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## Green Consumer Behavior in the Perspective of Green Marketing and Theory of Planned Behavior

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**Abstract.** The purpose of this research is to analyze the effects of green marketing and the theory of planned behavior on green consumer behavior. The research design used a quantitative approach through the survey method. The population analyzed in this research are consumers that buy green products and are willing to conduct interviews about green products in modern markets in several districts/cities in the province of North Sulawesi. The research sample analyzed consisted of 381 respondents. A purposive sampling technique employing multiple regression was used, with the help of the application programs SPSS and Ms Excel. The variables in this research are green marketing, the theory of planned behavior, and green consumer behavior. The research findings are: 1) Equation 1 is formed  $Y = 6.908 + 0.390X_1 + e_1$ , meaning that green marketing has both a positive relationship with, and a significant effect on, green consumer behavior; 2) Equation 2 formed  $Y = 15.437 + 0.677X_2 + e_2$ , meaning that the theory of planned behavior had a positive relationship with, and a significant effect on green consumer behavior; 3) Equation 3 formed  $Y = 7.031 + 0.292X_1 + 0.255X_2$ , meaning that green marketing and theory of planned behavior had a positive relationship with, and a significant effect on green consumer behavior. With the contribution of green marketing and the theory of planned behavior, 44% of consumers practice green consumer behavior.

**Keywords.** Green Marketing, Theory of Planned Behavior, Green consumer behavior

### Introduction

Currently, the COVID-19 crisis has heavily impacted the order and behavior of the world community. As a result of this 'new normal,' behaviors such as social and physical distancing have become common, intended to prevent the spread of the disease and protect public health.

It is clear that the Covid-19 pandemic has had a large impact on the global economy. Almost all countries in the world have experienced negative economic growth, including Indonesia which has experienced a very significant decline up through the second quarter. Central Statistics Agency (BPS) recorded that Indonesia's economic growth in the second quarter (Q2) 2020 contracted by 5.32%. This figure worsened from that of Q1 2020, which reached 2.97%, and Q2 2019, which reached 5.05%. <https://tirto.id/fVQK>.

Alongside the current struggle to create a vaccine against Covid-19, natural phenomena such as landslides, floods, unpredictable weather, and extreme climate change have all complemented the current difficulties facing the global community. All these events happening concurrently have caused many people to become more concerned about their health, and the impact humans have on the environment.

Therefore, health and environmental awareness are two important issues that need to be addressed collectively. One potential solution to these issues is green or environmentally

friendly products. Keles and Bekimbetova (2013) stated that green consumers are more willing to pay for environmentally friendly products. Several factors underlie green consumers' decisions to buy organic goods. The purchase decision is defined as a purchasing act made when given two or more alternative options. Widiastuti and Widowati (2014) stated that many factors affect consumer purchasing decisions for a product, such as the products available, prices, distribution channels and promotions. However, apart from these factors, the purchase decision is also affected by internal factors, namely cultural, social, personal and psychological factors. Furthermore, several or all of these factors underlie green consumers' decisions to buy organic or otherwise environmentally friendly products.

Booth and Shepherd in Muaddab (2015) explained that attitude is a factor affecting consumer behavior, along with cultural and economic factors, personality, attitudes, values and consumer emotions. This is in accordance with the theory of planned behavior (Ajzen, 1991) that is widely used in predicting human behavior. This theory is indicated by three things, namely attitudes towards behavior, subjective norms and perceived behavior control.

Green marketing presents both an opportunity and a challenge, not only to create slogans or promotions that market environmentally friendly products, but to change the mindset and shape the 'green character' of policy makers, economic actors, and communities alike. Green marketing is not only a theory and strategy, but can be implemented through socialization. This can be done through consumption patterns, and by companies prioritizing correct product knowledge for consumers and trying to balance environmental concerns while maintaining the principles of efficiency and effectiveness, as well as accounting for economical factors.

Nandini (2016) stated that before marketing the products, companies have to know the behavior of consumers that care about the environment (green consumer behavior). According to Mills (2012) Green Consumer Behavior refers to every act of consumption that applies environmentally friendly insights.

Based on the thoughts described above, the purpose of this research is to analyze and explain the effect of green marketing and the theory of planned behavior on green consumer behavior in North Sulawesi Province.

## **Literature Review**

### *Green Consumer Behavior*

According to Engel & Blackwell (1982), "a consumer behavior is an action directly involved to get things, consumption, and to use those things (product or services), including decision process before and follow that decision." According to Sumarwan (2011), consumer behavior is all activities, actions, and psychological processes that drive these actions before and when buying and using products and services.

Studies related to green consumer behavior focus on behaviors that can reduce resources and energy use (Gardner & Stern, 2002). According to Siringi (2012), a green consumer is an individual whose behavior is affected by their concern for the environment, which is reflected in the way the individual looks for, buys, uses, evaluates, and disposes of products. This behavior is called "green consumer behavior." The behavior of consumers who care about the environment will affect their desire to consume environmentally friendly products (Andrew & Slamet, 2013).

### *Green Marketing*

The American Marketing Association (AMA) defines green marketing as "the marketing of products that are presumed to be environmentally safe. This green marketing incorporates a broad range of activities, including product modification, changes to the productions process, packaging, changes, as well as modifying advertising" (Istantia, et al. 2016). This means that green marketing refers to the act of marketing products that are

considered safe for the environment. This includes several things such as product modification, changes in production processes, packaging, changes in the promotion process, and so on. Mintu and Lozada define green marketing as the application of marketing tools to provide facilities for change on organizational satisfaction and individual goals for carrying out maintenance, protection, and conservation activities on natural resources (Silvia, H, & Kusumawati, 2014). The green marketing objectives according to Grant, are divided into three stages: Green stage; Greener stage; The Greenest stage (Silvia, H, & Kusumawati, 2014).

Elements of green marketing (which consist of Green Product, Green Price, Green Place, and Green Promotion), must be responsive to environmental problems in order to promote environmental sustainability. (Agustin, et al. 2015; Silvia, H, & Kusumawati, 2014)

Several green marketing strategies can be adopted, namely: 1. Successful market segmentation and its concentration; 2. Developing a new generation of green products; 3. Green Positioning; 4. Green Promotion; 5. Green Packaging; 6. Deciding about Green Prices; 7. Applying "green" logistics; 8. Changing the attitude towards waste (Nandini, 2016).

#### *Theory of Planned Behavior*

The theory of planned behavior (TPB) is a further development of the theory of reasoned action (TRA) by Ajzen. He later added a construct that didn't exist in TRA yet, called perceived behavioral control. This construct is added in TPB to control individual behavior that is limited by the lack of resources used to carry out the behavior (Ajzen, I. 1988).

Furthermore, Ajzen (1991) proposed a theory of planned behavior which states that attitudes towards behavior have an influence on interests and behavior. Attitude is a belief evaluation, or positive/negative feelings from a person if they do a specified behavior, taking into account subjective norms and their influence on interests and behavior. Ajzen argued that subjective norms are one's perceptions or views of other people's beliefs (which will affect one's interest in doing or not doing the behavior being considered) as well as the control of perceived behavior and its effect on behavioral interest. Perceived behavior control is defined by Ajzen as perceived ease or difficulty in carrying out the behavior. Perceived behavioral control is defined as perceptions as well as internal and external constructs of behavior. It reflects past experiences and also anticipates existing obstacles.

#### *Green Products*

Kasali (2005) defined green products as goods or products that are related to security, have no impact on human health, and which do not have the potential to damage the environment. Furthermore, clean products are also associated with the use of raw materials that take future generations into consideration. They aim to reduce waste both from the process and the product life cycle. Nugrahadi (2002) stated that clean products (green products) are always environmentally oriented. Ottman (1998) stated that green products in principle last a long period of time, do not contain toxins, are made from materials that are environmentally friendly and can be recycled or packaged in a simple and minimalist manner. These green products are made, distributed, and used to reduce negative impacts on the environment, such as pollution.

### **Hypothesis**

The two hypotheses formed in this research are: 1) There is a significant partial effect of green marketing and theory of planned behavior on green consumer behavior; 2) There is a significant simultaneous effect of green marketing and theory of planned behavior on green consumer behavior.

### **Research Method**

The research design used a quantitative approach through the survey method. The population analyzed in this research are consumers that buy green products and are willing to

conduct interviews about green products on modern markets and souvenirs in several districts/cities in North Sulawesi Province. The research sample analyzed consists of 381 respondents. Purposive sampling is used with structural equation models as the data analysis with the help of the application programs SPSS and Ms Excel. The variables in this research are 1) Green marketing, with the indicators: *successful market segmentation and concentration on selected market segmentation; developing a new generation of green product; green positioning; applying green promotion; green packaging; deciding about green prices; applying green logistics; changing the attitude towards waste*; 2) Theory of planned behavior, with indicators: *attitude; subjective norms; perceived behavioral control*; 3) Green consumer behavior, with indicators: *economic factors; psychological; factors; situational/demographic factor; environmental factors*;

## Result and discussion

### Analysis result

#### 1. Instrument Test

##### Validity test

Table 1. Recapitulation of Validity Test Results

Variables	Number of Indicators	Number of Items	Pearson Correlation Value		Cut Off	Description
			Min.	Max.		
Green Marketing (X <sub>1</sub> )	8	16	0.574	0.763	0.3	Valid
Theory of Planned Behavior (X <sub>2</sub> )	3	6	0.691	0.782	0.3	Valid
Green Consumer Behavior (Y <sub>1</sub> )	4	8	0.497	0.723	0.3	Valid

Based on the results of the validity test recapitulation, it shows that all items have a Pearson correlation coefficient >critical value (0.3), this means that all items of the 3 variables are valid.

##### Reliability Test

Table 2. Recapitulation of Reliability Test Results

Variables	Number of Indicators	Alpha Cronbach Value		Cut Off	Description
		Min.	Max.		
Green Marketing (X <sub>1</sub> )	8	0.762	0.897	0.6	Reliable
Theory of Planned Behavior (X <sub>2</sub> )	3	0.725	0.769	0.6	Reliable
Green Consumer Behavior (Y <sub>1</sub> )	4	0.745	0.772	0.6	Reliable

Based on the results of the reliability test recapitulation, it shows that all indicators have a Cronbach alpha coefficient >critical value (0.6), this means that all 3 variables are reliable.

#### 2. Classic assumption test

##### 1) Normality test

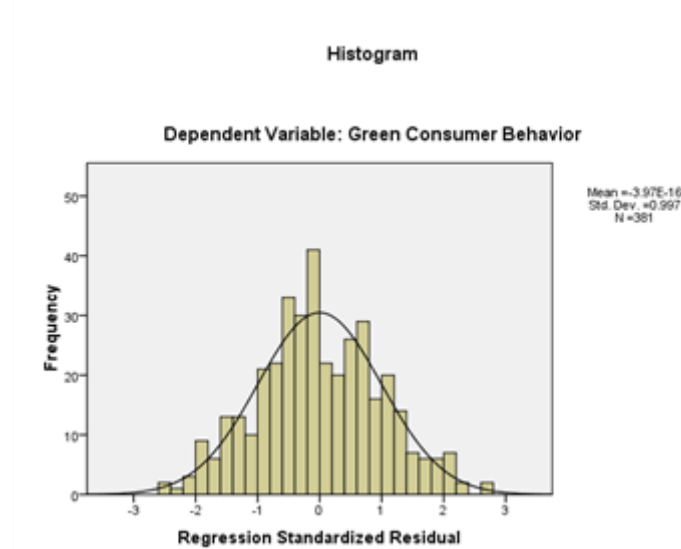
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		381
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.77555338
Most Extreme Differences	Absolute	.043
	Positive	.043
	Negative	-.021
Kolmogorov-Smirnov Z		.836
Asymp. Sig. (2-tailed)		.487

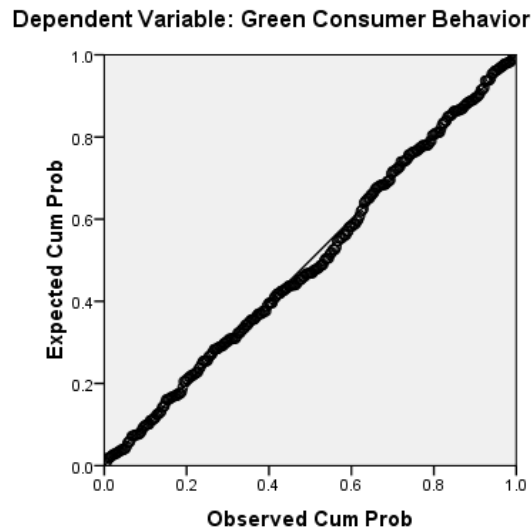
a. Test distribution is Normal.

Based on the SPSS output table above, the significance value of Asymp. Sig. (2-tailed) of 0.487 that is greater than 0.05. In accordance with the Kolmogorov-Smirnov test criteria, it can be concluded that the data is normally distributed.

As seen in the histogram results below, the data distribution forms a symmetrical bell-curve shape, which indicates that the data in the study is normally distributed.



Normal P-P Plot of Regression Standardized Residual



In the normal probability plot's test result seen above, the data points form a straight, diagonal line, which indicates that the data is normally distributed.

**2) Linearity Test**

This linearity test uses the Compare Means from SPSS version 16 for windows. The criteria for this test is that if the value of Deviation from Linearity is  $> 0.05$ , it means linear, and vice versa.

a. Green Marketing (X1) towards Green Consumer Behavior (Y)

**ANOVA Table**

	Sum of Squares	df	Mean Square	F	Sig.
Green Consumer Behavior * Green Groups Marketing (Combined)	964.367	20	48.218	14.654	.000
Linearity	904.969	1	904.969	275.024	.000
Deviation from Linearity	59.398	19	3.126	.950	.521
Within Groups	1184.583	360	3.291		
Total	2148.950	380			

The Anova Table shows that the Deviation value from Linearity X1 to Y  $>$  from 0.05 is 0.521, meaning that Green Marketing (X1) to Green Consumer Behavior (Y) is linear.

**b. Theory of Planned Behavior (X2) towards Green Consumer Behavior (Y)**

**ANOVA Table**

	Sum of Squares	df	Mean Square	F	Sig.
Green Consumer Behavior * TPB Groups (Combined)	765.341	12	63.778	16.963	.000
Linearity	722.548	1	722.548	192.177	.000
Deviation from Linearity	42.793	11	3.890	1.035	.415
Within Groups	1383.610	368	3.760		
Total	2148.950	380			

The Anova Table shows that the value of Deviation from Linearity X1 to Y> from 0.05 is 0.415, meaning that the Theory of Planned Behavior (X2) to Green Consumer Behavior (Y) is linear.

**3. Results of Multiple Regression Analysis**

**a. Equation X<sub>1</sub> – Y**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	6.908	1.471		4.697	.000			
Green Marketing	.390	.023	.649	16.605	.000	.649	.649	.649

a. Dependent Variable: Green Consumer Behavior

The equation obtained is:

$$Y = 6.908 + 0.390X_1 + e_1; \text{ where } e_1 = \sqrt{1 - 0.421} = 0.760$$

From the table above, it can be seen that the coefficient (obtained from the beta coefficient of OLS results) is 0.649<sup>a</sup>, with a  $t_{count}$  of 16.605 and a Sig t of 0.000. Because  $t_{count} > t_{table}$  (16.605 > 1.980) and Sig t < 0.05 (0.000 < 0.05), it can be concluded that there is an effect of Green Marketing (X1) on Green Consumer Behavior (Y), because the positive coefficient indicates a positive relationship. This means that the higher the value of Green Marketing (X1), the higher the Green Consumer Behavior (Y). Furthermore, the contribution of Green Marketing to explain Green Consumer Behavior can be seen in the Model Summary<sup>b</sup> table (R Square value).

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.649 <sup>a</sup>	.421	.420	1.81170	1.676

a. Predictors: (Constant), Green Marketing

b. Dependent Variable: Green Consumer Behavior

The R Square value obtained is 0.421 or 42.1%. This means that Green Consumer Behavior (Y) is affected 42.1% by Green Marketing (X1), and more than 57.9% is affected by other variables outside the variables studied.

**b. Equation X<sub>2</sub> – Y**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	15.437	1.148		13.450	.000			
	TPB	.677	.049	.580	13.856	.000	.580	.580	.580

a. Dependent Variable: Green Consumer Behavior

The equation obtained is:

$$Y = 15.437 + 0.677X_2 + e_2; \text{ where } e_2 = \sqrt{1 - 0.336} = 0.814$$

From the table above, it can be seen that the coefficient (obtained from the beta coefficient of OLS results) is 0.580<sup>a</sup>, with a  $t_{count}$  of 13,385 and a Sig t of 0,000. Because  $t_{count} > t_{table}$  (13,385 > 1,980) and Sig t < 0.05 (0.000 < 0.05), it can be concluded that there is an effect of Theory of Planned Behavior (X2) on Green Consumer Behavior (Y). The positive coefficient indicates a positive relationship. This means that the higher the Theory of Planned Behavior (X2), the higher the Green Consumer Behavior (Y). Furthermore, the contribution of Theory of Planned Behavior explaining Green Consumer Behavior can be seen in the Model Summary<sup>b</sup> table (R Square value).

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.580 <sup>a</sup>	.336	.334	1.94000	2.102

a. Predictors: (Constant), Green Marketing

b. Dependent Variable: Green Consumer Behavior

The value of the R Square is 0.421 or 42.1%. This means that green consumer behavior (Y) is affected 33.6% by the theory of planned behavior (X1), and more than 66.4% is affected by other variables outside the variables studied.

**c. Equation  $X_1, X_2 \rightarrow Y$   
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
		B	Std. Error		
1	(Constant)	7.031	1.446		4.864 .000
	Green Marketing	.292	.034	.487	8.490 .000
	TPB	.255	.067	.218	3.810 .000

a. Dependent Variable: Green Consumer Behavior

Based on the coefficients<sup>a</sup> table, the equation formed/obtained is:  $Y = 7.031 + 0.292X_1 + 0.255X_2$

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.665 <sup>a</sup>	.443	.440		1.78024	1.860

a. Predictors: (Constant), TPB, Green Marketing

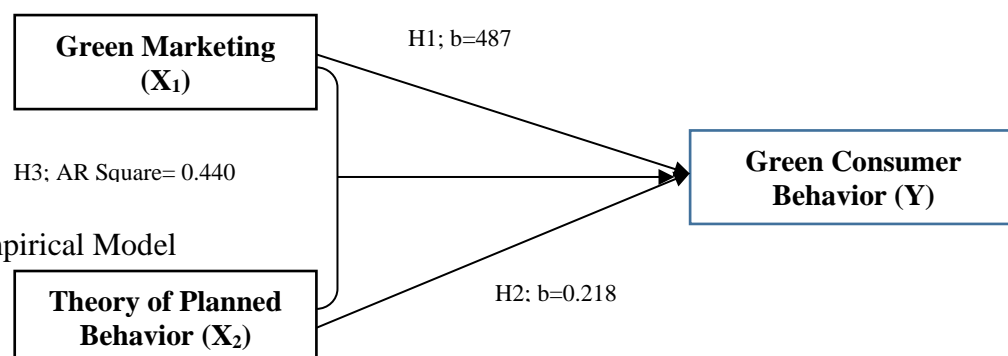
b. Dependent Variable: Green Consumer Behavior

The value of Adjusted R Square is obtained at 0.440 or 44%. This means that green consumer behavior (Y) is affected 44% by green marketing (X1) and theory of planned behavior (X2), and more than 56% is affected by other outside the variables studied.

**d. Model and Framework of Multiple Regression**

The equations formed are:

- a)  $Y = 6.908 + 0.390X_1 + e_1$ ;
- b)  $Y = 15.437 + 0.677X_2 + e_2$ ;
- c)  $Y = 7.031 + 0.292X_1 + 0.255X_2$ ;



**Figure 1.** Empirical Model

Based on the results of the regression analysis (empirical model), it shows that the findings of this study are: 1). Green Marketing (X1) has a significant effect on Green Consumer Behavior (Y), with the contribution of 0.421 or 42.1%; 2). Theory of Planned Behavior (X2) has a significant effect on Green Consumer Behavior (Y), with the contribution of 0.336 or 33.6%; and 3). Simultaneously, Green Marketing (X1) and Theory of Planned Behavior (X2) have a

significant effect on Green Consumer Behavior (Y), with the contribution of 0.440 or 44%. This means that partial or simultaneous green consumer behavior in North Sulawesi Province can be explained by green marketing and the theory of planned behavior.

#### 4. Results of Hypothesis Testing

##### *Partial Testing*

##### **Hypothesis H<sub>1</sub>**

Based on the results obtained, it shows that the effect of Green Marketing (X<sub>1</sub>) on Green Consumer Behavior (Y) obtained a beta coefficient of 0.649, with a  $t_{count}$  of 16.605 and a Sig t of 0.000. Because  $t_{count} > t_{table}$  ( $16.605 > 1.980$ ) and Sig t  $< 0.05$  ( $0.000 < 0.05$ ), it can be concluded that there is an effect of Green Marketing (X<sub>1</sub>) on Green Consumer Behavior (Y). The positive coefficient indicates a positive relationship. This means that the higher the value of Green Marketing (X<sub>1</sub>), the higher the Green Consumer Behavior (Y). This means that H<sub>a</sub> is accepted, and H<sub>0</sub> is rejected.

##### **Hypothesis H<sub>2</sub>**

Based on the results obtained, it shows that the theory of planned behavior (X<sub>2</sub>) affected green consumer behavior (Y) with a beta coefficient of 0.580, a  $t_{count}$  of 13.385, and a Sig t of 0,000. Because  $t_{count} > t_{table}$  ( $13.385 > 1.980$ ) and Sig t  $< 0.05$  ( $0.000 < 0.05$ ), it can be concluded that there is an effect of theory of planned behavior (X<sub>2</sub>) on green consumer behavior (Y). The positive coefficient indicates a positive relationship. This means that the higher the theory of planned behavior (X<sub>2</sub>) value, the higher the green consumer behavior (Y). This means that H<sub>a</sub> is accepted, and H<sub>0</sub> is rejected.

##### *Simultaneous Testing*

##### **Hypothesis H<sub>3</sub>**

The results of the F test using the SPSS program can be seen in the ANOVA<sup>b</sup> value. Hypothesis requirements can be accepted if  $F_{count} > F_{table}$  and/or if p Value  $< 0.05$  then hypothesis H<sub>1</sub> is accepted and H<sub>0</sub> is rejected. The simultaneous test results can be seen in the ANOVA<sup>b</sup> value below:

##### **ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	950.966	2	475.483	150.029	.000 <sup>a</sup>
	Residual	1197.984	378	3.169		
	Total	2148.950	380			

a. Predictors: (Constant), TPB, Green Marketing

b. Dependent Variable: Green Consumer Behavior

Based on the simultaneous test, the value of  $F_{count} = 150.029$  while  $F_{table} = 1.91$ . These results indicate that  $F_{count} = 150.029 > F_{table} = 1.91$ . As well as p Value  $0.000 < 0.05$ , the conditions above means accepting the hypothesis H<sub>a</sub>, which states that simultaneously the green marketing variables (X<sub>1</sub>) and theory of planned behavior (X<sub>2</sub>) significantly affect green consumer behavior (Y) in North Sulawesi.

#### 5. Determination Coefficient

The calculation results show that the coefficient of determination is defined by the Adjusted R Square value as follows:

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.665 <sup>a</sup>	.443	.440	1.78024	1.860

a. Predictors: (Constant), TPB, Green Marketing

b. Dependent Variable: Green Consumer Behavior

The results of the summary<sup>b</sup> model show that the Adjusted R Square value is 0.440. This means that teacher performance can be explained by green marketing (X1) and 44% theory of planned behavior (X2), and 56% is explained by variables or other factors outside of this study.

### Discussion

#### *The effect between research variables*

#### 1. The effect of green marketing on green consumer behavior

Based on the research findings, it is shown that green marketing has a positive relationship with green consumer behavior, as well as a significant effect on green consumer behavior. Several previous studies including Siringi (2012), Andrew & Slamet (2013) and Smith (1998) have explained that individuals who have a concern for the environment will consciously form a preference for green or environmentally friendly products. Nandini (2016), Istantia, et al. (2016), and Nair & Maram (2015) believe that a green marketing strategy should be considered when explaining green consumer behavior that makes individuals or consumers bound. Therefore, the behavior of green consumers in North Sulawesi Province tends to be largely affected by indicators of green marketing, namely price, product, place, and promotion.

#### 2. The effect of the theory of planned behavior on green consumer behavior

Based on the research findings, it is revealed that green consumer behavior is strongly affected by the theory of planned behavior with a significant positive relationship. This means that the theory of planned behavior is one of the factors determining the formation of green consumer behavior. This is consistent with the findings of Ajzen (1991) that attitudes, subjective norms and behavioral control can explain the behavior of green individuals or consumers. Siringi (2012), Andrew & Slamet (2013), and Smith (1998) stated that the formation of awareness of environmentally friendly products is the initial indicator for green consumer behavior. It can thus be concluded that the attitude, subjective norms, and behavior control from the theory of planned behavior are sufficient enough to become a consideration for green consumer behavior in North Sulawesi Province.

#### 3. The effect of green marketing and theory of planned behavior on green consumer behavior

Separately, green marketing and the theory of planned behavior each have a positive relationship with, and a significant effect on green consumer behavior. Simultaneously, the combination of these two factors affects green consumer behavior quite significantly. This is in accordance with the research findings of Siringi (2012) and Andrew & Slamet (2013), Istantia, et al. (2016), and Nair & Maram (2015), as well as Ajzen (1991) that the beginning and sustainability of consumer behavior for green products is strongly affected by indicators from green marketing and the theory of planned behavior. This means that the positive and real contributions of these two factors are sufficient enough to indicate the continuity of green consumer behavior in North Sulawesi Province.

### **Conclusion**

Based on the results and discussion, some conclusions can be made regarding the development of a green consumer behavior model in North Sulawesi as follows:

1. The research findings prove that green marketing has a positive relationship with, and a significant effect on green consumer behavior.
2. The research findings prove that the theory of planned behavior has a positive relationship with, and a significant effect on green consumer behavior.
3. The research findings prove that green marketing and theory of planned behavior simultaneously have a positive relationship with, and a significant effect on green consumer behavior in North Sulawesi province.

### **Suggestions and Recommendations**

Based on the findings of this study, several things that can be suggested as well as recommended are:

1. In this study, the limited availability of green products in several places in North Sulawesi is a challenge in explaining the sustainability of consumer behavior.
2. The findings do not fully explain the strength of the two factors in affecting green consumer behavior. Therefore, it is believed that one of these factors is more dominant in its effect.
3. There is still a large bias from the analysis results, therefore it is possible for future research to re-analyze with other analytical tools.

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