

Abstract

This study delves into consumers' decision-making processes regarding green products within Indonesia, a rapidly developing nation. Leveraging the Theory of Planned Behavior (TPB) as its conceptual foundation, the research expands upon this model by integrating supplementary constructs, including environmental concerns, green perceived quality, green future estimation, and the moderating influence of peer networks. The study implies quantitative research methodology by gathering survey questions from a sample of n=316 young, educated Indonesian consumers who predominantly reside in Java, the most populous island in Indonesia. Partial Least Squares 4.0 (PLS) was utilized to analyze measurement and structural models, allowing for a comprehensive examination of the relationships under investigation.

The primary objectives of this study are to explore the factors influencing consumers' decisions to purchase green products and to assess the extent to which these factors contribute to their purchasing behaviour. By incorporating additional constructs into the TPB framework, the research aims to provide a nuanced understanding of the complexities underlying green purchasing decisions among Indonesian consumers. Through a rigorous quantitative methodology, the study seeks to elucidate the interplay between various psychological and social factors shaping individuals' attitudes and intentions towards eco-friendly consumption.

Using a purposive sampling method, data was collected through surveys administered to a carefully selected sample of young, educated consumers. The survey instrument included measures designed to capture participants' levels of environmental concern (EC), green perceived quality (GPQ), green willingness to purchase (GWP), green awareness of price (GAP) and green future estimation (GFE), green purchasing decisions (GPD), green perceived benefits (GPB) and peer influence as moderator. Statistical analyses were then conducted to assess the relationships between these variables and consumers' purchasing decisions, providing empirical insights into the drivers of green consumption behaviour.

The findings of this study underscore the significant impact of environmental concerns, perceived product quality, and future estimations on consumers' decisions to purchase green products. However, the results also reveal a notable negative influence of the perceived benefits of green products on purchasing behaviour. These findings offer valuable implications for companies, marketers, and policymakers promoting sustainable consumption practices in Indonesia. Strategies such as targeted green advertising, eco-labelling initiatives, and the cultivation of green branding can effectively communicate the benefits of eco-friendly products to consumers, thereby fostering increased adoption of green purchasing behaviours.

In conclusion, this study contributes to the existing literature by offering empirical evidence on the determinants of green purchasing decisions among Indonesian consumers. By

elucidating the multifaceted nature of consumer behaviour in the context of sustainability, the research provides actionable insights for stakeholders interested in promoting eco-friendly consumption practices. Moving forward, efforts to encourage sustainable consumption in Indonesia should prioritize disseminating accurate information, enhancing product quality and perceived value, and cultivating supportive peer networks to reinforce positive attitudes towards green products.

Keywords: *environmental concern, green awareness of price, green consumer, green perceived benefit, green purchase decision, green future Estimation, green perceived quality, green willingness to purchase, peer influence*