The Effect of Environmental Factors on Customer's Environmental Protection Pattern: An Empirical Text Analysis in the Literature

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Abstract: The rapid economic growth, especially in some developed and developing nations, has continued to aggravate the environment's decline. At this point, buying green products daily tends to be considered an effective means of solving some of the excessive environmental issues. With that in mind, this research aims to investigate on how the customer's environmental protection purchasing behavior influences corporate green marketing strategy. To achieve this goal, the current researchers used qualitative textual analysis and collected data, including from current literature. Since we focused on maximizing validity, the databases were used to gather data mainly from peer-reviewed sources. The result indicated that price sensitivity tends to play a harmful role, especially in the correlation between green consumption intention and environmental concern. Also the result revealed that environmental concern tends to play a fractional role especially in the environmental responsibility based on green consumption intention. Findings in this research would be essential, especially in providing different perspectives on how cooperate managers are likely to establish their green marketing strategy with the objective of limiting the price sensitivity, especially among the customers. Finally, this research concluded that corporates must focus on transferring consumers' attention to green products' pricing. This can be done by highlighting some of the unique green products' attributes, including eco-friendly, organic, and low-carbon productivity.

Keywords: Environmental Marketing Strategy, Green Product Consumption, Sustainable Purchasing Behavior

1. Introduction

With the climatic change, environmental issues, and energy crisis, there has been an accumulative concern regarding the environmental issues that the world is currently facing. Furthermore, the rapid economic growth, especially in some developed and developing nations, has aggravated the environment's decline (Thanika, Pudaruth, & Marie Monique, 2012). Apart from that, it has resulted in excessive consumption of

environmental and natural resources. On the other hand, green consumption entails an environmentally responsible behavior, which is mostly characterized by the protection of ecology and nature. Such processes have continued attracting consumers' and enterprises' attention. Buying green products daily tends to be considered an effective means of solving some of the excessive environmental issues. Research on some of the effects of corporate environmental responsibility on pro-environmental behavior indicates that green marketing remains a primary source of sustainable competitive corporate advantage. Further study also analyzed the CER effects on green consumption.

The norm activation model insists that having a responsibility sense remains an individual's mental and moral sense in terms of selfless behavior based on personal constraint norms. Such a model usually insists that a consumer internalizes social norms while basing on personal standards; the consumer's responsibility sense is likely to be activated. Therefore, their altruistic behavior is expected to be promoted. A customer's environmental responsibility tends to be considered an essential psychological variable, especially when consumers pay additional attention to various environmental issues. Environmental concern is usually seen as an instant precursor to green consumption intention. It usually refers to individual care degree for the environment and ecology (Thanika, Pudaruth, & Marie Monique, 2012). With that in mind, this research will reflect on how the customer's environmental protection purchasing behavior influences corporate green marketing strategy.

2. Literature Review

Green consumption behavior entails a behavioral consumption type that minimizes some of the adverse effects of environmental consumption in the entire purchasing process and disposal. Classical theories based on the consumer behavior domain, more so the planned behavioral theory, indicate that a customer's behavior can be deduced reasonably by their behavioral intention (Syaekhoni, Alfian, & Kwon, 2017). In contrast, the subjective specific behavior possibility can be incorporated as a behavioral measurement. Most studies insist that green consumption intention can profile green consumption behavior effectively. The academic community evaluated the influence of consumption intention and claimed that it is likely to be classified into at least three frameworks.

The first aspect evaluates the variances between green consumers to identify specific characteristics of green consumers based on market segmentation tools. Initial studies demonstrate substantial differences in terms of green consumption behavior in line with different consumers, such as their family income, education, age, family size, and sex (Syaekhoni, Alfian, & Kwon, 2017). However, some scholars usually believe that analyzing the relationship between green consumption behavior and demographic variables may not be adequate in attaining a meaningful, valuable supposition.

The second framework seems to analyze the psychological consumer's green consumption behavioral mechanism based on the classic theory. For instance, research experts have introduced new psychological variables, including environmental knowledge, perceived green value, and perceived self-identification, to expand the planned behavioral approach. Introducing these variables is an essential move in predicting consumer behavior (Pudaruth, Juwaheer, & Seewoo, 2015). Despite that, the research based on the planned behavior theory has failed to consider the intrusion of external situational factors. In the end, it is quite

challenging to interpret some of the complex green consumption processes (Syaekhoni, Alfian, & Kwon, 2017).

The final framework is the decision-making processes based on the consumers' green consumption behavioral processes. This framework is mostly discussed based on the theoretical decision-making basis (Dagher, Itani, & Kassar, 2015). It mostly explores the rationality of the consumer's purchases of environmentally friendly products. Aspects such as empiricism, behaviorism and rationalism tend to describe the most effective strategies for consumers, especially when making purchasing decisions. Apart from that, it usually comes in handy when explaining consumers' decision rules when purchasing green products. Here, the rationalism belvedere assumes that consumers are likely to collect additional information when thinking of making green purchases, which is considered reasonable.

On the other hand, consumers are unlikely to perform this tricky or elaborate information collection process every time. They are unlikely to make demanding but logical purchases in the real sense. Here, the behaviorist viewpoint is that customers are likely to own some knowledge and strategic skills, which will measure the efforts needed when making decisions based on green purchasing before matching them to a suitable level effort strategy. However, it is quite apparent that behaviorism might be lacking when it comes to explanatory power within the green purchasing context with higher levels of consumer involvement. On the other hand, empiricism assumes that consumers tend to make different green purchasing decisions while basing their emotional partialities on green services or products. Some tend to focus on the impacts of emotional factors on green purchasing decisions rather than rational factors (Chen & Chang, 2013). When the three frameworks are combined, existing research indicates that green consumption behavior remains a consumption behavior. However, it rarely acknowledges that it is an essential, environmentally responsible behavior.

Environmental responsibility is usually attained from the norm activation prototype that is within psychology. Typically, it is generally applied within various disciplines such as consumer behavior, environmental sociology, and environmental education (Esmaeilpour, &Bahmiary, 2017). Environmental responsibility usually means the situation whereby a person manages to express his intention to take action towards the remediation of environmental issues (Kaiser and Scheuthle, 2003). Previous research studies have demonstrated that customers' environmental responsibility usually relates to environmental education. They tend to vary across different cultures and nationalities. The relationship between green consumption behavior and consumers' environmental responsibility is typically positive. The relationship is usually analyzed within other nations. In their study, Kaiser and Scheuthle (2003) claim that a positive relationship between environmentally friendly behavior and consumer environmental responsibility is usually positive among Swiss residents. On the same note, Attaran and Celik (2015) insist that people with high ecological responsibility levels are likely to demonstrate a favorable attitude. They also showcase an extreme purchasing purpose towards green buildings. Across the American corporate sector, there is an increasing insistence on environmental consumerism. Few studies are, however, involved under the American cultural context. This means that it is necessary to bestow empirical studies to investigate the link between green consumption behavior and consumers' environmental responsibility within the American corporate sector (Kaiser and Scheuthle, 2003). Previous studies demonstrate that ecological, behavioral purpose is likely to be predicted effectively through environmental responsibility integration into the model of planned

behavior theory. In their research, Chen & Chang (2013) manage to put forward a liable environmental behavior model that demonstrates how an individual's responsibility sense relates to a customer's environmental behavior.

In a different study, Stern et al. (2011) claim that there is always a high link between pro-environmental behavior and environmental responsibility behavior. In this case, if individuals tend to have a more robust environmental responsibility sense, they are likely to be part of pro-environmental action. It is justifiable to state that environmental responsibility has the capability of reflecting the spiritual quality. For instance, an individual's perseverance, courage, public spirit, and self-restraint are essential in solving ecological issues (Attaran and Celik, 2015). While based on such assumptions, it would be necessary to note that environmental responsibility remains an influential driving force, motivating customers to be environmentally responsible (Stern et al., 2011). Therefore, this analysis assumes that some link exists between green consumption and environmental responsibility has given pro-environmental behavior. This means that environmental responsibility remains a customer's obligation when they are willing to solve some of the environmental issues that can be an essential predictor of green consumption behavior.

Therefore, this analysis proposes the hypothesis that environmental responsibility positively links to green consumption intention. Here, the mediating Environmental Concern role is usually considered an essential variable based on environmentally friendly behavior. In most cases, it motivates environmental purchase purposes. Such intentions are mostly used in explaining sustainable behavior and pro-environmental behavior. Environmental concerns research started in the 1960s (Stern et al., 2011). During the early years, researchers were unable to define some of the environmental concerns. They would equate environmental issues with ecological attitudes. Other research experts claim that environmental concerns remain a self-evident concept. Some tend to find it challenging to develop an abstract environmental concern concept. Therefore, the environmental concern concept remains an operational definition, whereas different research studies seem to have varied operational concepts.

In their study, Dunlap and Van Liere created a New Ecological Paradigm scale that can also be considered a quantitative definition based on environmental concerns. Here, ecological problems tend to be divided into at least two categories. The first category is the environmental concern, which is universal and comprehensive (Chen & Chang, (2013). The best example that describes this example is some views on the varied ecological attitudes and issues towards the link between the environment and humans (Attaran and Celik, 2015). The second category is the environmental concern based on the different environmental problems, including attitude towards water pollution and garbage discarding (Stern et al. 2011). Most researchers prefer adopting the first definition that considers some of the environmental concerns based on universal and comprehensive views in line with different environmental issues.

Previous studies on pre-environmental behavior suggest an essential link between environmental protection purchasing patterns and green marketing strategies. For instance, in their research, Chen & Chang (2013) claim that customers with higher environmental responsibility are most likely to pay additional attention to environmental issues. Apart from that, they are likely to support green products since they are aware of human responsibility regarding the development of environmental issues. Differently, Theotokis & Manganari (2015) claim that customers with high environmental responsibility sense usually focus on some

of the benefits of the environment. In most cases, they usually assume that humans remain attached to the environment, when they remain responsible for the delicate ecological environment.

Researchers within the consumer behavior domain insist that the price sensitivity aspect entails how people usually differ based on their reaction, especially to price differences and product changes (Moser, 2015). Most research studies insist that price sensitivity can either be an indirect antecedent or a direct antecedent based on the purchasing intention. In this case, the catch is always an environmentally friendly product (Stern et al., 2011). However, some studies tend to evaluate its subduing role between green consumption intentions and consumers' environmental responsibility. As much as most consumers insist, they are usually fretful about the environment, the chances are that they are unlikely to adopt pro-environmental behavior, especially during their actual purchases, since green product pricing tends to be higher compared to the traditional products (Liu, &Ruey- Chyn Tsaur, 2020).

In their research, Hsu et al. established that price sensitivity remains an essential factor affecting most purchasing desires. The study also confirmed that consumers with lower price sensitivity tend to pay for less consuming services such as electric vehicles (Dagher, Itani, &Kassar, 2015). When the organic products price fails to exceed 20% based on the average agricultural products pricing, it simply means that the customers will likely purchase organic products in reality. To justify such an assumption, Chen & Chang (2013), in their research, established that at least 30% of consumers are likely to give priority primarily environmental services and products. However, only 30% of customers tend to make green purchasing decisions, whereas 27% of customers are unlikely to purchase pro-environmental products because of premium product pricing. In the end, this weakens some of their environmental beliefs. It remains evident that consumers that have a positive brashness towards green consumption are unlikely to turn such an attitude into green consumption (Dagher, Itani, &Kassar, 2015). They may fail to turn such a positive attitude into some consumption behavior.

First Aspect

Second Aspect

Third Aspect

(1) Identifying specific characteristics of green consumers based on market segmentation tools.

(2) Including environmental knowledge, perceived green value, and perceived self-identification, to expand the planned behavioral approach.

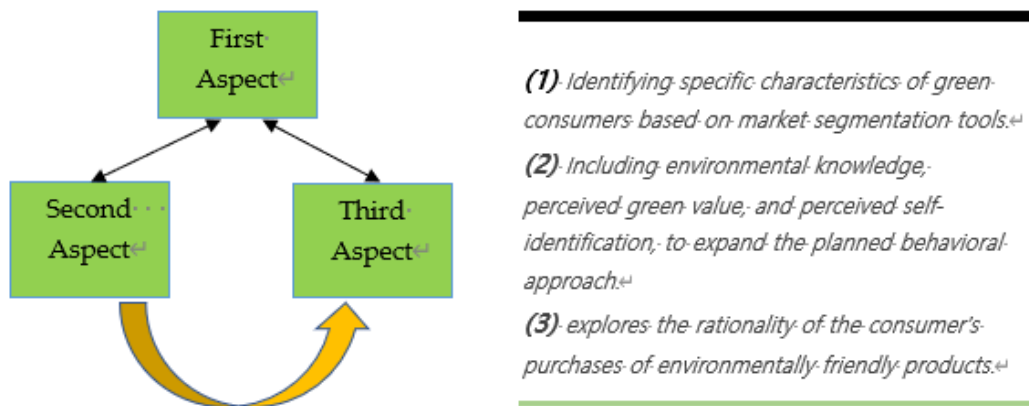(3) explores the rationality of the consumer's purchases of environmentally friendly products.

Figure 1: Three aspects to approach a green consumption pattern.

3. Methodology

The value of qualitative research is the capacity to establish written explanations of how phenomena are perceived by human beings. Qualitative data requires different behaviors, norms, and also cultural variables that are subjectively collected by individuals. In comparison to quantitative research that forecasts, quantifies and explains statistical data only logically, qualitative research aims to help people understand problems and explain differences, relationships and experiences in this way. The current researchers used qualitative analysis because it is more versatile and it is more concise than in quantitative studies because it adapts qualitative methods. The advantages of conducting qualitative research are that it is important for the researcher and culturally important. Research often indicates that the researcher does not expect qualitative research and needs the researcher to examine different subjects and meanings, which adds a range of comprehension. Most significantly, the knowledge obtained in qualitative research is of an insightful and abundant type (Woo, & Kang, 2020)

Current researchers have collected data, including seminal works, from current literature. Since we wanted to maximize validity, the databases were used to gather data mainly from peer-reviewed sources. In addition, this analysis utilized a statement from PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) to classify research within the limits of the study. A checklist built to summarize facts from systematic reviews is the PRISMA argument. In order to ensure that qualifying studies were screened, the study used a PRISMA checklist and studies that did not improve this analysis were omitted. The importance of using PRISMA is that the researcher recognizes research that has minimal bias in publication and, thus, enhances the study's efficiency (Lee, 2021; Sung, 2021). The key steps implemented in this study were the collection of peer-reviewed studies, thus excluding conference papers from the examination by current researchers. Second, positivist or interpretivist aspects were taken up by the studies included in the study. The current researchers could then evaluate the text gathered using qualitative software with these critical criteria.

In several ways, such as documents, letters, and speeches, content analysis can analyze the written text. Maintaining the advantages of quantitative content analysis, which has been developed in communication science, is the core concept behind the procedure of this analysis. It can be used for text information that is both manifest and latent. The manifest text refers to the clear, countable textual variables, while behind the manifest data, the secret material refers to data analysis. Advertisements containing environmental issues can prevent fires, melting snow, and extreme temperatures when analyzing this research data process. These things are evident, but these concerns apply to the effects of climate change for the next fifty years in a more comprehensive review. The previous study stated that both kinds of data taken from a content analysis involve interpretation, but that the level of thoroughness and abstraction differs. In order to identify solutions that leaders can use to initiate progress, existing research has explored both latent and manifest leadership and environmental sustainability themes. It is important to note that the aim of this study was to present leadership strategies exploring environmental sustainability. The goal, therefore, was to show comprehensive and predictive outcomes. The researcher tackles the characteristics of a message when providing descriptive analysis. On the contrary, predictive outcomes predict the effects of the study of

terms. For instance, advertisement printing influenced the product recalls in a content analysis study (Woo, & Kang, 2020; Graneheim, & Lundman,2004; Naccarato, & Neuendorf,1998).

4. Results

Based on the research, it is evident that the research module's precursor was environmental responsibility. Apart from that, it was apparent that the resulting aspect was the green consumption intention. On the other hand, the environmental concern seemed a partial mediator, whereas the price sensitivity aspect seemed to play some moderating role.

In this research, the questionnaires were divided into at least two sections. In the first section, the researchers started by measuring at least four variables that include price sensitivity, environmental concern, environmental responsibility, green consumption intention, and price sensitivity. Demographic information was analyzed depending on factors such as education, age, gender, and monthly income. The 5-point Likert scale was used as a means of measuring the items that were based on the questionnaire. On the other hand, the researchers adapted the items for the survey from some of the existing literature and relevant research as a way of ensuring validity throughout the study (Syaekhoni, Alfian, & Kwon, 2017). The researchers used some specific scales that would guarantee item measurement for the green consumption intention and environmental concern measurement.

Environmental responsibility tends to be measured through a four-item scale. They include actions, which tend to impact environmental health, the power that would protect the environment, make the environment a better place, and improve the environment (Nadanyiova, Gajanova, &Majerova, 2020). During the research, customers were given structured questionnaires through the online questionnaire system on an American professional online survey platform that had at least a million respondents across America. The respondents were selected randomly through the sample pool platform. The participants that always use air conditioners were also eligible during the research survey. The environmentally friendly products that the researchers chose for the questionnaires were the green air-conditioner that seemed to tout environmental protection and energy conservation. Differently, America's consumer market is known to have some great potential globally. Therefore, this study could positively contribute to the emerging markets' value. Most of the participants during the research were male aged between 20 and 49 years.

In this study, the researchers tested reliability by analyzing the Cronbach's coefficient based on the construct parts. Here, Cronbach's coefficient's minimum requirement is 0.7. In this analysis, the Cronbach's α coefficient of price sensitivity, green consumption intention, environmental concern, and environmental responsibility was 0.869, 0.926, 0.770, and 0.843, respectively (Syaekhoni, Alfian, & Kwon, 2017). Here, the critical value based on the above coefficient is 0.7, thus indicating that the measurement reliability was acceptable. On the other hand, the research analyzed validity based on various aspects, including criterion validity, content validity, and construct validity. The three represent different types of reality. Further, the construct scale validity was analyzed through convergent validity and discriminant validity.

Syaekhoni, Alfian, & Kwon (2017), indicate that discriminant validity remains present in their study, especially when the square root of AVE based on the number of constructs tends to surpass the corresponding correlations between the constructs. Here, the results demonstrate that the most significant link between the construct pairs was 0.471, whereas the smallest square root in line with the average variance extracted remained at 0.654 (Nadanyiova, Gajanova, & Majerova, 2020). Therefore, discrimination measurement validity was acceptable. In case the AVE based on the construct seemed to be more than 0.5, whereas the composite construct reliability is 0.7, it merely demonstrates the convergent construct validity. In this study, the AVEs based on the four constructs exceeded 0.5. Further, the CRs in line with the constructs were more than 0.7 (Satam, 2012). The researchers ensured the presence of content validity through the adaptation of the existing scales. As demonstrated, the scales were proven to be reasonable. On the other hand, the researchers analyzed criterion validity through the correlation analysis.

In the case of a standard method variance mainly between the data, it merely means the existence of a false connection between the constructs. The single factor Harman method and the correlation coefficient based on two constructs were used throughout the study to test the CMV (Fraj, Martínez, & Matute, 2013). Here, in case the single Harman factor method through the exploratory factor analysis is incorporated, the chances are that there would be a higher CMV. This will happen if the first variance interpretation factor exceeds 50%.

As a way of testing the link between green consumption intention, environmental concern, and environmental responsibility, the research incorporated the regression analysis based on AMOS software. The research further shows that environmental responsibility tends to influence green consumption intention positively. This is basically supported through the ((β = 0.575, p < 0.001). Apart from that, it is quite evident that environmental responsibility influences environmental concerns positively. As demonstrated, this remains consistent with (β = 0.212, p < 0.001) also H2. The path coefficient that exists between green consumption intention and environmental concern was positively significant. This was represented through (β = 0.230, p < 0.01) that tend to support H3 (Barbarossa, & De Pelsmacker, 2016). The further finding suggests that enhancing consumers' environmental concerns and environmental responsibility meets popular environmentalism and green trends and increases their green consumption intention.

The researchers incorporated the bootstrap confidence intervals assessment strategy within the AMOS software to analyze whether the correlation between green consumption intention and environmental responsibility was mediated through the environmental concern. Here, the results demonstrated some of the mediating effects based on the environmental concern in line with the study. In this analysis, a bootstrap analysis comprising at least 5000 resamples demonstrated that indirect environmental accountability is based on green consumption intention through the environmental concern (Barbarossa, & De Pelsmacker, 2016). However, the confidence interval, in this case, fails to include zero or rather the Bias-corrected 95%. It is also evident that environmental responsibility tends to relate positively to green consumption intention. On the other hand, it is also affected by a partial mediator in the researcher's term as an environmental concern.

Judging from the research analysis, it remains evident that the study seems to follow a moderated mediation approach that Hayes instigated in analyzing some of the moderating price sensitivity effects through the PROCESS macro based on SPSS (Model 15, n = 5000). The interaction of price sensitivity and environmental responsibility included zero (95% Cl = -0.054). Such results indicate that the restraining price sensitivity effect between green consumption and environmental responsibility was not significant. On the other hand, environmental concern interaction and price-sensitive fail to contain zero (95% Cl = 0.418 as it shifts to -0.161).

Further, the interaction coefficient seemed negative ((β = -0.289), thus indicating which price sensitivity, which indicates that price sensitivity seemed too modest the correlation between green consumption and environmental concern intention (Barbarossa, & De Pelsmacker, 2016). Doing this undermined the effects of environmental issues, especially on green consumption towards H6 support. Most of these findings demonstrate that customers are unlikely to be bothered by the various economic factors, especially in the psychological phase based on environmental responsibility. On the other hand, customers tend to deliberate the various economic factors within the psychological, environmental concern stage to green consumption intention. This kind of research is likely to happen because environmental concern usually demands the consumers to analyze and evaluate the extent of the effort demanded when solving environmental issues, including money, energy, and time (Barbarossa, & De Pelsmacker, 2016). Here, environmental responsibility mostly requires the consumers to make the ascription of responsibility, including whether to take a particular action or not.

As demonstrated, the data analysis results show that consumers' environmental responsibility expressively influences the green consumption intention. In other words, consumers that have stronger environmental responsibility are likely to purchase some of the environmentally friendly products and thus influencing the corporate green marketing strategy positively (Asghar, & Jia, 2018). The research also reveals that environmental concern tends to play a fractional role especially in the environmental responsibility based on green consumption intention. Doing this simply shows that green consumption intention is likely to be attained by strengthening the customers' attitudes and concerns towards environmental issues.

The research shows that price sensitivity tends to play a harmful role, especially in the correlation between green consumption intention and environmental concern (Asghar, & Jia, 2018). In other words, the increasing environmental concern will influence the green marketing strategy where customers with low price sensitivity tend to purchase green products excessively compared to the customers with high price sensitivity. As demonstrated in the study, the positive relationship between green consumption and environmental responsibility is not moderated through the price sensitivity factor.
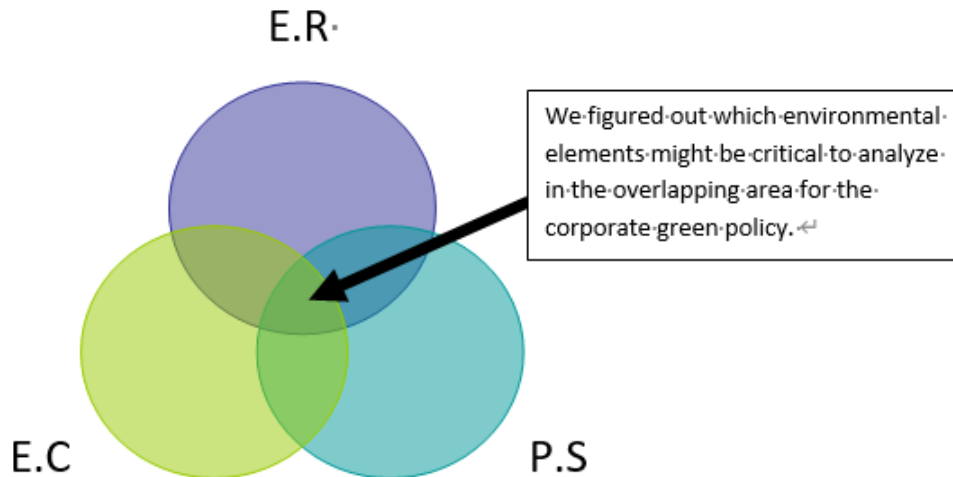
Figure 2: The corporate green policy to boost consumer's environmental protection behavior

5. Conclusion

In conclusion, it would be justifiable to state that the study seems to extend the prospect of green consumption in various ways. The first aspect evaluates the variances between green consumers to identify green consumers' specific characteristics based on market segmentation tools. In other words, the research extends to some of the existing relationships between green consumption and environmental responsibility from a consumer's perspective (Asghar, & Jia, 2018). The other module analyzes the psychological consumer's green consumption behavioral mechanism based on the classic theory. As demonstrated, research experts have introduced new psychological variables, including environmental knowledge, perceived green value, and perceived self-identification, to expand the planned behavioral theory. Such a framework demonstrates extensive literature that focuses on the correlation between green consumption and environmental responsibility (Asghar, & Jia, 2018). However, most of them tend to focus on some of the factors from an organizational strategic perspective.

It further states a growing literature is focusing on the link between green consumption and environmental responsibility. In the end, both aspects tend to affect or determine ways in which an organization develops its green marketing strategy (Barbarossa, & De Pelsmacker, 2016). However, which tend to reflect on some of the determinants mainly from the organizational strategy perceptive. It also reconnoiters some of the effects of CER, especially on green consumption. The final module demonstrated in the research is the decision-making processes based on the consumers' green consumption behavioral processes. As seen, the framework is mainly discussed based on the theoretical decision-making basis (Nadanyiova, Gajanova, &Majerova, 2020). The framework tends to explore the rationality of the consumer's purchases of environmentally friendly products. Aspects such as empiricism, behaviorism, and rationalism, tend to describe the most effective strategies for consumers, especially when making purchasing decisions.

Most of the result attained in the research remains constant with the other previous studies that demonstrate some of the environmental concerns usually play some role when it comes to the kind of marketing strategy that an organization might choose (Satam, 2012). However, the mediating effects based on the environmental issues between green consumption intention and environmental responsibility have not been discussed extensively. Another important aspect is that this study would contribute to historical studies by evaluating of the moderating price sensitivity role in green consumption (Barbarossa, & De Pelsmacker, 2016). More specifically, the research tends to provide some empirical evidence. Consumers with lower price sensitivity levels tend to be motivated by various aspects, including environmental concerns that encourage green consumption intention (Martínez, 2015). In the end, the research result remains consistent with other researches that seemed to support some of the adverse price sensitivity effects. However, some of the current studies usually regard the price sensitivity aspect as either an indirect or direct forebear of the green purchasing purpose.

Also it is justified to state that the study tends to have some practical implications for policy designers. In most cases, the results indicate that green consumption's positive environmental concerns and responsibility affect the green marketing strategy (Yung-Hsin, & Shui-Lien Chen, 2019). As a way of boosting green consumption, policymakers can incorporate environmental education and policies into the educational system to cultivate environmental importance. This would be instrumental in handling the correlation between nature and human effects. On the other hand, policymakers can choose to enhance environmental concern and responsibility through the various communication channels to highlight the various environmental issues. Findings in this research would be essential, especially in providing different perspectives on how cooperate managers are likely to establish their green marketing strategy to limit the price sensitivity, especially among the customers (Jin, Zhuang, & Zhao, 2018). However, in the end, the result in line with this analysis insists that there is always a negative price sensitivity effect on green consumption (Yung-Hsin, & Shui-Lien Chen, 2019). For instance, unlike non-green products, corporates must focus on transferring consumers' attention to green products' pricing. This can be done by highlighting some of the unique green products' attributes, including eco-friendly, organic, and low-carbon productivity.

6. Implication and Limitation

The study encompasses practical, social, academic, and theoretical implications as well as some limitations. The practical implication denotes that the survey can help sellers, authorities, organizations, producers, governments, and various relevant parties address environmental issues. The governments, parties such as NGOs and multiple authorities can develop policies to influence consumers' purchasing behaviors regarding green products (Groening, Sarkis, & Zhu, 2018). Companies and producers will be affected by the consumer's changing demand requiring them to provide products that reflect the purchasing decisions or behavior. Sellers can use the green motivators to ensure that customers focus on purchasing environmentally friendly products. Primarily, the stakeholders use the green motivators to ensure they educate and impact customers to buy green products. The study's social implication indirectly affects the global community or

people worldwide to develop positive attitudes, values, knowledge, and understanding for embracing green products.

People take individual responsibility for addressing the prevalent environmental issues and mitigate the adverse environmental effects. Consumers with collective or personal values, knowledge, understanding of the environmental problems (eco-literacy), and a positive attitude will buy green products (Joshi, & Rahman, 2015). The study's impacts on changing consumers' purchasing decisions influence the manufacturers to provide demanded, environmentally friendly products. The changes in the production and consumption of green products will contribute significantly to addressing environmental issues. The research's theoretical implication entails filling the gaps concerning the factors influencing the customers' efforts to protect the environment. The study revolves around buying green products that minimize their environmental impacts in their life-cycle and afterward when they lose value. Various factors impacting the customers' need for green products involve values, knowledge, and attitude. The study also fills gaps by covering the green price, green product features and environmental awareness, and green promotion activities (Khoiruman, & Haryanto, 2017). Significantly, the research fills the gaps concerning green marketing by covering the impacts of promotional tools in influencing citizens to purchase green goods. Green marketing ensures that consumers worldwide are reached and aware of the environmental issues and their contributions by using green products for effective changes. The theoretical implication shows that the study incorporates various theories to analyze the consumers' behavior. The research entails employing ideas that revolve around the rational actions of consumers to focus on mutual benefits. People should act rationally to ensure that they make informed decisions that spur ameliorating environmental issues. The study fills the theoretical gaps by applying the classic theory to analyze the consumers' actions (Khoiruman, & Haryanto, 2017). Primarily, rational consumers' activities revolve around embracing green products to solve environmental issues.

The limitations of the research revolve around challenges in incorporating theories that analyze the consumers' behaviors. Individual consumers have different behaviors and are impacted by various factors. As a result, developing universal elements faced challenges lacking a theoretical explanation. The study also faced challenges following insufficient academic researches by other authors. Lack of material sources posed challenges in getting relevant knowledge and ideas to do the study. The study's limitation revolved around focusing on the elements of customers' purchasing decisions to address environmental concerns. A focus on the aspects created gaps in understanding the various processes to influence the customers to purchase green products (Chin, Jiang, Mufidah, Persada, &Noer, 2018). The study also focused on the consumers overlooking other parties such as producers and manufacturers in addressing the environmental issues.

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