

# COMPARISON OF GREEN PRODUCT PURCHASE INTENTIONS WITH GREEN CAMPAIGN INTERVENTION (SELF DETERMINATION THEORY CONCEPT)

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## ABSTRACT

Intention to purchase green products must be increased in line with the product's green opportunities. Self Determination Theory is a theory that uses 6 complete continuums starting from unmotivated or amotivation, external regulation, introjected regulation, identified regulation, integration regulation, and intrinsic regulation to determine the influence on the intention to purchase green products by conducting campaign interventions researching pre-intervention and post-intervention green campaign with images, lectures, and videos. The comparative positivism quantitative method involving 210 respondents was analyzed using the SEM tool WrapPls 7.0. all items were accepted because they had a validated AVE value above 0.5 and reliable composite reliability  $\geq 0.7$ . Research results Purchase intention becomes better if an environmental campaign is carried out. Self Determination Theory has a strong model in influencing the intention to purchase green products and becomes stronger with environmental campaigns. Building environmental values is important to do by providing promotions as well as proving that there is real environmental concern in the company. Identified regulation and intrinsic regulation variables are strong variables in influencing the intention to purchase green products. The research findings are that introjected regulation has significant results after the campaign, so it is important to provide a campaign so that consumers are motivated.

**Keywords :** not-significant; motivation; integration; green; campaign

## 1. INTRODUCTION

The opportunities for green products in Indonesia are quite promising, especially considering the increasing awareness of environmental issues and changes in consumer behavior. Increasing consumer awareness about environmental issues and the importance of choosing environmentally friendly products (Li et al., 2021) . Industrial opportunities are increasingly opening up as this awareness encourages consumers to be more selective in choosing environmentally friendly products (Azizah, 2023b) . Many consumers today are more likely to purchase products from companies that demonstrate a commitment to sustainable and environmentally friendly business practices (Dwi, 2021) . Green campaigns can improve a company's image in the eyes of consumers. In a competitive market, green campaigns can be an effective differentiation strategy. Products that have added value in the form of environmental sustainability can attract market segments that care about the environment.

This also happened in Jember. Data from the Department of Cooperatives and MSMEs has begun to grow MSMEs in the ecoprint sector. However, public interest in recycled products is still lacking. Some problems with lack of interest are due to the perception that green products have high prices (Sustaination, 2021) . Many consumers may have misconceptions about the price or quality of eco-friendly products. Green campaigns can overcome this myth by providing clear and correct information. Green campaigns encourage innovation in the development of more environmentally friendly products. This can open up new opportunities in the market and strengthen the company's competitive position. Opportunities will be more open if we can penetrate the Gen Z target market because of the demographic bonus that will dominate the population in Jember Regency. To examine the intention to purchase green products in the people of Jember Regency, especially Gen Z, Self-determination theory is used which provides a model of motivation from the outermost range, namely amotivation, to the most autonomous range of humans, namely intrinsic regulation, which provides a model of the highest human motivation, namely from within, in the form of pleasure and enjoyment and enjoyment in carrying out activities (Ryan & Deci, 2019) .

Self-Determination Theory (SDT) is a motivation theory developed by Edward L. Deci and Richard M. Ryan which focuses on the levels and types of motivation that drive human behavior. SDT identifies various types of regulation that describe a spectrum of motivation ranging from extrinsic to intrinsic. The following is an explanation of amotivation, regulatory introjection, regulatory identification, regulatory integration, and intrinsic regulation in the context of SDT:

**Amotivation:** motivation that comes from the condition that a person does not have or is not yet motivated to carry out an action. They do not see the connection between the action and the expected results, or they feel unable/unwilling to take the action (Gilal et al., 2019) (Rosli & Saleh, 2023) (Maulana et al., 2020) (Williams et al., 2019b) (Azizah, 2023a) .

**External Regulation:** is regulation that comes from outside due to demands, sanctions, or gifts that can influence the intention to purchase green products. Consumers buy green products because of special discount offers or attractive promotions (Gilal et al., 2019) (Rosli & Saleh, 2023) (Maulana et al., 2020) (Williams et al., 2019b) .

**Introjected Regulation:** Motivation in which a person performs an action to avoid guilt or anxiety, or to gain self-esteem. These actions have not been fully accepted as part of themselves. Someone who studies hard for an exam because they feel guilty if they get a bad grade, even though they don't really like the subject (Azizah et al., 2022) (Gilal et al., 2019) (Rosli & Saleh, 2023) (Maulana et al., 2020) (Williams et al., 2019b) .

**Regulatory Identification:** Motivation in which a person begins to recognize and accept the value of an action as important to their personal goals. They perform these actions because they believe it is valuable and relevant to their life goals. Someone who studies hard because they realize that knowledge is important for their future career, even though they do not fully enjoy the learning process (Gilal et al., 2019) (Azizah, 2022) (Manger et al., 2020) .

**Regulatory Integration:** Motivation in which a person completely internalizes an action as part of themselves. These actions are in accordance with their values and identity, even though the motivation still comes from external factors. Someone who chooses a healthy lifestyle because it aligns with their personal values about well-being and health, even if initially prompted by a doctor's advice (Widyarani & Gunawan, 2018) (Braga de Oliveira Friaes et al., 2023) (Azizah, 2022) .

**Intrinsic Regulation:** Motivation that originates from within the individual, where actions are performed because they themselves are enjoyable, satisfying, or challenging. There is no external coercion or expectations from others. Someone who plays music because they enjoy the process of playing and feel happy doing it, not because they want to get praise or awards (Azizah et al., 2024) , (France et al., 2017), (Gilal et al., 2019) .

## **2. METHOD**

This study uses a quantitative approach to positivism survey methods and is intervened by conducting a comparison of pre-intervention and post-intervention by conducting a green campaign on respondents. The campaign model uses lecture techniques, interviews, discussions, and visual media. Confirming the Self Determination Theory model that has been tested, but because there is still a Research gap, empirical confirmation is needed with research. Research aimed at studying large and small populations by selecting and studying selected samples (Kerlinger and Lee, 2000).

The research population was taken in Jember Regency based on the quantity of high school/vocational school students in Jember Regency because Jember has a demographic bonus that is very important to be studied as an optimization of the quality of the nation (Pemkab Jember, 2021)(Kominform, 2020) for green marketing potential. The sample determination was taken from 7 school locations to participate in research and campaigns. The sample was taken from 210 respondents from 21 indicators used  $\times 10$  (Hair et al., 2021). The questionnaire was randomly selected to participate in research activities and get the opportunity to be given intervention. The method of collecting data with a questionnaire is a data collection technique by giving questionnaires to respondents directly. The questionnaire is the main instrument in collecting primary data. The questionnaire in this study contains several statements related to the influence of self-determination theory. Interviews are data collection techniques carried out to obtain data or information directly from the source. Data and information obtained from interviews are used to complete the things needed in the study.

The results of interviews with respondents will get an idea of the motivation of the intention to purchase green products. Convergent validity can be met when each variable has an AVE value above 0.5, with the loading value for each item also having a value of more than 0.5. (Ghozali, 2014). Testing reliability can be done through composite reliability, a variable can be said to be reliable when it has a composite reliability value  $\geq 0.7$  (Bougie & Sekaran, 2017). The inner model (inner relation, structural

model and substantive theory) describes the relationship between latent variables based on substantive theory. The structural model is evaluated using R-square for the dependent variable, the Stone-Geisser Q-square test for predictive elevation and the t-test and significance of the structural path parameter coefficient.

In assessing the model with PLS, it begins by looking at the R-square for each dependent latent variable. The interpretation is the same as the interpretation in regression. Changes in the R-square value can be used to assess the influence of certain independent latent variables on the dependent latent variable whether it has a substantive influence (Ghozali, 2014). Hypothesis testing using full model structural equation modeling (SEM) analysis with Wrap PLS. In full model structural equation modeling, in addition to confirming the theory, it also explains whether or not there is a relationship between latent variables (Ghozali, 2014). Hypothesis testing by looking at the calculated value of the Path Coefficient in the inner model test.

### 3. RESEARCH RESULT

#### 3.1 Respondent Characteristics

The research report explains that the number of respondents was 66 men, namely 30% and 70% women, so it can be justified that product purchases are still dominated by women who have more interest in green products. The age range according to research respondents is in the range of 16, 17 and 18 years with a predominance of 17 years at 56%. Meanwhile, the largest ethnic group is the Javanese tribe as the largest tribe in the Jember area.

**Table 1 Characteristics of Respondents**

<b>Respondent</b>	<b>Amount</b>	<b>Percentage</b>	<b>Respondent</b>	<b>Amount</b>	<b>Percentage</b>
<b>Gender</b>			<b>Ethnicity</b>		
Man	66	30%	Java	187	85%
Woman	154	70%	Madurese	22	10%
∑	<b>210</b>	<b>100%</b>	China	4	2%
<b>Age</b>			Another	7	3%
16 years	20	9%	∑	<b>210</b>	<b>100%</b>
17 years	124	56%			
18 years	76	35%			
∑	<b>210</b>	<b>100%</b>			

Data source: Data is processed

This research carried out a comparison between pre-campaign and post-campaign with the concept of Self Determination Theory, so the research results consisted of 2 research stages, namely pre-campaign and post-campaign.

#### 3.2 Validity and Reliability

Combined Loading value with discriminant validity test. Discriminant validity test results all data is accepted with a result value above 0.7 P. The value is below 0.001 and is greater than the cross loading value of the parallel (Kock, 2011) . The values are presented in the Validity and Reliability Table below so that all items from the variables can be used in research.

**Table 2 Validity and Reliability**

	<b>Amotiv</b>	<b>External</b>	<b>Introje</b>	<b>Identi</b>	<b>Integra</b>	<b>Intrins</b>	<b>Intention</b>	<b>S.E</b>	<b>P Value</b>	<b>Results</b>
amo1	0.841							0.059	<0.001	Accepted
amo2	0.841							0.059	<0.001	Accepted
ex1		0.881						0.058	<0.001	Accepted
ex2		0.881						0.058	<0.001	Accepted
intro1			0.898					0.058	<0.001	Accepted
intro2			0.898					0.058	<0.001	Accepted
ident1				0.916				0.058	<0.001	Accepted
iden2				0.916				0.058	<0.001	Accepted
inter1					0.943			0.058	<0.001	Accepted
inter2					0.943			0.058	<0.001	Accepted

	Amotiv	External	Introje	Identi	Integra	Intrins	Intention	S.E	P Value	Results
intrin1						0.898		0.058	<0.001	Accepted
intrin2						0.952		0.058	<0.001	Accepted
intrin3						0.916		0.058	<0.001	Accepted
intention							1,000	0.057	<0.001	Accepted

Data source: Research Data Results

The Convergent Validity of *Average Variance Extracted* (AVE) (Table 4.10) shows that each variable has a value of more than 0.50 (>0.50). So the variables used in this research have met the requirements for convergent validity based on AVE analysis. The result is that the value in the data is greater than 0.5. that all variables in this study meet the requirements of the *convergent validity test* . The variables *Desired Gift, Social Value, Processed Believed, Pleasured, Satisfaction* , and *Loyalty* are declared valid because the AVE value of each variable exceeds the minimum AVE value, namely 0.5 (Hair *et al.* , 2021) .

Reliability test is a test to show the accuracy, consistency and precision of a measuring instrument in making measurements. The reliability test was carried out by looking at *the Cronbach's Alpha* and *Composite reliability values* of the indicator block that measures the construct. *Cronbach's Alpha* and *Composite Reliability* results will show a satisfactory value if it is above 0.7 (Sarstedt, *et al.* , 2020)

**Table 3 Reliability Test**

	<i>Cronbach's Alpha</i>	<i>Compost Reliability</i>	AVE	Results
Amotivation	0.587	0.829	0.841	Accepted
External	0.711	0.874	0.881	Accepted
Introjected	0.761	0.893	0.898	Accepted
Identified	0.807	0.912	0.916	Accepted
Integration	0.876	0.942	0.943	Accepted
Intrinsic	0.912	0.945	0.922	Accepted
Intention	1,000	1,000	1,000	Accepted

Data source: Research Data Results

Table 3 above shows the results of this research, *the Cronbach's Alpha* and *Composite Reliability values* have values above 0.7. which means that all variables in this study meet the reliability test.

### 3.3 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 & Kock, nd) , namely *Average Pathe Coefficien (APC)*, *Average Rsquared (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*, *Sympson's paradox ratio (SPR)*, *R-Squared Contribution Ration (RSCR)*, *Statistical Suppression Ratio (SSR)* has an ideal value of 1,000. More clearly the results of the model fit and the quality of the linear relationship can be seen in the results below:

Model tests were compared before the campaign and after the campaign. Values are obtained from respondents and then a better model value is obtained. The data is presented in table 4 Comparison of pre-campaign and post-campaign models



Based on R<sup>2</sup> compared in this study shows that the concept of Self Determination Theory will be maximized after respondents are given a green campaign in influencing their intention to purchase green products.

### 3.5 Significant Test

Table 6 Significant Test

	Pre Campaign		Results	Campaign Post		Results
	T Statistics	P Value		T Statistics	P Value	
Amotivation -> Intention	2,318	0.011	Accepted	1,507	0.067	Rejected
External -> Intention	1,666	0.049	Accepted	1,894	0.030	Accepted
Introjected -> Intention	1,609	0.055	Rejected	3,465	<0.001	Accepted
Identified -> Intention	1,835	0.034	Accepted	3,723	<0.001	Accepted
Integration -> Intention	0.862	0.195	Rejected	0.299	0.383	Rejected
Intrinsic -> Intention	9,827	<0.001	Accepted	7,995	<0.001	Accepted

Data source: Research Data Results

The results show an improvement in the T statistic values and some values become more significant.

### 3.6 Discussion

The model after the campaign is better than after the campaign. The campaign method here is carried out to further increase environmental awareness so that it can support the existence of environmental products.

1. Comparing the results of the relationship between amotivation and product purchase intentions after and before the campaign. Different results can be seen that initially people who do not have motivation negatively influence intentions. This means that the more unmotivated someone is, the less they have the intention to purchase green products. After getting the campaign, fewer unmotivated people reduced the T test value from 2,318 to 1,507 so it can be justified that the campaign was able to reduce amotivation. Someone who is not motivated can be shifted to become more motivated. This is proven by the results of Introjected Regulation which is a variable of ego motivation. Ego, guilt because he doesn't care about the environment and shame when the community supports the environment while he doesn't support it. These results are supported by research results (Rosli & Saleh, 2023) , (Williams et al., 2019a) , (Azizah, 2023b) and (Manger et al., 2020) . (Gilal et al., 2019) and (France et al., 2017)
2. The comparison of external regulation has a significant relationship on both sides of the research so that it can be concluded that green product intentions are influenced by discounts, gifts, prizes, when purchasing them. This is in accordance with research results (Gilal et al., 2019) (Rosli & Saleh, 2023) (Maulana et al., 2020) (Williams et al., 2019b)
3. The comparison of before and after results in the Introjected Regulation variable is a research finding that environmental campaigns have results that can change introjected regulation. The existence of an environmental campaign can create feelings of guilt that the lack of support for green products will create an increasingly damaged earth. Also, this campaign provides awareness and together with the community who are together aware of the shame of not supporting green products. The results are in accordance with research results (Braga de Oliveira Friaes et al., 2023) , (Al-Jubari, 2019) and (Williams et al., 2019a)
4. Identified regulations, namely social values that green products are a good thing, environmental issues supporting green products that save the earth have become a common agreement on these social values. Even though they haven't received the campaign, Gen Z has already been influenced by these values (Al-Jubari, 2019) and (Braga de Oliveira Friaes et al., 2023) .
5. Comparison of Integration regulations does not have significance on purchasing intentions that Gen Z does not have confidence in the product because environmental claims do not provide confidence that it is truly a projection of protecting the environment. Various environmental cases that are directly accessible contribute to distrust. This rejects research (Al-Jubari, 2019) (Widyarini & Gunawan, 2018) (Braga de Oliveira Friaes et al., 2023) (Azizah, 2022) .
6. Comparison of intrinsic regulation both have strengths. So it is important to provide awareness so that volunteerism in protecting the environment can be maintained (Gilal et al., 2019) , (Gilal et al., 2020) (Azizah et al., 2023) , (Azizah et al., 2024) , (France et al., 2017).

## 4. CONCLUSION

Purchasing intentions will be better if an environmental campaign is carried out. Self Determination Theory, which is measured by 6 complete variables, namely amotivation, external regulation, introjected regulation, identified regulation, integration regulation, intrinsic regulation, has a strong model in influencing the intention to purchase green products and becomes stronger with environmental campaigns. Building environmental values is important to do by providing promotions as well as proving that there is real environmental concern in the company. Identified regulation and intrinsic regulation variables are strong variables in influencing the intention to purchase green products.

The research findings are that introjected regulation has significant results after the campaign, so it is important to provide a campaign so that consumers are motivated. The practical implication is that to increase product purchase intentions, marketers must provide green campaigns and publicize every environmental activity to strengthen motivation.

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