

Buy Now or Buy Later: Moderating Role of Green Knowledge in Purchasing Decisions

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ARTICLE INFO

Keywords: Green Marketing,
Green Knowledge,
Purchasing Decisions

Received : 15, August

Revised : 04, September

Accepted: 15, September

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ABSTRACT

This study aims to develop a model aimed at strengthening consumer purchasing decisions by increasing green knowledge. To achieve this goal, the study began by identifying factors influencing green knowledge-based purchasing decisions and testing the model through a survey. The urgency of this research is based on the increasing global awareness of environmental sustainability issues, which in turn influences consumer purchasing decisions and the integration of green knowledge into their marketing to remain competitive and support environmental conservation. The research method used involves qualitative and quantitative approaches. This research is also in line with the government's priority research topics, particularly in the development of consumer protection models related to green marketing and supporting community welfare and environmental governance. In addition, this study is expected to produce a theoretical model that explains the relationship between green marketing, green knowledge and purchasing decisions as well as practical recommendations for companies in increasing consumer green knowledge through effective marketing strategies, as well as educational tools to increase consumer awareness and knowledge about environmentally friendly products.

INTRODUCTION

The average global plastic waste in 2024 increased to 28 kilograms per person. Meanwhile, the Plastic Excess Day report released by the Swiss non-profit organization EA Earth Action stated that only 12 countries are responsible for 60 percent of the world's mismanaged plastic waste, the top five being China, the US, India, Brazil, and Mexico, while Indonesia ranks sixth as the world's largest producer of plastic waste with a volume of 9.13 million tons. Indonesia also ranks sixth in the world as a country that dumps plastic waste into the sea with a volume of 56,333 tons .

Climate change and environmental degradation are increasingly pressing global issues. The current environmental crisis requires every individual and organization to adopt environmentally friendly practices, especially in consumer intentions to purchase truly environmentally friendly products . This is because the environment can influence positive attitudes, expected performance, and social interactions for consumers . Modern consumers are increasingly aware of the importance of choosing or deciding to purchase a product that is environmentally friendly and has a minimal impact on the planet . Green knowledge, which includes information about the environmental impact of products and their production processes, is an important element in making environmentally friendly purchasing decisions . Despite increasing awareness of environmentally friendly products, many consumers still do not apply green knowledge in their purchasing decisions . Factors such as a lack of easily accessible information, low levels of environmental knowledge, and confusion about environmentally friendly product claims are major barriers. Therefore, in-depth research is needed to develop a model that can strengthen purchasing decisions through green knowledge.

The purpose of this study was to address the issue of fraudulent marketing practices, focusing on how green knowledge influences consumer purchasing decisions, such as those involving false advertising and testimonials, products containing hazardous materials, or those using price traps. Furthermore, this study describes factors that can increase consumer green knowledge and formulates an effective model for strengthening purchasing decisions through green knowledge as a moderating variable. The benefit of this research using a problem-solving approach is that the development of this research model is part of an effort to formulate a model to strengthen purchasing decisions through green knowledge. The innovation of this problem-solving approach is that the model to be built is a model to strengthen purchasing decisions through green knowledge. This research is also expected to serve as an additional reference for further research in exploring marketing concepts that focus on green marketing, green knowledge, and consumer purchasing decisions.

The state of the art in research related to the formulation of consumer models and behavior has developed rapidly in recent years. Recent studies show that green knowledge has great potential to influence consumer purchasing decisions. However, many previous studies have not comprehensively integrated green knowledge into environmentally friendly purchasing decision

models. Several previous studies have explained the practice of choosing from two or more alternatives in making a decision. A series of stages that consumers go through, starting from problem recognition, evaluation of alternatives, until finally making a purchase decision. In addition, elements that influence purchasing decisions include competition from similar competitors, lifestyle, economic conditions, social conditions, and purchasing interest in a product. Meanwhile, internal factors also have a significant influence through communication efforts on purchasing decisions for a product.

The novelty of this research lies in the development of a model that systematically integrates green knowledge, which is expected to provide practical guidance for both consumers and companies.

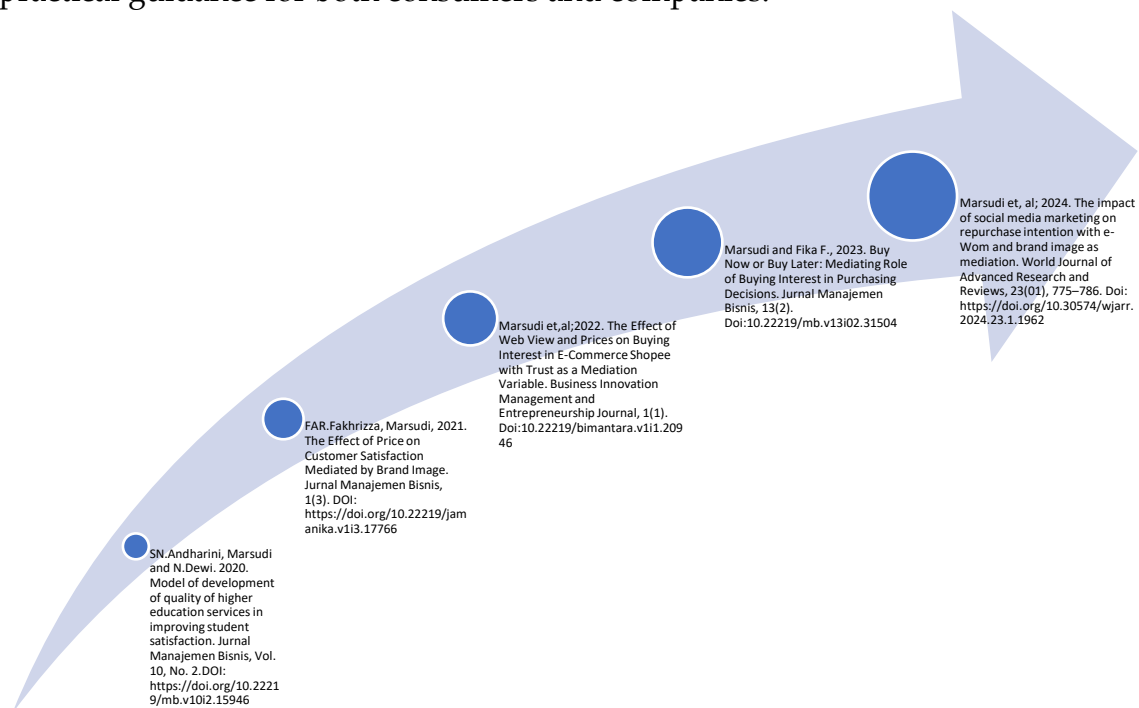


Figure 1. Research roadmap

Researchers have had a relatively long-standing interest in green marketing management. This research aims to develop a model to strengthen purchasing decisions through green knowledge among consumers of Oriflame green products in Malang. The worsening environmental crisis is driving the need for sustainable practices across various sectors, including consumption and purchasing. Green knowledge is a key element in influencing consumer behavior toward more environmentally friendly choices. However, the implementation of green knowledge in purchasing decisions is still less than optimal and requires a more systematic approach. It is hoped that this research can be further developed at the stage of implementing a model to strengthen purchasing decisions through green knowledge to support the realization of negative impact management on the environment and encourage companies to be more ecologically responsible.

With this roadmap, it is hoped that this research can make a significant contribution to understanding and strengthening environmentally friendly purchasing decisions by increasing consumers' green knowledge. Figure 1 above

shows that this research is based on the results of previous research conducted by the researcher in the last five years. This confirms that this research proposal has a strong foundation regarding the problem, concept, and direction of research development. This research is oriented towards formulating a model to strengthen purchasing decisions through green knowledge. The research gap is due to the role of moderation which is still rarely or not widely studied, especially to strengthen consumer purchasing decisions for green cosmetic products.

THEORETICAL REVIEW

A purchase decision is a series of stages consumers go through, starting with problem recognition, evaluating alternatives, and finally making a purchase decision, possibly continuing with post-purchase behavior. This process begins long before the consumer actually makes a purchase and has a lasting impact afterward. A purchase decision can be defined as a choice between two or more alternative purchasing decisions; a decision must be made, and several alternative choices must be available. The decision to purchase something can direct how the consumer will carry out the decision-making process. Purchasing decisions can also be said to be a problem-solving stage that involves understanding needs and desires, searching for information, evaluating various purchasing options, making decisions and even post-purchase behavior. There are many elements that influence purchasing decisions, including competition from similar competitors, lifestyle, economic conditions, and social factors. In addition, internal factors also have a significant influence on communication efforts on purchasing decisions for a product .

Green marketing can be defined as product marketing that emphasizes environmental sustainability. Furthermore, this type of marketing is not merely about marketing content. Green marketing can also be defined as the application of marketing tools to facilitate change that satisfies organizational and individual goals in maintaining, protecting, and conserving the physical environment. Green marketing activities require more than just image development. From a researcher's perspective, green marketing is an analysis of the impact of marketing on the environment and how environmental variables can be incorporated into various company marketing decisions. Green marketing is the consistency of all activities designing services and facilities to satisfy human needs and desires, without causing an impact on the natural environment.

Green knowledge can be said to be a number of understandings with various information about certain products or services with their environment that can be understood by a person or consumer. With the increase in individual consumer green knowledge, this allows consumers to think about products among a number of larger dimensions and make good distinctions between brands. Consumer green knowledge is all the information that consumers have about various kinds of products and services as well as other knowledge related to these products and services and information related to their function as satisfying consumer desires. Consumer knowledge about something green is all the information that consumers have about various kinds of products and

services as well as other knowledge related to the environment or related to their function in fulfilling a consumer's needs.

Research conceptual framework

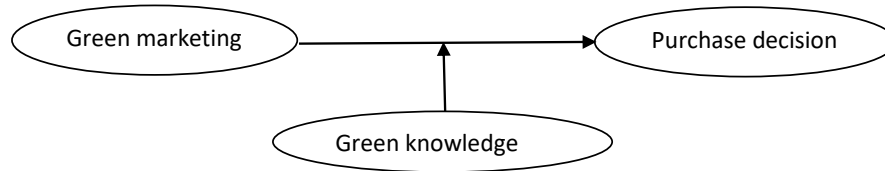


Figure 2. Conceptual Framework

METHODOLOGY

This study combines qualitative and quantitative approaches to obtain a comprehensive and in-depth overview of fraudulent marketing practices, such as false advertising and testimonials, products containing hazardous materials, or price traps, among Oriflame consumers in Greater Malang. This information then serves as the primary basis for formulating a model to strengthen purchasing decisions through green knowledge. A survey was used to collect consumer data regarding their perceptions and knowledge of green products among Oriflame consumers in Greater Malang (Malang City and Malang Regency). The data were analyzed using a combination of Vosviewer to visually map green marketing practices and a Structural Equation Model-Partial Least Squares. The research location is Greater Malang (Malang City and Malang Regency), East Java Province. The reason for selecting Malang City and Malang Regency as the research locations is because it is the second largest city in East Java and is known as an educational city with the largest number of universities in the province. The research procedure was carried out systematically, considering problem-solving methods, research approaches, and data analysis techniques that support the achievement of research outcomes.

RESULTS AND DISCUSSION

Based on the results of the study on the influence of green marketing on consumer purchasing decisions, a t-statistic value of 3.235 and a t-table value of 1.96 were obtained. Because the t-count or t-statistic value > t-table or a significance value of $0.000 < 0.05$ ($\alpha = 5\%$), it can be said that green marketing has a significant effect on consumer purchasing decisions. In other words, green marketing is a marketing mix planning process that utilizes changing consumer awareness of an environmentally friendly product and communicates it with environmentally friendly packaging to satisfy and meet consumer needs, also reduces negative impacts on the environment and also encourages consumers to care more about the environment. The results of this study support previous research conducted by Wibowo & Santoso, which stated that green marketing has a significant effect on consumer purchasing decisions .

Table. 1 Path coefficients-Mean, STDEV, T-statistics, P-values

	Original sample	Mean	STDEV	T-Statistics	P-value
$X \rightarrow Y$	0.463	0.465	0.085	5.480	0.000
$X*Z \rightarrow Y$	0.140	0.138	0.059	2.375	0.018

Furthermore, the results of the study on the influence of green marketing on consumer purchasing decisions moderated by green knowledge obtained a t-statistic value of 4.580 and a t-table of 1.96. Because the t-statistic value > t-table, or a significance value of $0.000 < 0.05$ ($\alpha=5\%$), it can be said that green marketing has a significant effect on purchasing decisions that have been proven to be moderated by green knowledge. In other words, green knowledge can be said to be information that consumers have about various products as well as environmental knowledge related to the product and information related to its function in fulfilling consumer needs. Product knowledge influences purchasing decisions, this is in accordance with the respondent's explanation that consumers generally have very good knowledge about the product.

Based on the results of the research conducted, it is known that green knowledge can moderate the influence of green marketing on purchasing decisions. This can be interpreted that with environmentally friendly products, not using materials that leave a carbon footprint that is harmful to the environment, products offered according to the price of similar products, the quality offered is comparable to the price offered, consumers have easy access to the product, strategic locations without damaging the surrounding environment, promotions carried out are characterized by environmentally friendly promotions and environmental messages in promotions are clear and easy to understand, consumers will feel confident in making their purchasing decisions. Therefore, green knowledge can be said to strengthen the influence of green marketing on consumer purchasing decisions. This research supports previous research conducted by Mahassan, which stated that green knowledge can strengthen green marketing in influencing purchasing decisions.

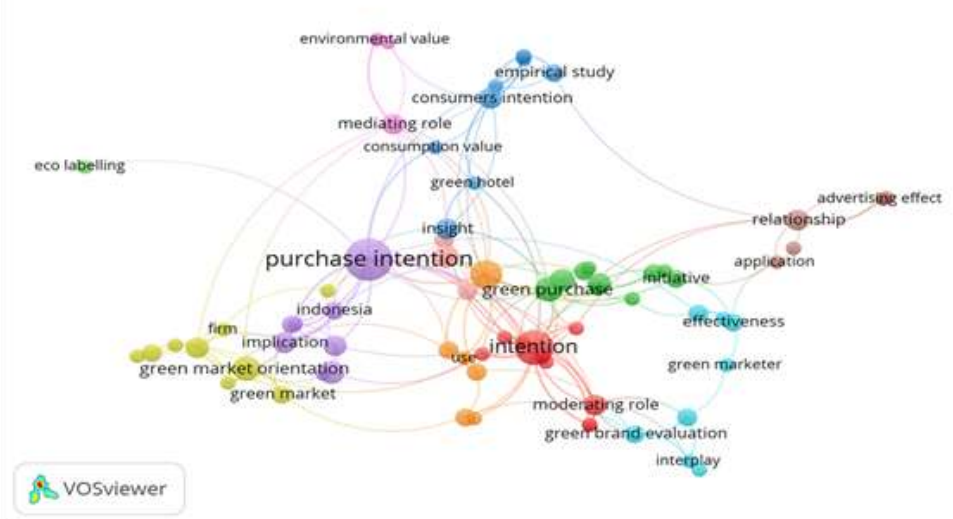


Figure. 3 Vosviewer processed results

This study obtained 11 clusters with 70 occurrences, there are several findings in the formed clusters. Cluster 1 is colored red, found the role of green brand knowledge on environmental commitment to organic food. Different results are shown that green brand knowledge does not play a role as a mediator between green brand positioning and the intention to purchase organic food. Cluster 2 is shown in light green, found the importance of environmental education for young consumers in order to consume sustainably. Cluster 3 is shown in blue, found the role of knowledge and attitudes in the decision to stay at an environmentally friendly hotel. Cluster 4 is shown in dark green, found the importance of manufacturing MSMEs to adapt to the green market. Cluster 5 is shown in purple, found the need to increase public understanding of green consumption behavior through communication and promotion approaches. Cluster 6 is indicated by the cyan blue color with the finding that there is a role of green advertising to strengthen positive evaluations of skin care products. Cluster 7 is indicated by the orange color, it was found that the results show an important role of green supply chain and green marketing on green purchase intention. Cluster 8 is indicated by the brown color node, it was found that green advertising design plays an important role in creating environmentally friendly advertisements. Cluster 9 is indicated by the pink color node, it was found that the importance of limiting consumption to prevent environmental damage. Cluster 10 is indicated by the pink color with the finding that there is an increase in consumer awareness in increasing environmentally friendly products. While cluster 11 is shown by the green color node, it was found that knowledge has a role in improving company performance.

Thus, it can be said that the output results achieved by this research can be expected to develop a theoretical model that explains the relationship between green marketing, green knowledge and consumer purchasing decisions. Practical recommendations for companies and governments to increase consumer green knowledge through effective marketing strategies and consumer protection, especially to increase awareness and knowledge about environmentally friendly products.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results, it can be concluded that green marketing can have a significant positive influence on purchasing decisions. This suggests that green marketing implemented by Oriflame products can make consumers feel confident in their purchasing decisions. Meanwhile, green knowledge can moderate the influence of green marketing on purchasing decisions. It is known that green knowledge regarding the green marketing concept used by the Oriflame brand and obtaining information about the product serve as appropriate drivers or reinforcements for consumers making purchasing decisions. Therefore, green information about the product will make consumers more confident and confident in their purchasing decisions.

Companies need to understand that green knowledge can strengthen consumers' purchasing decisions for green products. Therefore, it is crucial for companies to build positive relationships with the public, including through

corporate social responsibility and responding quickly and wisely to public issues. It is also recommended that companies be more sensitive to the moral aspirations and environmental values developing in society and maintain business ethics that meet consumer expectations.

Suggestions that are expected to be beneficial for the company and other parties include the fact that some consumers still believe that Oriflame lacks a strategic, environmentally friendly location. Therefore, in the future, it is hoped that more strategic locations without damaging the environment can be chosen, such as in city centers or malls, or even tourist attractions, which will make it easier for consumers to obtain the product. Furthermore, some consumers still do not purchase products based on recommendations from those closest to them. This means that consumers buy products based on their own desires and obtain information about the product independently. In the future, it is hoped that Oriflame can increase the number of articles/information or reviews and be more intensive in branding regarding its green product communication, especially through the internet or social media. Meanwhile, future researchers should be able to develop the methodology of this study so that they can develop what is still lacking in this study. Furthermore, what can be updated and developed by future researchers is considering using other variables or indicators or can also explore the latest research objects with the aim of producing research that is developing and has the latest results and remains relevant to the present.

FURTHER STUDY

future researchers are expected to develop the methodology of this study to add to the shortcomings of this study. Future research could improve and develop other variables and indicators, including exploring new research topics, with the aim of producing research that yields up-to-date results and remains relevant today. Furthermore, research with a similar concept could utilize other, potentially more effective analytical tools, such as SEM-AMOS, to determine the moderating role of the independent variable on the dependent variable.

ACKNOWLEDGMENT

The authors would like to thank all parties who supported and contributed to the completion of this research.

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