

The Effect of Environmental Concern and Green Product on Green Purchase Intention with Environmental Knowledge as a Moderating: Conceptual Study on IKEA Indonesia

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ABSTRACT

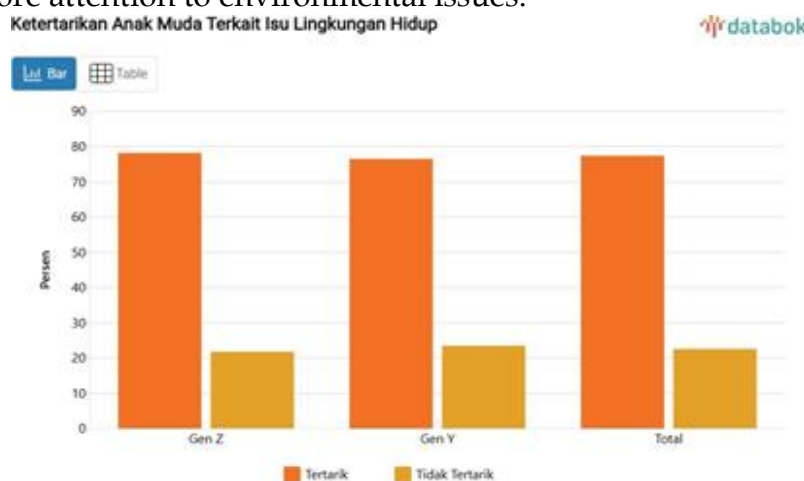
Global warming, which drives climate change, is a serious challenge in Indonesia. The government encourages individuals and companies to adopt environmentally friendly practices to reduce its impact. Retailers like IKEA Indonesia implement sustainable business strategies to raise consumer awareness of green product consumption. This study aims to examine the influence of environmental concern and green products on green purchase intention, with environmental knowledge as a moderating variable that strengthens or weakens consumer buying behavior. The research uses a Structural Equation Modeling (SEM) approach with Partial Least Square (PLS). The findings have important implications for IKEA Indonesia in increasing green product purchase intentions by considering consumer attitudes toward the environment. Enhancing environmental concern and corporate sustainability efforts is essential to boost consumer interest in eco-friendly products at IKEA

INTRODUCTION

Along with the pace of change, environmental problems or issues are increasingly attracting the attention of the global community. Excessive energy exploitation, especially from non-renewable resources such as fossil fuels, minerals and metals, not only accelerates the energy crisis, but also contributes to an increase in greenhouse gas (GHG) emissions. The accumulation of these emissions has a significant impact on the phenomenon of global warming and climate change, which increasingly threatens the balance of ecosystems and environmental sustainability in the future (Pangestu & Ayuningsasi, 2024). According to a report from the Kompas website (2025), climate change is currently taking place at a very high speed, where the average temperature of the earth's air surface has now reached 1.59°C compared to the temperature level in the pre-industrial era, signaling an alarming escalation in the era of global warming (Kompas, 2025).

Rising global temperatures trigger extreme heat waves, changes in sea surface temperatures, and serious impacts on ecosystems and human life. Climate change occurs due to natural factors and human activities, such as burning fossil fuels, deforestation, and greenhouse gas emissions from industry and waste. As a tropical country with the largest archipelago in the world, Indonesia is highly vulnerable to climate change where climate change contributes to an increase in the frequency of natural disasters such as floods, landslides, and heat waves (Faturohman et al., 2024). Reporting from (Katadata, 2023), the issue of climate change is a major concern of the community, especially the younger generation in Indonesia, with 27% of the younger generation feeling anxious about climate change, followed by plastic waste pollution and air pollution. The three problems are interrelated, where plastic waste and air pollution contribute to greenhouse gas (GHG) emissions and environmental degradation.

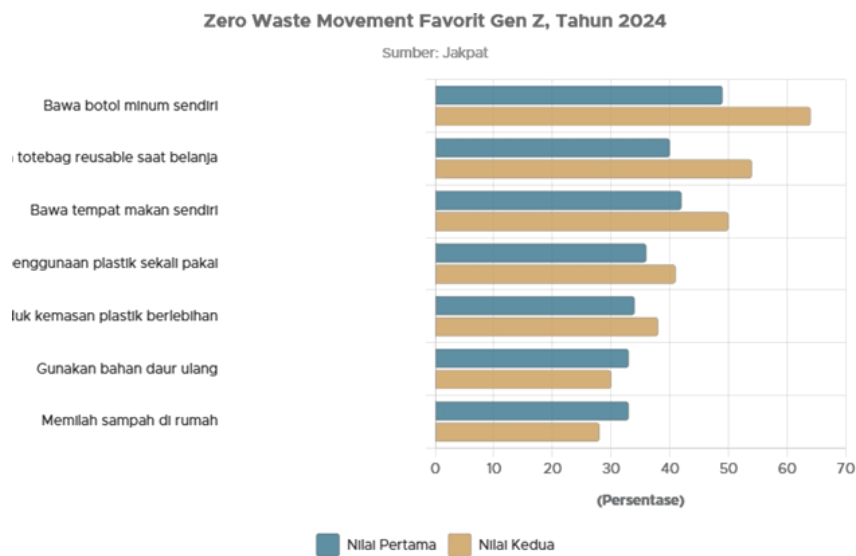
Various negative impacts of environmental problems have slowly increased public awareness of the importance of protecting the environment. This is reflected in the KedaiKOPI survey released by (Katadata, 2021), which shows that the majority of people, especially generation Z and millennials, are starting to show more attention to environmental issues.



Source: Katadata (2021)

Figure 1. People's Interest in Environmental Issues

This is also supported by a poll survey (JakPat) released on the GoodStats website, which shows that the younger generation, especially Gen Z, is increasingly concerned about the environment by implementing the *Zero Waste Movement* lifestyle. This movement aims to reduce waste by choosing and using environmentally friendly products. Based on the survey, the habit of "bringing your own water bottle" is the most popular activity in Gen Z's daily life, followed by using reusable totebags when shopping as the second highest activity (GoodStats, 2024).



Source: GoodStats (2024)
Figure 2. Zero waste movement action

The increasing consumer preference for environmentally friendly products opens opportunities for companies to adjust marketing strategies and create competitive products that contribute to environmental sustainability (Hartono & Umam, 2024). In recent years, various industries have also increasingly paid attention to environmental issues, not only as a response to increasingly stringent government regulations, but also as a form of social responsibility. This is in line with Law No. 32 of 2009 concerning Protection and Management, which requires every business entity to carry out activities with due regard to environmental aspects (Feronika et al., 2020).

IKEA, one of the largest furniture companies in the world, is committed to sustainability by adopting environmentally friendly principles in its operations. In addition to providing quality furniture products, IKEA applies green concepts in its supply chain, from the selection of sustainable raw materials, production processes that reduce emissions, to sustainability-based marketing strategies. IKEA uses 60% materials from renewable resources and 10% from recycled materials. Its innovative products, such as Kungsbacka cabinet doors from recycled plastic bottles, Odger swivel chairs from renewable wood and recycled plastic, and Alseda and Tating cushions from banana fibers, demonstrate its commitment to eco-friendly materials (Kompas, 2021).

IKEA's commitment and initiatives in social responsibility and sustainable products contribute to its long-term business strategy. The company continues to invest in environmentally friendly practices, such as the use of recycled materials, energy efficiency, and reduction of carbon emissions. IKEA strategically lowers prices across all its 63 markets, including Indonesia, to improve the affordability of its products globally. This policy not only impacts annual revenue, but also affects the company's net profit. In the previous year, IKEA recorded a net profit of 1.5 billion euros, reflecting a stable financial condition. As a result of the price adjustment, net profit dropped dramatically to 800 million euros as of August 31, 2024 (Reuters, 2024). Despite the decline in revenue, IKEA recorded an increase in the number of customers in its physical stores of more than 4.5%. In addition, visits to IKEA's official website (ikea.com) also jumped by more than 21% compared to the previous period (Statista, 2024)

The increase in visits to IKEA retail stores and websites reflects the high consumer interest in its products, as well as signaling the effectiveness of marketing strategies. This is an opportunity for IKEA to introduce environmentally friendly products and encourage interest in purchasing green products. According to Sandi et al., (2021), green purchase intention refers to the desire of consumers to buy environmentally friendly products based on ecological considerations and environmental impacts. Indriani et al., (2019) state that green purchase intention is influenced by environmental knowledge, environmental concerns, and environmental attitudes. Environmental knowledge is defined as an individual's understanding of environmental issues and the impact of environmental activities on environmental education (Emekci, 2019). Andriana & Arifin (2024) also stated that environmental knowledge includes general knowledge of environmental facts and concepts. According to Jaiswal & Kant (2018), environmental knowledge refers to an understanding of the environment and its sustainability, including aspects such as air quality, water, and soil pollution. In addition, this knowledge includes energy use and efficiency, waste management, and its impact on society and the environment as a whole. Forming factors include concern for the environment, awareness of ecological issues, and involvement in environmental activities (Kaur et al., 2022).

Environmental concern also plays an important role in predicting green product purchase intentions (Alamsyah & Artanti, 2023). Liere & Dunlap (1980) define it as an attitude that considers environmental problems a serious issue and supports conservation efforts. Lou & Li (2021) add that this concern is driven by an awareness of the impact on global health and well-being. Consumers who have a high level of concern tend to choose products with minimal environmental impact (Roseira et al., 2022). In line with this, IKEA implements a sustainability strategy by presenting *green products*. Where the *green product* created by IKEA is a product that is produced using environmentally friendly materials and renewable energy and recycled materials as a form of concern for the environment. Yuliana & Pantawis (2022) define that *green products* or environmentally friendly products are products that are safe for humans and the environment without consuming excessive resources, green products are designed and produced to reduce the impact of environmental pollution, by

paying attention to aspects, both production, distribution and consumption. Consuming green products can help reduce the negative environmental and social impacts caused by the production and consumption process.

Consumers now increasingly understand that the habit of their consumption has long-term consequences on various aspects of life (Vilaningrum, 2024). By selling environmentally friendly oriented products IKEA shows its commitment as a company that cares about the environment, where people who have knowledge related to environmental sustainability will tend to have a high interest in friendly products. Consumers who care about the environment tend to choose products that have environmentally friendly elements (Umam & Widodo, 2022). This habit is reflected in consumers' knowledge about the environment, where environmental knowledge reflects their understanding, information, and awareness of environmental issues. When companies like IKEA offer green products, they not only sell more sustainable products, but also increase environmental knowledge and environmental concern among their consumers.

LITERATURE REVIEW

Marketing Theory

Kotler and Armstrong (2019) define marketing as a social and managerial process that enables individuals or groups to obtain their needs and wants through the creation and exchange of products or services of value. According to Tjiptono & Diana (2020), marketing involves the process of distribution, promotion, and pricing of goods, services, or ideas to create mutually beneficial relationships with customers and maintain positive relationships with stakeholders in a dynamic environment. Thus, marketing can be understood as a managerial process that allows individuals or organizations to meet their needs by offering and exchanging products of value to other parties. Kotler and Keller (2016) added that marketing focuses on recognizing and meeting people's needs, which basically aims to provide benefits or profits. In addition, marketing management plays a role in selecting target markets, retaining and increasing the number of customers through the creation, communication, and delivery of superior value.

Environmental Concern

Environmental Concern reflects a person's emotional level and commitment to environmental issues. This concept includes perceptions, attitudes, values, and individual emotional involvement in environmental issues (Rehman & Dost, 2013). Environmental concern emphasizes the ethical responsibility of humans in maintaining ecological balance and wise use of natural resources (Poornananda, 2022). Moser (2016) states that environmental concern reflects a person's attention and support for nature conservation. Environmental concern plays a role in predicting green product purchasing behavior, where individuals who care about the environment are more likely to choose sustainable products (McCarty & Shrum, 2001).

Farooq et al., (2021) revealed that government policies in supporting environmentally oriented companies, such as subsidies for sustainable production, can encourage industrial investment while preserving the environment. Meanwhile, research by Hartmann and Apaolaza-Ibáñez, (2012) shows that environmental concern has a direct and indirect impact on attitudes and purchase intentions for green products. Dimensions or factors that influence environmental concern according to Gkargkavouzi et al., (2018) can be measured through several values, including egoistic values, altruistic values and biosphere values.

Green Product

Green products are products that are safe for humans and the environment, do not consume excessive resources in the production process, produce minimal amounts of waste, and reduce negative impacts on nature (Lathifah & Widyastuti, 2018). According to Khoiruman & Purba (2020) green products are products that are safe for humans and the environment, produce minimal amounts of waste, and do not involve animal testing. Meanwhile, according to Islam (2018), green products are innovative products designed to reduce production waste, have higher quality by meeting modern environmental standards, are free from contamination so they are more durable, and are made from natural ingredients and packaged simply.

According to Hendra et al., (2023), *green products* have three main dimensions, namely:

1. Ingredients Composition

Products are made from materials that do not harm the environment, maintain their quality, and are free from harmful chemical contamination.

2. Packaging

The packaging design includes specific information on eco-friendly elements and demonstrates a commitment to sustainability.

3. Consumer Perception

Consumers believe that these eco-friendly products are safe for their health and do not have a negative impact on the environment.

Environmental Knowledge

Environmental Knowledge is comprehensive and accurate information on environmental issues that can increase public awareness, this includes an understanding of environmental problems and how solutions can be applied by the community so as to produce effective strategies in overcoming environmental challenges (Ali, 2021). Jaiswal & Kant (2018) revealed that environmental knowledge includes an understanding of ecosystem sustainability, including aspects such as air and water quality, and waste management. Meanwhile Fahlepi and Widodo (2022) explain that the broader the knowledge of consumers regarding environmental issues, the higher their awareness in choosing and buying environmentally friendly products.

The indicators of environmental knowledge according to Joshi & Rahman (2015) in Ali (2021) are as follows:

1. Eco-friendly products offer superior quality compared to conventional products with the same characteristics.
2. Have a broader understanding of the waste recycling process than most people.
3. Able to identify products with lower pollution levels.
4. Know the various eco-friendly symbols on product packaging.
5. Have a deeper insight into environmental and social issues.

Green Purchase Intention

Green purchase intention refers to the desire or tendency of consumers to buy environmentally friendly products (Belycia & Soelasih, 2024). Zhuang et al., (2021) define green purchase intention as a situation that encourages and directs consumers to actually make purchases of available products and services. Meanwhile Annisa & Jadmiko (2023) defined green purchase intention is the desire to buy environmentally friendly products or sustainable products. Along with increasing public awareness of environmental issues, there are changes in lifestyle and personal values that increasingly support the consumption of green products. According to Kotler, as cited in Parinussa et al., (2024), indicators of green purchase intention can be identified through the following aspects:

1. Transactional interest, describes the tendency of individuals to make purchases a product.
2. Reference interest, shows a person's tendency to recommend the product to others.
3. Preferential interest, refers to the behavior of individuals who have a primary interest in a product, where this preference will only change if something happens that affects their preferred product.
4. Exploratory interest
5. Reflects a person's habit of actively seeking more information about the product.

Environmental Concern and Green Purchase Intention

Environmental Concern relates to the extent to which individuals are aware of environmental issues and their drive to find solutions to these problems. Consumers with a high level of environmental awareness tend to participate more in buying environmentally friendly products (Ikhsan et al., 2023). According to Hutchins & Greenhalgh, (1997), concern for the environment is often considered a major factor influencing consumer purchasing decisions. Research conducted by Vania & Ruslim (2023) states that there is a positive influence between environmental concern or environmental concern on green purchase intention.

H1: Environmental concern has a positive effect on green purchase intention

Green Product and Green Purchase Intention

Consumers with a high level of environmental awareness will tend to be more interested in buying environmentally friendly products, because they are more aware of the environmental impact of every purchase decision they make. Research conducted by Faruk & Fikri (2024) revealed that environmentally friendly products or green products have a positive and significant influence on green purchase intention, which means that the higher consumers' awareness of the environmental benefits of a product, the more likely they are to buy it. In addition, research conducted by Kaur et al., (2022) also shows significant influence between green products and green purchase intention, which indicates that sustainability and environmentally friendly factors in a product can be one of the main considerations for consumers in making purchasing decisions, especially for those who have high environmental awareness.

H2: Green Product has a positive effect on green purchase intention

Environmental Concern, Environmental Knowledge and Green Purchase Intention

Research conducted by Diash & Syarifah (2021) found that environmental concern and environmental knowledge have a significant influence on green purchase intention, especially for the millennial generation, who tend to be more aware of environmental issues and consider more sustainability factors in their purchasing decisions. This finding indicates that the higher a person's level of concern for the environment and the broader their knowledge of environmental issues, the more likely they are to choose environmentally friendly products. Meanwhile, research conducted by Qomariah & Prabawani (2020) showed different results, where no significant relationship was found between *environmental concern* and *environmental knowledge* on purchase intention, which indicates that there are other factors that may be more dominant in influencing consumer purchase intention.

H3: Environmental Concern has a positive effect on green purchase intention strengthened by environmental knowledge.

Green Product, Environmental Knowledge and Green Purchase Intention

This suggests that the higher a person's awareness and understanding of the environmental benefits and impacts of a *product*, the more likely they are to trust the sustainability claims made by the manufacturer, thereby increasing their tendency to buy *green products*. This shows that the higher a person's awareness and understanding of the environmental benefits and impacts of a product, the more likely they are to believe the sustainability claims submitted by the manufacturer, thus increasing their tendency to buy green products. However, the results of research conducted by Fadhilah (2025) show different findings, where the presence of environmental knowledge actually weakens the relationship between green products and green purchase intention. This indicates that even though consumers have a high level of environmental knowledge, they may become more critical of a product's sustainability claims, especially if they find discrepancies between the information conveyed by the manufacturer and the actual facts. Thus, this study provides a new perspective that *environmental knowledge* does not always strengthen green purchase intention,

but can lead to skepticism that has the potential to hinder green product purchase decisions.

H4: Green Product has a positive effect on green purchase intention strengthened by environmental Knowledge.

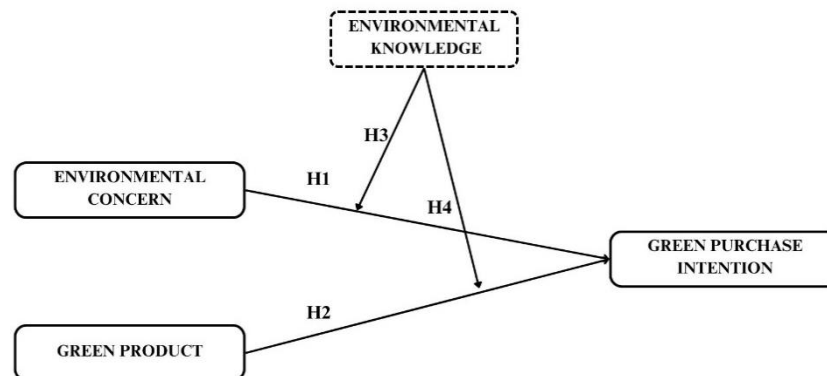


Figure 3. Conceptual Framework

METHODOLOGY

This research is a quantitative study that aims to analyze the relationship between the independent variable and the dependent variable directly, with moderating variables that serve to strengthen or weaken the influence of each variable. In this study, the independent variables used include *environmental concern* as X1 and *green marketing (green product)* as X2, while the dependent variable used is *Green Purchase Intention (Y)* by including the moderating variable *environmental knowledge (Z)* as a control of purchasing behavior. This research method uses a questionnaire as a means of collecting data from respondents, focusing on measuring *environmental concern* and *green products* on *green purchase intention* which is moderated by *environmental knowledge* in IKEA Indonesia consumers. The research was conducted at several IKEA stores in Indonesia, namely Alam Sutera, Sentul, Bali, Jakarta Garden City, Kota Baru Parahyangan, Taman Anggrek Mall, and Surabaya.

The research sample was selected using the *Non-probability Sampling* method, because the total research population was not known with certainty. Respondent participation is expected to provide the necessary insight to test the hypothesis that has been proposed. Data analysis will be carried out using SEM PLS software. The measurement scale used in this study is a Likert scale of 1-5, with categories: 1 = strongly disagree, 2 = disagree, 3 = moderately, 4 = agree, and 5 = strongly agree. After the data is collected, the calculation results will be interpreted using descriptive analysis techniques to provide an understanding of the numbers in the study. Based on the theoretical framework used, data analysis in this study applies a quantitative approach using the *Structural Equation Modeling (SEM)* model through the AMOS 4 program. SEM is a series of statistical techniques that allow testing complex relationships between variables simultaneously.

RESULT

Highlighting existing environmental issues regarding global warming, climate change, and various kinds of natural disasters caused by human pollution. Is a polemic issue that must be addressed immediately. Efforts to increase public awareness of environmental concerns continue to be voiced. Not just news, the government and companies that implement sustainability strategies such as IKEA work together to build a sustainable living environment and socialize the various impacts of environmental pollution to the local community. Government and company initiatives in pro-environmental activities invite people to use various products that promote environmental friendliness by increasing their interest in the use of environmentally friendly products. Interest in purchasing environmentally friendly products (green purchase intention) is basically present because of concern for the surrounding environment (environmental concern). The findings of research conducted by Vannia et al., (2022) show that environmental concern has a significant positive effect on green purchase intention. Where, consumers who care about the environment tend to have greater intentions towards environmentally friendly products. In line with this, one of the green marketing elements is product, price also significantly affects a person's green product purchase intention (Pramisti et al., 2022).

Indriani et al., (2019) state that environmental knowledge is also related to green product purchases (green purchase intention), someone with high environmental knowledge will basically be more responsive to green marketing strategies thereby increasing green product purchase intentions. Thus, based on existing problems, these variables or factors can be a stimulus to a person's purchasing interest by taking into account the sustainability aspects therein. This makes it possible to analyze IKEA Indonesia consumers, where IKEA Indonesia sells a variety of sustainable products in its operations. In line with the issue of natural disasters and environmental pollution in Indonesia which is increasingly showing its complexity, the use of environmentally friendly products needs to be declared for future sustainability.

DISCUSSION

The findings of this study reinforce the importance of environmental concern as a key driver of green purchase intention, consistent with the research of Vannia et al. (2022), who found that individuals with high concern for environmental issues are more likely to intend to purchase eco-friendly products. This suggests that when consumers are emotionally and cognitively engaged with environmental issues, such as climate change, pollution, and natural disasters they are more inclined to align their consumption behavior with sustainable values. Moreover, the study supports the green marketing framework in which product and price elements significantly influence green purchase intention, in line with the findings of Pramisti et al. (2022). This indicates that beyond environmental concern, practical elements such as affordability and perceived value of green products play a role in consumer decision-making. The moderating role of environmental knowledge is also confirmed in this study, aligning with the conclusions of Indriani et al. (2019).

Consumers with higher levels of environmental knowledge tend to be more receptive to green marketing initiatives and show stronger intentions to buy environmentally friendly products. This reinforces the importance of educating consumers about the environmental impact of their consumption choices.

In the context of IKEA Indonesia, these findings are particularly relevant. As a company that integrates sustainability into its core business operations, IKEA benefits from targeting environmentally aware consumers and enhancing public knowledge about green products. Government and corporate initiatives aimed at raising environmental awareness can amplify these effects by fostering a cultural shift towards sustainable living. Overall, the study underlines that environmental concern, product perception, and consumer knowledge are significant factors that influence green purchasing behavior. By leveraging these variables, companies like IKEA can more effectively promote their sustainable products and contribute to long-term environmental preservation.

CONCLUSIONS AND RECOMMENDATIONS

This study aims to highlight and analyze the relationship between variables environmental concern and green product on green purchase intention with environmental knowledge as a moderating variable or as a control that strengthens or weakens a relationship. Based on the various theoretical studies that have been presented and the findings of previous research, it can be concluded that environmental concern has a positive influence on green purchase intention, indicating that consumers who have high environmental awareness tend to consider sustainability more in their purchasing decisions. On the other hand, IKEA's strategy in selling green products has an important role in shaping consumer purchasing intentions. In this case, IKEA Indonesia, which is the largest furniture company and sells sustainable green products, has the potential to reach consumer segments that have a high level of concern for the environment, considering that Indonesia is a tropical country affected by global warming, IKEA can take part in voicing information about environmental concerns that can trigger buying interest. The information in question relates to the spread of knowledge about the environment (environmental knowledge). Where environmental knowledge plays a role in moderating purchasing behavior which allows it to strengthen the purchasing behavior of the two independent variables (environmental concern & green product).

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