1996; Park, 2015). The research attempts to bridge the gap between environmental issues and consumer sustainability. PCE is one of the keys and psychological factors in considering consumer behavior in environmental consciousness (Teisl *et al.*, 2008). As far as previous experiments are concerned, PCE impacts consumer purchasing intention for environmental consumption (Roberts, 1996; Ellen *et al.*, 1991; Kang *et al.*, 2012). PCE represents the degree to which the individual's conduct can create problems solving consequences and differences (Ellen *et al.*, 1991), and it assesses the consumer's willingness to lead by particular activities to particular sustainability benefits (Roberts, 1996). A high level of PCE enables consumers to demonstrate positive attitudes to sustainable goods through actual buying behavior (Vermeir & Verbeke, 2008 and Moon & Lee, 2012). It is a significant indicator of social responsibility (Webb *et al.*, 2008), which has a direct influence on ecologically and economically sustainable use (Kim & Choi, 2005 and Park, 2015), and on energy conservation and recycling activities (Webb *et al.*, 2008). PCE is closely associated with the customer's willingness to consume eco-friendly goods (Kim & Choi, 2005; Uddin & Khan, 2016a). Moon and Lee (2012) stated that consumers quickly buy green goods because their trust and PCE in green goods are very high. Therefore, we hypothesized

H3a: Perceived consumer effectiveness has a positive influence on eco-friendly consumer attitudes

H3b: Perceived consumer effectiveness has a positive influence on consumer perceived behaviour control

3.4 Eco-friendly Attitude -----> perceived behaviour control and eco-friendly purchase intention

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Attitude refers to an individual's psychological habits of assessing the degree of gain or loss associated with a specific situation (Bonne *et al.*, 2007). Environmental Assessment was a deciding factor in favor of the environment (Nagar, 2015). Consumers who had an GA experience felt connected to the world (Zelezny *et al.*, 2000); and a previous study indicates that positive GA is a critical variable (Uddin & Khan, 2016a; Lavuri & Sandy, 2020) that directly affects the GPI and a positive correlation with EC (Zhao *et al.*, 2014; Nguyen *et al.*, 2017; Chaudhary & Bisai, 2018; Rusyani *et al.*, 2021; Lavuri, 2021), clothes buying behavior, and GPB (Tililidou, 2007; Chaudhary & Bisai, 2018). According to literary assessments, GA is a significant factor affecting GPI (Liu *et al.*, 2020; Lavuri *et al.*, 2021). The activities of SNs and GA help increase PIs rate to purchase behavior conversion (Shashi *et al.*, 2015; Singh & Verma, 2017; Sun & Wang, 2020). Purchase behavior significantly influenced green purchasing habits (Khoiruman & Haryanto, 2017; Liu *et al.*, 2020; Lavuri *et al.*, 2021); and factors like GA (Uddin & Khan, 2016a; Liu *et al.*, 2020; Sun & Wang, 2020), EK, consumer personality traits, eco-sustainable products, eco-sustainable marketing techniques (Liu *et al.*, 2020), and EC were used to calculate GPI (Lavuri & Sandy, 2020). Thus, hypotheses were suggested.

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H4a: Eco-friendly attitude has a positive influence on eco-friendly purchase intention

3.5 Perceived behaviour control -----> Eco-friendly purchase intention

PBC denotes how easy or difficult it is to carry out a specific activity (Ajzen, 1991). It happens when a person is motivated and capable of doing, instead of having one or no reasons (Zhou *et al.*, 2013; Kautish and Sharma, 2019; Kautish *et al.*, 2019). The TPB model requires the formation of prior intention in order to build perceived behavioral control. Customers' perceived allowances are perceptual evidence that they possess while purchasing

goods. Olsen (2004) asserts that key PB variables like convenience and efficiency affect consumer food purchasing. Many studies have indicated that PBC is the essential human predictor and positively connects with GA and GPI, mainly in organic products/foods (Moser, 2015; Rusyani et al., 2021; Lavuri, 2021) and green hotels (Orion *et al.*, 2017; Singh & Verma, 2017; Asif *et al.*, 2018). The PBC's role is to assess customers' purchasing intentions and behavior toward green products (Paul *et al.*, 2016; Yadav & Pathak, 2017; Khoiruman & Haryanto, 2017; Chaudhary & Bisai, 2018). Thus, hypotheses were suggested.

H5a: Perceived behaviour control has a positive influence on eco-friendly purchase intention

H5: Perceived behaviour control has a positive influence on consumer eco-friendly attitude

3.6 Moderating effect: Subjective norms and Eco-friendly consciousness

A subjective norm refers to perceived societal pressure to perform or not, to particular conduct (Ajzen, 1991; Han *et al.*, 2010), which is an individual view and significantly impacts a person's choice and action (Hee, 2000; Lavuri, 2021). SNs were established up by family members, peer groups, friends, and co-workers; and their effect on individuals/consumers' choice and attitudes to buying green (Teng *et al.*, 2014; Paul *et al.*, 2016; Singh & Verma, 2017; Du *et al.*, 2017; Hansen *et al.*, 2018), organic goods (Dean *et al.*, 2012; Rusyani et al., 2021), and most customers revisited green hotels (Teng *et al.*, 2014; Chen & Tung, 2014). Subjective norms significantly impact green consumption (Sun & Wang, 2020; Lavuri et al., 2021), and family members' values and norms have been strongly linked with green buying intention (Kautish & Sharma, 2019; Kautish et al., 2019; Rusyani et al., 2021). Subjective standards had a substantial impact on customer purchasing intentions

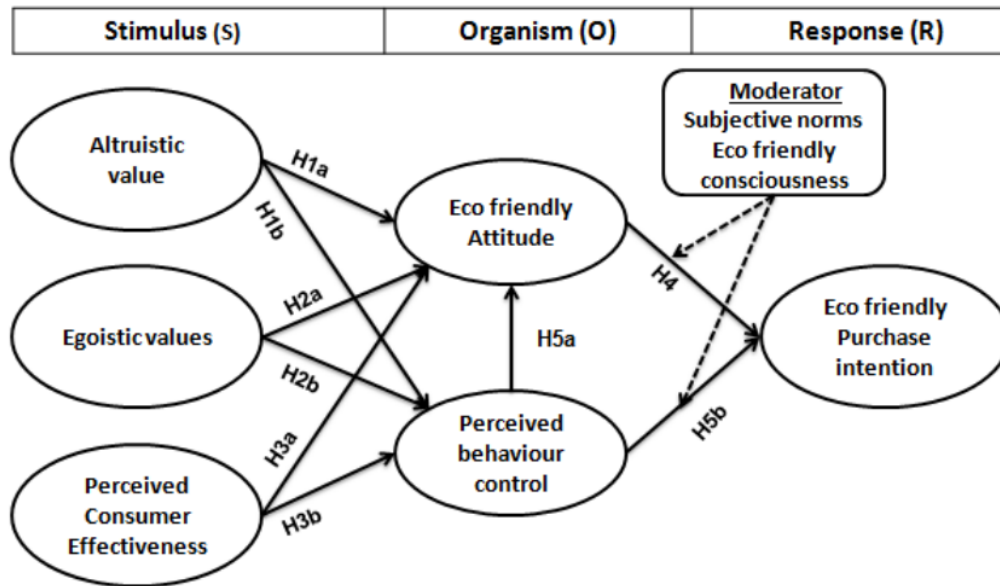
for green products in the Indian context (Yadav & Pathak, 2017; Sun & Wang, 2020; Rusyani et al., 2021; Lavuri, 2021). However, Khare (2015) showed no relationship between SNs and GPB, while Paul et al. (2016) concluded no significant association between subjective norms and GPI intent. Subjective norms were a significant influence in encouraging green buying intentions. Thus, hypotheses were suggested.

H6a: Subjective norms has a moderation association between eco-friendly attitude and eco-friendly purchase intention

Prior research illustrated that ecological consciousness and behavioural intentions have a strong connection in the context of green marketing (Mishal et al., 2017; Kautish et al., 2019), and this multifaceted concept differs from its precursors and psychological consequences on a low level (generic) to a high one (product) (Sharma and Bansal, 2013). Perceived environmental benefits have emerged as the most reliable readiness indicators to support ecological initiatives (Tobler et al., 2012). Numerous studies on recycling intents and pro-ecological performance (Cheung et al., 1999; Davis et al., 2006), and green buying behaviour, have validated the TPB (Nguyen et al., 2017; Yadav and Pathak, 2016). Schlegelmilch et al. (1996) stated that consumer ecological consciousness influences individual decision making. Consumers' consciousness also includes positive utilitarian and ecological characteristics and excellent quality, potent motivators for genuine eco-friendly purchases (Joshi and Rahman, 2015; Kautish and Sharma, 2018). Previous research has shown a favourable relationship between ecological consciousness and ecological purchasing intent (Walker, 2013; Wang, 2014) and has an ecological moderately influence on intent and purchasing behaviour (Vining and Ebreo, 1992; Zabkar and Hosta, 2013). We enhance ecological consumer consciousness by bridging the gap between ecological attitude and perceived behavioural control to act on ecological purchasing intent.

H6b: Eco-friendly consciousness has a moderation association between eco-friendly attitude and eco-friendly purchase intention

Figure 1 Proposed research model



4. METHOD

4.1 Research procedure and design

Using the SOR approach, this research investigates the influence of altruistic, egoistic values and perceived consumer effectiveness on eco friendly purchase intention, with moderating effect of subjective norms and ecological consciousness. We selected the Indonesian sample using the snowball sampling technique, which is a well accepted strategy that is appropriate for this research study (Talwar et al., 2020b; Leong et al., 2020). Due to the threat posed by Covid-19, we took all necessary measures to gather preliminary data, which started in the first week of July and will conclude in the third week of September 2021.

We used an online and offline survey method to gather primary data from Indonesian consumers with help of structure questionnaire. Over 650 questionnaires were sent for data collection. However, only 491 (75.5 percent) were included in the final analysis. The research

1 sample size of 491 with seven constructs of 24 items was also considered acceptable and suitable over $(418 > 22 \times 15 = 330)$ the recommended number of 10 to 15 instances per item/parameter given by Kline (2015) and Hair et al. (2015) for SEM model implementation. To counteract non-response bias, we informed respondents on research objectives and confidentiality. The demographic profile of the shopper is shown in Table 1.

Table 1 Respondent's Demographic status

<i>Respondents status</i>		<i>(N=491)</i>	
		<i>F</i>	<i>%</i>
<i>Age</i>	Below 25 years	55	11.2
	25-35 years	210	42.8
	35-45 years	109	22.2
	45-55 years	98	20.0
	55 and above	19	3.9
<i>Gender</i>	Male	221	52.7
	Female	198	47.3
<i>Education</i>	Below Degree	112	22.8
	Degree	139	28.3
	pg degree	158	32.2
	Above PG	82	16.7
<i>Occupation</i>	Govt employee	152	31.0
	Private employee	195	39.7
	Business	60	12.2
	Home maker	52	10.6
	Students	32	6.5
<i>Monthly income (in rupees)</i>	Below 8 million IDR	57	11.6
	IDR 8 to 9.999	75	15.3
	IDR 10 to 11.999	190	38.7
	IDR 12 to 13.999	123	25.1
	IDR 14 and above	46	9.4

4.3 Measures

To investigate Influence of altruistic, egoistic values and perceived consumer effectiveness on eco-friendly purchase intention of Indonesian consumers and we design the research questionnaire, we have used pre-validated items to create a structured questionnaire. We performed pilot research on 87 participants to test a questionnaire. After a pre-test, the

questionnaire was completed with slight modifications to minimize sample group issues. The research questionnaire is divided into two sections: the first section has five questions on the sample demographic features. The second section contains eight constructs with 24 items that aid in examining eco-friendly purchase intention of Indonesian consumers. We adapted a 3-items scale for assessing Altruistic Values and Egoistic Values from the study of Prakash et al., (2019). Furthermore, we adopted 3-items scales for assessing the Eco-Friendly Attitude, Perceived Behavioral Control, Subjective norms and Eco-Friendly Purchase Intention from the studies of Prakash et al., (2019), Lavuri, & Sandy. (2020); Rusyani et al., (2021); Lavuri (2021) and 3-items scale for measuring Perceived Consumer Effectiveness and Eco-friendly consciousness, adopted from the study of Uddin and Khan, (2016). We used a five-point scale to evaluate green women's buying intent, ranging from the strongly disagree-5 to strongly agree-1.

We utilized the SEM (Structural Equation Model) method to analyze research data to determine the maximum likelihood of the suggested hypotheses (Hair et al., 2015). We evaluated the proposed research model using SPSS and AMOS 23 version software.

5. RESULTS

5.1 Common method bias (CMB)

The Harman single-factor test was used for data screening to measure the common bias of the technique. The test result showed that a single component explained 31.285 per cent of the total variance; this did not imply common bias problems in the data set. The difference is under 50% (Talwar et al., 2020c). In order to verify normality, we performed kurtosis and skewness tests, and the findings were within the suggestions of ± 1 . We calculate the variance inflation factor (VIF) (Talwar et al., 2020b). The results of the predictor variables show that the VIF levels were below three, so that the investigator has determined that the data set is not a multi-linear problem.

5.2 Reliability and Validity

The results of CFA first indicated excellent fit: $X^2/df = 2.152$, $NFI = .944$, $RMSA = .048$, $RFI = .929$; $CFI = .969$ and $TLI = .961$ (Bentler 1990; Brown & Cuduck, 1992; Lin et Wu 2004) for verification by the use of software AMOS 23. (See table 4). Due to low factors, certain items such as EA (1- items) and PBC (1-items) were eliminated, which led to an increase in the loading of the factor above 0.70, and findings reveal that $FL (>0.70)$, $CA (>0.70)$, $AVE (>0.5)$ and $CR (>0.6)$ values were over the threshold value (Hair et al., 2015). It has been shown that, in all instances, discrimination shows validity is higher than interrelation values, and the values revealed in the bracket (See table 3).

Table 2 Reliability and Validity of the study

Dimensions	FL	CR(>0.6)	AVE(>0.5)	CA (>0.7)
Altruistic Values (Environmental Care) (AV)				
I make extra efforts to buy recycled products	0.724	0.847	0.651	.846
Due to ecological concerns, I have switched to other goods.	0.815			
When choosing between two comparable goods, I pick the least damaging to other humans and the environment.	0.875			
Egoistic Values (Health Concern) (EV)				
To maintain my health, I select my food wisely	0.833	0.873	0.698	.871
When purchasing a product, I constantly considered its health advantages	0.762			
I considered myself to be a health-conscious shopper	0.906			
Perceived Consumer Effectiveness (PCE)				
I could preserve the environment by purchasing environmentally friendly goods.	0.875	0.842	0.642	.840
I believe I am competent in assisting in the resolution of environmental issues.	0.793			
When I purchase goods, I attempt to think about how their usage will impact the ecology and other customers.	0.73			
Eco-Friendly Attitude (EFA)				
I think eco-friendly goods include less agrochemical	0.764	0.889	0.730	.885
I think eco-friendly goods include eco-friendly packaging and labelling	0.911			
Eco-friendly goods are safer and healthier, they benefit everyone	0.882			
Perceived behaviour Control (PBC)				
I am hoping to buy eco-friendly goods	0.753	0.879	0.708	.840

I help the environment by buying eco-friendly goods	0.893			
I have the time, the money, and the desire to purchase eco-friendly goods	0.873			
Eco-Friendly Purchase Intention (EPI)				
I will consider buying eco-friendly products since they will be less polluting in the future.	0.767	0.824	0.610	.823
I will explore switching to eco-friendly companies due to environmental concerns.	0.762			
I like to spend more than the usual amount on environmentally friendly/sustainable products.	0.814			

Note: Average variance extracted (AVE), factor loading (FL), Cronbach alpha (CA) and Composite reliability (CR).

Table 3 Convergent and Discriminant Validity

Constructs	AV	EV	PCE	EA	PBC	EPI
AV	(0.807)					
EV	.127	(0.835)				
PCE	.106	.155	(0.801)			
EA	.409	.124	.234	(0.854)		
PBC	.138	-.099	.201	.081	(0.841)	
EPI	.139	-.101	.176	.231	.089	(0.781)

5.3 Hypotheses Testing

The suggested research hypotheses were verified using structural equation modelling, which yielded a satisfactory model fit: $\chi^2/df = 2.149$, NFI = .943, RMSEA = .048, CFI = .968, and TLI = .961 and RFI = .929 (Hair et al., 2015). The hypothesis findings showed that H1a to H5 were supported; the findings of the hypotheses showed that AV had a favourable effect on the EA (H1a: $\beta = .443$, $p < 0.001$), PBC (H1b: $\beta = .141$, $p < 0.05$). Likewise, EV had a beneficial effect on EA (H2a: $\beta = .044$, $p < 0.001$), PBC (H2b: $\beta = .059$, $p < 0.05$). PCE had a significant impact on EA (H3a: $\beta = .137$, $p < 0.001$), PBC (H3b: $\beta = .142$, $p < 0.05$). Similarly, EA had a prominent effect on EPI (H4a: $\beta = .264$, $p < 0.001$); PBC has a negative impact on EA (H5a: $\beta = -.014$, $p < 0.05$) and has a positive impact on EPI (H5b: $\beta = .076$, $p < 0.05$). The following are the explications for the variance in the dependent variables: 15.8% for EA and 14.3% for PBC and 17% for EPI (**figure 2 and Table 4**).

5.4 Moderation Analysis

The model includes interaction variables to assess the moderating effects of subjective norms (SNS) and Eco-friendly consciousness (EC) on the relationship between EA, PBC and EPI. We calculated interaction values by assigning standardised values to SNS, EC, EA, PBC and EPI. The findings showed that SNS significantly associated between the EA and EPI ($\beta=.227$, $p<0.001$); but PBC had no association between the EA and EPI ($\beta=.132$, $p<0.001$).

Figure 2 Hypotheses results

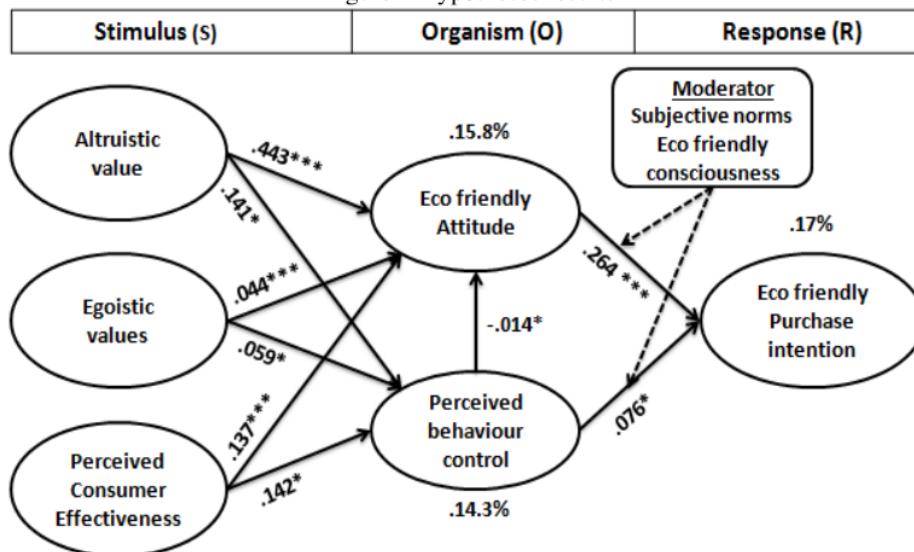


Table 4 Hypotheses results

Hypotheses	Path	β	p-value	Supported
H1a	AV ----> EA	.443	<0.001	Yes
H1b	AV ----> PBC	.141	<0.05	Yes
H2a	EV ----> EA	.044	<0.001	Yes
H2b	EV ----> PBC	.059	<0.05	Yes
H3a	PCE ----> EA	.137	<0.001	Yes
H3b	PCE ----> PBC	.142	<0.05	Yes
H4a	EA ----> EPI	-.014	<0.05	Yes
H5a	PBC ----> EA	.264	<0.001	Yes
H5b	PBC ----> EPI	.076	<0.05	Yes
Moderation Effect				
Subjective norms	EA ----> EPI	.227	<0.001	Yes
	PBC ----> EPI	.177	<0.001	Yes
Eco-friendly Consciousness	EA ----> EPI	.132	<0.001	Yes
	PBC----> EPI	-.078	>0.001	NO

Note: *: $p<0.05$; ***: $p<0.001$.

6. Discussions and Conclusion

Eco-conscience has emerged as a new symbol of business success in the new millennium, and people from all walks of life are taking note of this. Environmental issues are becoming more severe in Indonesia at an alarming rate. The purpose of this exploratory research is to predict the buying intentions of environmentally conscious people. The SOR paradigm will be used to investigate the impact of altruistic and egoistic values and perceived consumer effectiveness on eco-friendly purchase intention and the moderating effect of subjective norms and ecological awareness on eco-friendly buy intention.

According to the study results, Altruistic value (EA) significantly impacts the EA (H1a) and PBC (H1b), which is confirmed in studies of Jaiswal & Kant (2018); Prakesh et al., (2019); Lavuri, R & Sandy, G. (2020). According to these results, having a high altruistic value level correlates to improved environmental performance. Individual EK has had a significant environmental impact and has been linked to EA and PBC.

Similarly, Egoistic value (EV) has a favourable effect on the EA (H2a) and PBC (H2b), as shown by Prakash and Pathak, 2017; Rana and Paul, 2017; Verma et al., 2019; and Kumar, 2017. It suggests that Egoistic value allows respondents to increase EA purchases of environmentally friendly products so that PBC growth in consumer issues is reflected in efforts to address ecological concerns via green procurement.

Similarly, perceived consumer effectiveness (PCE) has a favourable influence on EA (H3a) and PBC (H3b), as indicated by Roberts (1996), Vermeir & Verbeke (2008), Moon & Lee (2012), and Kang et al., (2012); thus, individuals PCE level highly influences people's desire to make a voluntary environmental sacrifice. EA it has a significant impact on EPI (H4), as verified by the Paul *et al.* (2016), Lavuri, R & Sandy, G. (2020); Rusyani et al., (2021); Lavuri et al., (2021). PBC has a necessary component for humans and has a statistically effect

on EA (H4a) and EPI (H5B) and ¹ these results supported by the studies of the Lavuri et al. (2021); Rusyani et al., (2021); Lavuri, (2021);

The moderating impact results showed that subjective norms had a significant correlation between the EA, PBC, and EPI. Similarly, eco-friendly awareness shows a favourable relationship between the EA and EPI but not between the PBC and EPI.

7. Implications

The findings of this research have important ramifications for company leaders in charge of eco-friendly marketing products. As a result, researchers will better understand Indonesian consumer behaviour while making environmentally responsible purchases. According to the findings of this study, consumers' attitudes and purchase intentions toward environmentally friendly goods are influenced more by AV (altruistic values) than by EV (egoistic values). Egoistic motivations are more important than altruistic values in influencing consumer purchasing choices of organic food items; food items are anticipated to have a greater effect on people' health than the packing material of goods used in daily life. As a result, in the context of food items, health issues could become prominent. Environmental considerations may have a greater impact on the assessment of eco-friendly goods. Our results indicate that these principles (altruistic and egoistic values) have a beneficial effect on customers' views on environmentally friendly packaged products. According to this study, Indonesians believe that eating green foods is good for their health and the ecosystem. Positive customer sentiments have also increased purchase intentions for environmentally friendly goods packaged in recyclable materials. Managers and marketers should address consumers' environmental concerns while developing packaging strategies and plans (altruistic values) environmentally. Green packaging advertising and marketing may have an

altruistic allure. Sustainable and environmental packaging and related advantages should set the companies apart from rivals. Because of the tight relationship between PBC and an Eco-friendly attitude, marketers would be wise to get familiar with the model's components. Market segmentation based on eco-consciousness may be used to target consumers with a high EPI reaction. Making eco-friendly goods more readily available to consumers may have the opposite effect of increasing consumer interest and demand.

Consumers may have more options if R&D is more transparent and marketers expand distribution networks. Consumer perception control increases when purchasing sustainable products becomes more convenient. Policymakers must influence public views of green products. Environmental awareness is raised via advertisements and campaigns that depict deteriorating environmental situations. Increase your consumption of green foods. Make environmentally sustainable products a socially acceptable norm to influence people's intentions, behaviour, and attitudes towards green products. By enhancing their external image and selling more environmentally friendly goods, companies may utilise CSR efforts to quadruple their revenues. Sustainability and competitiveness will be integral parts of the company's business plan. By working with environmental technology providers, customers, and the environment, companies can remain competitive. Finally, the study's findings will aid legislators in formulating GPU-related legislation and strategies to preserve the environment.

8. Limitation and future directions

Consumers in Indonesia are the only ones included in the study's geographical scope. Research findings and conclusions have limitations as a consequence. Due to the study's use of the snowball sampling technique, it is unlikely that the findings will be applicable across studies. The researchers used a well-chosen sample, but further study is needed. The current research examined the influence of altruistic, egoistic, and perceived consumer effectiveness

on eco-friendly buying intentions in Indonesia's emerging markets, with subjective norms and ecological consciousness serving as moderators. Further study on the impact of socioeconomic and psychological factors on buying green may be done. Although the current study is restricted to green consumers, gender-based studies including generations X, Y, and Z may be contrasted. We only utilised six structures in this study (AV, EA, PCE, EA, PBC, and EPI). Another element that may be included in the present model is perceived risk and pro-environmental behaviour. These factors could help us better grasp the complexity of green buying.

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