



Influencing Factors of Green Marketing, Environmentalist Communities, and Key Opinion Leaders on Conscious Buying Behavior in Indonesia

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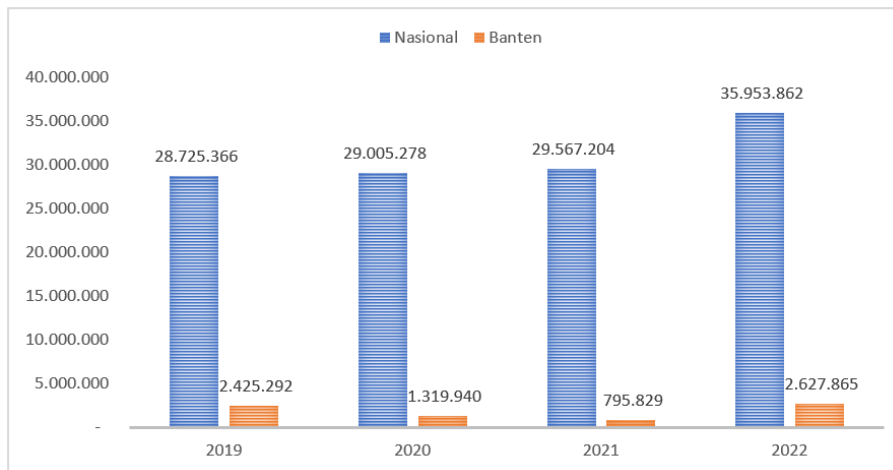
ABSTRACT

In recent years, there has been a concerning surge in the volume of waste generated by the population in the country. This research primarily aims to pinpoint the pivotal factors that drive a shift in societal behavior towards conscious buying habits. The study involved 113 respondents from the millennial demographic residing or working in the Tangerang city area. The collection of data was conducted through the distribution of questionnaires utilizing the Google Form platform. The data analysis method employed was Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results revealed that factors such as green marketing, engagement in environmental communities, and knowledge about environmental issues consistently and significantly influence conscious buying behavior. However, the impact of key opinion leaders did not show a significant influence in altering this behavior. These findings offer a comprehensive insight into how specific factors shape environmentally conscious purchasing behavior. The implications of this research can serve as a foundation for more effective initiatives aimed at educating and guiding society towards more environmentally responsible behaviors through tailored marketing strategies.

INTRODUCTION

Amidst rapid economic growth, Indonesia grapples with significant environmental challenges. Among these challenges, the escalating waste problem stands out as a pressing concern. In recent times, there has been a notable surge in the volume of waste produced by communities across Indonesia

Graph 1. National and Banten Province Waste Generation in 2019-2022



Data Sources: <https://sipsn.menlhk.go.id/sipsn/public/data/timbulan>

In 2022, Indonesia documented a staggering waste generation of nearly 36 million tons across its diverse regions. However, regrettably, approximately 37.49% of this waste remains unmanaged, equating to a substantial 13.4 million tons that have accumulated in various landfills (TPA) throughout the country. Specifically, in Banten province, there was a stark and concerning increase from 795,829 tons in 2021 to 2,627,865 tons in waste generation.

Figure 1. National Waste Management Achievements 2022



Source: <https://sipsn.menlhk.go.id/sipsn/public/data/capaian>

Banten Province, particularly the Tangerang city area, is grappling with a dire waste crisis, epitomized by the haunting memory of the prolonged burning of garbage mountains at the Rawa Cat landfill, spanning a distressing 13 days. The conclusion of the fiery ordeal at Neglasari in Tangerang City marked the cessation of the disaster response emergency status declared by the Regional Disaster Management Agency (BPBD) of Tangerang City on November 2, 2023 (Tribunnews, 2023).

Figure 2. Cat Swamp Landfill Burns Down

Source: banten.idntimes.com

Raising awareness about the imperative of environmental protection demands concerted efforts from multiple stakeholders. Embracing conscious buying behavior stands as a pivotal step toward curbing the escalating accumulation of waste. Environmentally conscious consumers are those who conscientiously opt for products with minimal or no adverse impact on the environment (Emekci, 2019). The manifestation of environmentally conscious buying behavior signifies the extent to which individuals prioritize goods believed to leave a positive environmental footprint (Heo & Muralidharan, 2019). Anggareni and Balqiah (2021) further underscored this behavior as a deliberate consumer choice favoring eco-friendly products. The integration of eco-friendly practices is integral to achieving sustainability. This involves consumption habits that eschew pollution or ecological harm, coupled with a heightened sense of social awareness and responsibility (doPaco, Shiel & Alves, 2018). Consumer behavior, in essence, delineates how individuals and corporations utilize their resources—money, energy, and time—in their spending habits. Purchase decisions are significantly shaped by consumer behavior, serving as a primary catalyst in consumer engagement (Khan et al., 2020).

Conscious buying has emerged as a global trend in consumer behavior, gaining traction notably in Indonesia. Consumers are increasingly cognizant of the multifaceted impacts—social, economic, and environmental—of their purchasing choices. Aligning consumption patterns with personal values and beliefs is now a prevailing objective. Gilal, Chandani & Channa (2021) elucidated that environmentally friendly consumer behavior encompasses purchasing products that don't harm the environment, conserving natural resources, and transitioning towards recycled items. Conscious buying entails recognizing the broader implications of consumption, such as reducing overall consumption, selecting longer-lasting or sustainable materials, and embracing second-hand goods. This sentiment echoes in the assertions of Jaiswal & Kant (2018), defining Environmentally Conscious Consumer Behavior as favoring environmentally friendly or sustainable products, endorsing recyclability, and avoiding products detrimental to the environment and society.

The resolution of these burgeoning environmental challenges hinges significantly on consumers taking responsibility to mitigate their detrimental impact by embracing more environmentally friendly products. As consumer concerns about the state of the world propel a shift towards eco-consciousness, businesses are strategically formulating marketing plans to capitalize on this heightened consumer awareness of eco-friendliness—a strategy commonly termed as green marketing. Mehmood & Bhaumik (2023) highlight its application across products, production methods, and promotional endeavors. Numerous companies are now

integrating environmentally friendly practices into their production and marketing strategies to cater to evolving consumer preferences and secure long-term business advantages (Nekhamud & Farkas, 2020). Manongko (2018) emphasizes the infusion of environmental considerations throughout marketing spheres, encompassing product development, production processes, packaging, and advertising, using a marketing mix approach (product, price, place, promotion) in conjunction with the theory of planned behavior towards environmental concern and Green Marketing consumerism. Studies by Anugrah and Meliana (2021) ascertain the impact of Green Marketing on purchasing decisions, underscoring its emergent role as a strategic focus within various business sectors, leveraging environmental consciousness and community knowledge (Febriani, 2019). Companies demonstrating environmental concern tend to stand out in consumer preferences, thereby fostering more responsible and sustainable purchasing decisions, ultimately contributing to a collective endeavor towards a better future for all. The environmentalist community is of particular concern to researchers to see the extent of the impact that can be exerted by the community to influence the purchasing decisions of its members to choose more environmentally friendly products. A community is a group of people who have the same goals, ideas and ideas to achieve the same goals (Astuti, 2020). In research conducted by Lubis & Dirgantara (2021) found that Zero Waste Indonesia's online environmental community is a gathering place for environmentalist individuals, communities and everyone who cares about environmental sustainability. This study also shows that there is a change in attitudes in the community, especially in the followers of the Zero Waste Indonesia Instagram account as an online environmentalist community through a collection of education and tutorials on recycling used barang into new items that are ready to be reused. The same thing was stated by Yuserina, Akbar & Tanau (2022) who found that environmentalist community activities can increase information and understanding for people who have received training. The presence of environmentalist communities contributes to the environment, but also to social and economic (Herawati & Hermansah, 2020). There are quite a lot of community developments in every region in Indonesia, this happens because of the equality of fate from various community backgrounds (Amiruddin, 2022). In the community, members can freely exchange ideas, views, and information that generate and maintain trust between community members (Zulaikha, 2019).

In addition to Green Marketing and the environmentalist community, researchers also wanted to see if Key Opinion Leaders influenced a person's purchasing decisions. KOLs are individuals who have a strong presence on social media and are considered a source of inspiration by many of their followers. KOLs are known to have significant influence in delivering messages, including messages that drive purchases. There is a significant role of Key Opinion Leaders in creating awareness about the issues raised (Nurulita & Primadini, 2021). KOL is also said by Editya (2022) to rely on public figures who are seen as having the strength of a mass base characterized by a large number of followers. KOL is known to be a person or figure who is active on social media who has influence in conveying messages to encourage someone to do something, one of which is in the context of buying impulse (Lailiyah, 2023). The importance of KOLs in marketing has motivated many companies to work with them as part of their marketing strategy. In this case, KOLs are used to introduce products and drive sales by leveraging their large mass base, especially within social media platforms. The application of KOL has been widely carried out by various companies, and is an application of marketing strategies to introduce products and encourage sales. The presence of Key Opinion Leaders has also become a phenomenon that is quite in demand by various circles of society because they are known to be active on social media, often providing ideas, inspiration to followers (Athalla, 2023).

Yuanita (2021) also explained that social media involvement in people's lives can be proven through the number of active users reaching 3.8 billion people. In addition to functioning as a marketing tool, more and more KOLs are starting to take an active role in voicing concern for environmental issues. This reflects a growing trend in society, where awareness about

environmental issues is increasing. KOLs involved in voicing concern for the environment can play an important role in changing people's perceptions of environmental issues. This phenomenon is reinforced by the fact that social media has become an integral part of people's daily lives. The number of active social media users reaches billions, which shows great potential to spread positive messages about caring for the environment. KOLs that have a focus on environmental issues can help in educating the public about the importance of environmental protection, promoting sustainable lifestyles, and encouraging actions that contribute to the preservation of nature. As a result, the presence of environmentally concerned KOLs will probably continue to play an important role in shaping people's views on environmental issues and encouraging more environmentally friendly actions.

Environmental Knowledge acts as a mediating variable in this study. Many individuals do not have adequate knowledge regarding environmental issues, making it difficult for them to take environmentally responsible actions. Environmental knowledge refers to a general understanding of facts, concepts, and relationships involving environmental issues, including natural issues and biotic ecosystems (Khan, Saengon, Alganad, Chongcaroen & Farukh, 2020). It includes an understanding of how human actions can affect ecosystems, the impacts of climate change, the importance of biodiversity, and a range of other aspects relevant to preserving our planet. Customers who have more environmental knowledge are usually willing to pay more for eco-friendly goods (Mehmood & Bhaumik, 2023). Over the past ten years, a lot of eco-friendly knowledge has been created in marketing literature around the world (Sharma, 2021). Emekci (2019) elaborates that Environmental Knowledge refers to general knowledge about facts, concepts, and interactions that occur among elements of the natural environment and its ecosystems. In this context, Environmental Knowledge includes the understanding that consumers have about the environment and how various elements in it are interrelated (Anggraeni & Balqiah, 2021). Furthermore, Jaiswal and Kant (2018) provide a definition of Environmental Knowledge as individual knowledge about various aspects of the environment and efforts to maintain the sustainability of the environment itself, including aspects such as air quality, water, pollution, and other factors that have a significant impact on society and the environment. In other words, Environmental Knowledge includes information that enables individuals to understand and appreciate the complex relationships between humans and natural ecosystems.

Eco-marketing has faced sharp criticism for often over-presenting environmental claims that may be overly optimistic, while on the other hand, it can ignore factors that influence consumer buying behavior. As a result, there is a clear mismatch between consumers' positive attitudes towards environmental concerns and their real behavior in purchasing environmentally friendly products. For example, a study conducted in the UK revealed that around 30% of consumers expressed their concern about environmental issues, but few of them actually translated that concern into the act of purchasing environmentally friendly products in practice (Sharma, 2021). In addition, it was also found that 64% of buyers who care about the environment, only 4% actually buy environmentally friendly products (Sharman, 2021).

This difference between consumer attitudes and actions indicates a significant discrepancy in consumer behavior related to purchasing eco-friendly products. This creates a gap that needs to be investigated further in this study, focusing on the factors that influence consumers to turn their awareness and concern for environmental issues into concrete actions in purchasing environmentally friendly products. This research takes an approach that focuses on case studies with a limited population and sample of residents living around the Rawa Cat landfill, Tangerang - Banten. In such environments, people may have different experiences and perceptions related to environmental issues and eco-friendly purchasing practices. Therefore, this study aims to explore the gap between consumer attitudes and behaviors towards eco-friendly purchases in this more limited context. With a focus on this particular population, the study seeks to better understand what factors might influence this gap and how the influence of Green Marketing,

environmentalist communities, and KOLs plays a role in shaping conscious buying behavior in those neighborhoods.

Based on the description of the problem formulation mentioned earlier, this study aims as follows: Understand in depth how Green Marketing campaigns affect conscious buying behavior among consumers and to evaluate the extent to which Green Marketing efforts influence their purchasing decisions. Identify whether Environmental Knowledge serves as a mediator in the relationship between Green Marketing and conscious buying behavior, as well as the extent to which Environmental Knowledge mediates the influence of Green Marketing. Explore how membership or participation in environmentalist communities impacts conscious buying behavior. Evaluate whether Environmental Knowledge serves as a mediator in the influence of environmentalist communities on conscious buying behavior among consumers, and the extent to which Environmental Knowledge mediates these relationships. Understand the extent to which the views and influence of key opinion leaders influence conscious buying behavior among consumers. Evaluate whether Environmental Knowledge serves as a mediator in the relationship between key opinion leaders and conscious buying behavior among consumers, as well as the extent to which Environmental Knowledge mediates the influence of key opinion leaders. Understand the role of Environmental Knowledge in shaping conscious buying behavior among consumers and the extent to which the level of Environmental Knowledge influences their decisions to support environmentally friendly products and practices.

LITERATURE REVIEW

Conscious Buying

The Purchase Behavior Theory serves as a fundamental conceptual framework aimed at unraveling the multifaceted factors that shape consumer purchasing decisions. Putri (2023), in the journal 'Driving Sustainable Choices: Eco Labeling, Eco Branding, and Its Impact on Green Purchase Intentions and Consumer Behavior,' elucidates the theory's utility in comprehending the sway of diverse elements on purchasing behavior, particularly in the realm of sustainable product awareness. Wangsa (2023), in the article 'Theoretical Study Of The Dilemma In The Consumption Of Green Products,' employs this theory to delve into the intricacies surrounding the consumption dilemma of green products, probing how product information influences purchasing behavior through the lens of social dilemmas. Similarly, Yaputra, Risqiani, and Lukito (2023) leverage the Purchase Behavior Theory in their research titled 'The Effect of Green Marketing, Sustainable Advertising, Eco Packaging/Labeling on Green Purchasing Behavior (Study on Electric Vehicles),' aiming to examine the impact of green marketing strategies on consumer decisions regarding environmentally friendly products. Furthermore, Elistia and Wulandari (2023), in their article 'Theory Planned Behavior Approach Towards Purchase Intention Energy-Efficient Household Appliances,' utilize this theory to analyze purchase intentions concerning energy-efficient household appliances, providing insights into how consumer behavior aligns with the theory's framework.

Green Marketing

The theory used to explain the influence of Green Marketing on Conscious Buying Behavior in Indonesia is the Planned Behavior Theory (TPB), developed by Icek Ajzen, explaining that a person's behavior can be predicted based on their intention to carry out the behavior. The SDGs focus on three main factors that influence behavior: individual attitudes toward the behavior, perceived social norms, and individuals' perceptions of the self-control they have over the behavior. N. Huda in her research in the Journal of Management Science and Entrepreneurship (2018) explained that in the context of green buying, SDGs are used to explain how attitudes, social norms, and perceptions of individual self-control influence their purchasing intentions and behaviors related to environmentally friendly products. In addition, E. Elistia and EA Wulandari in the Prospect Journal (2023) and KP Djajadiwangsa and Y Alversia in Indonesian

Business and Management Innovation (2022) also utilize SDGs to understand factors such as ecological labels, product attributes, and environmental awareness that influence consumers' green purchasing behavior. Other studies, such as the work of S Alvianna and S Hidayatullah in the Journal of Management (2022) and NE Rahayu in the Journal Advancement Center for Finance and Accounting (2023), also use SDGs to associate variables such as perceptions of green tourism, environmental concerns, and investor behavior with environmentally responsible intentions and behaviors. Through these various studies, SDGs help in understanding the psychological and social factors that influence awareness and environmentally conscious purchasing behavior in Indonesia.

Environmentalism Community

The theory used in the Environmentalism community is the Diffusion of Innovation Theory, in this context, it can be related to the process of spreading environmental attitudes that are part of the culture within the community (Soeharso & Ningtyas, 2023). Pro-Environmental Behavior, as a result of the diffusion of pro-environmental ideas among the Environmentalism community, can be understood through the concept of diffusion of such innovations. Furthermore, in "Introduction to Cultural Geography" by Sya, Zid, and Hardi (2023), the idea of a distinctive way of life in various communities is associated with the spread of new ideas or innovations within the group. This introduction helps in understanding the extent to which the innovation or idea is adopted by community members. Another source, "Erotic Capital in Female Baristas in Specialty Coffee Shops: A Study on Women Baristas in South Jakarta" (Amorti, 2023), focuses more on individual studies, but indirectly highlights that new ideas or ideas can emerge and be adopted in the work environment or community to which the individual belongs. Finally, "Semiotics Perspective on Representation of Patriarchal Culture in Films" by Dwiyani and Saryana (2023) discusses cultural representation in film, but the aspect of diffusion of ideas or cultural representations can also be related to new ways or ideas that are accepted or presented in society at large.

Key Opinion Leader

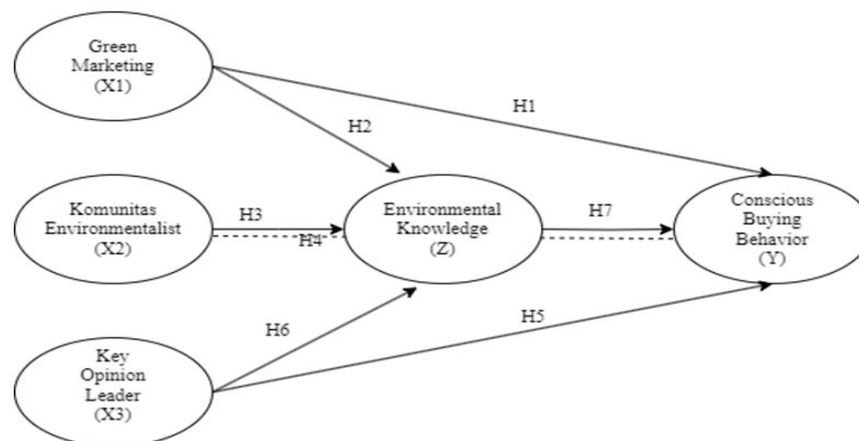
A Key Opinion Leader (KOL) is an individual who has expertise, knowledge, and abilities in a particular area that has significant influence. The theory used for Key Opinion Leader is Social Learning Theory This theory emphasizes that individual behavior is influenced by observation and interaction with others. In this context, consumers can learn and adopt green buying behavior through observation of environmentalism community members or key opinion leaders who promote pro-environmental behavior (Wiyatamandala, 2023).

Environmental Knowledge

A theory that is often used in understanding Environmental Knowledge is the Awareness and Knowledge Theory which emphasizes the importance of awareness of the environment and knowledge about environmental issues in influencing individual behavior related to the environment (Affan, 2023). This theory reveals that individuals who have a higher level of awareness of environmental issues and have a deeper knowledge of environmental issues tend to be more likely to take pro-environmental action. Their awareness and knowledge can influence their attitudes, values, and behavior towards the surrounding environment, including support for pro-environmental initiatives and the tendency to participate in activities that support environmental sustainability (Sanjaya, 2023).

Conceptual Framework

The framework of thinking starts from Green Marketing theory, research on environmental community members, and the influence of key opinion leaders through media environment knowledge that influences conscious buying behavior.

Figure 3. Conceptual Framework

Source: Researcher

METHODS

This research was conducted in Tangerang City by taking a case study on residents around the Rawa Kucing landfill. Researchers chose this location because the surrounding community felt the impact directly so that environmentally friendly purchasing practices still need to be improved. Conducting research in Tangerang City will help in identifying factors that influence conscious buying behavior and designing appropriate strategies to increase awareness and adoption of such behavior. Thus, the population of this study is generation Z and millennials around the Rawa Cat landfill who have conscious buying behavior or have awareness and consider the impact of everything purchased. The sample method used is purposive sampling, which is a method of determining samples based on certain criteria or considerations (Sugiyono, 2019). As for the sample used in this study, the suitable population is women and men aged 19-42 years living in Tangerang City, with case studies of local residents, especially those affected by the accumulation of garbage at the Rawa Kucing Tangerang landfill and have access to social media. This population was chosen because they are a group that may have involvement in purchasing products and have the potential to have higher conscious buying behavior because they feel the adverse effects of garbage accumulation around their homes. Data processing using the Structural Equation Modeling (SEM) method according to the SEM rule of thumb to determine the sample is five times to ten times the number of estimated parameters (Ghozali, 2015), with the calculation of the number of indicators $\times 5 = 18 \times 6.3 = 113$ respondents. The data taken or the data source used in this study uses primary data. The data collection technique carried out in this study was the distribution of questionnaires. The questionnaire was distributed to residents of Indonesia using Google Forms. The criteria are between 18 and 35 years old and have social media accounts that have conscious buying behavior

RESULTS

This study aims to explore the influence of Green Marketing, Environmentalist Community, and Key Opinion Leader on Conscious Buying Behavior in Indonesia. In an era where awareness of environmental issues is increasing, consumer behavior in choosing environmentally friendly products or services is the main highlight. Green Marketing, or marketing that focuses on sustainability and environmental awareness, is expected to influence environmentally conscious shopping behavior. In addition, the influence of environmentalist communities and Key Opinion Leaders (KOLs) is also studied in this context, given the role they play in influencing consumer perceptions and purchasing decisions.

This research not only explores the impact of individual aspects such as Green Marketing, but also investigates the power of community and the influence of opinions that have a significant role in shaping environmentally conscious shopping behaviour. It is hoped that the results of this study will provide deeper insights into the factors driving environmentally responsible shopping behavior in Indonesia. This is expected to provide a more comprehensive view of how the influence of these various factors interact with each other in shaping sustainable shopping awareness among Indonesian consumers.

Profile of Respondents

The profile of respondents in this study refers to the characteristics of individuals who are the subject of study or participants in data collection. Respondents in this study are individuals from various backgrounds and varied age groups, who have experience in purchasing environmentally related products or services in Indonesia. In this context, this respondent profile includes information related to age, gender and other characteristics. By considering the diversity and background of respondents, it is hoped that the collected data can provide a comprehensive picture of the influence of Green Marketing, Environmentalist Community, and Key Opinion Leaders on Conscious Buying Behavior in Indonesia.

Respondent Profile by Gender

Table 1. Gender Percentage

Gender	Frequency	Percentage
Man	46	40,77%
Woman	67	59,23%
Total	113	100%

Source: Data Processing 113 Actual Respondents – Test

Based on table 1 which illustrates the distribution of respondents by gender, there were 113 respondents involved in this study. Of the total respondents, as many as 46 respondents or around 40.77% were men, while 67 other respondents or around 59.23% were women. These data show that women's participation in this study is slightly more dominant compared to men's participation. This difference can be an important aspect in evaluating and analyzing the influence of Green Marketing, Environmentalist Community, and Key Opinion Leaders on Conscious Buying Behavior in Indonesia, as differences in preferences or responses based on gender may affect environmentally responsible purchasing patterns. Thus, this study considers gender diversity in respondents, which may enrich understanding of sustainable purchasing awareness in Indonesia.

Respondent Profile by Age

Table 2. Age Percentage

Age	Frequency	Percentage
20 – 28 year	33	28,05%
29 – 36 year	47	39,95%
37 – 45 year	33	28,05%
Total	113	100%

Source: Data Processing 113 Actual Respondents – Test

Based on table 2 which displays respondent profiles by age group, there is age variation among respondents for a total of 113 people. The age distribution of respondents is divided into three main groups. The age group of 29 to 36 years is the most widely represented group, with as many as 47 people or about 39.95% of the total respondents. Followed by the age groups of

20 to 28 years and 37 to 45 years, each consisting of 33 respondents or about 28.05% of the total respondents.

These data show significant variation in the age group of respondents. The existence of a balanced distribution among this age group can provide more comprehensive insights into environmentally conscious purchasing behavior, especially in relation to the influence of Green Marketing, Environmentalist Communities, and Key Opinion Leaders in Indonesia. Along with that, a deep understanding of environmentally conscious shopping preferences and tendencies within each age group can provide a more holistic view of the characteristics of shoppers from different age ranges within the organization.

Respondent Profile by Address

Table 3 Percentage of Respondents' Addresses

Address	Frequency	Percentage
Babakan Tangerang	1	0,85%
Batu Ceper	1	0,85%
Cengkareng	1	0,85%
Ciakar – Panongan	1	0,85%
Cibodas	3	2,55%
Cijantra	1	0,85%
Cimone	2	1,7%
Cipete	1	0,85%
Cipondoh	4	3,4%
Ciputat	1	0,85%
Cisauk	1	0,85%
Curug	8	6,8%
Curug Sangereng	1	0,85%
Gading Serpong	2	1,7%
Gandasari	1	0,85%
Grogol	1	0,85%
Jakarta Barat	1	0,85%
Jatiuwung	1	0,85%
Kadu Jaya	1	0,85%
Karang Tengah	1	0,85%
Karangsari	3	2,55%
Karawaci	5	4,25
Kecamatan Curug	1	0,85%
Kedaung Baru	1	0,85%
Kel. Binong, Kec. Curug	1	0,85%
Kelapa Dua	12	10,2%
Medang	2	1,7%
Mekarsari	2	1,7%
Muncul	1	0,85%
Pagedangan	15	12,75%
Pasar Kemis	6	5,1%
Total	113	100%

Source: Data Processing 113 Actual Respondents – Test

Based on table 4.3 which shows the distribution of respondents by address, out of a total of 113 respondents involved in the study, there are a number of locations represented by respondents. The majority of respondents came from various regions around Tangerang, with diverse distribution. For example, most respondents came from Pagedangan, reaching around 15 respondents or around 12.75%. In addition, Rawa Kucing and Kelapa Dua were also listed as areas that were quite widely represented, respectively with 14 respondents (11.9%) and 12 respondents (10.2%).

This data shows a wide distribution of respondents by address, covering various areas around Tangerang. This can be an important factor in analyzing the influence of Green Marketing, Community Environmentalist, and Key Opinion Leaders on Conscious Buying Behavior in Indonesia, as there may be differences in preferences or awareness of sustainable purchases based on respondents' geographical location or local environment. Thus, this study considers the diversity of respondents' locations, which can enrich understanding of environmentally responsible purchasing awareness in Indonesia.

Respondent Profile Based on Domicile in Tangerang City / Regency

Table 4. Percentage of Living in Tangerang District / City

Tangerang City/Regency	Frequency	Percentage
Yes	113	113%
No	0	0%
Total	113	100%

Source: Data Processing 113 Actual Respondents – Test

This study looked at respondents' profiles based on their domicile in Tangerang City/Regency. Table 4 shows the percentage of respondents living in the area. Of the 113 respondents involved in this study, all respondents, or 100% of the total sample, indicated that they lived in Tangerang City/Regency. None of the respondents came from outside this area. This shows that the sample used in this study is geographically focused on the Tangerang City/Regency area, so that the results of analysis related to green marketing, environmentalist communities, and the influence of Key Opinion Leaders on conscious buying behavior can illustrate the perspective of consumers specifically in the region.

DISCUSSION

The Relationship of Green Marketing to Conscious Buying Behavior

The test results show that the relationship between Green Marketing and Conscious Buying Behavior is also very significant (P Value = 0.000 < 0.05). That is, the Green Marketing variable significantly affects Conscious Buying Behavior at a significance level of 0.05. This is in accordance with previous studies showing that Green Marketing has a significant influence on Conscious Buying Behavior. Yaputra et al. (2023) examined the influence of Green Marketing, Sustainable Advertising, and Eco Packaging/Labeling on Green Purchasing Behavior. They found that awareness of environmental issues, eco-friendly products, and awareness of environmental issues had a positive and significant impact on eco-friendly purchasing behavior. Sutisna and Jap (2023) also found similar results in their research on the impact of green marketing tools on The Body Shop product purchase decisions. They found that green marketing tools had a significant positive influence on eco-friendly purchasing decisions.

Likewise with another study by Wati et al. (2023), which found that Eco Labeling and Green Marketing Mix significantly affect the purchase intention of environmentally friendly products. Similar findings were also revealed by Widhiarini and Pradiani (2023) in their research on the impact of Green Marketing on stay decisions, where green marketing has a positive and

significant influence on environmentally friendly purchasing behavior. In addition, Nurkhalida (2023) also found that the idea of Green Marketing has a significant effect on environmentally conscious consumer behavior, which is suspected by a positive influence on environmentally conscious consumer behavior intermediated by cultural values. The references cited provide consistency in showing that Green Marketing has a significant influence on environmentally conscious buying behavior.

Green Marketing towards Conscious Buying Behavior through Environmental Knowledge

The test results show that the indirect effect of Green Marketing (X1) to Conscious Buying Behavior (Y) through Environmental Knowledge (Z) has strong significance (P Value = 0.009 < 0.05). This indicates that Environmental Knowledge mediates the relationship between Green Marketing and Conscious Buying Behavior significantly at a significance level of 0.05. Based on a series of related studies, there is consistent support that Environmental Knowledge mediates the relationship between Green Marketing and Conscious Buying Behavior significantly. Sutisna and Jap (2023) in their research on the impact of green marketing tools on the purchasing decisions of The Body Shop products show that ecological labelling and ecological brand image have a positive and significant influence on environmentally friendly purchasing behavior. The same thing is also observed in a study conducted by Adialita and Septiarini (2023) regarding the impact of Green Campaign on social media on Purchase Intention slow fashion products.

They found that environmental attitudes can mediate the influence of green campaigns on sustainable buying behavior. Another study by Hartono (2023) also confirms that environmentally friendly attitudes, environmental concerns, and environmental affection have a positive and significant effect on purchasing green products, showing that environmentally friendly purchasing behavior can be mediated by environmental knowledge factors. Other research by Putri (2023) and Resty (2023) also lends support to these findings, showing that green purchase intention and attitude towards green products mediate the influence of environmental factors on consumer behavior, affirming the mediating role of environmental knowledge to environmentally conscious buying. This gives a strong indication that Environmental Knowledge plays a significant role in mediating the relationship between Green Marketing and Conscious Buying Behavior.

Environmentalism Community towards Conscious Buying Behavior

The test results showed that the relationship between Environmental Knowledge and Conscious Buying Behavior had strong significance (P Value = 0.007 < 0.05). This shows that Environmental Knowledge variables significantly affect Conscious Buying Behavior at a significance level of 0.05. Based on a number of previous studies, it was found that Environmental Knowledge has a significant influence on Conscious Buying Behavior. Liap, Permana, Nurmahdi, and others (2023) in research on self-identity, social influence, and the decision to visit mangrove forest attractions found that environmental awareness as a mediation or moderation of variables of caring environment and intelligence behavior, as well as pro-environmental behavior, influences the decision to visit these attractions.

Similarly, another study by Kusmartiyah and Widodo (2023) on the effect of Environmental Advertisement on Green Purchase Intention shows that environmental awareness has a significant influence on the tendency to make environmentally friendly purchases, confirming that environmental knowledge influences green purchase intentions. Similar results were also observed in Adialita and Septiarini's (2023) research on the impact of Green Campaigns on social media on Purchase Intention slow fashion products. They found that awareness of environmental conditions and adoption of eco-friendly behavior have an effect on sustainable buying behavior in fashion. This supports the findings in a study by Annisa and Jadmiko (2023) which shows that environmental knowledge affects green purchase intention, confirming that environmental knowledge influences environmentally friendly purchase intentions. Other

research by Veronica and Lady (2023) also provides similar support, showing that environmental consciousness has a significant influence on Green Purchase Intention, underscoring the role of environmental knowledge in environmentally friendly purchases. This provides a consistent indication that Environmental Knowledge has a significant impact on Conscious Buying Behavior.

Environmentalism Community towards Conscious Buying Behavior through Environmental Knowledge

The test results showed that the indirect effect of Environmentalism Community (X2) to Conscious Buying Behavior (Y) through Environmental Knowledge (Z) had strong significance (P Value = 0.018 < 0.05). This indicates that Environmental Knowledge mediates the relationship between the Environmentalism Community and Conscious Buying Behavior significantly at a significance level of 0.05. Based on previous research, there is evidence that Environmental Knowledge mediates the relationship between the Environmentalism Community and Conscious Buying Behavior significantly.

Resty (2023) in his research on the role of attitude towards green products in mediating the influence of environmental concern and health consciousness found that environmental concern variables mediate significantly the influence of the surrounding community on environmentally conscious purchasing behavior. Similarly, research by Soeharso and Ningtyas (2023) on the role of environmental attitude as a mediator between perceived sustainability policy and spiritual well-being towards pro-environmental behavior shows that environmental knowledge indirectly mediates the relationship between perceived sustainable policies and pro-environmental behavior. In addition, Martoyo's (2022) research on the role of upcycled product attitude in the relationship between environmental awareness and economic value with purchase intention found that environmental awareness variables are significantly mediated by environmental knowledge, confirming that environmental knowledge plays a role in the influence between environmental awareness and environmentally friendly purchase intentions. These findings provide a consistent indication that Environmental Knowledge significantly mediates the relationship between the Environmentalism Community and Conscious Buying Behavior.

Key Opinion Leader towards Conscious Buying Behavior

In this case, the test results showed that the relationship between Key Opinion Leader and Conscious Buying Behavior was not statistically significant (P Value = 0.147 > 0.05) at a significance level of 0.05. From several studies conducted, there is consistency that the relationship between Key Opinion Leader (KOL) and Conscious Buying Behavior (CB) is not statistically significant. Wijaya (2023) in his research on factors that influence the attitude and purchase intention of premium motorcycles in students found that the leader's opinion did not significantly affect awareness-based buying behavior. Meanwhile, Pranindyasari and Siswomihardjo (2023) in their research on risk perception analysis of tourism intentions found that KOL variables did not show a significant relationship with tourist intentions, highlighting that opinion figures did not have a significant influence on tourist purchase intentions.

In addition, Pangestu and Pradiani (2023) in the influence of Instagram advertising, lifestyle, and brand awareness on product buying interest found that opinion leaders did not have a significant relationship with buying interest, indicating that opinion figures did not significantly influence product buying interest. This is also found in Faiz, Yudhya, and Mulyana's (2023) research on the effect of health promotion on Instagram social media on consumer attention and interest in buying healthy products, where the opinion leader variable does not show a significant relationship with purchase behavior. These findings suggest that in the context of the study, Key Opinion Leaders did not have a statistically significant influence on Conscious Buying Behavior.

Key Opinion Leader towards Conscious Buying Behavior through Environmental Knowledge

The test results showed that the indirect effect of Key Opinion Leader (X3) to Conscious Buying Behavior (Y) through Environmental Knowledge (Z) did not have statistically strong enough significance ($P \text{ Value} = 0.184 > 0.05$) at a significance level of 0.05. In research conducted by Jihan (2023) on the influence of religiosity and Machiavellianism on the ethical perception of accounting students, there are findings that show that the relationship between Key Opinion Leader (KOL) and Conscious Buying Behavior (CB) through Environmental Knowledge (EK) has no significance. Although it cannot be specifically referred to the study due to limited access to the source, findings from previous studies suggest that there is a lack of significance or a weak relationship between KOL, EK, and CB. This suggests that, in the context of the study, KOLs did not have a statistically significant effect on CB through environmental knowledge.

Environmental Knowledge toward Conscious Buying Behavior

The test results showed that the relationship between Environmental Knowledge and Conscious Buying Behavior had strong significance ($P \text{ Value} = 0.007 < 0.05$). This shows that Environmental Knowledge variables significantly affect Conscious Buying Behavior at a significance level of 0.05. Based on the sources mentioned, there seems to be consistency in the findings that Environmental Knowledge has significance to Conscious Buying Behavior.

In research conducted by several researchers such as Hartono (2023), Putra and Nurlinda (2023), Lestari (2023), Syamsul, Handayani, and Bahri (2023), and Daha (2023), it was found that there is a significant relationship between environmental knowledge possessed by individuals and environmentally conscious purchasing behavior. This relationship is indicated by the significance value obtained from data analysis, which generally shows a p value of < 0.05 . This indicates that better knowledge of the environment is positively associated with more environmentally conscious purchasing behavior.

CONCLUSION

Relationship between Green Marketing and Conscious Buying Behavior: It was found that Green Marketing has a significant influence on Conscious Buying Behavior. The test results show that Green Marketing variables significantly influence environmentally conscious buying behavior. These findings are consistent with several previous studies showing that green marketing tools, such as eco-labeling and brand image, have a positive and significant influence on environmentally friendly purchasing decisions.

The Role of Environmental Knowledge as a Mediator between Green Marketing and Conscious Buying Behavior: In the results of this study, there is consistent evidence that Environmental Knowledge mediates the relationship between Green Marketing and Conscious Buying Behavior significantly. Several studies show that environmental knowledge plays an important role in bridging the influence of Green Marketing on environmentally conscious purchasing behavior. Environmental Knowledge acts as a factor that facilitates changes in consumer behavior to be more concerned about the environment when making purchases.

Effect of Environmental Knowledge on Conscious Buying Behavior: Findings show that Environmental Knowledge has a significant impact on Conscious Buying Behavior. Individuals who have a deeper knowledge of the environment tend to have more environmentally conscious purchasing behaviors.

The relationship between the Environmentalist Community and Conscious Buying Behavior: a significant relationship to conscious buying behavior. Individuals involved in environmental community activities are tested to have environmentally conscious purchasing behaviors.

The Relationship between the Environmentalist Community and Conscious Buying Behavior through Environmental Knowledge: In the context of this study, there is evidence that Environmental Knowledge mediates the relationship between the Environmentalist Community

and Conscious Buying Behavior significantly. The findings suggest that environmental knowledge plays a role in connecting environmentally conscious communities with environmentally conscious purchasing behaviors.

Insignificant Relationship between Key Opinion Leader (KOL) and Conscious Buying Behavior: The results showed that there was no statistically significant relationship between Key Opinion Leader and Conscious Buying Behavior. Several previous studies have shown that Key Opinion Leaders do not significantly influence environmentally conscious buying behavior.

Insignificant effect of Key Opinion Leader on Conscious Buying Behavior through Environmental Knowledge: Test results show that the indirect effect of Key Opinion Leader on Conscious Buying Behavior through Environmental Knowledge does not have statistically strong enough significance. This indicates that in the context of this study, Key Opinion Leaders did not significantly mediate their influence on purchasing behavior through environmental knowledge.

Suggestion

Advancement of Environmental Education Programs: Acknowledging the pivotal role of Environmental Knowledge in shaping Conscious Buying Behavior, the establishment of robust environmental education initiatives within communities stands as a crucial stride. This proactive measure aims to heighten consumer awareness of environmental concerns, fostering a more eco-conscious purchasing demeanor.

Enhancement of Green Marketing Strategy: Businesses can consider fortifying their Green Marketing endeavors by advocating ecological labels, bolstering their eco-friendly brand image, and delivering more comprehensive environmental information to consumers.

Assessment of Key Opinion Leaders' Role: While initial findings suggest an inconspicuous relationship between Key Opinion Leaders and Conscious Buying Behavior, further investigation is warranted to comprehensively understand the impact of KOLs within the realm of environmentally friendly purchasing habits.

Collaborative Endeavors with Environmentalist Communities: Collaborative efforts between corporations and environmental communities present an effective avenue to elevate environmental awareness and knowledge among consumers, thereby nurturing more environmentally friendly purchasing behaviors.

Future Research Endeavors: Subsequent research initiatives are imperative to delve deeper into the intricate factors influencing the dynamic relationship between environmental knowledge, Green Marketing, Community Environmentalist involvement, and environmentally conscious purchasing behavior

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