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Analysis of Green Buying Behavior Among Young Iphone Users in Yogyakarta

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ABSTRACT

This study aims to examine the variables of interpersonal influence and environmental knowledge mediated by environmental attitudes that can influence green purchasing behavior in young consumers who use iPhones in the Special Region of Yogyakarta with a sample of 156 respondents. The analysis technique used in this study is structural equation modeling (SEM) analysis processed with IBM SPSS AMOS 24 and data collection using purposive sampling technique. The results of this study indicate a positive influence of interpersonal influence and environmental knowledge on environmental attitudes and green purchasing behavior, and also a positive influence of attitudes towards the environment on green purchasing behavior in young consumers who use iPhones in Yogyakarta.

INTRODUCTION

Current environmental concerns have led to increased consumer demand for environmentally friendly products. This has created new environmental behaviors, which have increased individual awareness and significantly changed their consumption behavior (Parven *et al.*, 2025). Green consumerism refers to environmentally conscious consumption, including lower consumption, the purchase of environmentally friendly products, and less pollution (Hoffmann and Schlicht, 2013; Lin and Hsu, 2015). While some companies attempt to create advertisements that attract and persuade consumers to try them, this is not enough to convince consumers to purchase products that meet their needs. Consumers are more concerned with green consumption than with attractive advertising (Schuhwerk and Lefkoff-Hagius, 1995). For some environmentally conscious consumers, environmentally conscious products are no longer just an option but have become a primary need.

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According to data from Greenpeace Indonesia (2021), several major cities such as Delhi suffered approximately 54,000 avoidable deaths due to PM2.5 air pollution in 2020, or one death per 500 people. Jakarta suffered approximately 13,000 avoidable deaths due to PM2.5 air pollution in 2020 and air pollution-related losses of USD 3.4 billion, equivalent to 8.2% of the city's total GDP. As a major city, Yogyakarta's activities are diverse. The increasing number of people traveling will also increase, and the density of transportation will also increase. Consequently, this increase in transportation has led to increasingly concerning air pollution. Air pollution has become a serious problem in recent years, particularly in major Indonesian cities, particularly Yogyakarta. Despite its small area of 32.5 square kilometers, its infrastructure is quite complex. This has impacted the city's air pollution levels. Therefore, the Yogyakarta City Government, through the Yogyakarta City Environmental Agency (BLH), has implemented the Blue Sky Program since 2003 as an effort to control air pollution from both mobile and stationary sources (Adminwarta, 2016).

Basically, green marketing is a combination of marketing mix (product, promotion, price, and place) with environmental issues such as Corporate Social Responsibility, product life cycle, environmental efficiency, and natural resource conservation (Simão and Lisboa, 2017). The success of green marketing can be measured based on: 1) Consumer needs and desires have been met; 2) Products and manufacturing that are safe for consumers and the environment; 3) Products that are acceptable to consumers; 4) Sustainability of products and manufacturing.

Previous research also shows that environmental attitudes are one of the most relevant determinants of green purchasing behavior (Stern and Dietz, 1994; Akehurst, Afonso and Martins Gonçalves, 2012; Uddin and Khan, 2016). According to Kaiser, Oerke and Bogner (2007) pro-environmental behavior is basically people who show consistent behavior and are aware of the concern for purchasing environmentally friendly products. Therefore, by seeing the current environmental damage, it will provide a positive attitude towards the environment as a form of human responsibility that needs the environment. The attitude of environmental concern is rooted in one's self-concept and the extent to which individuals feel themselves to be part of the natural environment (Schultz and Zelezny, 1999). This study aims to examine the variables of interpersonal influence and environmental knowledge mediated by environmental attitudes that can influence green purchasing behavior in young consumers who use iPhones in the Special Region of Yogyakarta.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Theory of Planned Behvaior (TPB)

A number of studies on pro-environmental behavior have used the TPB (Ajzen, 1991) as the basis of their conceptual framework (Morren and Grinstein, 2016). According to the TPB, the most proximal determinant of actual behavior is behavioral intention, which is determined by three underlying factors: attitude toward the behavior, subjective social norms, and perceived behavioral control (PBC).

Attitude reflects ‘the extent to which a person has a favorable or unfavorable evaluation or assessment of the behavior’; subjective norms describe ‘the perceived social pressure to perform or not perform the behavior’; and PBC indicates ‘the perceived ease or difficulty of performing the behavior’ (Ajzen, 1991). Empirical evidence suggests that TPB components are relevant to explaining behaviors such as recycling, energy-saving behavior, organic food choices and purchasing environmentally friendly products (Wang *et al.*, 2011; Botetzagias, Dima and Malesios, 2015; Yazdanpanah and Forouzani, 2015; Hsu, Chang and Yansritakul, 2017).

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Hypothesis Development

The Theory of Planned Behvaior (TPB) is one of the most common theoretical frameworks applied to predicting and understanding human behavior (Ajzen, 1991). The TPB posits that behavior is predicted by intentions and perceived control over the behavior. Behavioral intentions are predicted by attitudes, perceived social pressure (subjective norms), and the extent of a person's perceived control over the behavior. The TPB has been successfully applied in consumer research, including studies of pro-environmental behavior (Ajzen, 1991).

Previous research indicates that consumer attitudes toward environmentally friendly products are influenced by social groups and norms (Chan and Lau, 2001; Kim and Chung, 2011). Cheah and Phau (2011) studied the impact of interpersonal influence on consumer environmental attitudes. Research by Khare, Parveen and Mishra (2012) showed that interpersonal influence is positively related to environmental attitudes. Uddin and Khan (2018) also demonstrated in their research that interpersonal influence can be a relevant factor in environmental attitudes. Therefore, the authors propose the following hypothesis:

H_1: *Interpersonal influence in young consumers has a positive effect on environmental attitudes.*

Furthermore, researchers have attempted to explore the relationship between environmental knowledge, attitudes, and green purchasing behavior (Kaiser and Gutscher, 2003). Polonsky *et al.* (2012) examined environmental knowledge and revealed a positive relationship with environmental attitudes. However, a body of research reports the impact of environmental knowledge on attitudes as inconclusive (Hanna, 1995; Orams, 1997; Bogner, 1998). Environmental knowledge in India is also on the rise (Jain and Kaur, 2004), and is thought to increase consumer awareness of environmental issues (Nath *et al.*, 2014; Yadav and Pathak, 2016). Meanwhile, Uddin and Khan (2018) studied environmental knowledge and found a positive relationship with environmental attitudes. Therefore, the authors propose the following hypothesis:

H_2: *Young consumers' environmental knowledge has a positive influence on environmental attitudes.*

Previous studies have claimed that environmental attitudes are one of the most relevant determinants of green purchasing behavior (Stern and Dietz, 1994; Akehurst, Afonso and Martins Gonçalves, 2012; Uddin and Khan, 2016). According to Kaiser, Oerke and Bogner (2007), young consumers' environmental attitudes significantly influence their green behavior. However, empirical evidence provides some inconclusive results, ranging from a strong relationship (Lynne and Rola, 1988; Uddin and Khan, 2016) to a moderate relationship (Smith, Haugtvedt and Petty, 1994). Therefore, environmental attitudes may be a relevant factor in explaining young consumers' green purchasing behavior (Uddin and Khan, 2018). Therefore, the authors propose the following hypothesis:

H_3: *Young consumers' environmental attitudes have a positive influence on their green purchasing behavior.*

According to Cheah and Phau (2011), interpersonal influence motivates and develops beliefs and attitudes in a person. Furthermore, it is also suspected that interpersonal influence is a factor in individual behavior. Furthermore, according to Cheah and Phau (2011), interpersonal influence has two types: informational influence and normative influence. Informational interpersonal influence can be explained as the tendency to accept information from others as evidence of reality. Normative interpersonal influence, on the other hand, is defined as conformity to the norms and expectations of others under all circumstances. Family

and friends are sources of consumer knowledge about environmentally friendly products (Cheah and Phau, 2011). Furthermore, there is evidence that consumer attitudes toward environmentally friendly products can be influenced by norms and social groups. In this regard, Khare, Parveen and Mishra (2012) in his research explained that there is a positive relationship between environmental attitudes and environmental behavior. Therefore, the following hypothesis has been formulated:

H_4: *Interpersonal influence among young iPhone users positively influences their green purchasing behavior.*

Previous research indicates that environmental knowledge is what consumers know about ecosystems, environmental issues, environmental consequences, and green products (Kaufmann, Panni and Orphanidou, 2012; Zsóka *et al.*, 2013). Levine and Strube (2012) also explain that basic knowledge in college students related to the environment has a positive influence on their pro-environmental behavior. Therefore, the following hypothesis has been formulated:

H_5: *Environmental knowledge of young consumers who use iPhones has a positive influence on their green purchasing behavior.*

RESEARCH METHODS

This research was conducted in Yogyakarta province. Yogyakarta was chosen because it is a region where many students and young consumers from across Indonesia come for study purposes, making it easier to collect broader and more specific data. Furthermore, its rich cultural diversity and diverse socioeconomic profile are essential for describing green consumerism.

In this study, sampling was carried out using a purposive sampling technique that selects respondents based on certain relevant characteristics that describe the dimensions (proportions) of the population. The criteria to be taken as research subjects are Iphone users and active students, because today's students tend to be tech-savvy or are accustomed to using technology and the internet in their daily activities (Byungura *et al.*, 2018). According to Hair Jr *et al.* (2021) the recommended number of samples is 100 or larger. The sample size will be more acceptable if it has a ratio of 10:1. In this study, there are 13 question items so that the minimum sample required is 13x10 = 130 respondents. Therefore, the sample in this study has met the requirements, namely 156 young consumer respondents who use Apple in the Special Region of Yogyakarta.

This study employed quantitative data collection with a descriptive method, using a questionnaire as the primary research tool. Data were collected through an online survey on Google Forms. The questions used in this study were closed-ended, with pre-defined answer options, allowing respondents to select the most appropriate answer. Data collection used a likert scale of 1-5.

This study used structural equation modeling (SEM) data analysis techniques. SEM data analysis techniques were processed using the IBM SPSS AMOS 24 program. SEM is a combination of two separate statistical methods: factor analysis developed in psychology and psychometrics, and simultaneous equation modeling (SEM) developed in econometrics (Ghozali, 2014).

Table 1. Respondent Profile

Demographic Variables	N	%
Gender		
Male	86	55,13%

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Female	70	44,87%
Age		
15-20	14	8,97%
21-25	142	91,03%
Profession		
Private employees	1	0,64%
Students	148	94,87%
Entrepreneur	7	4,49%
Income (Rp)		
< 1.000.000	37	23,72%
1.000.000-2.500.000	88	56,41%
2.501.000-5.000.000	23	14,74%
5.000.001-7.500.000	5	3,21%
>7.500.000	3	1,92%

DATA ANALYSIS RESULTS & DISCUSSION

Normality Test

The normality test can be carried out according to the AMOS output by comparing the CR (critical ratio) value in the assessment of normality with a critical s ± 2,58 at the 0,01 level.

Table 2. Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
PPH3	1,000	5,000	-0,686	-3,498	0,392	0,999
PPH2	1,000	5,000	-0,623	-3,174	0,202	0,516
PPH1	1,000	5,000	-0,471	-2,404	0,324	0,825
SL1	1,000	5,000	-0,341	-1,741	0,179	0,457
SL2	1,000	5,000	-0,505	-2,573	0,151	0,384
SL3	2,000	5,000	-0,345	-1,757	-0,486	-1,240
PL1	2,000	5,000	-0,278	-1,419	-0,639	-1,630
PL2	1,000	5,000	-0,604	-3,078	0,161	0,409
PL3	2,000	5,000	-0,392	-1,997	-0,508	-1,295
PI1	1,000	5,000	-0,272	-1,386	-0,030	-0,077
PI2	1,000	5,000	-0,593	-3,022	0,643	1,639
PI3	1,000	5,000	-0,634	-3,232	0,088	0,223
PI4	1,000	5,000	-0,538	-2,744	0,014	0,035
Multivariate					-7,407	-2,342

Judging from the normality test table, it can be concluded that the univariate normality test shows that the majority can be normally distributed because the critical ratio (CR) value for kurtosis (slope) and skewness (skewness) is in the range of ± 2,58. In addition, the multivariate data has met the normal assumption because the value of -2,342 is in the range of ± 2,58.

Confirmatory Factor Analysis (CFA)

The results of the validity and reliability tests can be explained in table 3 as follows:

Table 3. Confirmatory Factor Analysis (CFA)

Variabel	Indicator	Factor Loading	Explanation	Criteria Validity	Construct Reliability	Explanation	Criteria Reliability
Interpersonal Influence	PI1	0,737	Valid	0,50	0,920	Reliabel	0,70
	PI2	0,821	Valid	0,50		Reliabel	0,70
	PI3	0,781	Valid	0,50		Reliabel	0,70
	PI4	0,807	Valid	0,50		Reliabel	0,70
Environmental Knowledge	PL1	0,808	Valid	0,50	0,902	Reliabel	0,70
	PL2	0,803	Valid	0,50		Reliabel	0,70
	PL3	0,772	Valid	0,50		Reliabel	0,70
Environmental Attitude	SL1	0,757	Valid	0,50	0,847	Reliabel	0,70
	SL2	0,771	Valid	0,50		Reliabel	0,70
	SL3	0,757	Valid	0,50		Reliabel	0,70
Green Purchasing Behavior	PPH1	0,830	Valid	0,50	0,920	Reliabel	0,70
	PPH2	0,816	Valid	0,50		Reliabel	0,70
	PPH3	0,789	Valid	0,50		Reliabel	0,70

It can be explained from table 3 that the results of the CFA validity produced a factor loading value for each indicator > 0,50; while the construct reliability value produced a value > 0,7; so it can be ensured that all indicators are declared valid and reliable and can be used for subsequent testing.

Goodness of Fit

The primary goal of using SEM is to assess whether a model can be hypothesized to be "fit", or to assess its goodness of fit, which is its fit with the sample data. The results of the goodness of fit data are as follows:

Table 4. Goodness of Fit Index Test Results

Goodness of fit index	Cut-off value	Research Model	Model
Chi- Square	Small	62,540	Good Fit
Significant probability	≥ 0,05	*0,352*	Good Fit
RMSEA	≤ 0,08	0,020	Good Fit
GFI	≥ 0,90	0,945	Good Fit
AGFI	≥ 0,90	0,915	Good Fit
CMIN/DF	≤ 2,0	1,060	Good Fit
TLI	≥ 0,90	0,996	Good Fit
CFI	≥ 0,90	0,997	Good Fit

The results of the goodness of fit test show that all models showed a good fit. The chi-square test in this study can be considered good when the cut-off value is small, while the chi-square test in this study was 62,540. Therefore, the chi-square test is still considered good. The CMIN/DF test is considered good when its value is ≤ 2,0; while in this study the CMIN/DF test was 1,060; which confirms the fit of the research model. The Goodness of Fit Index (GFI) in this study was 0,945; which is higher than the recommended value of ≥ 0,90; indicating a good fit for the model. The RMSEA value is used to compensate for the chi-square value in large-scale samples. The RMSEA value in this study was 0,020; with a recommended value of ≤ 0,08. This indicates a good fit for the research model.

The AGFI value is 0,195; which is greater than the recommended value of ≥ 0,90. This indicates that this research model is fit. The TLI value is a goodness-of-fit index that is less affected by sample size. The TLI value in this study was 0,996; which is higher than the recommended value of ≥ 0,90. This indicates that this research model is fit. The CFI value is not very sensitive and does not significantly affect model complexity. The CFI value in this

study was 0,997; which is higher than the recommended value of ≥ 0,90. This indicates that this research model is fit. Based on the results obtained from the goodness-of-fit test above, it can be concluded that this research model is good because it has a significant probability index value of ≥ 0,05 and all goodness-of-fit test indicators meet the requirements for fit.

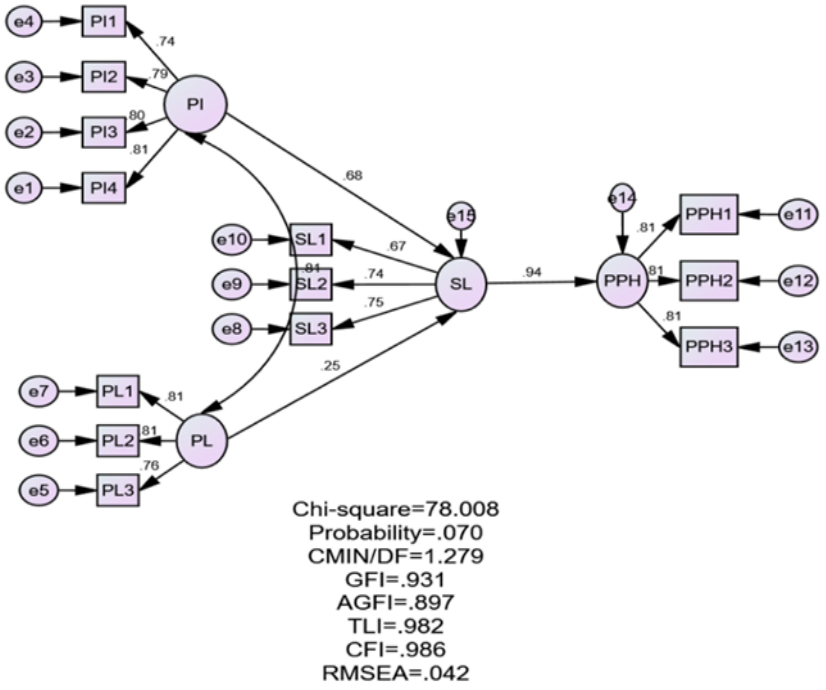

Figure 1. Structural Equation Model

Hypothesis Testing

Hypothesis testing was conducted to analyze the structural model. The proposed hypothesis testing can be seen from the standardized regression coefficient value. According to Ghozali (2016), the results of data processing indicate a positive relationship when the CR variable shows a value above 1,96 and below 0,05 for the p-value. The results of this hypothesis testing were conducted using AMOS version 24, as shown in Table 5 below:

Table 5. Hypothesis Testing

No	Hypothesis	Estimate	P	Treshold	Conclusion
1	Interpersonal Influence positively influences the environmental attitudes of young consumers who use iPhones	0,655	0,000	0,05	Significant
2	Environmental knowledge influences the environmental attitudes of young consumers who use iPhones positively but not significantly	0,131	0,408	0,05	Not Significant
3	Environmental attitudes positively influence the green purchasing behavior of young iPhone users	0,415	0,000	0,05	Significant
4	Interpersonal influence positively influences the green purchasing behavior of young consumers using iPhone but is not significant	0,248	0,079	0,05	Not Significant
5	Environmental knowledge positively influences the green purchasing behavior of young iPhone users	0,277	0,020	0,05	Significant

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The results of the parameter analysis of the estimated regression weight coefficient value obtained were 0,655. This indicates that this coefficient value has a positive relationship between interpersonal influence and environmental attitudes. Therefore, the higher the interpersonal influence on young consumers using iPhones, the higher the attitude towards the environment will be. Then, the relationship between the two variables that have been tested shows a probability value of 0,000 ($p < 0,05$), which can be said that the first hypothesis (H_1) is supported, meaning that interpersonal influence has a positive effect on environmental attitudes.

The results of the parameter analysis of the estimated regression weight coefficient value obtained were 0,131. This indicates that this coefficient value has a positive relationship between environmental knowledge and environmental attitudes. Therefore, the higher the environmental knowledge of young consumers who use iPhones, the higher the attitude towards the environment will be. Furthermore, the relationship between the two variables that have been tested shows a probability value of 0,408 ($p > 0,05$), which can be said that the second hypothesis (H_2) is not supported, meaning that environmental knowledge has a positive but insignificant effect on environmental attitudes.

The results of the parameter analysis of the estimated regression weight coefficient value obtained were 0,415. This indicates that this coefficient value has a positive relationship between environmental attitudes and green purchasing behavior. So, the higher the attitude towards the environment in young consumers who use iPhones, the green purchasing behavior will increase. Then, the relationship between the two variables that have been tested shows a probability value of 0,000 ($p < 0,05$), which can be said to support the third hypothesis (H_3), which means that environmental attitudes have a positive effect on green purchasing behavior.

The results of the parameter analysis of the estimated regression weight coefficient value obtained were 0,248. This indicates that this coefficient value has a positive relationship related to interpersonal influence and green purchasing behavior. So the higher the interpersonal influence on young consumers who use iPhones, the green purchasing behavior will increase. Then the relationship between the two variables that have been tested shows a probability value of 0,079 ($p > 0,05$), which can be said that the fourth hypothesis (H_4) is supported, meaning that interpersonal influence and green purchasing behavior have a positive but insignificant effect.

The results of the parameter analysis of the estimated regression weight coefficient value obtained were 0,277. This indicates that this coefficient value has a positive relationship related to environmental knowledge and green purchasing behavior. Therefore, the higher the environmental knowledge of young consumers who use iPhones, the higher the green purchasing behavior will be. Then, the relationship between the two variables that have been tested shows a probability value of 0,020 ($p < 0,05$), which can be said to support the fifth hypothesis (H_5), meaning that environmental knowledge and green purchasing behavior have a positive effect.

Discussion

After conducting data analysis using CFA SEM, the results showed that interpersonal influence variables have a positive influence on environmental attitudes, which supports H1. Therefore, in this case, it can be interpreted that the higher the interpersonal influence of young iPhone users, the higher their environmental attitudes. According to Uddin and Khan (2018), their research also shows that interpersonal influence can be a relevant factor in environmental attitudes. The results of this study are consistent with previous research that stated that interpersonal influence influences environmental attitudes.

After conducting data analysis using CFA SEM, the results of the analysis showed that the environmental knowledge variable has a positive influence on environmental attitudes,

which means that the results of H_2 were not supported. So in this case, it can be interpreted that the higher the environmental knowledge of young consumers who use iPhones, the attitude towards the environment will increase. According to Polonsky *et al.* (2012), research related to environmental knowledge and revealed a positive relationship with attitudes towards the environment. However, there are other bodies of research that report that the presence of environmental knowledge on environmental attitudes is something whose impact cannot be determined (Hanna, 1995; Orams, 1997; Bogner, 1998). The results of this study are in accordance with previous research which stated that environmental knowledge has a positive but insignificant effect on environmental attitudes.

After conducting data analysis using CFA SEM, the results of the analysis showed that the environmental attitude variable has a positive influence on green purchasing behavior, which means that the H_3 results were supported. Therefore, in this case, it can be interpreted that the higher the environmental attitude of young consumers who use iPhones, the green purchasing behavior will increase. According to Kaiser, Oerke and Bogner (2007), the environmental attitude of young consumers has a significant influence on their green behavior. The results of this study are in accordance with previous research which stated that environmental attitudes influence green purchasing behavior.

After conducting data analysis using CFA SEM, the results of the analysis showed that interpersonal influence has a positive but insignificant effect on green purchasing behavior, which supports H_4. Therefore, in this case, it can be interpreted that the higher the interpersonal influence of young consumers using iPhones, the higher the green purchasing behavior will be. According to Cheah and Phau (2011), interpersonal influence is something that motivates and develops beliefs and attitudes in a person. It is further suspected that interpersonal influence is a factor in individual behavior. Family and friends are sources of consumer knowledge about environmentally friendly products (Cheah and Phau, 2011). The results of this study are in accordance with previous research which states that environmental attitudes influence green purchasing behavior.

After conducting data analysis using CFA SEM, the results of the analysis showed that environmental knowledge has a positive influence on green purchasing behavior, which supported H_5. Therefore, in this case, it can be interpreted that the higher the environmental knowledge of young consumers who use iPhones, the higher the green purchasing behavior will be. According to Wang, Wong and Alagas (2020) research outcomes show a significant positive relationship between green purchase attitude and intention. Further, the biospheric, altruistic and collectivistic values, as well as subjective and objective knowledge were shown to positively influence attitude and intention towards green hotel selection, respectively. The results of this study are in accordance with previous research which stated that environmental knowledge influences green purchasing behavior.

CONCLUSION

Conclusion

This study aims to examine the purchasing behavior of young consumers who use iPhones in the Special Region of Yogyakarta, which is influenced by several factors, namely interpersonal influence, environmental knowledge, attitudes towards the environment, and green purchasing behavior. Based on the results of the hypothesis test and the discussion of the data in the previous chapter, the following conclusions can be drawn: Interpersonal influence has a positive influence on environmental attitudes. So that increasing interpersonal influence in young consumers who use iPhone products also increases their attitudes towards the environment. Environmental knowledge has a positive but insignificant influence on environmental attitudes. So that increasing environmental knowledge in young consumers who

use iPhone products can increase their attitudes towards the environment, although not significantly.

Environmental attitudes have a positive influence on green purchasing behavior. So that increasing environmental attitudes in young consumers who use iPhones can increase their green purchasing behavior. Interpersonal influence has a positive but insignificant influence on green purchasing behavior. So that increasing interpersonal influence in young consumers who use iPhone products can increase their green purchasing behavior, although not significantly. Environmental knowledge has a positive influence on green purchasing behavior. So that increasing environmental knowledge in young consumers who use iPhone products can increase their green purchasing behavior.

Research Limitations and Suggestions

Based on the results of the research and discussion that has been done, the researcher has suggestions that are expected to be useful for both the company and further research, namely: This study shows the results of several independent variables that do not have a significant influence on attitudes towards the environment and green purchases, the next researcher is expected to add independent variables that have a significant influence by conducting metadata on the results of previous previous studies. The sample in this study is only limited to 156 young consumers who use iPhones in Yogyakarta where the results of this study do not guarantee the behavior of young consumers towards green products in Indonesia. So for further research it is expected to reach a wider geographical area.

Research Implications

This research is expected to enrich or strengthen the literature on the influence of interpersonal and environmental knowledge on environmental attitudes related to behavioral decisions regarding green purchasing. Furthermore, similar research on green purchasing behavior is still limited in Indonesia, so this study may provide inspiration and new insights for future research.

Based on the research results, it is known that knowing in terms of interpersonal influence and environmental knowledge on green purchasing behavior through environmental attitudes carried out by consumers can influence purchasing decisions because considering environmental impacts is included in important aspects. Therefore, it is important for a company to pay attention to the production of environmentally friendly products so that consumers with their purchasing decisions will also increase the productivity of the company so that it can be motivated to increase the value of green marketing.

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