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EXPLORING THE ROLE OF CONSUMER ATTITUDES IN MEDIATING THE INFLUENCE OF KNOWLEDGE, VALUES, SUBJECTIVE NORMS, AND BEHAVIORAL CONTROL ON THE PURCHASE OF ECO-FRIENDLY PRODUCTS[5]

The research aims to analyze and investigate how consumer knowledge, consumer values, subjective norms, and behavioural control influence purchasing behaviour for environmentally friendly household products and how the role of consumer attitudes mediates this relationship. This study employs a quantitative research methodology, targeting household consumers residing in Jambi Province, Indonesia, as the research population. The sample size comprised 300 participants, with household consumers, particularly housewives, serving as respondents. Data analysis was conducted utilizing Structural Equation Modeling (SEM) with the PLS3 analysis tool. The research findings indicate that consumer knowledge, behavioural control, and consumer attitudes significantly influence the purchasing behaviour of environmentally friendly household products. However, consumer values and subjective norms do not significantly impact purchasing behaviour in this context. While consumer attitudes effectively mediate the influence of consumer values, subjective norms, and behavioural control on purchasing behaviour, they do not mediate between knowledge and consumer behaviour. This research model contributes to theoretical and empirical studies concerning purchasing behaviour models for environmentally friendly household products, enhancing existing consumer behaviour theories and providing a reference for future research. Additionally, it is anticipated that this research will serve as a valuable source of input for local governments, marketers, and business entities in formulating diverse environmental policies.
Keywords: behavior; household products; environmentally friendly; consumer attitudes
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Introduction

Environmental concern has not only permeated public discourse but has also become a focal point in academic research. Numerous stakeholders are actively advocating for earth protection through diverse initiatives and programs. Among these initiatives, environmentally friendly marketing stands out as a strategic approach within the economic realm, aiming to foster businesses that prioritize environmental sustainability. Hence, human behaviour plays a significant role in exacerbating environmental issues, with excessive consumption and overexploitation of natural resources being primary contributors to escalating environmental degradation (do Paço et al., 2014). Thus, promoting environmentally friendly behaviour is a complex challenge that necessitates multifaceted solutions.

Human activities significantly contribute to environmental damage, yet behaviour can also be pivotal in mitigating further harm. Research by (Joshi, Rahman, 2015) indicates that approximately 40% of environmental damage is caused by household purchasing. Consumers view purchasing, utilizing, and consuming environmentally friendly products as favourable behaviour. These eco-conscious products are vital in addressing environmental challenges by ensuring that they do not harm the environment or human health throughout their lifecycle, from production to consumption (Wu, Chen, 2014; Zhang et al., 2019). The term "green" is referred to as environmentally friendly, eco-friendly, or sustainable. Zhang et al. (2019) stated that eco-friendly products are products that are environmentally conscious, designed, and processed in ways that can reduce environmental pollution effects throughout the production, distribution, and consumption processes. The key characteristics of environmentally friendly products include safety for consumption, absence of toxins, long lifecycle, use of renewable materials, recyclable raw materials, minimal packaging, environmental certification, and eco-labelling on packaging (Sugandini et al., 2020).

Consumers assess various objects, such as products, brands, or services, through their behaviour. Attitude reflects the inclination of consumers to react positively or negatively to the object under evaluation. When consumers respond positively to a product or service, they are inclined to purchase and utilize it. However, concerning environmentally friendly products, significant disparities exist between consumer attitudes and purchasing behaviour. A favourable attitude often does not translate into purchasing environmentally safe household products. Despite consumer awareness of environmental challenges and their advocacy for environmental protection policies, this concern is not reflected in their day-to-day purchasing habits. Consumers persist in buying conventional household products, overlooking the availability of environmentally friendly alternatives. Inconsistencies between attitudes and purchasing behaviour are evident across various pro-environmental contexts, highlighting a disparity between consumers' environmental evaluations and their actions towards environmental preservation. Prior research (do Paço et al., 2014; Gleim, Lawson, 2014; Taufique, 2020; Uddin, Khan, 2018; Zaremohzzabieh et al., 2020) underscores the existence of this gap between attitudes and behaviour.

Liobikienė and Bernatonienė (2017) argued that consumer knowledge, sourced externally, significantly influences purchasing behaviour. This external knowledge is pivotal as

consumers require adequate information to assess alternatives during decision-making processes. Supported by Dhir et al. (2021) research findings, knowledge serves as a crucial motivator for consumer actions. As consumer attitudes toward environmentally friendly products evolve, value is significant in consumer perceptions. Poncin and Ben Mimoun (2014) underscore the necessity of analyzing perceived value within the consumer experience, as it robustly predicts purchasing behaviour and intentions.

In behaviour, individuals derive motivation not solely from internal factors but also from external influences, such as reference groups. Social factors contextualize behaviour within a social framework, wherein support from friends, family, or reference groups plays a pivotal role in shaping and reinforcing behaviours. As Liobikienė & Bernatonienė (2017) highlighted, subjective norms constitute a key variable within social factors. According to Rhodes and Courneya (2003), subjective norms represent an individual's perception of the degree to which others expect or endorse certain behaviours. Individuals experiencing heightened social pressure perceive themselves as more inclined to engage in environmentally friendly behaviours, consequently exhibiting a greater propensity to purchase green products. When individuals perceive that purchasing green products is positively regarded by their social circle or society at large, they may be more inclined to prioritize these products in their consumption choices to avoid social disapproval or criticism. In Indonesian culture, deeply rooted in group and family values, the perceptions, views, and opinions of others hold significant sway. Reference groups, including family, friends, and colleagues, influence individual attitudes and decision-making processes. If consumers are affiliated with reference groups that prioritize environmental concerns, purchasing environmentally friendly household products aligns with their perceived social norms and values. This alignment reinforces individuals' sense of ethical behaviour and solidarity with their reference group, fostering a propensity to make environmentally conscious choices.

Furthermore, behaviour is not purely spontaneous but necessitates regulation. Consumers require a degree of control over their actions. This behavioural control is a consequence of human behaviour, irrespective of personal preferences, and pertains to the level of autonomy or authority individuals have in executing certain actions. By regulating behaviour, one can assess an individual's willingness to exert additional effort to accomplish a specific task. When consumers possess self-assurance and self-discipline, they are empowered to seek out, select, and purchase environmentally friendly household products (Rhodes, Courneya, 2003). Therefore, consumer behaviour necessitates a sense of control over one's actions.

To encourage people to buy more eco-friendly products, it's important to actively promote green choices and help individuals make environmentally aware decisions. There's a need for more research to understand what drives people to buy certain products. The person in the family who usually buys everyday items plays a key role in this. Exploring how their knowledge, values, social expectations, and sense of control over their actions influence their choices, especially among homemakers, is an interesting area of study. It's unclear if people's positive attitudes towards eco-friendly household goods lead to them buying these products, and what factors mainly shape these attitudes. Closing the gap between what people believe and what they do can help households adopt greener habits. It's crucial to figure out why caring about the environment doesn't always translate into eco-friendly buying decisions. The difference might be explained by what consumers know and value. This research aims to fill

gaps in our understanding, focusing on the buying behaviour of families, which hasn't been studied much before. Generally, research related to eco-friendly products is referenced to consumers in general without distinguishing subjects, types of products, and categories of products. There is still limited research on purchasing behaviour in household products with housewives as the subjects. Therefore, the novelty of this research lies in the model of the influence of consumer knowledge, consumer values, subjective norms, and behavioural control with consumer attitudes as intervening variables on eco-friendly household products with household consumers as the research object. Research on eco-friendly products in the household can serve as a valuable resource for policymakers seeking to drive shifts towards more sustainable consumption since from a social perspective, understanding the factors that shape consumer attitudes in houseold can facilitate behavioural change towards more sustainable consumption patterns.

Literature Review

Eco-Friendly Household Products

As delineated by Trantallidi et al. (2015), household products encompass a wide array of commercially available items utilized for various personal tasks within the home environment (e.g., laundry detergents, dish detergents, toothpaste, insecticides, all-purpose cleaners, etc.). Individuals driven by a desire to contribute to environmental conservation can initiate change through altering their daily consumption patterns. Making sustainable purchasing decisions entails replacing high-impact products with environmentally friendly alternatives, as highlighted by Moser (2015). While individual adjustments may seem, minute compared to the staggering volumes of single-use plastic discarded annually, these changes must commence at the personal level. Recycling emerges as a pivotal strategy to address the issue of plastic waste. For instance, repurposing paper waste into handicrafts or souvenirs, utilizing cans or plastic bottles for decorative purposes, and transforming plastic bags into reusable totes (Sriayudha et al., 2022) are all tangible efforts toward mitigating environmental impact.

Consumer Purchasing Behavior

According to Schiffman and Hansen (2012), consumer behaviour finds its roots in the marketing concept and business orientation, characterized by various alternative approaches such as the production, product, and sales concepts. Meanwhile, Lavuri (2021) defines consumer behaviour as not only related to product and sales concepts but also to the exploration of individuals and organizations to discern their experiences in purchasing and utilizing goods and services to achieve consumer satisfaction, thus aiding in predicting and planning future products and services. Lin and Niu (2018) elucidate that purchasing behaviour encompasses the process of seeking, acquiring, using, evaluating, and disposing of consumer products, services, or ideas to fulfil their needs. Individuals and groups, including organizations, fulfil their requirements by selecting, purchasing, using, and disposing of products or services. Moreover, according to Lin and Niu (2018), the dimensions

of purchasing behaviour encompass product search, product use, product assessment, and product disposal.

Consumer Attitudes

Kotler and Keller (2008) define attitude as representing a person's enduring evaluation of preferences, emotional responses, and inclinations toward specific objects or ideas. According to Ajzen and Fishbein (1977), attitude is a learned predisposition to consistently react favourably or unfavourably to a given object. Consumer attitudes are shaped through the cognitive processing of information within the consumer's mind, culminating in the formation of perceptions or attitudes toward a particular brand (Roza et al., 2022). Moreover, Liobikienė and Bernatonienė (2017) define attitude as an intrinsic component of internal factors originating from within consumers. According to Alhosseini Almodarresi et al. (2019), every consumer decision involves a phenomenon psychologists term 'attitude'. Attitude encompasses a blend of enduring motivational, emotional, and cognitive processes concerning the individual's environment. Thus, a person's attitude mirrors their cognitive, emotional, and behavioural interactions within their surroundings.

Consumer Knowledge

According to Jiang and Rosenbloom (2013), knowledge serves as a psychological barrier against ignorance and misinformation. Consumer knowledge encompasses objective knowledge, subjective knowledge, and direct experience. Alhosseini Almodarresi et al. (2019) conceptualize consumer knowledge of the environment as a uni-dimensional variable encompassing general aspects of environmental awareness. Knowledge instigates changes in individual behaviour and plays a crucial role in comprehending and processing information necessary for evaluating alternatives in consumer decision-making (Park et al., 2018). Additionally, Lin and Niu (2018) define environmental knowledge as information pertaining to the reciprocal relationship between humans and the environment. This knowledge elucidates an individual's perception of their environmental responsibility, subsequently influencing environmental behaviour. Knowledge is recognized as a significant determinant of attitudes and behaviour in a broader context, as extensively evidenced in research literature. From a marketing perspective, understanding consumer knowledge is essential for designing effective marketing strategies. It exerts considerable influence on decision-making processes and subsequent actions. Consumers accumulate knowledge about how to use products effectively, troubleshoot common issues, and maximize their utility. This knowledge may be acquired through personal experience, instruction manuals, tutorials, or online resources.

Consumer Value

Jung et al. (2020) stated that perceived value refers to consumers' overall assessment of the usefulness of a product (or service) based on perceptions of what is received and what is given. According to Simatupang and Junaidi (2020), consumers will be encouraged to choose

high-value goods and services on the one hand, but on the other hand, they will be limited by the consumer's income. Consumer values form a large part of consumers' intrinsic motivation (Kollmuss and Agyeman, 2002; Liobikienė and Bernatonienė, 2017). Schiffman and Hansen (2012) stated customer value is defined as the ratio between the customer's perceived benefits (economic, functional, and psychological) and the resources (monetary, time, effort, psychological) used to obtain these benefits. Perceived value is relative and subjective.

Subjective Norms

According to Rhodes and Courneya (2003), subjective norms are an essential reference response of a group to certain behaviour, which is considered when deciding to carry out a certain pattern of behaviour. Subjective norms assess social pressure on individuals to perform or not perform certain behaviours. Normative beliefs also refer to beliefs about an individual's views on reference groups that are considered important. Subjective norms are set by family members, partners, peer groups, friends, and colleagues, and those that impact individual/consumer decisions and attitudes towards purchasing environmentally friendly products. Individuals are more likely to carry out a behaviour if they see that individual in a group, they consider important also approve of the behaviour. Furthermore, subjective norms are associated with normative beliefs about the expectations of significant others who carry out the behaviour. (Rhodes and Courneya, 2003)concluded that subjective norms have two more traditional dimensions: injunctive, whether someone believes their social network wants them to carry out behaviour, and descriptive, whether someone's social network shows a particular behaviour.

Behavior Control

Behavioural control is also an evaluation of whether an individual has confidence that they can carry out a behaviour (Miller, 2017). According to (Ogiemwonyi et al., 2020), behavioural control received by consumers is a consequence of human behaviour, whether they like it or not. The review argues that individuals may want to act but, on the other hand, may want to withdraw due to some situational constraints. According to (Rhodes and Courneya, 2003), behavioural control is a person's perception of the extent to which they have control or authority in carrying out certain behaviours. According to (Ishoy, 2016)behavioural control generally refers to the extent to which a person feels capable of carrying out certain actions. It is believed that the behavioural control felt by consumers mainly lies in the individual's perception of their behavioural control (Abdullah Al-Swidi, Sheikh Mohammed Rafiul Huque, Muhammad Haroon Hafeez and Shariff, 2014).

Hypotheses

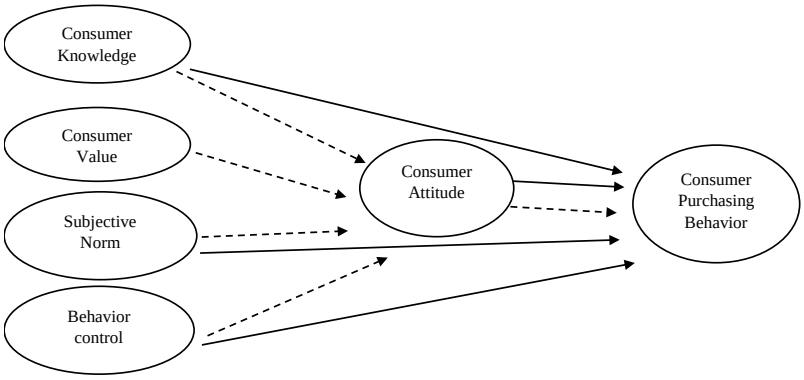
Based on the literature review, the hypothesis is designed as follows:

- HI: Consumer knowledge significantly impacts purchasing behaviour for eco-friendly household products.
- H2: Consumer values significantly impact purchasing behaviour for eco-friendly household products.
- H3: Subjective norms significantly impact purchasing behaviour for eco-friendly household products.
- H4: Consumer Control significantly impacts purchasing behaviour for eco-friendly household products.
- H5: Consumer attitudes significantly impact purchasing behaviour for eco-friendly household products.
- H6: Consumer knowledge significantly impacts purchasing behaviour for eco-friendly household products through consumer attitudes.
- H7: Consumer values significantly impact purchasing behaviour for eco-friendly household products through consumer attitudes.
- H8: Subjective norms significantly impact purchasing behaviour for eco-friendly household products through consumer attitudes.
- H9: Behavioral control significantly impacts the purchasing behaviour of eco-friendly household products through consumer attitudes.

Methodology

The research design carried out is a quantitative research design by establishing a model and testing the model. The type of quantitative research used is descriptive quantitative research with a sample survey method and non-probability sampling technique. The research instrument used a questionnaire. The measurement uses a 5 Likert scale from strongly agree to disagree strongly. Data were analyzed using SEM with PLS as an analysis tool. The target population is household consumers of environmentally friendly products in Jambi Province, Indonesia. The research sample was housewives in Jambi City and Sungai Penuh City, Jambi Province, Indonesia. The total sample amounted to 300 samples. The operational variables in the research that will be tested according to the hypothesis are shown in Figure 1.

Figure 1. Conceptual Model – Author's Elaboration



Data Analysis Results

Respondent Characteristics:

The characteristics of the research respondents analyzed are based on place of residence, age, education, occupation, the most frequently purchased household products, reasons for buying environmentally friendly household products, and the frequency of purchases within one month. The general characteristics of the research results are presented in Table 1.

Table 1. Characteristics of Respondents

Respondent Description		Amount	Percentage
Age	18-27 years old	77	25.6
	28-37 years old	92	30.6
	38-47 years old	90	30.0
	48-57 years old	32	10.6
	more than 57 years	9	3.0
Education	High school/equivalent	132	44
	Diploma	16	5.3
	Bachelor	152	50.6
Product Classification	Kitchen Appliances	133	44.3
	Electronic equipment	18	6
	Personal equipment	82	27.3
	Hygiene equipment	53	17.7
	Furniture	14	4.7
Reasons for Buying Products	Environmental Protection	56	18,7
	Waste Reduction	103	34,3
	Personal Health	84	28
	Innovation and Efficiency	16	5,3
	Social Responsibility	18	6,0
	Support for Change	6	2,0
Total number		300	100

Based on the data presented in Table 1, it is evident that the research comprised 300 respondents. Among them, a notable portion, constituting 30.6%, fell within the age range of 28-37 years, while a majority held a bachelor's degree, accounting for 50.6% of the sample. Notably, kitchen equipment emerged as the most purchased eco-friendly household product, representing 44.3% of respondents' purchases. The primary motivation behind these purchases was to contribute to waste reduction efforts, cited by 34.3% of respondents.

Table 2. Validity and Reliability

No	Variable	AVE value	Composite Reliability	*Cronbach's Alpha*	Information
1	Behavior Control	0.640	0.876	0.812	Meet the criteria
2	Consumer Value	0.540	0.903	0.878	Meet the criteria
3	Subjective Norms	0.739	0.919	0.882	Meet the criteria
4	Consumer Knowledge	0.541	0.903	0.877	Meet the criteria
5	Purchase Behavior	0.603	0.914	0.889	Meet the criteria
6	Consumer Attitudes	0.622	0.919	0.896	Meet the criteria

Source: Data Processing Results.

Table 2 demonstrates that all variables examined have satisfied the measurement criteria, with values exceeding 0,5 for the Average Variance Extracted (AVE), exceeding 0,6 for composite reliability, and possessing Cronbach's Alpha values above the designated threshold. Therefore, it can be said that all factors have good reliability as measurement tools. Moreover, path coefficients for direct relationship are present in the following Table 3.

Table 3. Path Coefficients for Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Behavior Control -> Purchase Behavior	0.127	0.127	0.064	1.984	0.048
Consumer Values -> Purchase Behavior	0.033	0.037	0.080	0.416	0.678
Subjective Norms -> Purchasing Behavior	0.038	0.036	0.065	0.590	0.556
Consumer Knowledge -> Purchase Behavior	0.168	0.167	0.073	2.291	0.022
Consumer Attitude -> Purchasing Behavior	0.542	0.541	0.066	8.239	0.000

Source: Data Processing Results.

The data presented in Table 3 indicate that two relationships lack significant influence (T stat < T (300) = 1,96, p > 0,5): the impact of consumer values on purchasing behaviour (T stat = 0,416 and p values = 0,678) and the influence of subjective norms on consumer purchasing behaviour (T stat 0,590 and p-value = 0,556). Furthermore, path coefficients for indirect relationsip are present in Table 4.

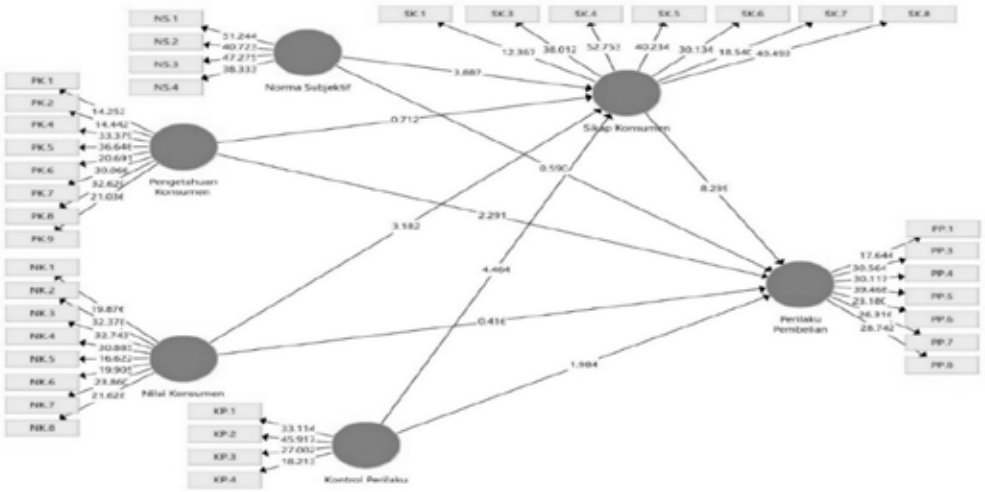
Table 4. Path Coefficients for Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Behavior Control -> Consumer Attitude -> Purchase Behavior	0,157	0,154	0,040	3,981	0,000
Consumer Values -> Consumer Attitudes -> Purchasing Behavior	0,145	0,145	0,050	2,885	0,004
Subjective Norms -> Consumer Attitudes -> Purchase Behavior	0,128	0,128	0,036	3,510	0,000
Consumer Knowledge -> Consumer Attitudes -> Purchasing Behavior	0,033	0,036	0,047	0,714	0,476

Source: Data Processing Results.

The data presented in Table 4 indicate that one indirect relationship lacks significant influence (T stat < T (300) = 1,96, p > 0,5), specifically the impact of consumer knowledge on purchasing behaviour for environmentally friendly household products, mediated by consumer attitudes (T stat = 0,714 and p-value = 0,476). Next, the model depicting the influencing of each variable is illustrated in Figure 2.

Figure 2. Bootstrapping Analysis



Discussion

The findings reveal a significant influence of consumer knowledge on purchasing environmentally friendly products. This influence represents the most robust relationship identified in this study. These results corroborate the premise that consumers fundamentally require a wealth of information before engaging in specific behaviours. Jiang and Rosenbloom (2013) found that knowledge functions as a psychological defence against ignorance and misinformation acquired through objective, subjective, and experiential means. Objectively, consumers, particularly housewives, comprehend the distinct production processes of environmentally friendly products compared to conventional ones. This understanding motivates them to recognize the substantial contribution even minor adjustments in consumption habits can make to sustainability efforts – such as eschewing plastic during shopping.

Through objective knowledge, housewives gradually adopt practices like bringing reusable shopping bags to reduce plastic waste at home. Housewives subjectively derive knowledge about environmentally friendly products from the information provided on product packaging. Additionally, their direct shopping experiences offer insights into which products are suitable for everyday use, thereby enhancing their understanding and awareness of environmentally friendly alternatives. Logos that are usually found on packaging include eco products, go green, 100% eco-friendly, 100% recycled, eco plantation, and several others. In many cases, eco-friendly labels impact purchasing decisions and change behaviour. Statements from (Lin and Niu, 2018), (Wang, Wong and Narayanan Alagas, 2020)and (Sugandini et al., 2020) stated that knowledge is an important construct for consumer behaviour because it plays a role in information search, the innovation adoption process, and learning about new products. Consumer knowledge contains the information a person must

determine and confirm environmental concerns, which, in turn, allows consumers to convert that knowledge into influential behaviour. It makes knowledge about the environment play an important role in explaining attitudes, intentions, and behaviour.

Furthermore, there is no influence between consumer values and household product purchasing behaviour in Jambi City and Sungai Penuh City. The value obtained from using household products does not encourage purchasing behaviour among housewives. Our finding has a different result from previous studies, which found that consumer values influence purchasing behaviour, as Segev & Liu (2021) and Amin & Tarun (2021) found. Value is subjective so the assessment can vary according to the time, place, and product being studied. According to Fiandari et al. (2019), positive consumer values do not necessarily make consumers consume or use products. The application of values to some research results may vary. Furthermore, price is a reason for not purchasing household products by housewives. While environmental considerations may drive many buyers, price is still a major factor in purchasing decisions. According to Fiandari et al. (2019), price is an important aspect for consumers if seen from the relationship between the value of consumers of environmentally friendly household products and the consumers themselves. High production costs will automatically lead to high product selling prices. Authors (2014) analyzed that consumers with a low level of environmental friendliness are the group that pays the most attention to the price of environmentally friendly products. They often think the price of environmentally friendly products is high or expensive. They hesitate to consume environmentally friendly products because of the possible financial burden. Environmentally friendly consumers at the middle-class level believe in the importance of protecting the environment. However, consumers are also sensitive to the price of environmentally friendly products. Studies show that consumers tend to respond to price discounts when there are promotions. Thus, price promotions are framed as compensating for the losses resulting from high prices. Weisstein et al. (2014) suggest that consumers often use price as an indicator of perceived product quality and/or an indicator of perceived monetary sacrifice. Perceived value represents *a trade-off* between perceived quality and monetary sacrifice. It is positive when the perceived quality is greater than the perceived monetary sacrifice. However, on the contrary, it can show negative numbers, and the quality is not commensurate with the costs incurred to buy environmentally friendly products.

The third research hypothesis addresses the absence of a significant influence of subjective norms on the purchasing behaviour of environmentally friendly products. The research focuses on households, with housewives comprising the sample unit. Housewives typically have their own understanding and considerations when determining what benefits their families. A knowledgeable housewife tends to act in accordance with her own knowledge, independent of external input or pressure from others. As Ajzen (1991) defined, subjective norms encompass the perceived social pressure to engage or refrain from intended behaviour. In this study, respondents did not experience injunctive components of subjective norms, such as financial support from reference groups like friends and family for purchasing household products. Additionally, descriptive components, such as adhering to societal trends, were not commonly observed among most respondents. However, it is plausible that factors beyond subjective norms may also influence purchasing behaviour from the perspective of reference groups. As noted by Moser (2015), culture can significantly shape consumer behaviour alongside the role of reference groups. Moreover, factors such as the

impact of advertising and promotional activities may sometimes exert a greater influence than that of family, colleagues, or other social circles. Despite individuals' awareness of certain social norms, the direct influence of specific marketing messages can often sway their behaviour to a greater extent.

The research highlights the profound effect of behavioural control on the buying habits of those purchasing household products. As noted by Joshi & Rahman in 2015, behavioural control is a key factor in determining how consumers act. This study builds on their work to offer a new view of how housewives exert behavioural control. This control is defined by the level of authority a housewife has in managing various household tasks, with aspects like strong self-belief and the ability to manage situations playing a role. Housewives are shown to choose products based on personal preference, use products confidently, navigate challenges, and make independent purchasing decisions. The key to their success is the belief that outcomes result from their actions rather than the influence of others, including their social circle. Next, the fifth research hypothesis states that consumer attitudes influence purchasing behaviour for environmentally friendly household products. Among consumer knowledge, consumer values, subjective norms, and behavioural control, consumer attitudes are the most strongly influencing purchasing behaviour for environmentally friendly household products. This means that housewives who have a favourable evaluation of environmentally friendly products will continue to purchase these products. Attitude phenomena are always emphasized as one of the important factors of behavioural intentions and actual behaviour in environmentally friendly consumer psychology studies. As the waste of natural resources continues to occur, people's desire to preserve the environment has continued to increase in recent years. The research results are in line with the concept that the better the positive attitude of consumers, the more positive the behaviour shown by consumers (Ajzen, 1991). According to Signori and Forno (2016), consumer attitudes can be a driving force for society both through the act of consuming or not consuming goods and by the pressure that other parties, producers, similar companies, or the government can provide.

In contrast to previous studies (Park, Sohn and Science, 2018; Amoako, Dzogbenuku and Abubakari, 2020; Dhir et al., 2021)which found a knowledge-attitude-behaviour relationship, the results of this study show that, on the contrary, there is no significant effect on the relationship between knowledge, attitudes and purchasing behaviour of consumers of environmentally friendly household products in Jambi City and Sungai Penuh City. The results obtained open new perspectives. Consumer knowledge is a key factor in consumer behaviour, but when mediated by consumer attitudes, the relationship between consumer knowledge and purchasing behaviour does not show a significant influence. According to Kollmuss and Agyeman (2002), the knowledge-attitude-behaviour model may no longer be relevant because research in many studies proves that increasing consumer knowledge has no impact on attitudes and does not trigger environmentally friendly behaviour. It shows that consumers do not need an evaluation process when deciding on purchasing behaviour. In line with these research results, the Rojas-Méndez et al. (2015) study also found that consumer knowledge did not affect consumer attitudes and purchasing behaviour.

Despite initially showing no significant effect on purchasing behaviour, indirect relationship research reveals that through consumer attitudes, consumer values significantly influence

purchasing behaviour for environmentally friendly household products. Values play a pivotal role in shaping environmental attitudes, which in turn strongly influence behaviour. Studies such as Han et al. (2017) reinforce these findings, indicating that when consumer expectations align with received values, consumers exhibit a more positive inclination towards the product and are more likely to make a purchase. Additionally, research by Kautish and Sharma (2019) highlights the mediating role of consumer attitudes in the relationship between consumer values and behaviour. Drawing on the Value-Attitude-Behavior (VAB) model proposed by Homer and Kahle (1988), environmental values emerge as robust predictors of attitudes towards environmentally friendly behaviour, subsequently driving actual pro-environmental behaviour. This theory finds support in studies by (Alty Amalia, Sosianika and Amanda Christabel, 2021) and Fiandari et al. (2019), which underscore the influence of values on consumer attitudes, ultimately shaping consumer behaviour.

This study reveals how subjective norms significantly shape consumer attitudes towards eco-friendly household products, affecting their purchasing behaviour. It aligns with Ajzen & Fishbein (1977) theory, which suggests that consumer behaviour is influenced by the intentions that stem from attitudes and subjective norms. Essentially, the views of influential group members set a benchmark that consumers aim to meet in similar contexts. These views are not directly translated into actions but are perceived by consumers, who gauge their behaviour accordingly. The findings corroborate with Troudi and Bouyoucef (2020), highlighting subjective norms as a pivotal factor in shaping consumer attitudes. Additionally, this research supports Schwartz (1973) norm activation theory, positing that activated social norms prompt individuals to act in ways that align with these norms. Social norms thus act as a guide for behaviour, influencing individual choices.

Furthermore, behavioural control significantly affects purchasing behaviour through consumer attitudes toward environmentally friendly household products. This finding supports the theory from previous research (Prendergast et al., 2019; Ogiemwonyi et al., 2020)that attitudes will mediate the relationship between behavioural control and consumer purchasing behaviour. Consumers with good control consider more things before purchasing, such as the budget needed to purchase, what household products are daily necessities or other considerations. In the household, the mother is in control when it comes to planning and managing the budget and daily needs. So, with strong behavioural control, housewives will easily purchase environmentally friendly household products.

Implications

The pressing nature of addressing environmental issues underscores the significance of the research findings. It is envisaged that these results will aid in comprehending the underlying causes, identifying solutions, and furnishing recommendations for stakeholders to mitigate further environmental degradation, particularly in Jambi Province. The research serves as a catalyst for fostering positive societal change within Jambi, aligning with the Sustainable Development Goals (SDGs). By informing the development of more effective public

policies, the research endeavours to influence consumer behaviour towards sustainable practices collectively.

Conclusion

Consumer knowledge, behavioural control, and attitudes significantly impact the purchasing behaviour of environmentally friendly household products, whereas consumer values and subjective norms do not. In the construct of indirect relationships mediated by consumer attitudes, only consumer knowledge fails to influence purchasing behaviour for environmentally friendly household products. So, the novelty of this research conversely, consumer values, subjective norms, and behavioural control exert a significant influence on purchasing behaviour for environmentally friendly household products through consumer attitudes.

Recommendation

Future research should aim to differentiate between objective knowledge (information) and subjective knowledge (personal perceptions) regarding environmentally friendly products and to clarify the multifaceted nature of consumer values. This approach will enhance the comprehensive result. To encourage the adoption of eco-friendly products, it's crucial to make these products widely available in communities, ensuring they meet local needs and are priced affordably. Establishing a solid distribution network that offers these products at reasonable prices will likely boost demand, especially given the positive consumer interest highlighted in recent studies. This strategy supports environmental sustainability and aligns with consumer preferences, driving a significant shift towards greener consumer habits.

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