

# Knowledge of Environment and Attitudes of Consumers toward Friendly Products

<sup>1</sup>Driya Wiryawan, <sup>2</sup>Hendry Novrian, <sup>3</sup>Dwi Asri Siti Ambarwati, <sup>4</sup>Faila Shofa

<sup>1</sup>Department of Management, Faculty of Economics Business, Universitas Lampung

**Abstract.** The research purpose was to determine the mediating role of consumer attitudes in the determination of knowledge of environment and on the intention of purchase toward friendly products of Philips LED (lamps *Light Emitting Diode*). The size of the sample taken is 250 consumers, with the methods of purposive sampling. Data collection was carried out by survey online, analyzed by multiple regression. The results show that knowledge of environment has a positively significant effect on consumer attitudes, also the consumer attitudes have a positively significant effect on purchasing intention into friendly products of LED lamps. Consumer attitudes significantly mediate the effect on knowledge of environment on intention of purchase toward Friendly Product of Philips LED lamps.

**Keywords**—Environmental Knowledge, Consumer Attitudes, Purchase Interest.

## 1. Introduction

Global warming has become a concern of the world community, especially countries experiencing industrialization and high consumption patterns (consumptive lifestyles). The company also plays an essential role in realizing sustainable energy. One company that cares about the environment is PT Philips, produced friendly product, known as LED lights. Environmental knowledge can shape consumer attitudes towards friendly products. D'Souza et al., 2006 stated that the knowledge of environment develops in two forms: first, the consumers are necessarily to have understanding more deeply in the effects of product environmentally and second, it is supposed to be realized by all consumers that the products is produced in environmentally friendly making, as a consequence the company implement green marketing.

In the perspective of green marketing, friendly products will generally be sold at high prices, while the majority of consumers do not want to pay more for this; this creates an imbalance between company expenses and income. The reason consumers do not want to pay more for friendly products is because the community does not fully understand about friendly products including the benefits they get, or it may be that people do not really understand what is happening with the surrounding environment and do not care too much about green marketing issues, so c

## 2. Literature Review and Hypothesis

The results of previous studies indicate that positive significant relationship between the knowledge of environment and consumer attitudes, such as the research results of Wahyuni (2005) which explains that students' knowledge and attitudes towards the environment have a positively significant result, the higher the environmental knowledge then the attitude towards the environment is also higher. Therefore, the research hypothesis is:

**H1: There is a positively significant direct effect of environmental knowledge on consumer attitudes.**

Aman *et al.* (2012) proved that there is an influence between Sabahan consumers' attitudes toward buying intention on friendly products. This research is also supported by Schlegelmilch *et al.* (1996), stating the relationship between attitudes and the intention of purchasing friendly products in Sabahan. Therefore, the hypothesis formulation is

**H2: There is a positive and significant direct effect of consumer attitudes on buying interest.**

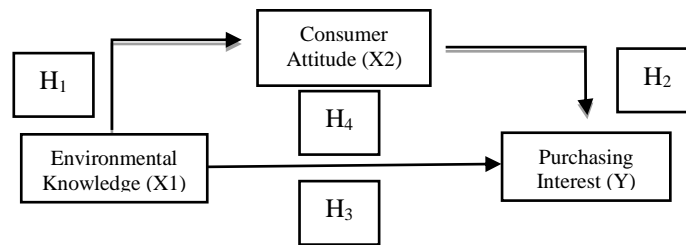
Aman *et al.* (2012) showed that there is an determination of the knowledge of environment on the intention of purchasing green friendly products, the results of this study indicate that the higher the

knowledge of environment possessed by consumers, the higher intention of purchase will be created.

**H3: There is a positively significant direct effect of environmental knowledge on buying interest.**

Paladino and Baggiere cited by Aman *et al.* (2012) finding that attitudes towards the environment mediate the fraught relationship between environmental knowledge variables on the purchase intention of friendly products.

**H4: Consumer attitudes mediate environmental knowledge that has a positive and significant effect on buying interest.**



**Figure 1.** Framework Model

### 3. Methodology

This research uses survey design. 250 respondents used are all Indonesian customers who use LED lights. Data collected and analyzed are by online distribution and applied Multiple Regression Analysis.

### 4. Results and Discussion

The results show that knowledge of environment and attitudes of consumers have a positive and significant effect on intention of purchase, as stated in Table 1.

**Table 1.** Regression Analysis of the Effect of Environmental Knowledge, Consumer Attitudes on Purchasing Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.593	1.108		5.949	,000
Environmental Knowledge	,527	,084	,656	6.296	,000
consumer attitudes	,190	,091	,217	2.078	040

The table above shows that consumer attitudes significantly mediates the influence of the knowledge of environment on the intention of purchase toward friendly products of Philips LED lamps. Based on the results of data analysis, it can be seen a decrease in the coefficient number of environmental knowledge in the step first ( $\beta$  Environmental knowledge = 0.676,  $p = 0,000$ ) compared to third step of *Baron and Kenny's Steps* ( $\beta$  Environmental knowledge = 0.527,  $p = 0.000$ ) show that there is a mediating role of consumer attitude. It meets the assumption on the third step of the *Baron and Kennys Steps*. A level significant of significance in the second equation shows that mediating happens to be partial.

### 5. CONCLUSION

Based on the results and discussion that have been described by researchers in the previous chapter, the following conclusions are obtained:

1. The knowledge of environment has a postive and significant effect on consumer attitudes into friendly products. Philips LED lamps.

2. There is an influence of consumer attitudes on purchase intention toward friendly products of Philips LED lights and consumer attitudes have a positively significant effect on purchase intention.
3. There is the determination of the knowledge of environment on the intention of consumers purchasing friendly Philips LED lighting products and the knowledge of environment has a positive and significant effect towards consumer attitudes.
4. The influence of environmental knowledge on purchase intention is mediated by consumer attitudes toward friendly products of Philips LED lamps. It implies that the higher the knowledge of environment for the customers, the higher the intention of purchasing friendly products of Philips LED lamps, because of the moderating role of consumers' attitude. In another word, the higher positive effect of consumers' attitude, the higher purchase intention will be created.

## REFERENCES

- Aman, A.H.L., A. Harun, and Z. Hussein. 2012. The Influence of Environmental Knowledge and Concern on Green Purchase Intention the Role of Attitude as a Mediating Variable. *British Journal of Arts and Social Sciences*, 7 (2), pp: 145 – 167.
- Schlegelmilch, B., Bohlen, G. and Diamantopoulos, A. (1996), "The link between green purchasing decisions and measures of environmental consciousness", *European Journal of Marketing*, Vol. 30 No. 5, pp. 35-55. <https://doi.org/10.1108/03090569610118740>
- D'Souza, C., Taghian, M., Lamb, P. and Peretiatkos, R. (2006), "Green products and corporate strategy: an empirical investigation", *Society and Business Review*, Vol. 1 No. 2, pp. 144-157. <https://doi.org/10.1108/17465680610669825>
- Mira Wahyuni, (2005) SIKAP MAHASISWA TERHADAP LINGKUNGAN HIDUP : HUBUNGAN ANTARA PENGETAHUAN LINGKUNGAN DAN KESADARAN LINGKUNGAN DENGAN SIKAP MAHASISWA FKIP UISU TERHADAP LINGKUNGAN HIDUP (2005). Masters thesis, UNIMED.