

THE EFFECT OF PLANNED BEHAVIOR AND HEALTH AWARENESS ON INTENTIONS OF BUYING GO GREEN ECOZISCA PRODUCTS

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Abstract: This study aims to analyze the factors that influence consumers buying interest in buying Ecozisca eco-friendly products using the Theory of Planned Behavior approach and health awareness as an intervening factor. The analysis was carried out quantitatively using Structural Equation modeling SmartPLS version 4.0 by purposive sampling. Respondents were taken based on 13 indicators multiplied by 5, totaling 65 respondents. The location used for research is Jakarta because Jakarta is the largest plastic contributor region in Indonesia, although young people already use environmentally friendly products. The results of this study indicate that the intervening factors do not strengthen the influence on consumers buying interest in Go Green Ecozisca products. However, all variables, from attitude variables, subjective norms, and perceptions of behavioral control, influence health awareness and purchase intention of go green products. The strategy that the management of Ecozisca will implement is related to increasing the influence of perceived behavioral control on health awareness because it has the highest influence of 44%. In comparison, 56% is influenced by other factors. In addition, the higher consumer health awareness, the higher the purchase intention to use environmentally friendly products, with an effect of 35%. Although health awareness does not have a powerful influence indirectly, on the other hand, it can influence other factors to become a partial mediator. Ecozisca must focus on business models or strategies that can be implemented to increase the purchase intention of their products, such as using social media campaigns like KOL (Key Opinion Leader) to help convey customers positive information about Ecozisca's eco-friendly products.

Keywords: Theory planned behavior, health awareness, buying interest, go green

Abstrak: Penelitian ini bertujuan menganalisis faktor-faktor yang memengaruhi minat beli konsumen dalam membeli produk ramah lingkungan Ecozisca dengan menggunakan pendekatan Theory of Planned Behavior dan kesadaran kesehatan sebagai faktor interveningnya. Analisis dilakukan secara kuantitatif dengan menggunakan Structural Equation modelling SmartPLS versi 4.0 dengan cara purposive sampling. Responden diambil berdasarkan 13 indikator dikalikan 5 sehingga berjumlah 65 responden. Lokasi yang digunakan untuk penelitian adalah Jakarta karena Jakarta merupakan daerah penyumbang plastik terbesar di Indonesia, meskipun generasi muda sudah menggunakan produk ramah lingkungan. Hasil penelitian ini menunjukkan bahwa faktor intervening tidak memperkuat pengaruhnya terhadap minat beli konsumen pada produk Go Green Ecozisca. Namun seluruh variabel mulai dari variabel sikap, norma subjektif, dan persepsi kontrol perilaku berpengaruh terhadap kesadaran kesehatan dan niat pembelian produk go green. Strategi yang akan diterapkan oleh manajemen Ecozisca terkait dengan peningkatan pengaruh persepsi kontrol perilaku terhadap kesadaran kesehatan karena memiliki pengaruh paling tinggi sebesar 44%. Sebagai perbandingan, 56% dipengaruhi oleh faktor lain. Selain itu, semakin tinggi kesadaran konsumen terhadap kesehatan maka semakin tinggi pula niat beli untuk menggunakan produk ramah lingkungan dengan pengaruh sebesar 35%. Meskipun kesadaran kesehatan tidak mempunyai pengaruh yang kuat secara tidak langsung, namun di sisi lain dapat mempengaruhi faktor lain untuk menjadi mediator parsial. Ecozisca harus fokus pada model bisnis atau strategi yang dapat diterapkan untuk meningkatkan niat pembelian produknya, seperti menggunakan kampanye media sosial seperti KOL (Key Opinion Leader) untuk membantu menyampaikan informasi positif kepada pelanggan tentang produk ramah lingkungan Ecozisca.

Kata kunci: theory planned behavior, kesadaran kesehatan, minat beli, go green

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INTRODUCTION

The development of a green economy, green technology and green products is also the foundation in efforts to realize the Sustainable Development Goals (SDGs), which have been ratified through Presidential Regulation Number 59 of the Year 2017 concerning the Implementation of Achieving Sustainable Development Goals (*Tujuan Pembangunan Berkelanjutan* (TPB)) by protecting the environment (KMP, 2021). Green products are carried out in various ways, including an environmentally friendly label on products sold on the market (Nashrulloh et al. 2019). Consumers usually buy a product for reasons of necessity. However, reasons or other factors influence consumers' purchasing decisions (Chaniago dan Nopus 2021).

CNN (2022) states that plastic waste in Indonesia reaches 64 million tons per year, and 37.33% of the waste in the capital came from household waste in 2020. Plastic waste has increased by 3.8% from 2020 and is dominated by plastic bottle waste of 161 million tonnes/year. Environmental damage makes many people more aware of environmental damage's impact, so many people start using environmentally friendly products. In 2021 the Katadata Insight Center (KIC) survey "Katadata Consumer Survey on Sustainability" shows that food is the most purchased environmentally friendly item. As many as 56.7% of respondents acknowledged buying food as an environmentally friendly product.

According to Azad and Laheri (2014), green products offer alternative products that are processed using organic materials, save energy use, eliminate toxic products and reduce pollution and waste, including plastic waste. Based on the condition of environmentally friendly products in Indonesia, one company that implements environmentally friendly products is Ecozisca. Ecozisca is a sociopreneur institution in Sukabumi in the form of UMK, which focuses on making bamboo-based household products such as tumblers, rice containers, bags or glasses. The Ecozisca product concept utilizes bamboo because it is a raw material that is easy to shape, obtain, cheap, solid and durable. In addition, waste made from bamboo is biodegradable. It can decompose safely and relatively quickly and blend into the environment (Saraswati, 2022). Ecozisca does not yet have sufficient technical experience in the business sector. However, Ecozisca has started to empower human resources in the surrounding environment to

become a reliable resource. In particular, the "hijrah community" empowers ex-convicts, ex-punk kids, and the unemployed in Sukabumi, Jakarta and Bandung.

Coaching the *hijrah* community allows Ecozisca to produce environmentally friendly products and educate the community to create valuable products. The products produced by Ecozisca are allocated to the income turnover of employees of the *hijrah* community and product development. Most business turnover is obtained from abroad, especially in Japan, than in Indonesia. The following is Ecozisca's turnover data for the last 6 months which can be seen in Figure 1.

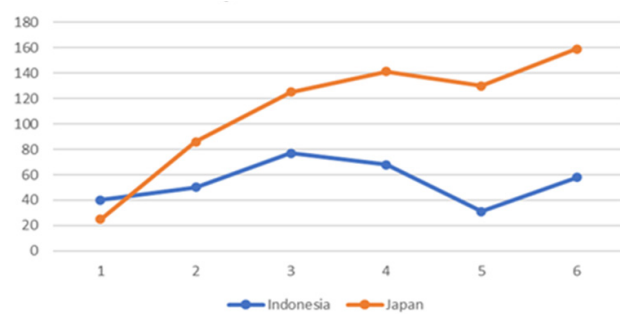


Figure 1 Sales of ecozisca product

The sales data shown in Figure 1 fluctuates monthly, with a monthly production target of 100 pieces. In the Indonesian market, it only reaches less than 80 pieces per month; in the Japanese market, it can reach a minimum of 100 pieces per month. Not achieving the target per month makes production costs higher. The market in Indonesia, which is the leading market, has less selling power compared to the outside market. Therefore, a study is needed that analyzes consumer behavior so that Ecozisca can provide the most suitable strategic management recommendations.

The pandemic triggers green-label products to participate in the Indonesian market, especially since consumers are becoming aware of the importance of health. Green products are products that are not harmful to humans and the environment, save resources, do not produce excessive waste, and do not involve animal cruelty (Nashrulloh et al. 2019). Green product indicators, according to Azad and Laheri (2014), namely: (1) Green products are beneficial to the environment, (2) Green product performance is as expected, (3) Green product raw materials are made from harmless materials. This awareness has sparked much interest in purchasing

environmentally friendly products during 2020-2022 (katadata, 2022). According to Humannisa (2020), buying interest is a behavior that appears as a response to objects that indicate a consumer's desire to make a purchase. Discussing the interests of a consumer must be related to consumer behavior.

One of the approaches used to measure consumer behavior is the Theory of Planned Behavior (TPB). This theory of planned behavior uses three behavioral constructs (Imani et al. 2021): Attitude Toward the Behavior, Subjective Norms, and Perceived Behavioral Control. This definition forms the basis for researchers to analyze the behavior of the Indonesian people towards Ecozisca's green products, especially the public's perception that green products are relatively more expensive than ordinary products. Consumer behavior is characterized by positive and negative towards an environmentally friendly product. It can be based on or influenced by personal perspectives and other people about health's importance.

According to Gould (1990), health consciousness is an individual's assessment of health conditions and participation in maintaining health by implementing healthy living behaviors. Health awareness has four concepts: Health Self-Consciousness, Health Alertness, Health Self-Monitoring, and Health Involvement. Research conducted by Muslihati and Trifiyanto (2021) stated that health awareness dramatically influences consumers' consumption of environmentally friendly products because of the perceived benefits. One of Ecozisca's environmentally friendly products is a recyclable bamboo-based tumbler, and this provides benefits not only for the user but also for the surrounding environment.

Various types of research examining the Theory of Planned Behavior (TPB) and the intention to buy environmentally friendly products using the Structural Equation Modeling (SEM) approach have been carried out, such as research conducted by Adialita and F. Sigarlaki (2021) shows that the attitude towards purchasing products labeled go green has a positive effect on purchase intention. In line with research from Imani et al. (2021), attitude variables, subjective norms, perceived behavioral control, moral norms, health awareness, and environmental concern can contribute to 86% of the intention to buy organic products. On the other hand, research by Muslihati and Trifiyanto (2021) has a different opinion, and they find that

subjective norms and intentions to buy go green food products have no effect. Based on previous research, using SEM analysis, this study will analyze the SDG factor moderated by health awareness on the intention to buy Ecozisca products. The results of this study are expected to be used as one of the solutions to the problem experienced by Ecozisca.

The main problem faced by Ecozisca is not achieving sales targets in the Indonesian market every month. Sales are still focused on B to C, so production is only based on orders. Products are not well recognized in the market in terms of branding or products produced, and the quality of human resources in Ecozisca itself. Based on the formulation of the problem, the objective of this study is to analyze how much influence attitudes, subjective norms, and behavioral control have on the intention to buy Ecozisca eco-friendly products mediated by awareness of health. Ecozisca products that are the object of research are all products made from bamboo, including tumblers, baskets, bags and glasses. The scope of this research is the preparation of strategies that Ecozisca's management can implement to increase sales in the national market share.

METHODS

This research was carried out in Jakarta because Jakarta is Indonesia's largest plastic contributor region (CNN 2022). Data collection was carried out from December 2022 to January 2023. The data collection method used in this study was a quantitative approach using a questionnaire using structural equation modeling (SEM) analysis using SmartPLS version 4.0. The theoretical basis of PLS can be strong, weak and even exploratory, so it is suitable for use when analyzing a determinant of significance in a study (Paul et al. 2016) a critical variable in green marketing literature, intending to achieve triple bottom line (TBL).

There are two types of data used in this study. Primary data collection by questionnaire is used to obtain data and information from respondents to answer questions in the research problem formulation of factors influencing product purchase intention. Questionnaire data uses a Likert scale. The Likert scale is related to one's attitude towards something, from 1-5 with a scale of 1 strongly disagree and five strongly agree (Pranatawijaya et al. 2019). At the same time, secondary data is done by studying both print and electronic literature and

literature studies related to research. Secondary data is used to support the primary information that has been obtained. The number of respondents for the SEM analysis was 65 based on 13 indicators multiplied by five. The sample was taken by purposive sampling with criteria, customers who have or have already brought go-green products before. The conceptual research framework can be seen in Figure 2.

Based on previous research and theoretical studies, hypotheses can be formulated, namely theoretical temporary answers to problems formulated in a study. The hypotheses proposed are as follows :

Previous research conducted by Givan and Winarno (2019) found a solid influence on the attitude lifestyle of consumers on health awareness. Therefore, the hypothesis for this research was:

H1: Attitude Influences Health Consciousness

While previous research by Albayrak et al. (2013) found that consumers will have higher health consciousness because of the surrounding environment where they live. This conclusion is constructed for the hypothesis as follows:

H2: Subjective Norm Influences Health Consciousness

On the other hand, Bui et al. (2021) research finds that behavioral control refers to a person's perception that using environmentally friendly products can reduce the possibility of spreading the disease chain and influence consumers to be more conscious regarding their health. Regarding this result, the hypothesis will be:

H3: Perceived Behavior Control influences Health Consciousness

Le and Nguyen (2022)the studies on organic food that integrate the Theory of Planned Behavior (TPB) find that Attitudes play the most important role in explaining Vietnamese consumers' green product purchasing intentions, followed by social norms and behavior control. Notably, the hypothesis H4 until H6 as follows:

H4: Attitude has a significant effect on Purchase Intention

H5: Subjective Norm has a significant effect on Purchase Intention

H6: Perceived Behavior Control has a significant effect on Purchase Intention

The previous finding by Kumari and Bhateja (2022) stated that health awareness and hygiene products ultimately lead to consumer purchase intention towards green products. Therefore, the hypothesis is as follows:

H7: Health Consciousness has a significant effect on Purchase Intention

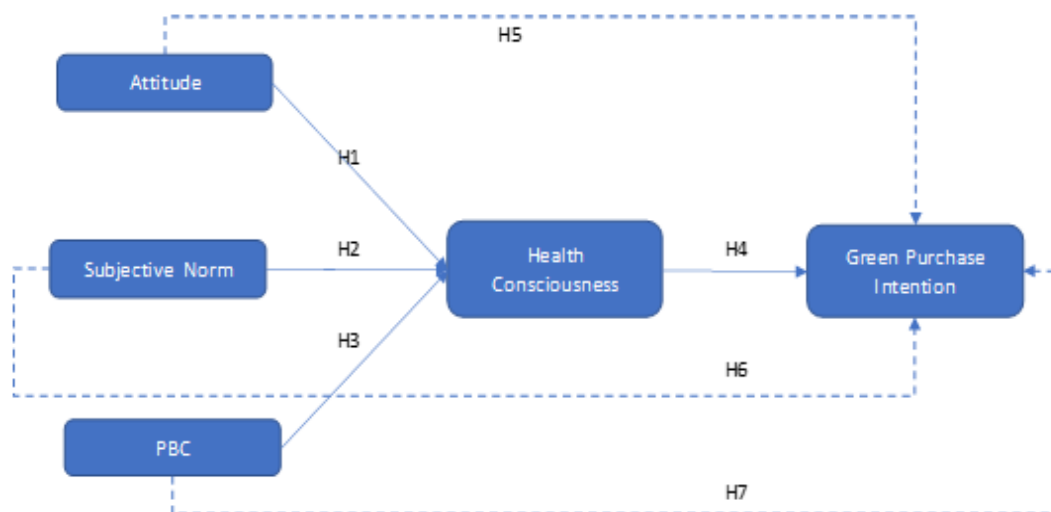


Figure 2. Research framework

This research used Structural Equation Modeling (SEM) to analyze the factors influencing consumer purchase intentions for a product. The analysis tool used is SmartPLS version 4.0. The aim is to test the predictions of the effect of exogenous variables on endogenous variables in this study (Willy and Jogiyanto 2015). PLS is used when the research objective is to predict and develop a theory. Two model tests were carried out: the measurement model test (outer model) and the structural model test (inner model).

In analyzing the factors that influence intention, the leading theory used as the basis for factor analysis is the theory of planned behavior (TPB) which was then expanded by adding additional variables, such as health awareness and consumer buying interest in Ecozisca products.

RESULTS

Validity test

This validity is indicated by a loading factor > 0.5 , which is practically significant, or a loading factor > 0.7 . Then, if the loading factor model is between $0.5-0.7$ and as long as the average variance extracted (AVE) score is > 0.5 , this indicator does not need to be removed. The following is the initial model and calculation, which can be seen in Figure 3.

In the initial SEM-PLS model and calculations, some indicators have outer loading values and AVE > 0.5 , so these indicators must be removed and recalculated to obtain outer loading values and AVE > 0.5 . Each variable indicator shows an AVE value greater than 0.5 , so each indicator can represent that variable. Furthermore, the AVE value of each variable is listed in the following Table 1.

Based on all variables having a significant AVE $> 5\%$, it can be concluded that the research model is valid. The variable is declared valid, meaning there is a similarity between the data collected and the actual data on the measured object. There is a similarity between the test results and the actual conditions of the person being measured. Attitude has an AVE Value of 0.841 . Ecozisca consumers show that attitudes in choosing products are based on confidence and perceived benefits in using their products. The subjective Norm is 0.842 . Ecozisca consumers choose this product because of product knowledge, information from people around them or recommendations from people they trust. The Perceived Behavior Control of 0.802 indicates that consumers prefer products that are needed or offered to them as needed. On the other hand, Health Consciousness is 0.752 , meaning that Ecozisca consumers are already aware of health's importance, and Purchase Intention is 0.711 . It shows that Ecozisca consumers are interested in buying because they feel positive product use and recommendations from people around them.

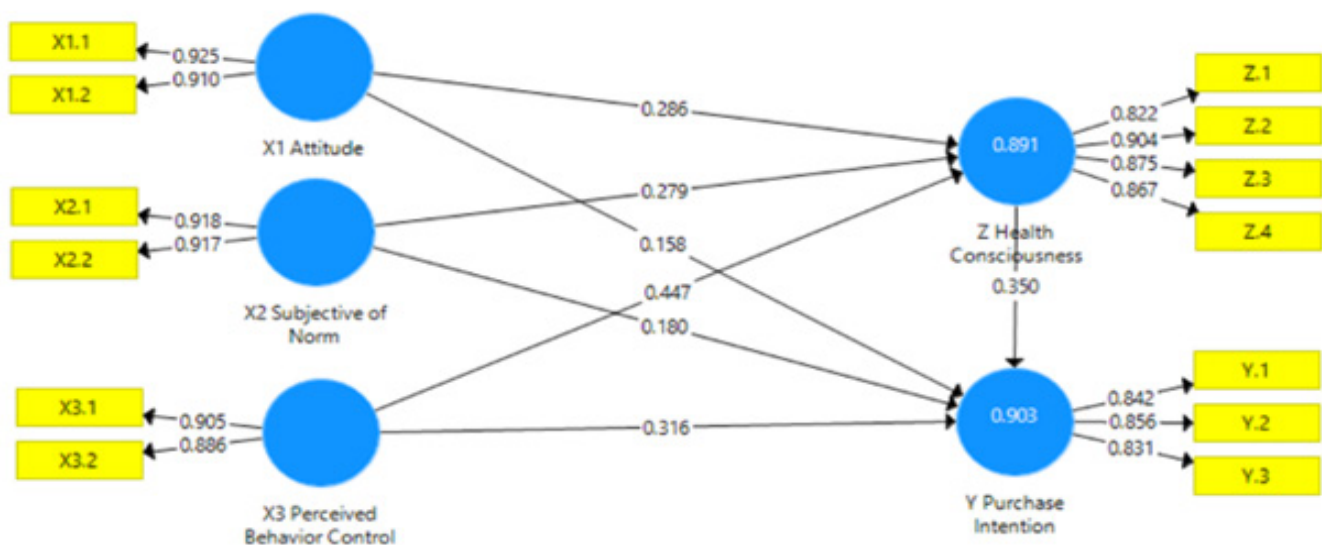


Figure 2. Research framework

Reliability test

A construct is reliable if the Cronbach's alpha (CA) value is > 0.6 and the composite reliability (CR) value is > 0.7. Based on this statement, for the reliability results in this study, all variables have fulfilled these requirements, so it can be said that the constructs built in the study are reliable (Nadiyah et al. 2017). Ultimately can be seen in Table 2.

Table 2 is a table of composite reliability values from the research model. The table shows that each variable has a composite reliability value above 0.7, with the lowest value of 0.890 from the Perceived Behavior Control variable and the highest value of 0.924 from the Health Consciousness variable. From these results, it can be concluded that the research model meets the value of composite reliability. While the value of Cronbach's alpha from the research model. The table shows that each variable has a Cronbach's alpha value above 0.6, with the lowest value of 0.754 from the Perceived Behavior Control variable and the highest value of 0.890 from the Health Consciousness variable. From these results, it can be concluded that the research model meets the value of Cronbach's alpha. From the model above, it can be concluded that the model meets the Composite Reliability and Cronbach's Alpha criteria. Hence, the research model meets the Reliability criteria and is a trusted and reliable measuring instrument.

Determination Coefficient Test / R Square (R²)

The structural (inner) model is evaluated using R² for the dependent construct. R² measures the variation of changes in the independent variable to the dependent variable (Willy and Jogiyanto, 2015). The higher the R² value, the better the prediction model of the built research model. The inner model is evaluated by looking at the Coefficient of Determination. The coefficient of determination aims to measure how far the model can explain the dependent variable's variance. The value of the coefficient of determination is between 0 and 1. The coefficient of determination (R²) value is close to 1. The following is the rated R² value in Table 3.

As seen in Table 3, the relationship between constructs based on the Adjusted R-square value can be explained that the Health Consciousness (HC) variable is 0.885. It indicates that 88.5% of the HC variable can be influenced by the Attitude, Subjective Norm, and Perceived Behavior Control variables, while other

variables beyond those studied influence the remaining 11.5%. While the Adjusted R-square value can be explained that the Purchase Intention (PI) variable is 0.896, this indicates that 89.6% of the PI variable can be influenced by Attitude, Subjective Norm, Perceived Behavior Control, and Health Consciousness variables. In contrast, other variables beyond those studied influence the remaining 10 (4%).

Goodness of Fit (GOF)

The goodness of Fit Index (GoF) testing is to validate the combined performance between the measurement model (outer model) and the structural model (inner model), which is obtained through the following calculations:

$$\begin{aligned} \text{GoF} &= \sqrt{(\text{AVE} \times R^2)} \\ \text{GoF} &= \sqrt{(0.790 \times 0.897)} \\ \text{GoF} &= \sqrt{0.7080} \\ \text{GoF} &= 0.841 \end{aligned}$$

Information :

$$\begin{aligned} \text{AVE} &= (0.841+0.842+0.802+0.752+0.711)/5 = 0.790 \\ \text{R square} &= (0.903+0.891)/2 = 0.897 \end{aligned}$$

The results of the Goodness of Fit Index (GoF) calculation show a value of 0.841. Ghazali (2014) states that the small GoF value = 0.1, medium GoF = 0.25 and large GoF = 0.36. Based on these results, it can be concluded that the combined performance of the measurement model (outer model) and the structural model (inner model) as a whole is good because the Goodness of Fit Index (GoF) value is more than 0.36 (GoF large scale).

Table 1. AVE (Validity) test output

Variable	AVE Value
Attitude	0.841
Subjective of Norm	0.842
Perceived Behavior Control	0.802
Health Consciousness	0.752
Purchase intention	0.711

Table 2. CR (Reliability) test output

Variable	CA	CR	AVE
Attitude	0.812	0.914	0.841
Subjective of Norm	0.812	0.914	0.842
Perceived Behavior Control	0.754	0.890	0.802
Health Consciousness	0.890	0.924	0.752
Purchase intention	0.797	0.881	0.711

Table 3. R Square Value (R^2) of the Research Model

	R Square	R Square Adjusted
Purchase Intention	0.903	0.896
Health Consciousness	0.891	0.885

Direct Effect (Direct) and Indirect Effect (Indirect) Hypothesis Test

Testing the hypothesis between constructs was carried out using the bootstrap resampling method. Calculation Test the hypothesis using SmartPLS 4.0. Based on Table 4, it is known that the t statistics value is 4.698, which is greater than the t table value = 2.00, and the P-Values = 0.000, which is smaller than $\alpha = 0.05$, meaning that H_a is accepted, namely that there is an influence from the Attitude variable on Health Consciousness. The coefficient value is positive, equal to 0.286, meaning that the Attitude variable has a positive effect or increases the Health Consciousness variable by 28.6%. Thus, the H1 hypothesis in this study states that “Attitude has a significant effect on Health Consciousness” is accepted. The result is in line with previous research by Givan and Winarno (2019), who stated that consumers' lifestyle is a solid influence on health awareness.

The t statistics value is 4.111, which is greater than the t table value = 2.00, and the P-Values = 0.000, which is smaller than $\alpha = 0.05$, meaning that H_a is accepted, namely that there is an influence from the Subjective Norm variable on Health Consciousness. The coefficient value is positive, equal to 0.279, meaning that the Subjective Norm variable has a positive effect or increases the Health Consciousness variable by 27.9%. Thus the H2 hypothesis in this study states that “Subjective Norm has a significant effect on Health Consciousness” is accepted. The research result has the same statements as Albayrak et al. (2013), who found that consumers will have higher health consciousness because of the surrounding environment they live.

The t statistics value is 6.837, which is greater than the t table value = 2.00, and the P-Values = 0.000, which is smaller than $\alpha = 0.05$, meaning that H_a is accepted, namely that there is an influence from the Perceived Behavior Control variable on Health Consciousness. The coefficient value is positive,

equal to 0.447, meaning that the Perceived Behavior Control variable has a positive effect or increases the Health Consciousness variable by 44.7%. Thus, the H3 hypothesis in this study states that “Perceived Behavior Control has a significant effect on Health Consciousness” is accepted. Bui et al. (2021) find that behavioral control refers to a person's perception that using environmentally friendly products can reduce the possibility of spreading the disease chain and influence consumers to be more conscious regarding their health. The t statistics value is 2.237, more significant than the t table value = 2.00, and the P-Values = 0.026, smaller than $\alpha = 0.05$, meaning that H_a is accepted. That is, there is an influence from the Attitude variable on Purchase Intention. The coefficient value is positive, equal to 0.158, meaning that the Attitude variable has a positive effect or increases the Purchase Intention variable by 15.8%. Thus, the H4 hypothesis in this study states that “Attitude has a significant effect on Purchase Intention” is accepted.

The t statistics value is 2.139, which is greater than the t table value = 2.00, and the P-Values = 0.033, which is smaller than $\alpha = 0.05$, meaning that H_a is accepted, that is, there is an influence from the Subjective Norm variable on Purchase Intention. The coefficient value is positive, equal to 0.180, meaning that the Subjective Norm variable has a positive effect or increases the Purchase Intention variable by 18.0%. Thus, the H5 hypothesis in this study states that “Subjective Norm has a significant effect on Purchase Intention” is accepted.

The t statistics value is 2.882, which is greater than the t table value = 2.00, and the P-Values = 0.004, which is smaller than $\alpha = 0.05$, meaning that H_a is accepted, that is, there is influence from the Perceived Behavior Control variable on Purchase Intention. The coefficient value is positive, equal to 0.316, meaning that the Perceived Behavior Control variable has a positive effect or increases the Purchase Intention variable by 31.6%. Thus, the H6 hypothesis in this study states that “Perceived Behavior Control has a significant effect on Purchase Intention” is accepted. In line with Hasna and Kusdibyo (2022), which found that perceptions of behavioral control affect purchase intention because it promotes a healthy lifestyle since Covid-19.

The t statistics value is 2.559, which is greater than the t table value = 2.00, and the P-Values = 0.011, which is smaller than $\alpha = 0.05$, meaning that H_a is accepted, that is, there is influence from the Health Consciousness variable on Purchase Intention. The coefficient value is positive, equal to 0.350, meaning that the Health Consciousness variable has a positive effect or increases the Purchase Intention variable by 35.0%. Thus, the H7 hypothesis in this study states that “Health Consciousness has a significant effect on Purchase Intention” is accepted.

Table 5 shows the attitude's influence on Purchase Intention through Health Consciousness. The coefficient value is positive, equal to 0.100, meaning that the Health Consciousness variable has a positive influence or increases the influence of the Attitude variable on the Purchase Intention variable by 10.0%. The coefficient value is positive, equal to 0.097, meaning that the Health Consciousness variable has a positive influence or increases the influence of the Subjective Norm variable on the Purchase Intention variable by 9.7%. The coefficient value is positive, equal to 0.156, meaning that the Health Consciousness variable has a positive influence or increases the influence of the Perceived Behavior Control variable on the Purchase Intention variable by 15.6%.

After analyzing using the SmartPLS SEM, it can be explained that attitudes directly influence health

awareness. It is supported by research conducted by Givan and Winarno (2019), who argue that there is a powerful influence between lifestyle and health awareness on purchasing decisions for green products. The researcher concluded that purchase intention is a consumer decision-making process to buy a product or service based on the knowledge obtained following the wishes and attractiveness of consumers towards the goods purchased. Based on the research above, Ecozisca should continue to provide a positive image, especially in marketing its environmentally friendly products, such as going green campaigns on social media or print.

The results showed that subjective norms have a significant influence on health awareness. It is triggered by perceptions or beliefs related to other people's expectations of the individual to be used as a reference in displaying behavior. These results align with research conducted by Albayrak et al. (2013) who argue that consumers who are in an environment with a high level of concern for environmental cleanliness can have a stronger intention to buy environmentally friendly products. Ecozisca is expected to influence the public to buy environmentally friendly products to reduce plastic waste consumption in Indonesia. Ecozisca can take advantage of the *hijrah* community to foster several places to reduce the production of plastic waste and urge the public to encourage the One Million Tumbler movement formed by the government.

Table 4. Direct influence of the research model

Direct effect	Original Sample (O)	T statistics (O/STDEV)	P value
Attitude (X1) → Health Consciousness (Z)	0.288	4.698	0.000
Subjective Norm (X2) → Health Consciousness (Z)	0.279	4.111	0.000
Perceived Behavior Control (X3) → Health Consciousness (Z)	0.447	6.837	0.000
Attitude (X1) → Purchase Intention (Y)	0.158	2.297	0.026
Subjective Norm (X2) → Purchase Intention (Y)	0.180	2.199	0.033
Perceived Behavior Control (X3) → Purchase Intention (Y)	0.316	2.892	0.004
Health Consciousness (Z) → Purchase Intention (Y)	0.350	2.559	0.011

Table 5. Indirect influence of the research model

Specific Indirect effect	Original Sample (O)	T statistics (O/STDEV)	P value
Attitude (X1) → Health Consciousness (Z) → Purchase Intention (Y)	0.100	2.142	0.033
Subjective Norm (X2) → Health Consciousness (Z) → Purchase Intention (Y)	0.097	2.397	0.017
Perceived Behavior Control (X3) → Health Consciousness (Z) → Purchase Intention (Y)	0.156	2.163	0.031

Next is the perception of behavioral control, which significantly influences health awareness. These results align with research conducted by Bui et al. (2021), who argue that behavioral control refers to a person's perception of having the ability to obtain resources such as money, time, self-confidence, and other abilities. Bui also believes that behavioral control and individual knowledge about the environment influence consumers' purchase intentions for environmentally friendly products. Using environmentally friendly products can reduce the possibility of spreading the disease chain so that consumers who use environmentally friendly products can maintain their health. Ecozisca should utilize marketing communications to provide knowledge about the benefits of using bamboo-based products. Ecozisca also needs to provide detailed information about product benefits to customers because the more product knowledge consumers have, the higher the probability that people will buy the product.

Health awareness has a significant effect on consumer purchase intention, supported by research conducted by Xu et al. (2022), which stated that the overall level of consumer health awareness after the outbreak of Covid-19 was relatively high. Perceptions of health change, level of health concern, and development of health habits in consumer health awareness impact the product purchasing behavior that positively impacts individual health. Xu also stated that consumers' health awareness directly influences purchase intention and increases the proportion of green product purchases. Ecozisca should develop product quality that can positively impact individual health. Ecozisca can encourage using bamboo as a raw material to attract buyers towards environmentally friendly products. Promotion can be done to communities with a high environmental concern.

Attitudes have a more significant influence directly than indirectly on consumer purchase intention. Ecozisca's management must take a strategy that directly increases positive attitudes towards its products, with campaigns highlighting the green label, branding, re-identifying the target market, the right brand persona and others.

Likewise, subjective norms significantly influence buying interest more than health awareness. Subjective norms consisting of beliefs to obey others and motivation to obey others proved to positively and significantly affect purchase intentions. It shows that

the higher the encouragement of subjective norms consumers feel, the higher the purchase intention. One strategy that Ecozisca's management can implement is to implement a strategy that can convince consumers of the benefits and advantages of its products. In addition, with the testimonials from users of Ecozisca products (aftersale care), it can increase consumers and take advantage of its users to indirectly market Ecozisca products.

Finally, the perception of behavioral control influences consumer buying interest. It is supported by research conducted by Hasna and Kusdibyo (2022), which found that perceptions of behavioral control affect purchase intention because it promotes a healthy lifestyle since Covid-19. Based on these findings, it can be recommended to Ecozisca management that social media campaigns can use KOL (Key Opinion Leader) to help convey positive information about Ecozisca's eco-friendly products and foster consumer confidence.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Attitudes, subjective norms, perceptions of control, and individual health awareness towards these products influence interest in buying Ecozisca eco-friendly products. Ecozisca can use individual health awareness to increase consumer interest in purchasing household products made from recyclable bamboo and reduce plastic waste consumption. Promotion can be in the form of campaigns regarding the benefits of using environmentally friendly products and details on the raw materials for Ecozisca eco-friendly products on social media or print media. Aftersale care can be one of the recommendations in increasing consumer subjective norms regarding their purchase intention. On the other hand, focusing on the KOL (Key Opinion Leader) strategy can also increase consumer perceptions about health awareness, the benefits of using Ecozisca products, or getting consumer trust.

Recommendations

Researchers recommend further research to focus on business models or strategies that Ecozisca can implement to increase purchases of environmentally friendly products. In addition, the limitation of this research is only analyzing the factors that influence

buying interest with a planned behavior theory approach and health awareness. For future research, it is highly recommended to analyze price, branding, quality and other factors influencing consumers' attitudes toward green products. In addition, use more sample variation to have more satisfying results for the green product industry.

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