

DAMPAK HIJAU: MENGEKSPLORASI MOTIVASI DI BALIK FASHION SHOPPING DAN KONSUMSI BERKELANJUTAN TERHADAP GREEN APPAREL DI INDONESIA

GREEN IMPACT: EXPLORING THE MOTIVATIONS BEHIND SUSTAINABLE FASHION SHOPPING AND CONSUMPTION TOWARD GREEN APPAREL IN INDONESIA

Pratiwi Diyan Ayu Angraini¹, Erlita Ridanasti²

Department of Management International Undergraduate Program Faculty of Business and Economics Universitas Islam Indonesia^{1,2}
20311456@students.uii.ac.id¹, erlita.ridanasti@uii.ac.id²

ABSTRACT

This research adopts shopping motivation theory (utilitarian and hedonic) as a framework. The aim of this research is to investigate the impact of shopping motivation on consumers' purchase intentions in the context of environmentally friendly clothing. Data were collected through a questionnaire survey of 185 respondents in Indonesia and analyzed using the SmartPLS v.4.0.0 tool with the SEM (Structural Equation Modeling) analysis. This research shows that utilitarian and hedonic motivations have a positive and significant effect on green purchase intention. Availability of information and special offers also have a positive and significant effect on utilitarian motivation, trends, adventure, and authority, and status. These findings will help managers and practitioners to promote sustainable consumption through environmentally friendly clothing. This can encourage cleaner production and sustainable consumption practices that benefit both the planet and people.

Keywords: Green Purchase Intention, Utilitarian Motivation, Hedonic Motivation, Green Apparel, Green Product, Sustainable Consumption.

INTRODUCTION

There is currently an increase in environmental damage caused by the growing consumption of society. Consumption waste is a significant issue, particularly for producers, as the Second United Nations Environmental Assembly has pointed out since 2015 (Cheng et al, 2023). Therefore, new ideas are needed to overcome this problem (Kumar and Sadarangani, 2021).

Reducing the environmental impacts of goods and services is the idea behind sustainable consumption (Kumar and Sreen, 2020). According to Kumar and Yadav (2021), increasing the use of green products is one way to address this issue. When compared to alternative goods in the same category, green products are those with minimal or even zero environmental impact (Moser, 2016). Green products are a sensible alternative to minimize environmental

damage, according to earlier studies (ElHaffar et al, 2020).

Consumers' inclination to buy green products hasn't changed, despite the growing understanding of their advantages (Sreen et al, 2018). Scholars argue that consumers' decisions can be influenced by their desire to buy green products, although the evidence for this assertion is weak (To et al, 2007).

Thus, the purpose of this study is to investigate the variables related to purchasing motivation that impact the decision to purchase green apparel. According to Chen and Chang (2013), consumers are less inclined to purchase green products at the expense of other features and functions. So, research on the impact of customer shopping motivation on particular behavior is required in order to examine purchasing intentions for green items. This is because the belief that customer decisions are influenced by

utilitarian and hedonistic incentives for purchases (Scarpi, 2012).

Previous studies by Kumar and Yadav (2021) assessed how income and gender in India affected consumers' desire to buy green apparel. There are several reasons underlying the conduct of the research. First, according to studies on the patterns of purchasing green products done between 2011 and 2017, there were varying intentions to purchase environmentally friendly products. So the research was conducted. Second, only a small number of studies focused on green apparel to date; most studies have examined certain product categories, such as food and household products. Johnstone and Tan (2015) said that 67% of consumers with environmentally friendly references preferred organic food to environmentally friendly clothing. In fact, clothing waste contributes a lot to increasing environmental pollution which is a problem.

In Indonesia, despite being familiar with green products, just 20% of Indonesians as a whole are concerned about the environment, according to research data from the Ministry of Health (CNNIndonesia, 2018). That is the reason why this current study intends to investigate the impact of shopping motivations on sustainable consumption in relation to green apparel by applying the theories of utilitarian and hedonistic motivation. The process involves the removal of moderating variables employed in earlier studies. It is expected that this study would give a broad overview of the factors influencing the purchase green apparel by Indonesian consumers.

The factors used in this research are adapted from previous studies. The theory of shopping motivations in this research is influenced by two types of factors, namely internal and external factors which are referred to as convenience, information availability, customized offerings, and selection

which influence utilitarian motivation and trend, social, adventure and

authority and status which influence hedonic motivation. These two theories influence the intention to purchase environmentally friendly clothing. According to Durani et al, (2023), individuals who want to manage their resources efficiently tend to have utilitarian reasons for purchasing, which are characterized by rationality and no emotion. According to To et al, (2007), hedonic motivation is a non-functional purchasing motive, also called hedonism, which consists of social and personal goals centered on hedonic and psychological demands that are fulfilled when shopping.

RESEARCH METHOD

Type of Study

This study uses a quantitative approach to analyze the relationship between variables. According to Meadow (2003) quantitative research is research that deals with data in the form of numbers. This study investigates the influence of purchasing motivations (utilitarian and hedonic) on the intention to purchase environmentally friendly clothing by linking internal and external factors that influence each shopping motivation.

This study requires respondents who have purchased environmentally friendly clothing. The research was conducted in Indonesia. The results of this study are expected to help managers and practitioners promote sustainable consumption through green apparel. This study uses primary data obtained from the results of a questionnaire collected using Google Forms. The questionnaires were distributed via social media by sending a private message, inserting the link in the researcher's Instagram profile or Facebook Group Status, as well as directly via WhatsApp. This survey used a 6-point Likert scale to measure responses with a total of 185 respondents reporting characteristics relevant to the study.

Population and Sample

According to Ghozali (2016), population can be defined as the total number of objects or individual units

observed in the research. The sample is a subset of the population and the sample in this study is those who have purchased environmentally friendly clothing (Ghozali, 2016). Consumers in Indonesia who have shopped for environmentally friendly clothing are the subjects of this research. The number of respondents required for this research is 185 people. Data from 20 people was used as a validity and reliability test to determine the minimum sample size. The researcher used the following calculation (Hair et al., 2022) $N = 5-10 \times \text{number of indicators used} = 5 \times 33 = 165$. This research makes use of a purposive sampling, namely a non-probability sampling method by which certain subjects are selected that align

with the research objectives.

RESULT AND DISCUSSION

Structural Model Test (Inner Model)

This research will explain the collinearity test, coefficient of determination test (R-Square), hypothesis testing, and predictive relevance (Q Square).

Collinearity VIF Test

In this section, the results of the collinearity test are described. VIF collinearity aims to guarantee that collinearity does not have a significant impact on the estimation of the structural model. In this study, the VIF value for each variable is below 3, which indicates that the collinearity of the research model does not experience deviations.

Table 1. Lists The Results of The Collinearity Test

	C	IA	S	CO	UM	T	SO	A	AS	HM	GP
C					1.398						
IA					1.320						
S					1.588						
CO					1.419						
UM											1.141
T										1.797	
SO										2.136	
A										1.623	
AS										1.505	
HM											1.141
GP											

Note: Convenience (C), Information Availability (IA), Selection (S), Utilitarian Motivation (UM), Trend (T), Social (SO), Adventure (A), Authority and Status (AS), Hedonic Motivation (HM), Green Purchase Intention

Source: Primary Data Processed, 2024

Coefficient of Determination Test (R-Square)

The following R-Square values have been found after the data was processed with the smartPLS 4.0 program:

Table 2. R-Square

	R-Square	R-Square Adjusted
Utilitarian Motivation (UM)	0.299	0.291
Hedonic Motivation (HM)	0.528	0.516
Green Purchase Intention (GP)	0.366	0.350

Source: Primary Data Processed, 2024

Based on the data presented in Table 2. above, it can be seen that the R-Square value for the utilitarian motivation variable is 0.299. Such value explains that the percentage of utilitarian motivation can be explained by convenience, information availability, selection, and customized offerings at 29.9%. Then, the R-Square value obtained for the hedonic motivation variable is 0.528. This value explains that the effectiveness of hedonic motivation can be explained by trends, social, adventure, and authority and status at 52.8%. Finally, the R-Square value for green purchase intention is 0.366. This explains that the effectiveness of green purchase intention can be explained by the utilitarian and hedonic motivation of 36.6%. In the table above, the adjusted R-Square value is also displayed. This value is used if there is more than one independent variable. Adjusted R Square is an R2 value that is adjusted so that the image is closer to the quality of the model exploration in the population. From the

table above, it shows that the Adjusted R Square (R2) for the utilitarian motivation variable is 0.291 or 29.1% while the remaining 70.9% is explained by other factors. The hedonic motivation variable has an adjusted R-Square value of 0.516 or 51.6%, the remaining 48.4% is influenced by other factors. The green purchase intention variable has an adjusted R-Square value of 0.350 or 35%, the remaining 65% is influenced by other factors.

Hypothesis Testing

The results of this test can be used to answer the research hypotheses. To test the hypotheses, T statistics and P values are evaluated. According to Hair et al. (2022), there are principles in calculating hypothesis tests: P value < 0.05 and T value > 1.96.

Seven hypotheses have been accepted, three have been rejected, since the P-values < 0.05 and T-statistics more than 1.96. From Table 3, it can be concluded that the seven hypotheses show T statistical results of more than 1.96.

Table 3. T-Statistic and P-Value

	Original Sample (O)	T-Statistics	P - Values	Results
Convenience->Utilitarian Motivation	0.172	1.680	0.093	H1 not accepted

Information Availability->Utilitarian Motivation	0.328	4.996	0.000	H2 accepted
Selection->Utilitarian Motivation	0.125	1.222	0.222	H3 not accepted
Customized Offering->Utilitarian Motivation	0.171	2.072	0.038	H4 accepted
Utilitarian Motivation->Green Purchase Intention	0.368	4.422	0.000	H5 accepted
Trend->Hedonic Motivation	0.254	3.051	0.002	H6 accepted
Social->Hedonic Motivation	0.167	1.827	0.068	H7 not accepted
Adventure-> Hedonic Motivation	0.321	3.924	0.000	H8 accepted
Authority and Status->Hedonic Motivation	0.169	2.510	0.012	H9 accepted
Hedonic Motivation->Green Purchase Intention	0.296	4.138	0.000	H10 accepted

Source: Primary Data Processed, 2024

Predictive Relevance (Q Square)

Predictive relevance, also known as Q-Square, is a measurement used to determine the quality of fit to data. Just as coefficient determination (R-Square), larger Q-Square values can be considered evidence of greater conformity to the data. The following is the Q-Square calculation:

Q-Square

$$\begin{aligned}
 &= 1 - [(1 - R \text{ square } 1) \times (1 - R \text{ square } 2) \times (1 - R \text{ square } 3)] \\
 &= 1 - [(1 - 0.299) \times (1 - 0.528) \times (1 - 0.366)] \\
 &= 1 - (0.701 \times 0.472 \times 0.634) \\
 &= 1 - 0.209 \\
 &= 0.791
 \end{aligned}$$

Based on the calculations above, the Q-Square value of this research is 0.791, which shows that the research model can explain 79.9% of the diversity

of research data. Other factors outside research account for the remaining 20.1% of the value. Therefore, based on these findings, it can be said that this research model is very suitable.

Discussions

Convenience and Utilitarian Motivation

This research investigates whether convenience has a positive or significant effect on consumer utilitarian motivation. The initial hypothesis states that convenience has a positive or significant influence on utilitarian motivation. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.093 and the T-Statistics is 1.680. It can be concluded that these results do not meet the

assessment criteria of P-Value < 0.05 and T-value > 1.96 . So it can be stated that convenience does not have a positive and significant influence on utilitarian motivation or H1 is not accepted.

This research finding proves that convenience has a negative and insignificant influence on utilitarian motivation. In other words, the greater the convenience that consumers get, the lower

the perceived utilitarian motivation. The opposite applies; if the lower the convenience, the higher the consumer's perceived utilitarian motivation. This means that if consumers have a short

distance to the shop or easy access to environmentally friendly products in both physical shops and online shops, it does not

increase shopping motivation, specifically utilitarian motivation.

This finding is in line Kumar and Yadav (2021) which concluded that convenience did not have a positive or significant effect on utilitarian motivation. This shows that saving time and energy for consumers is not a strong driver in terms of the usefulness of environmentally friendly clothing.

Information Availability and Utilitarian Motivation

This research investigates whether information availability has a positive or significant effect on consumer utilitarian motivation. The initial hypothesis states that information availability has a positive or significant influence on utilitarian motivation. Based on the results of the hypothesis test, it can be stated that the P-value is 0.000 and the T-Statistics is 4.996. It can be concluded that these results meet the assessment criteria of P-value < 0.05 and T-value > 1.96 . So it can be stated that information availability has a positive or significant influence on utilitarian motivation or H2

is accepted.

This finding proves that information availability has a positive and significant influence on utilitarian motivation. In other words, the greater the information availability that consumers obtain, the greater the perceived utilitarian motivation. The opposite also applies; the lower the information availability, the lower the utilitarian motivation the consumers perceive. This means that if consumers have easy access to product information such as product specifications, online and offline stores, ongoing promotions,

or even environmentally friendly products that suit consumer needs, this will increase shopping motivation, specifically utilitarian motivation.

This finding is different from Kumar and Sadarangani (2021) which stated that the information availability offered by shops did not play a role in increasing utilitarian motivation. The possibility explained in Kumar's and

Sadarangani's study is that generation Y tended to easily access any information about products using the internet, so having information does not necessarily lead to a purchase. Excessive product information can also lead to consumer frustration. Therefore, it can be concluded that information availability does not have a positive or significant influence in this research. Such differences occur due to different types of respondents and research locations. In addition, this research focuses on online stores with Generation Y buyers characteristics.

Selection and Utilitarian Motivation

This research investigates whether selection has a positive or significant effect on consumer utilitarian motivation. The initial hypothesis states that selection has a positive or significant influence on utilitarian motivation. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.222 and the T-Statistics is 1.222. It can be concluded that these results

do not meet the assessment criteria of P-Value < 0.05 and T value > 1.96 . So it can be stated that selection does not have a positive and significant influence on utilitarian motivation or H3 is not accepted.

The research finding proves that selection does not have a positive and significant influence on utilitarian motivation. In other words, the greater the selection, the lower the perceived utilitarian motivation and vice versa, the lower the selection, the higher the perceived utilitarian motivation of consumers. This means that if consumers have many choices of environmentally friendly clothing in an online or offline

store or even compared to other similar stores, this will make it difficult for them to make purchase decisions. This happens

because of the lack of perceived utilitarian motivation among buyers.

This findings corroborates Mikalef et al, (2013) revealing that there was an important role for selection factors in utilitarian motivation. Even though the study of Mikalef et al (2013) only used the context of online shopping, it is still relevant. This means that consumers of environmentally friendly clothing can

freely choose environmentally friendly clothing via the internet. So it can be adjusted to suit customer's needs.

Customized Offerings and Utilitarian Motivation

This research investigates whether customized offerings have a positive or significant effect on consumer utilitarian motivation. The initial hypothesis states that customized offerings have a positive or significant influence on utilitarian motivation. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.038 and the T-Statistics is 2.072. It can be concluded that these results meet the assessment criteria of P-Value < 0.05 and T-value > 1.96 . So it

can be stated that customized offerings have a positive or significant influence on utilitarian motivation or H4 is accepted.

This finding indicates that the greater the customized offerings, the higher the utilitarian motivation will be, and vice versa, the lower the customized offerings, the lower the perceived utilitarian motivation among consumers. This means that if consumers receive offers that are tailored to them regarding the environmentally friendly clothing they want to buy, then this will increase their willingness to buy due to increased shopping motivation, specifically utilitarian motivation.

This finding is different from the findings of Mikalef et al, (2013) which stated that customized offerings had no role in utilitarian motivation. Their study

focused on online shopping. Thus, the difference in results is caused by the

research focus on online purchasing and also the context of the customized offering adopted. This means that personalized advertising cannot encourage buyers to search for the products they need via social media. Other research by Kumar and Yadav (2021) aligns with this study. Offering environmentally friendly clothing that is tailored and related to clothing features, payment methods, or packaging to discounts can meet consumer needs.

Utilitarian Motivation and Green Purchase Intention

This research investigates whether utilitarian motivation has a positive or significant effect on consumers' green purchase intention. The initial hypothesis states that utilitarian motivation has a positive or significant influence on green purchase intention. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.000 and the T-Statistics is 4.422. It can be concluded that these results meet the assessment criteria of P-Value < 0.05 and T value > 1.96 . So it can be stated that utilitarian motivation has a positive or significant influence on green purchase

intention or H5 is accepted.

This research finding indicates that the greater the utilitarian motivation, the greater the green purchase intention and vice versa, the lower the utilitarian motivation, the lower the consumer's green purchase intention. This means that if consumers are motivated to shop, in terms of fulfilling their utilitarian needs, they will experience an increased desire to buy environmentally friendly clothing.

The alignment of offers with the fulfilment of needs in shopping activities is key to increasing the intention to purchase environmentally friendly clothing. This conclusion is also supported by Kumar and Sadarangani (2021) who found a positive and significant influence between utilitarian motivation and green purchase intention.

Trends and Hedonic Motivation

This research investigates whether trends have a positive or significant effect

on consumer hedonic motivation. The initial hypothesis states that trends have a positive or significant influence on hedonic motivation. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.002 and the T-Statistics is 3.051. It can be concluded that these results meet the assessment criteria of P-Value < 0.05 and T-value > 1.96. So it can be stated that the trends have a positive or significant influence on hedonic motivation or H6 is accepted.

This research finding indicates the greater the trends, the greater the hedonic motivation. The opposite applies; the lower the trends, the lower the perceived hedonic motivation among consumers. This means, regardless of the situation, trends will always influence the motivation of hedonic customers. So, when consumers go to the store, they may want to buy eco-friendly clothing without knowing the latest trends. It turns out that once they are in the store,

they learn that the trend for such clothing is on the rise, or conversely, consumers may want to go to the store because they are aware that the trend for eco-friendly clothing is booming. This happens because apart from the clothes themselves, current trends can boost buyers' shopping motivation, in this case hedonic motivation.

This finding is different from the findings of Kumar and Yadav (2021). The study of Kumar and Yadav (2021) found that consumers were not interested enough in the environmentally friendly clothing community. This difference is due to the differences in location and type of respondent. This current research involves the respondents from the environmental lover community on Facebook. It can be concluded that consumers in Indonesia are not initially specifically interested in environmentally friendly clothing. However, the concept of environmental conservation raises their awareness of eco-friendly apparel products.

Social and Hedonic Motivation

This research investigates whether social has a positive or significant effect on consumer hedonic motivation. The initial hypothesis states that social has a positive or significant influence on hedonic motivation. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.068 and the T-Statistics is 1.827. It can be concluded that these results do not meet the assessment criteria of P-Value < 0.05 and T-value > 1.96. So it can be stated that social does not have a positive or significant influence on hedonic motivation or H7 is not accepted.

The results of this research prove that social does not have a positive and significant influence on hedonic motivation. In other words, the greater the social, the lower the hedonic motivation and vice versa, the lower the social, the greater the hedonic motivation. This means that social interaction with family, friends, or community members does not increase

the desire to shop. This interaction can increase the desire to shop if the buyer actually wanted the clothes before and received support from family, friends, or community friends.

This finding corroborates Mikalef et al, (2013) who found that there was no positive or significant relationship between social and hedonic motivation. This means that the influence of social interaction through various information about environmentally friendly products does not meet consumer satisfaction.

Adventure and Hedonic Motivation

This research investigates whether adventure has a positive or significant effect on consumer hedonic motivation. The initial hypothesis states that adventure has a positive or significant influence on hedonic motivation. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.000 and the T-Statistics is 3.924. It can be concluded that these results meet the assessment criteria of P-Value < 0.05 and T-value > 1.96. So it can be stated that adventure has a positive or significant influence on hedonic motivation or H8 is accepted.

The results of this research prove that

adventure has a positive and significant influence on hedonic motivation. In other words, the greater the adventure, the greater the hedonic motivation felt and the opposite applies, the lower the adventure, the lower the hedonic motivation. This means that purchasing environmentally friendly clothing provides a different, different and impressive experience for buyers. In addition, it can increase the buyer's hedonic motivation.

This finding aligns with Kumar and Yadav (2021) who concluded that hedonic consumers sought pleasure and other experiences when shopping for environmentally friendly clothing. So it is very possible to buy environmentally friendly clothes just to fulfill consumer's

desires.

Authority and Status and Hedonic Motivation

This research investigates whether authority and status have a positive or significant effect on consumer hedonic motivation. The initial hypothesis states that authority and status have a positive or significant influence on hedonic motivation. Based on the results of the hypothesis test, it can be stated that the P-value is 0.012 and the T-statistics is 2.510. It can be concluded that these results meet the assessment criteria of P-value < 0.05 and T-value > 1.96. So it can be stated that authority and status have a positive or significant influence on hedonic motivation or H9 is accepted.

The results of this research prove that authority and status have a positive and significant influence on hedonic motivation. In other words, the greater the authority and status, the greater the hedonic motivation and the opposite applies, the lower the authority and status, the lower the hedonic motivation. This means that the feeling of purchasing when shopping for environmentally friendly clothing influences increased shopping motivation, specifically hedonic motivation. The feeling referred to is feeling satisfied when shopping.

This finding does not align with

Mikalef et al, (2013) who found that hedonic consumers derived only a limited amount of satisfaction when shopping online. They will only receive a gratifying shopping experience when they shop offline.

Hedonic Motivation and Green Purchase Intention

This research investigates whether hedonic motivation has a positive or significant effect on consumers' green purchase intention. The initial hypothesis states that hedonic motivation has a positive or significant influence on green purchase intention. Based on the results of the hypothesis test, it can be stated that the

P-Value is 0.000 and the T-Statistics is 4.138. It can be concluded that these results meet the assessment criteria of P-Value < 0.05 and T-value > 1.96 . So it can be stated that hedonic motivation has a positive or significant influence on green purchase intention or H10 is acceptable.

The results of this research prove that hedonic motivation has a positive or significant influence on green purchase intention. In other words, the greater the hedonic motivation, the greater the green purchase intention; the opposite applies, the lower the hedonic motivation, the lower the consumer's green purchase intention. This means that the influence of the feelings and experiences that buyers have during the shopping process significantly influence their intention to purchase environmentally friendly clothing. This has nothing to do with the actual use of the items.

This finding corroborates Kumar and Yadav (2021), and Kumar and Sadarangani (2021). Hedonic consumers are people who want to buy something fun and adventurous, which provides sensual satisfaction. These consumers may be influenced by the eco-friendly clothing trend because celebrities endorse eco-friendly products to save the Earth.

CONCLUSION

Conclusion

This study examines how hedonic and utilitarian incentives affect green purchase intention in Indonesia. This will help marketing encourage sustainable fashion buying and green garment consumption. This research may aid industry researchers, experts, and managers. Google Forms was used to send questionnaires to 165 eligible respondents. The findings were analyzed using SmartPLS 4.0. This research examined numerous hypotheses to

determine how different factors affect shopping motivation and green buying intention.

Based on the results and discussion, it can be concluded that:

1. Convenience does not boost utilitarian motivation. Calculations yield a P-value of 0.093 and a T-statistics of 1.680. These two values fail the requirement. No positive and significant influence can be concluded.
2. Information availability significantly boosts utilitarian motivation. Calculations yield a P-value of 0.000 and a T-statistics of 4.996. Both values satisfy conditions. Thus, a favorable and considerable influence exists.
3. Selection does not increase utilitarian motivation. Calculations yield a P-value of 0.222 and a T-statistics of 1.222. These two values fail the requirement. No positive and significant influence can be concluded.
4. Customized offerings boost customer utilitarian motivation. According to the calculations, the P-value is 0.038, and the T-statistics is 2.072. Both values satisfy conditions. Thus, a favorable and considerable influence exists.
5. Utilitarian motivation is positively correlated with consumer green purchase intention. Calculations yield a P-value of 0.000 and a T-statistics of 4.422. Both values satisfy conditions. Thus, a favorable and considerable influence exists.
6. Trends positively or significantly affect consumer hedonic motivation. According to the calculations, P-value is 0.002, and T-statistics is 3.051. Both values satisfy conditions. Thus, a favorable and considerable influence exists.
7. Social has had no positive impact on customer hedonic motivation. Calculations yield a P-value of 0.068 and a T-statistics of 1.827. These two values fail the requirement. No positive and significant influence can be concluded.
8. Research shows that adventure boosts consumer hedonic motivation.

Calculations yield a P-value of 0.000 and a T-statistics of 3.924. Both values satisfy conditions. Thus, a favorable and considerable influence exists.

9. Consumer hedonic motivation is positively influenced by authority and position. According to the calculations, the P-value is 0.012, and T-statistics is 2.510. Both values satisfy conditions. Thus, a favorable and considerable influence exists.
10. Research shows that hedonic motivation increases green purchase intention. Calculations yield a P-value of 0.000 and a T-statistics of 4.138. Both values satisfy conditions. Thus, a favorable and considerable influence exists.

Recommendation

Due to study limitations, qualitative or mixed methods could be used to gather more customer exploratory motivation for future research. Second, consumer utilitarian and hedonic motivation may differ between countries. The researcher can illustrate country identity similarities or differences (e.g., emergent, developed, or South East Asia). Finally, other antecedent factors must be developed. For further research, product knowledge, source of information, and re-purchase intention might be explored.

REFERENCE

- Ahmad, W., & Zhang, Q. (2020). Green purchase intention: Effects of electronic service quality and customer green psychology. *Journal of Cleaner Production*, 267, 122053.
- Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A., Wood, S., (1997). Interactive home shopping: consumer, retailer, and manufacture incentives to participate in electronic marketplaces. *Journal of Marketing* 61 (3), 38–53.
- Amin, S., & Tarun, M. T. (2021). Effect of consumption values on customers' green purchase intention: a mediating role of green trust. *Social Responsibility Journal*, 17(8), 1320-1336.
- Anderson, K. C., Knight, D. K., Pookulangara, S., & Josiam, B. (2014). Influence of hedonic and utilitarian motivations on retailer loyalty and purchase intention: a facebook perspective. *Journal of Retailing and Consumer Services*, 21(5), 773-779.
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of retailing*, 79(2), 77-95.
- Atulkar, S., & Kesari, B. (2017). Satisfaction, loyalty and repatronage intentions: Role of hedonic shopping values. *Journal of Retailing and Consumer Services*, 39, 23-34.
- Baabdullah, A. M. (2018). Consumer adoption of Mobile Social Network Games (M-SNGs) in Saudi Arabia: The role of social influence, hedonic motivation and trust. *Technology in society*, 53, 91-102.
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of consumer research*, 20(4), 644-656.
- Beauchamp, M. B., & Ponder, N. (2010). Perceptions of retail convenience for in-store and online shoppers. *The Marketing Management Journal*, 20(1), 49-65
- Berry, L.L., Seiders, K., Grewal, D., (2002). Understanding service convenience. *J. Market.* 66 (3).
- Boardman, R., McCormick, H., (2018). Shopping channel preference and usage motivations. *J. Fash. Mark. Manag.:* Int. J. 22 (2).
- Brown, L. G. (1990). Convenience in services marketing. *Journal of Services Marketing*, 4(1), 53-59.
- Budisantoso, T., Bhati, A., Bradshaw, A., & Tang, C. M. (2016). Hedonic Shopping Motivation: Does It Really

- Matter? *Development of Tourism and the Hospitality Industry in Southeast Asia*, 51–64.
- Bui, M.H., (2005). Environmental marketing: a model of consumer behavior. *Proc. Annu. Meet. Assoc. Colleg. Market. Educat.*
- Cai, J., Wohn, D. Y., Mittal, A., & Sureshbabu, D. (2018). Utilitarian and hedonic motivations for live streaming shopping. *In Proceedings of the 2018 ACM international conference on interactive experiences for TV and online video* (pp. 81-88).
- Chen, Y.S., Chang, C.H., (2013). Greenwash and green trust: the mediation effects of green consumer confusion and green perceived risk. *J. Bus. Ethics* 114 (3), 489-500.
- Cheng, Y., Yang, S., Yin, L., Pu, Y., & Liang, G. (2023). Recent consequences of micro-nanoplastics (MNPLs) in subcellular/molecular environmental pollution toxicity on human and animals. *Ecotoxicology and environmental safety*, 249, 114385.
- Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of retailing*, 77(4), 511-535.
- Chiu, C.-M.; Wang, E.T.G.; Fang, Y.-H.; Huang, H.-Y. (2014) Understanding customers' repeat purchase intentions in B2C ecommerce—The roles of utilitarian value, hedonic value and perceived risk. *Inf. Syst. J.* 24, 85–114.
- CNNIndonesia (2018). Kesadaran Masyarakat Indonesia akan Kebersihan Masih Rendah. <https://www.cnnindonesia.com/gaya-hidup/20180423183600-255-292946/kesadaran-masyarakat-indonesia-akan-kebersihan-masih-rendah>
- Cui, R., Gallino, S., Moreno, A., & Zhang, D. J. (2018). The operational value of social media information. *Production and Operations Management*, 27(10), 1749-1769.
- D' Souza, C., Taghian, M., & Lamb, P. (2006). An empirical study on the influence of environmental labels on consumers. *Corporate communications: An international journal*, 11(2), 162–173.
- Durrani, S., Sohail, M., & Rana, M. W. (2023). The influence of shopping motivation on sustainable consumption: A study related to eco-friendly apparel. *Journal of Social Sciences Review*, 3(2), 248-268
- EIHaffar, G., Durif, F., Dube, L., (2020). Towards closing the attitude-intention-behavior gap in green consumption: a narrative review of the literature and an overview of future research directions. *J. Clean. Prod.* 122556.
- Farquhar, J. D., & Rowley, J. (2009). Convenience: a service perspective. *Marketing theory*, 9(4), 425-438.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program SPSS Universitas Diponegoro, Jakarta.*
- Glazer, R. (1991), “Marketing in an information-intensive environment: strategic implications of knowledge as an asset”, *Journal of Marketing*, Vol. 55, pp. 1-19.
- Gupta, V., Khanna, V., & Sahoo, B. M. (2018). Analysis of shopping trends employing E-Commerce Applications: A Comparative Case Study. *Procedia computer science*, 132, 1728-1738.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. & Sarstedt, M., (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition*, 3rd edn., SAGE Publishing.
- Jacoby, J. (2002). Stimulus-Organism-Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior. *Journal of Consumer Psychology*,
- Janda S., Trocchia, P.J., and Gwinner, K.P. (2002) Consumer perceptions of Internet retail service quality, *International Journal of Service Industry Management*, vol. 13, no. 5, pp. 412-43.

- Johnstone, M.L., Tan, L.P., (2015). Exploring the gap between consumers' green rhetoric and purchasing behaviour. *J. Bus. Ethics* 132 (2), 311e328.
- Kaltcheva, V.D., Weitz, B.A., (2006). When should a retailer create an exciting store environment?. *Journal of Marketing* 70 (January), 107–118.
- Kashi, N. A. (2020). Green purchase intention: A conceptual model of factors influencing green purchase of Iranian consumers. *Journal of Islamic Marketing*, 11(6), 1389-1403.
- Kelley, E.J. (1958). The importance of convenience in consumer purchasing. *Journal of Marketing*, 23(01): 32-38.
- Khare, A. (2023). Green apparel buying: Role of past behavior, knowledge and peer influence in the assessment of green apparel perceived benefits. *Journal of International Consumer Marketing*, 35(1), 109-125.
- Kim, H. S., & Hong, H. (2011). Fashion leadership and hedonic shopping motivations of female consumers. *Clothing and Textiles Research Journal*, 29(4), 314-330.
- Koay, K. Y., Ong, D. L. T., Khoo, K. L., and Yeoh, H. J. (2021). Perceived Social Media Marketing Activities and Consumer-Based Brand Equity/ : Testing a Moderated Mediation Model. *Asia Pacific Journal of Marketing and Logistics*, 33(1), pp. 53–72. DOI: <https://doi.org/10.1108/APJML-07-2019-0453>.
- Koелеmeijer, K., & Oppewal, H. (1999). Assessing the effects of assortment and ambience: A choice experimental approach. *Journal of Retailing*, 75(3), 319–345.
- Kumar, A., & Kashyap, A. K. (2018). Leveraging utilitarian perspective of online shopping to motivate online shoppers. *International Journal of Retail & Distribution Management*, 46(3), 247-263.
- Kumar, S., & Sadarangani, P. (2021). An empirical study on shopping motivation among generation Y Indian. *Global Business Review*, 22(2), 500-516.
- Kumar, S., & Sreen, N., (2020). Role of internal and external values on green purchase. In: *Green Marketing as a Positive Driver toward Business Sustainability. IGI Global*, pp.
- Kumar, S., & Yadav, R. (2021). The impact of shopping motivation on sustainable consumption: A study in the context of green apparel. *Journal of Cleaner Production*, 295, 126239.
- Kushwaha, T., Ubeja, S., & Chatterjee, A. S. (2017). Factors influencing selection of shopping malls: an exploratory study of consumer perception. *Vision*, 21(3), 274-283.
- Lim, H, and Dubinsky, A. J. (2004) Consumers' perceptions of e-shopping characteristics: An expectancy-value approach, *The Journal of Services Marketing*, vol. 18, no. 6, pp. 500-513.
- Liobikienė, G., & Bernatoniėnė, J. (2017). Why determinants of green purchase cannot be treated equally? The case of green cosmetics: Literature review. *Journal of Cleaner Production*, 162, 109-120.
- Lunardo, R., & Mbengue, A. (2009). Perceived control and shopping behavior: The moderating role of the level of utilitarian motivational orientation. *Journal of Retailing and Consumer Services*, 16(6), 434-441.
- Meadows, K. (2003). So you want to do research? 4: An introduction to quantitative methods. *British Journal of Community Nursing* 8 (11) 519-26
- Mehrabian, A. and Russel, J. (1974). *An Approach to Environmental Psychology*. MIT Press, Cambridge, Massachusetts.
- Memon, M. A., Ramayah, T., Cheah, J. H., Ting, H., Chuah, F., & Cham, T. H. (2021). PLS-SEM statistical programs: a review. *Journal of Applied Structural Equation Modeling*, 5(1), 1-14.

- Mikalef, P., Giannakos, M., & Pateli, A. (2013). Shopping and word-of-mouth intentions on social media. *Journal of theoretical and applied electronic commerce research*, 8(1), 17-34.
- Moser, A. (2016) Consumers' purchasing decisions regarding environmentally friendly products: an empirical analysis of German consumers. *Journal of Retailing and Consumer Services* 31: 389–397.
- Novela, S., Sihombing, Y. O., Caroline, E., & Octavia, R. (2020). The effects of hedonic and utilitarian motivation toward online purchase intention with attitude as intervening variable. In *2020 International Conference on Information Management and Technology (ICIMTech)* (pp. 75-80). IEEE.
- Palevich, R. (2012) *The Lean Sustainable Supply Chain* (1st edn). Upper Saddle River, NJ: FT Press.
- Parker, C. J., & Wang, H. (2016). Examining hedonic and utilitarian motivations for m-commerce fashion retail app engagement. *Journal of Fashion Marketing and Management: An International Journal*, 20(4), 487-506.
- Parsons, A.G., (2002). Non-functional motives for online shoppers: why we click. *J. Consum. Market.* 19 (5), 380e392.
- Rothbard, N. P., & Edwards, J. R. (2003). Investment in work and family roles: A test of identity and utilitarian motives. *Personnel Psychology*, 56(3), 699-729.
- Sansome, K., Wilkie, D., & Conduit, J. (2024). Beyond information availability: Specifying the dimensions of consumer perceived brand transparency. *Journal of Business Research*, 170, 114358.
- Santoso, S. (2018). *Menguasai Statistik dengan SPSS 25*. Jakarta: PT Elex Media Komputindo
- Sarstedt, M., Ringle, C. & Hair, J., (2021). 'Partial Least Squares Structural Equation Modeling', pp. 1–47.
- Scarpi, D., (2012). Work and fun on the internet: the effects of utilitarianism and hedonism online. *J. Interact. Market.* 26 (1), 53e67.
- Scott, D. and Willits, F.K. (1994), "Environmental attitudes and behavior: a Pennsylvania survey", *Environment and Behavior*, Vol. 26 No. 2, pp. 239-260.
- Sekaran & Bougie, (2016). *Research Methods For Business: A Skill Building Approach*, 7th Edition, Wiley.
- Sherry, John F, Jr. (1990). A Sociocultural analysis of a midwestern American flea market. *Journal of Consumer Research*, 17(June), 13–30.
- Sreen, N., Purbey, S., & Sadarangani, P. (2018). Impact of culture, behavior and gender on green purchase intention. *Journal of retailing and consumer services*, 41, 177-189.
- Tauber, E.M., (1972). *Marketing Notes and communications: why do people shop?* *J. Market.* 36 (4).
- To, P. L., Liao, C., & Lin, T. H. (2007). Shopping motivations on Internet: A study based on utilitarian and hedonic value. *Technovation*, 27(12), 774-787.
- Totawar, A. K., & Nambudiri, R. (2014). Mood and self-efficacy: The moderation of hedonic and utilitarian motivation. *Human Resource Development Review*, 13(3), 314-335.
- Turley, L.W., Milliman, R.E., (2000). Atmospheric effects on shopping behavior: a review of the experimental evidence. *Journal of Business Research* 49 (2), 193–211.
- Vaidya, A., & Vaidya, V. (2017). Online shopping trends among college students. *International Journal of English Language, Literatures in Humanities*, 5(8), 92-106.
- Vasić, N., Kilibarda, M., & Kaurin, T. (2019). The influence of online

shopping determinants on customer satisfaction in the Serbian market.

- Journal of theoretical and applied electronic commerce research*, 14(2), 70-89.
- Wolfenbarger, M., Gilly, M., (2001). Shopping online for freedom, control and fun. *California Management Review* 43 (2), 34–55.
- Yang, K., & Young, A. P. (2009). The effects of customized site features on internet apparel shopping. *Journal of Fashion Marketing and Management: An International Journal*, 13(1), 128-139.
- Yu, H., Zhang, R., & Liu, B. (2018). Analysis on consumers' purchase and shopping well-being in online shopping carnivals with two motivational dimensions. *Sustainability*, 10(12), 4603.
- Zhang, C., Ang, S., & Yang, F. (2023). A new hybrid entropy-based decision support method and its application to online shopping selection. *Computers & Industrial Engineering*, 176, 108917.
- Zhang, J., & Krishnamurthi, L. (2004). Customizing promotions in online stores. *Marketing science*, 23(4), 561-578.
- Zikmund, W. G. et. al. (2009). *Business Research Methods*. 8th edition. Stamford, CT: Cengage Learning.