

ABSTRACT

Climate change has a very broad impact on people's lives, including in Indonesia. Since the emergence of negative issues about the environment such as global warming, resulting in the level of human awareness of the environment began to emerge. The green lifestyle is now starting to be widely applied by the community along with the natural damage caused by the community as well. The purpose of this study is to build a research framework, which helps companies to generate green purchase (consumption) intention of the company through the determinants (predictors) of environmental responsibility mediated by environmental concern and moderated by green product availability. The implications of this research for academics are expected to be able to present a new model of environmentally friendly consumer behavior which is closely related to green marketing. For practitioners, this research is expected to provide solutions regarding the factors that influence the interest in consuming environmentally friendly products.

This research is classified as a quantitative research that uses a descriptive and associative design with a case study approach to the Nutrifood company. The research model used is Structural Equation Modeling (SEM) with the help of SMART PLS 3.2.9 software. The sampling technique used is purposive sampling. The questionnaire survey method was used to collect data from a minimum of 269 people who know Nutrifood products in Indonesia, with the consideration that these people have looked for Nutrifood products through online questionnaires. The collected data will be processed through validity and reliability tests, model fit, and also tested hypotheses.

The findings of this study strengthen the literature on the relationship between consumer environmental responsibility, environmental concern, and green consumption intention from a consumer perspective. In addition, this study reveals that environmental concern is an important precursor and intermediary that helps encourage green consumption intention. Meanwhile, green product unavailability has a moderating role in the relationship between consumer environmental responsibility and green consumption intention through an environmental concern mediator. Further researchers are advised to continue this research by adding variables related to other green marketing, in addition, it is also recommended to examine other research objects, so that the results of these studies can be used as comparative studies.

Keywords: Consumer Environmental Responsibility, Environmental Concern, Green Consumption Intention, Green Product Unavailability.